Outsmarting the cheaters

Master thesis: Reducing illegitimate complaining

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Acknowledgements

Before you lies a study into preventing illegitimate complaining, named 'Outsmarting the cheaters'. This study is written by Nick Spierings, student at the Master specialization 'Marketing', written as Master's thesis. This thesis was written in the period from September 2021 up until June 2022.

I wish you much reading pleasure,

Nick Spierings,

Schaijk, 13-6-2022

Abstract

When a customer is disappointed with a service or product, he might file a complaint. When the firm has truly made a mistake, this is justified. However, sometimes customers file a complaint without the firm making a mistake. This study focusses on the illegitimate complaints filed by the 'greedy customer', one of four different types of illegitimate complainers. These illegitimate complaints are often justified with neutralization techniques, to condone their misbehaviour and convince others and themselves that their actions are appropriate. These neutralization techniques might be countered by firms with the use of deterrence tactics. This study will research whether a match between the neutralization technique and deterrence tactic will improve a customer's cognitive behaviour and decrease his intention to complain.

A survey was conducted with 536 respondents. The gathered data has been analysed using SPSS, specifically Anova. The analysis in this study shows no significant difference that a customer's cognitive dissonance is higher and intention to complain is lower when the neutralization technique he uses to justify his complaint is countered by a deterrence tactic that matches this neutralization technique, compared to when it does not match. This study does show significant data to support that neutralization techniques 'claim of normalcy' and 'claim of entitlement' are used more often by greedy customers than the neutralization techniques 'denial of injury' and 'denial of victim', and that 'moral triggers' improve a customer's cognitive dissonance more than not using a deterrence tactic.

The findings from this study can be used by scholars to further their understanding of why customers complain and provides them with a platform to understand ways to reduce customers from illegitimate complaining. Practitioners could use this study to further understand the drivers of illegitimate complaining, and that using 'moral triggers' to counter neutralization techniques increases a customer's cognitive dissonance.

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Chapter 1 Introduction

1.1 Introduction

When offering a product or service, there is a possibility that the quality of a product or a service does not meet the expectations customers have (Hess, Ganesan & Klein, 2003), this might lead to customer dissatisfaction. When this occurs, the service recovery, also known as complaint handling, comes into play (Anderson, 1973). Service recovery indicates the firm wants to make customers satisfied once more under the motto 'the customer is always right'. Unfortunately, there are not only justified and honest complaints, but also illegitimate complaints (Reynolds & Harris, 2005; Berry & Seiders, 2008). These might be exaggerated or invented complaints, which specifically cost a firm a lot of time, money and energy as employees of the firm will have to handle these complaints too. There is a growing amount of illegitimate complaints which are exaggerated or made up (Khantimirov & Karande, 2018).

Occasionally an illegitimate complaint will mistakenly be seen as a legitimate complaint by an employee, which will be wrongly (financially) compensated by the firm. It is understandable that firms want to avoid these kinds of unwanted complaints. In order to do this, understanding illegitimate complaints is key (Joosten, 2022). However, researching this might prove to be difficult, as this is a sensitive issue and nonetheless an illegal practice. This issue might prove to be sensitive as customers are likely to lie about having filed an illegitimate complaint, while firms might be unaware of the amount of illegitimate complaints as a consequence of their inability to see when a complaint is illegitimate.

Nevertheless, the Marketing Department of the Radboud University conducted research into it. In a first qualitative study, possible drivers of illegal complaining were found. In a second, more quantitative study, some drivers were confirmed. In a third study, different types of illegal complainants were distinguished and the link between illegal complaining and neutralisation techniques and relationship variables was established. In a fourth large-scale (confirmatory) study, four different types of complainers were distinguished, each with different motives for complaining, different neutralization techniques to justify their behaviour and different effects on the relationship with the company. These four types of complainers are:

- The immoral firm type of customer, which thinks that the firm has tried to take advantage of him, which the customer attempts to rectify but failed to.
- The failing firm type of customer, which is dissatisfied with the outcome, the treatment, and the procedure of the service provided by the firm. This customer does not think the firm treated him this way on purpose or for their own benefit, but rather out of lack of ability.
- The greedy type of customer, which creates a problem himself in order to be able to complain illegitimately and take advantage of the firm.
- The opportunistic type of customer, which opportunistically takes advantage of the firm because it has a liberal redress policy

For this research, the focus will be on the greedy type of customer, as this type of complainer causes the firm the most damage and this complainer acts on purpose and can thus best describe their motives (Joosten, 2022).

In this study, the aim is to learn how these different types of complaining can be prevented or reduced. This will be done by studying the deterrence theory by Dootson et al. (2018). The deterrence theory (Dootson et al., 2018) proposes seven deterrence tactics to counter the neutralization techniques (Joosten, 2022) used by illegitimate complainers to justify their misbehaviour.

Dootson et al. (2018) have created the DNB (deterrence-neutralization-behavior) framework, to better understand how deviant consumer behaviour can be deterred. This framework shows the positive relationship between neutralization techniques and involvement in illegitimate behaviour. Dootson et al. (2018) argue these neutralization techniques reduce the level of cognitive dissonance, which in turn will lead to an increase in the intention to illegitimately complain. Moreover, the framework proposes the new moderating role of deterrence tactics, which can be used to deter the neutralisations used by illegitimate complainers. Deterrence tactics are mechanisms that will reintroduce cognitive dissonance (which were previously reduced by neutralisation techniques) by presenting consumers with information that challenges their attitudes, beliefs or behaviour (Dootson et al., 2018). Cognitive dissonance is the term used to describe the feeling of discomfort that results from holding two conflicting beliefs (Sharma, 2014). According to Metin & Camgoz (2011), Cognitive dissonance theory proposes that when people experience psychological discomfort (dissonance), they try to reduce it. Consequently, reducing dissonance implies that they use a neutralisation technique to justify their behaviour.

In this study, the process will be to find out what neutralization techniques (Joosten, 2022) are most common among those greedy customers, then find out which deterrence tactics (Dootson et al., 2018) can be applied best to these neutralization techniques in order to increase cognitive dissonance. This way illegitimate complaining in the firm's target group could be reduced.

1.2 Research aim

As the different types of complainants with their different motives are known, the aim of the present study is to look for ways of preventing greedy customers from illegitimate complaining.

The research question is therefore: *'How can organisations prevent or reduce illegitimate complaining by greedy customers described in Joosten's typology?'*

Sub-questions are:

- *'What are illegitimate complaints?'*
- *'What types of illegitimate complainers are there?'*
- *'What models and theories exist that can explain this behaviour and that have tools to prevent illegitimate complaining, specifically by greedy customers?'*
- *'How can Dootson's (2018) deterrence theory be used to explain illegitimate complaining?'*

- *'How effective is Dootson's (2018) dnb framework in countering illegitimate complaining by greedy customers?'*

1.3 Relevance

There has been little research toward reducing illegitimate complaints and how to accomplish this (Joosten, 2022). Joosten (2022) argues that this is a consequence of the subject of illegitimate complaining being a sensitive object which makes it hard to measure. Given its importance for improving existing theories on illegitimate complaining behaviour, investigating the research question of this study gathers important knowledge which will add to existing literature. Dootson's (2018) deterrence tactics have not been empirically studied yet. This study will contribute to knowledge about how to reduce illegitimate complaining by researching how effective Dootson's (2018) deterrence tactics are to counter neutralization techniques used for illegitimate complaining. By doing this, this study extents the research of Joosten (2022) and fills the gap of knowledge. Thus, this study is expected to contribute to academic literature and therefore theoretically relevant. An example of a field in which this study can contribute to knowledge regards service recovery, by researching how illegitimate complaining can best be prevented or reduced.

The practical relevance is based around the fact that illegitimate complaints have proven to be costly as well as time-consuming for firms. These companies aspire to retain happy customers, as current customers are the key to long-term brand success. Keller, Lane & Swaminathan (2019) state that acquiring new customers can cost 5 times as much as retaining customers. A better understanding of what reduces illegitimate complaining provides important insights to managers which can help them decide how to reduce complaint handling, and whether the firm itself can do something about it.

1.4 Thesis outline

The remainder of this thesis is organized as follows: Chapter 2 forms a theoretical framework, which elaborates on the types of illegitimate complaints as well as theories of existing theories regarding behavioural change. Thus Chapter 2 attempts to answer the following sub-questions: 'What are illegitimate complaints?', 'What types of illegitimate complaints are there?', 'What models and theories exist that can explain this behaviour and that have tools to prevent illegitimate complaining, specifically by greedy customers?' and 'How can Dootson's (2018) deterrence theory be used to explain illegitimate complaining?'. The chapters post-chapter 2 are focused on answering the remaining sub-question 'How effective is Dootson's dnb framework in countering illegitimate complaining by greedy customers?' as well as the research question 'How can organisations prevent or reduce unlawful complaining described in Joosten's typology?'. Chapter 3 explains the methodology used in this research. Chapter 4 presents analysis and results of this study. Chapter 5 contains a discussion, complete with conclusion, theoretical contributions and managerial implications, followed by the recommendations that are results of this study, and limitations as well as possibilities for future research.

Chapter 2 Theoretical framework

2.1 Introduction

This chapter forms the theoretical frame of this thesis. First illegitimate complaints will be elaborated upon, along with different types of illegitimate complaints. Then cognitive dissonance will be explained. Third, theories of behavioural change will be discussed and some of these will be chosen to continue with in this thesis. Along with this, several hypotheses will be proposed. Finally a summary will be given, covering this chapter.

2.2 illegitimate complaints

Reynolds & Harris (2005) define illegitimate complaints as 'complaints without experiencing service failure or dissatisfaction'. Ro & Wong (2012) add to this that complaining also occurs whilst exaggerating, altering or lying about the facts or situation, or abusing service guarantees. Additionally, Ro & Wong (2012) state that illegitimate complaints can also include those who wrongly blame the firm providing service. Combining these definitions we can propose three sorts of illegitimate complaints: made up complaints (complaints made without experiencing dissatisfaction), exaggerated complaints (complaints made experiencing dissatisfaction, but the complaint is exaggerated, altered or lied about), and complaints wrongly blaming the firm providing service (when the firm providing service is not to blame) (Joosten, 2022).

2.3 Cognitive dissonance

According to Arora & Chakraborty (2019), people feel bad when they behave immorally due to cognitive dissonance. Cognitive dissonance is the feeling of discomfort one has when one is holding two conflicting beliefs (Sharma, 2014; Hasan, 2012). Metin & Camgoz (2011) add to this that the cognitive dissonance theory proposes that people experiencing psychological discomfort try to reduce this. Aronson (1969) argues that the occurrence of cognitive dissonance is unpleasant and individuals strive to reduce it by either adjusting their attitude towards the legal activity or changing their behaviour towards more legal practices. The theory of cognitive dissonance states that individuals strive for consistency in themselves (Festinger, 1957).

Dootson et al. (2018) argue that acting in a way that contradicts one's cognition is likely to result in cognitive dissonance. An individual that shows behaviour which falls outside his deviance threshold, the discomfort must be reduced or even eliminated. Reducing or eliminating this discomfort is done by using neutralization techniques to justify his behaviour (Dootson et al., 2018).

2.4 Neutralization techniques

To help explain the types of illegitimate complaints, neutralization techniques used and the Neutralization theory will first be described. Neutralization theory, described by Sykes and Matza (1957), states that an individual who commits a crime or shows immoral behaviour, tries to justify his

misbehaviour through a process of 'neutralization', whereby the behaviour is redefined to make it morally acceptable.

According to Sykes and Matza (1957) neutralization techniques are used to justify criminal, deviant or unsocial behaviour. People use these techniques to justify their misbehaviour and to convince others and themselves that their actions are appropriate. Joosten (2022) formed a list of all neutralization techniques including their definition, this list can be seen in table 1 below.

Variable	Definition (reference)
Appeal to higher loyalties	The degree to which an individual states that he didn't do it for himself, but on principle, or for others" (McGregor, 2008)
Claim of Entitlement	The extent to which an individual justifies his own illegitimate complaining behaviour by perceiving that he *has the right to claim something*" because he deserves a windfall (McGregor, 2008)
Claim of Normalcy	The degree to which an individual justifies illegitimate complaining behaviour by saying everybody engages in such behaviour once in a while (Hinduja, 2007)
Claims of Relative Acceptability	The extent to which an individual minimizes his guilt by comparing themselves to others who even perform more questionable behaviours (McGregor 2008)
Condemnation of the condemner	The degree to which an individual thinks that the company is also not always honest towards their customers (Vittel and Grove, 1987)
Defense of Necessity	The degree to which an individual feels that his behavior was necessary, and therefore not wrong in the abstract (Harris and Daunt, 2011)
Denial of Injury	The degree to which an individual thinks his behavior will not cause serious damage to the company (McGregor, 2008)
Denial of Negative Intent	The extent to which an individual diminishes guilt by believing that it was not his/her intention to cause harm (Hinduja, 2007)
Denial of Victim	The degree to which an individual perceives that the firm deserves what they get (McGregor, 2008)
Denial of responsibility	The extent to which an individual puts the blame to others than oneself (Harris and Daunt, 2011)
Justification by Postponement	The extent to which an individual reduces guilt by not thinking about the consequences of bad behavior (McGregor, 2008)

Metaphor of the Ledger	The degree to which an individual minimizes his illegitimate complaining behaviour, by saying that all of his good behaviours performed in the past make up for this one time the behaviour is aberrant (Hinduja, 2007)

Table 1. All Neutralization techniques and their description (Joosten, 2022)

The only neutralization technique which Joosten (2022) did not include in his list is the neutralization technique '**denial of punishment**'. Consumers could use this neutralization technique to state they will not get caught to justify their illegitimate complaining (Dootson et al., 2018).

As illegitimate complaining is considered to be illegal globally, illegitimate complainers often use neutralization techniques to justify their illegal and immoral behaviour. As different types of illegitimate complainers may have different motives and often complain under different circumstances, they often also use different neutralization techniques to justify their behaviour.

2.5 Types of illegitimate complainers

Joosten (2022) describes four types of illegitimate complainers. These four types are based on the answers of two questions: 'Who is to blame?' and 'Was the problem created on purpose or not? Heider (1958) formed the 'Attribution theory', which suggest that both attribution to the cause of the problem (in other words 'who is to blame?') and intention (in other words 'was it on purpose or not?) will affect an individual's motivation and response.

The following figure explains Joosten's typology of the four types of illegitimate complainers:
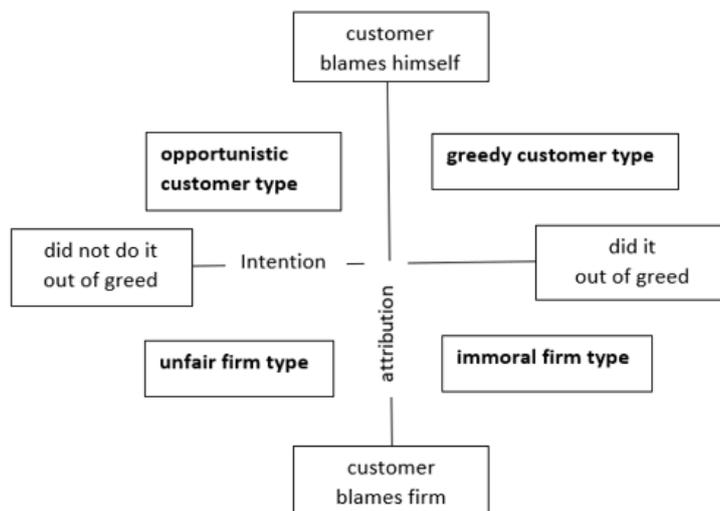
Figure 1. Typology of illegitimate complainers, based on intention and attribution (Joosten, 2022)

The first type of illegitimate complainer is the immoral firm type. This customer thinks that the firm has tried to take advantage of him, which the customer attempts to rectify but failed to. According to this type of customer, the firm does not keep to what has been agreed. This results in the customer to feel that he has lost control, illegitimate complaining can be described as his 'last cry for help'. The immoral firm type of customer blames the firm, but acted on purpose. This type of customer is not

comfortable with his illegitimate complaining, so he uses several neutralization techniques to justify his immoral behaviour. Denial of responsibility (It was not my fault), defence of necessity (If I had not done it, the firm would not have taken me seriously), denial of victim (the firm deserves it), condemnation of condemner (the firm is not fair to their customers), and appeal to higher loyalties (I did not do it for myself, but for others) are examples of neutralization techniques used by the immoral firm type of illegitimate complainer, with the first two techniques occurring most often (Joosten, 2022). It can be noted that this type of illegitimate complainer refers to the firm to justify his illegitimate complaining. This type of customer does not refer to fellow customers to justify his misbehaviour, as he feels the firm has deliberately cheated him to benefit themselves (Joosten, 2022)

The second type of illegitimate complainer is the failing firm type. This customer is dissatisfied with the outcome, the treatment, and the procedure of the service provided by the firm. This customer does not think the firm treated him this way on purpose or for their own benefit, but rather out of lack of ability. The failing firm type of customer blames the firm, but did not act on purpose. This type of illegitimate complainer uses the least neutralization techniques of the four types of illegitimate complainers and denial of injury (The firm would not really suffer from my complaint) is the most common neutralization technique used according to Joosten (2022).

The third type of illegitimate complainer is the greedy customer type. This customer creates a problem himself in order to be able to complain illegitimately and take advantage of the firm. The greedy customer type of customer blames himself, but acted on purpose. It can be noted that this type of customer refers his neutralization techniques to his fellow customers. The greedy customer type most often justifies his illegitimate complaining using a claim of normalcy (everyone does it). This type of customer would not use the 'denial of negative intent' neutralization technique, as there is in fact negative intent present in the illegitimate complaint (Joosten, 2022).

The fourth type of illegitimate complainer is the opportunistic customer type. This customer opportunistically takes advantage of the firm because it has a liberal redress policy (such as 100 percent money back guarantee (Baker, 2012)). The opportunistic customer type blames himself, but did not act on purpose. The opportunistic customer type justifies his illegitimate complaining using neutralization techniques like 'justification by postponement' (while making the illegitimate complaint, I did not think about the consequences, I only thought about them afterwards) or 'claim of relative acceptability' (other customers commit worse misbehaviour). It can be noted that this type of illegitimate complainer does not blame the firm, as the customer knows the firm has done nothing wrong and he just wants to take advantage of the firm's liberal redress policy (Joosten, 2022).

It can be concluded that illegitimate complainers are not all greedy customers who plan their move to take advantage of the firm. Next to these greedy customers , there are in fact customers who grab the opportunity when it presents itself, there are those for whom illegitimate complaining is a desperate cry for help, and there are those for whom illegitimate complaining is a way to get even for the unfair relationship he experiences with the firm (Joosten, 2022).

2.6 Deterrence theory

A theory that might prove to be useful in this study is the deterrence theory by Dootson et al. (2018). This theory separates two different approaches to controlling behaviour. The first one being the punishment of current offenders aims to deter others from offending, which is based on fear of punishment and draws on the principles of vicarious learning. Dootson et al (2018) state that when an individual sees that a person showing misbehaviour is punished for specific behaviour, the individual will refrain from showing such behaviour. The second approach focuses on the prevention of reoffending, convicted and punished offenders will refrain from reoffending as a result of their punishment. Dootson et al. (2018) state that punished people will avoid future punishment.

In his study, Dootson et al. (2018) propose a framework to better understand how deviant customer behaviour can be deterred. A customer's intention to complain is an example of deviant behaviour shown by customers. In this paper, seven deterrence tactics are proposed to deter seven neutralization techniques used by illegitimate complainers. According to Dootson (2018), the neutralization techniques can be connected to these specific deterrence tactics, which will weaken the positive relationship between the neutralization technique and the misbehaviour shown by illegitimate complainers. The deterrence tactics are explained as followed:

- Communicating objective risk of formal sanctions: This can be achieved by communicating the objective risk of being caught and punished by authorities. If a firm communicates the objective risk of formal sanctions, the denial of punishment probability neutralization technique would be challenged. A consumer would not be able to claim he will not get caught, which should influence the behaviour in such a way that the consumers will not show illegitimate complaining. Thus, using this deterrence theory will decrease the positive relationship between the neutralization 'denial of punishment' and illegitimate complaining.

- Communicating objective risk of social sanctions: This can be achieved by communicating the objective risk of being caught not by authorities but by peers. Firms can encourage other consumers to administer social sanctions. If the consumer perceives the threat of being caught by other consumers, the neutralization technique 'denial of punishment' will be challenged. Thus, using this deterrence theory will decrease the positive relationship between the neutralization 'denial of punishment' and illegitimate complaining.

- Humanise the organisation: Deviant behaviour can be directed towards an individual or an organisation. Deviant behaviour is more likely to be perceived as unacceptable when it is directed towards an individual than when it is directed towards an organisation (Fullerton & Punj, 2004). According to Dootson et al. (2018), when deviant consumer behaviour involves directing harm towards an organisation, the most commonly used neutralization technique is denial of victim. Dootson et al. (2018) propose the most suitable deterrence tactic for this neutralization technique is to 'humanize the organisation', stating that the more human the

organisation is perceived to be, the smaller the perceived social distance between the organisation and the deviant consumer (Dootson et al., 2018).

- Educating the consumers: Consumers who are more likely to show illegitimate complaining are focused on the benefit they gain from showing this behaviour, rather than on acknowledging the negative outcome for others as a consequence of their illegitimate complaining (Forsyth, 1980). Thus, organisations need to increase awareness of the consequences of illegitimate complaining. Educating consumers regarding the harm caused to the victim is one way to change consumers' perceptions of the consequences of their behaviour. Dootson et al. (2018) argue that when consumers do not regard the negative consequences of their deviant behaviour, they are most likely to use the neutralization technique 'denial of injury' to justify their behaviour. According to Dootson et al. (2018) the most suitable deterrence tactic for this neutralization technique is 'educating the consumers'. This approach attempts to challenge denial of injury by presenting the harm objectively.

- Social proofs: When consumers learn that the majority of their peers are engaging in an activity, they are more likely to engage in this activity too (Goldstein et al., 2008). Dootson et al. (2018) argue that consumers need to be made aware that their peers respond with a particular behaviour. When consumers copy the behaviour of their environment, they are likely to use the neutralization technique 'normal practice' (Dootson et al., 2018). According to Dootson et al. (2018) the most suitable deterrence tactic for this neutralization technique is 'social proofs'. If consumers notice that everyone in their environment is engaging in legitimate consumer behaviour, they are less likely to use the neutralization technique 'normal practice' and show legitimate consumer behaviour as well.

- Transparency of rules, policies, and law: this can be achieved by the firm when they are transparent about their rules to make sure that the consumers are able to understand them. Understanding the rule will make the consumer more likely to comply with it, as people are more compliant when they comprehend the reason for the rule (Glik, 2007). When consumers feel they are entitled to show illegitimate complaining, the neutralization technique 'claim of entitlement' provides a rational reason for the rule that competes with their sense of entitlement. According to Dootson et al. (2018) the most suitable deterrence tactic for this neutralization technique is 'Transparency of rules, policies, and law'. When rules are clear, consumers are less likely to feel entitled to illegitimate complaining.

- Moral triggers: The final deterrence tactic by Dootson et al. (2018) focuses on encouraging neutralization for not engaging in illegitimate consumer behaviour. Moral triggers that challenge neutralization techniques in general are proposed through the administration of self-sanctions which internally regulate a consumers' behaviour. Dootson et al. (2018) argue that moral triggers work by increasing the salience of moral values to trigger self-sanctions so

consumers deter themselves from certain behaviours. Thus, increasing the salience of moral values can reduce the likelihood of illegitimate complaining according to Dootson et al. (2018).

2.7 Hypotheses

The different types of illegitimate complainers have different motivations for their illegitimate complaining. This illegitimate complaining is justified with different neutralization techniques (Joosten, 2022). The deterrence tactics described in the deterrence theory by Dootson et al. (2018) can be connected to the neutralization techniques to see whether the deterrence theory by Dootson et al. (2018) has an effect on illegitimate complaining.

In this study, the aim will be to find out what neutralization techniques are most common for the greedy type of customer, then find out which deterrence tactics can be applied best to these neutralization. It will be measured which deterrence tactic can be best applied to the neutralization techniques most commonly used by the greedy customer type. This way illegitimate complaining in the firm's target group will be reduced. The relationship between the deterrence theory (Dootson et al., 2018) and illegitimate complaining will thus be tested.

As the main focus of this study is the greedy type of customer, the focus will be on the neutralization techniques most commonly used by this type of customer. Greedy customers use neutralization techniques in which they do not refer to the firm, but to fellow consumers. The most common neutralization techniques the greedy type of consumer uses are the 'claim of normalcy' (also known as 'normal practice', stating "others also do it") and the 'claim of entitlement' (stating "I deserve it"). Therefore, the following hypothesis is formed:

H1. Greedy customers use the neutralization techniques 'claim of normalcy' and 'claim of entitlement' more often than the neutralization techniques 'denial of injury' and 'denial of victim'.

Dootson et al. (2018) state that when a deterrence tactic matches the neutralization technique the greedy customer uses, cognitive dissonance will increase. Therefore, the following hypothesis is formed:

H2. Cognitive dissonance is higher if the deterrence tactic matches the neutralization technique used by the greedy customer, than when the deterrence tactic does not match the neutralization technique used by the greedy customer.

Dootson et al. (2018) argue when the deterrence tactic matches the neutralization technique greedy customer use, the intention to complain is lower than when the deterrence tactic does not match the neutralization technique. Therefore, the following hypothesis is formed:

H3. Intention to complain is lower when the deterrence tactic matches the neutralization technique than when the deterrence tactic does not match the neutralization technique.

Dootson et al. (2018) state the deterrence tactic 'moral triggers' should work for every neutralization technique. Therefore, the following hypothesis is formed:

H4. *Deterrence tactic 'moral triggers' does not have to match a specific neutralization technique to be effective for greedy customers.*

2.8 Conceptual model

As mentioned before, the tactics of Dootson et al. (2018) can be used to deter the neutralizations techniques used by the illegitimate complainers. Specific deterrence tactics should be connected to specific neutralization techniques which will weaken the positive relationship between the neutralization technique and the illegitimate consumer behaviour.
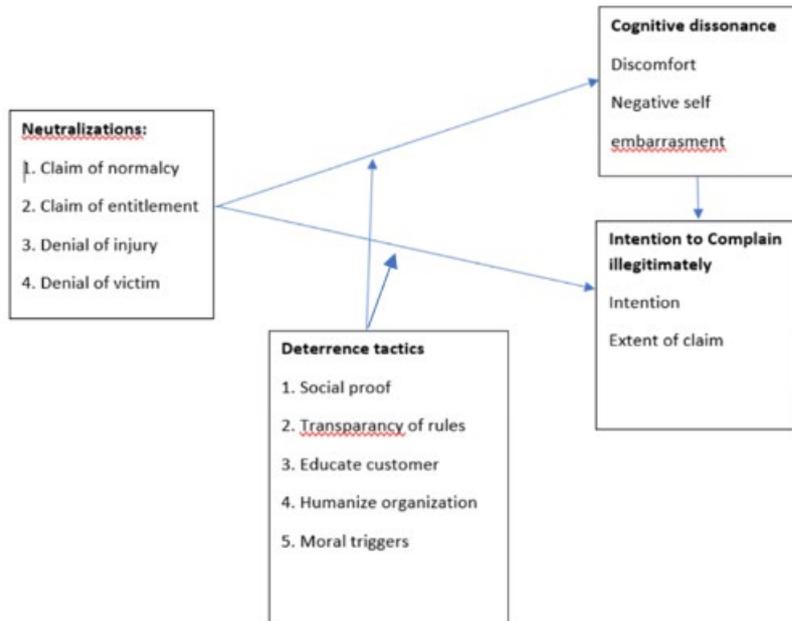
Figure 2. Conceptual model

2.9 summary

This chapter explains the neutralization theory and neutralization techniques. Building on this, illegitimate behaviour and several types of it are explained, as described by Joosten (2022). This is followed by a theory describing behavioural change (Deterrence theory (Dootson et al., 2018)), which can be used to answer the research question *'How can organisations prevent or reduce illegitimate complaining by greedy customers described in Joosten's typology?*. The Deterrence theory by Dootson et al. (2018) is explained in which the author connects deterrence tactics to the neutralization techniques in order to decrease deviant consumer behaviour. Finally, four hypotheses are proposed accompanied with a conceptual model proposing that deterrence tactics have an effect on the relationship between neutralization techniques and cognitive dissonance, which in turn has an effect on the intention to illegitimately complain. These theories will be used to test whether it is possible to prevent or decrease illegitimate complaining.

Chapter 3 Method

In this chapter, the methodology used to test the hypotheses is explained. First, the research design was described, followed by an explanation of the stimulus materials. Then the procedure and participants are explained. Third, the manipulation of control beliefs is explained, followed by independent and dependent measures. Fifth, the pre-test and pilot-test are described, followed by the manipulation checks, along with convergent and discriminant validity. Finally the research ethics were described.

3.1 Research design

To test the hypotheses, a scenario-based, between-subjects, posttest-only experiment was conducted using stories. The exact scenario-based stories are described below. Literature suggests that it is possible to manipulate an individual's beliefs, for instance by engaging him in behaviour that would characteristically imply his endorsement of that belief (Bem, 1967; Brehm and Cohen, 1962; Murray McNiel and Fleeson, 2006) or by letting the individual imagine being in a situation like this (Cramer and Fong, 2005). A control group was added as the effect of the deterrence tactics on the relationship between the neutralization techniques and illegitimate complaining is unknown and comparisons between the control group and the experimental group were used to measure the effect of the treatment.

3.2 Sample

In the experiment, the participants were asked to pretend to be the person described in the scenario. The experiment mainly focused on Dutch consumers, simply because Dutch consumers are most likely to respond to this experiment. Anyone who ever bought anything was applicable to participate in this experiment. Convenience sampling was used, as this is the easiest way to collect respondents for this master's thesis. A convenience sample is also called a non-probability sample and is a sample drawn without any underlying probability-based selection method (Price, 2013). In convenience sampling, participants are selected based on the ease of their availability and the willingness of the participant to participate in the experiment, this increases the probability of gathering useful data. To avoid any bias due to foreknowledge, no reference was made to the main variables in this study (illegitimate complaining, neutralization techniques and deterrence techniques). The experiment was randomized, as each participant was randomly assigned a specific deterrence tactic. The experiment concerned a between-subjects design, in which each individual was exposed to multiple treatments being tested.

3.3 Procedure

The scenarios were shown online, using Qualtrics. Participants were asked to voluntarily participate in the study. Participants were shown a specific scenario, describing the situation of a greedy type of consumer. Participants were told that the purpose of the study was to find out how different types of complaining can be prevented or reduced. They were asked to put themselves in the situation of the individual in the story, read it carefully and answer the questions afterwards. The story described a

consumer who illegitimately complains. The full experiment published on Qualtrics is shown in Appendix I.

First the context was introduced for the greedy type of consumer, and the participant was asked to pretend (s)he was this type of complainer. The greedy type of consumer path describes how an individual purposely creates a problem to mislead the firm. The participant is then asked six questions regarding his cognitive dissonance when asking for a discount in this situation, which he could answer with 'completely disagree' to 'completely agree'.

Secondly, the participant was asked if (s)he would actually file the (illegitimate) complaint and how high of a discount (s)he would ask for.

Third, the neutralization techniques were explained and the participant was asked to rank four neutralization techniques to how likely it is he would use them. The neutralization techniques 'claim of entitlement', 'claim of normalcy', 'denial of victim', and 'denial of injury' were used.

Fourth, the participant is presented one of four deterrence tactics. The participants are divided into six groups, receiving a different deterrence tactic. The participant's cognitive dissonance was once more tested and (s)he was then once more asked if (s)he would actually file the (illegitimate) complaint and how high of a discount (s)he would ask for.

Fifth, the participant was asked how realistic the scenario is, whether they think the complaint is exaggerated and/or pre-planned and he is asked if the scenario is explained clearly.

Finally, the participant's demographics are asked. So their age, gender, and educational level.

3.4 Measures

The questionnaire asked the participants to put themselves in the position of the customer considering whether or not to show illegitimate complaining. To facilitate this, all scale items were first person singular.

To establish differences in the behaviour of the participants, all groups were questioned with the same statements (except the presented deterrence theory). The constructs were measured using 5-point Likert scales, with the answers ranging from totally disagree to totally agree. After being introduced to the scenario's, the respondent were asked to fill in a questionnaire in order to receive information about the respondents. After the scenarios, the respondents were asked if they think their behaviour will change after the deterrence tactics. Respondents were also asked to indicate their age, education, and gender.

The variables used in the study were operationalized as followed:

Variable	Definition	measurement	Original item	Translated item

Realism	Describes How realistic this scenario is. If one can imagine being in such a situation now or in the future (Goodwin and Ross, 1992)	5-point Likert scale	I think something similar could happen to me (very unlikely - very likely)	Ik denk dat mij iets soortgelijks kan gebeuren. (zeer onwaarschijnlijk - zeer waarschijnlijk)
		5-point Likert scale	The situation in the scenario is (very unrealistic – very realistic)	De situatie in het scenario is (zeer onrealistisch - zeer realistisch)
		5-point Likert scale	To imagine myself in this situation is (very difficult – very easy)	Mezelf in deze situatie inbeelden is (zeer moeilijk - zeer gemakkelijk)
Exaggeration	A complaint is exaggerated when it exceeds the true version of the situation.	5-point Likert scale	To what extent was your complaint exaggerated? (Not at all - Quite so)	In hoeverre was uw klacht overdreven? (Helemaal niet – Helemaal wel)
Made- up	A complaint is made-up when none of it is true and created out of nothing.	5-point Likert scale	To what extent did you make up the complaint? (Not at all - Quite so)	In hoeverre had u de klacht verzonnen? (Helemaal niet – Helemaal wel)
Pre-planned	A complaint is pre-planned when it was planned before filing it.	5-point Likert scale	To what extent was the complaint planned in advance? (Not at all - Quite so)	In hoeverre was de klacht van tevoren gepland? (Helemaal niet – Helemaal wel)
Cognitive dissonance	Cognitive dissonance is a cognitive theory with an engine. It is a fundamentally motivational state (Elliot and Devine, 1994).	5-point Likert scale	I would feel uncomfortable about asking for a refund. (Completely disagree –	Ik zou me ongemakkelijk voelen als ik om een terugbetaling zou vragen.

		(Completely agree)	(Helemaal oneens – Helemaal eens)
	5-point Likert scale	I would feel uneasy about asking for a refund. (Completely disagree – Completely agree)	Ik zou me bezwaard voelen als ik om een terugbetaling zou vragen. (Helemaal oneens – Helemaal eens)
	5-point Likert scale	I would feel bothered about asking for a refund. (Completely disagree – Completely agree)	Ik zou er moeite mee hebben om geld terug te vragen. (Helemaal oneens – Helemaal eens)
	5-point Likert scale	I would feel annoyed with myself about asking for a refund. (Completely disagree – Completely agree)	Ik zou me ergeren aan mezelf als ik om een terugbetaling zou vragen. (Helemaal oneens – Helemaal eens)
	5-point Likert scale	I would feel embarrassed with myself about asking for a refund. (Completely disagree – Completely agree)	Ik zou me schamen als ik om een terugbetaling zou vragen. (Helemaal oneens – Helemaal eens)
	5-point Likert scale	I would feel ashamed with myself about	Ik zou me generen als ik geld terug zou vragen.

				asking for a refund. (Completely disagree – Completely agree)	(Helemaal oneens – Helemaal eens)
Claim of normalcy		*The degree to which an individual justifies illegitimate complaining behaviour by saying everybody engages in such behaviour once in a while (Hinduja, 2007)*	5-point Likert scale	Everyone exaggerates sometimes (Completely disagree – Completely agree)	Iedereen overdrijft wel eens. (Helemaal oneens – Helemaal eens)
Claim of entitlement		*The extent to which an individual justifies his own illegitimate complaining behaviour by perceiving that he has the right to claim something" because he deserves a windfall (McGregor, 2008)*	5-point Likert scale	I am also allowed to have a little windfall once in a while (Completely disagree – Completely agree)	Ik mag ook wel eens een meevallertje hebben. (Helemaal oneens – Helemaal eens)
Denial of victim		*The degree to which an individual perceives that the firm deserves what they get (McGregor, 2008)*	5-point Likert scale	The company deserves it for what they have done. (Completely disagree – Completely agree)	Het bedrijf verdient het door wat ze gedaan hebben. (Helemaal oneens – Helemaal eens)
Denial of injury		*The degree to which an individual thinks his behavior will not cause serious damage to the company (McGregor, 2008)*	5-point Likert scale	The car hire company is not harmed by my wrongful claim. (Completely disagree- Completely agree)	Het autoverhuurbedrijf ondervindt geen schade door mijn onterechte claim. (Helemaal oneens- Helemaal eens)
Intention to complain		*The degree to which an individual wants to file a complaint (Joosten, 2022)*	5-point Likert scale	I will definitely file this complaint.	Ik ga deze klacht zeker indienen.

		(Strongly disagree - Strongly agree)	(Helemaal oneens – Helemaal eens)
	5-point Likert scale	I am convinced that I will file this complaint. (Strongly disagree - Strongly agree)	Ik ben er van overtuigd dat ik deze klacht ga indienen. (Helemaal oneens – Helemaal eens)
	5-point Likert scale	It is clear to me that I will file this complaint. (Strongly disagree - Strongly agree)	Het staat voor mij vast dat ik deze klacht ga indienen. (Helemaal oneens – Helemaal eens)

Table 2. Variables in this study

3.5 Pre-test

Before publishing the full experiment on Qualtrics, there first was a pretest in which a few respondents were asked to fill in and evaluate the experiment. They were asked to report any unclarities or mistakes made in the initial experiment. Any questions the first respondents had, were answered. The respondents' comments and questions were considered and, where necessary, the experiment was adjusted in accordance with the first respondents' remarks.

3.6 Research analysis

IBM SPSS Statistics was used to analyse the gathered data. In SPSS, the data was first prepared and cleaned in order to continue with testing the hypotheses. Once this was done, ANOVA was used to analyse the collected data. Hair et al. (2019) state that (M)ANOVA are most widely associated with experiments. The fundamental characteristic across all types of experiments is the treatment and outcome relationship (i.e. cause-and-effect).

3.7 Research ethics

This study has been conducted in line with an ethically desired code of behaviour. It should be pointed out that participation in this experiment was voluntarily and anonymous. Thus, anonymity and confidentiality were guaranteed. It should be noted that data collected in the experiment was only used for this study and was not shared with third parties. If any questions or concerns would rise regarding the survey, the respondent was told he could contact one of the researchers to file this concern or ask this question.

Chapter 4 Results based on analysis

In this chapter the results based on the analysis will be described, this will be done using SPSS. First a sample will be described showing the distribution of gender, education and age. Then the descriptive statistics will be described, including the averages, standard deviations, etc. After that, the manipulation check will be done to see whether the respondents have read the message correctly. Then, the reliability and validity of the variables will be checked. This is followed by the testing of the assumptions and testing of the hypotheses. Finally some additional analyses will be done, in order to move on to the conclusions of chapter 5.

4.1 Sample

By means of a convenient sampling method, 536 individuals responded to the survey. Of these 536, 335 filled in the most relevant questions and 334 fully completed the survey. As this study concerns a sensitive issue, all respondents are highly valued. Thus, all participants who completed the most relevant questions were included, resulting in a sample of 335. The survey contained a control question to assess whether the responded understood the scenario and the deterrence tactic that had been shown to him. The results of this control question per deterrence tactic can be seen in Appendix II. It can be noted that 60 respondents did not answer their appointed control question correctly, and were thus removed from the sample. It is plausible that a respondent who did not answer the control question correctly did not remember the message. Deleting these respondents could lead to a more valid and reliable dataset. Deleting these respondents lead to a sample of 275 respondents. According to Hair et al. (2019) the minimum ratio for an Anova is five respondents per variable, while the desired level for the sample size is 15 to 20 observations for each independent variable. With X independent variables and a sample size of 275, the requirement was met.

The descriptive statistics regarding the demographics of the sample can be found in Appendix III, tables 23, 24, 25 and 26 were as follows: Regarding the respondent's age, the respondent's age ranges from 16 to 77. The average age of respondents is 32,7 years old, and the median is 26 years old. Regarding the respondent's gender, 89 of the respondents were male (30,8%), 183 of the respondents were female (63,3%), and 2 respondents identify as neither/both or did not want to reveal their gender (0,7%). Regarding the respondent's highest level of education, 1 respondent filled in primary school (0,3%), 8 filled in high school (2,8%), 46 filled in secondary vocational education (MBO) (15,9%), 113 filled in higher vocational education (HBO) (39,1%) and 106 filled in university education (WO) (36,7%). The table below displays the demographic descriptives for this study

Demographic		Frequency	Percentage (%)	Mean	Standard deviation
Age				32,7	13.606
Gender	Male	89	30,8		
	Female	183	63,3		
	Other/not willing to tell	2	0,7		
Educational level	Primary school	1	0,3		
	Secondary school	8	2,8		
	secondary vocational education (MBO)	46	15,9		
	higher vocational education (HBO)	113	39,1		
	university education (WO)	106	36,7		

Table 3. Descriptives of demographics

4.2 Descriptive statistics

The SPSS-output of the descriptive statistics of this study can be found in Appendix IV, Some interesting points that can be seen from this output are the fact that the second time (6,10%) the respondent is asked how high of a discount (s)he would ask, is lower than the first time (9,20%) the respondent is asked how high of a discount (s)he would ask. This would indicate the deterrence tactics have at least some sort of effect.

Using SPSS, the questions regarding the first time the respondent is asked about his cognitive dissonance were grouped and named CD_1. The respondent was asked six questions regarding his cognitive dissonance, which he could rank 1-5 in order to how much he agrees with the statements (1 being totally disagree, 5 being totally agree). A mean of 4,53 indicates the high presence of cognitive dissonance of the respondents. The same thing was done to form CD_2, except here 1-5 did not represent totally disagree to totally agree. The respondent was asked if something was changed in his cognitive dissonance after reading the company's deterrence tactic. The respondent could respond with 1-5, 1 being he has much less cognitive dissonance and 5 being he has much more cognitive dissonance. A mean of 3,83 indicates that the respondent's cognitive dissonance increased after reading the company's deterrence tactic.

The questions regarding the first time the respondent is asked about his intention to complain were grouped and named ITC_1. The respondent was asked three questions regarding his intention to complain, which he could rank 1-5 in order to how much he agrees with the statements (1 being totally disagree, 5 being totally agree). A mean of 1,58 indicates a low intention to complain is present with the

respondents. The same thing was done to form ITC_2. except here 1-5 did not represent totally disagree to totally agree. The respondent was asked if something was changed in his intention to complain after reading the company's deterrence tactic. The respondent could respond with 1-5, 1 being he has much less intention to complain and 5 being he has much more intention to complain. A mean of 2,08 indicates the respondent's intention to complain has decreased after reading the company's deterrence tactic. The table below displays the descriptives of CD_1, CD_2, ITC_1, ITC_2

Variable	Mean	Standard deviation
Cognitive dissonance 1	4,53	0,618
Cognitive dissonance 2	3,83	0,807
Intention to complain 1	1,58	0,803
Intention to complain 2	2,08	0,861
Discount 1	9,20	13,214
Discount 2	6,12	11,165

Table 4. Descriptives of main variables

4.3 Manipulation- and realism check

The SPSS-output used for the manipulation checks can be found in Appendix IV, table 27.

The first time the respondent is asked about his cognitive dissonance can be seen as the first manipulation check. After reading the scenario, the respondents should be feeling cognitive dissonance. Asking them about their cognitive dissonance can be seen as a check whether they actually do. When the mean cognitive dissonance is 2,5 or higher, the respondents experience cognitive dissonance after reading the scenario and this manipulation check is successful. A mean of 4,53 indicates the high presence of cognitive dissonance of the respondents, the manipulation check is successful.

The questions regarding how realistic the respondent finds the scenario are grouped and named 'Realism'. The respondent was asked three questions regarding the realism of the scenario, which he could rank 1-5 in order to how much he agrees with the statements (1 being totally disagree, 5 being totally agree). A mean of 2,15 indicates a low level of realism of the scenario. However, this could be explained by arguing that the respondent could find the scenario itself realistic, but that he does not find it realistic that such a situation would happen to himself. It could also be argued the respondent could be ashamed finding it realistic to do such a thing and that he does not want to admit it as a consequence. Thus, the questions could have been formed differently, so the respondent very clearly understands that he should assess whether the scenario itself is realistic or not. The descriptives for the variables that make up the variable 'Realism' can be found in the table below

The questions regarding whether understood that the complaint was illegitimate in the scenario are grouped and named 'scenario'. The respondent was asked three questions regarding the complaint

used in the scenario (whether the complaint was exaggerated, made-up, and planned), which he could rank 1-5 in order to how much he agrees with the statements (1 being totally disagree, 5 being totally agree). A mean of 4,09 indicates the respondents understood the complaint and understood that the complaint was exaggerated, made-up and planned. The descriptives for the variables that make up the variable 'Scenario' can be found in the table below

Variable	Mean	Standard deviation
Something similar could happen to me	1,86	1,089
The situation in the scenario is (un)realistic	2,40	1,246
To picture myself in this situation is (not) hard	2,19	1,157
Exaggerated	4,25	1,045
Made-up	4,17	1,241
Planned	3,86	1,328

Table 5. Descriptives of manipulation checks

4.4 Factor- and reliability analysis

In order to assess the discriminant validity of the constructs, a factor analysis has been performed, specifically a principal component analysis. With help of this factor analysis, it is checked whether the items that cluster on a factor, were in accordance with the theoretical expectations. For four different independent variables a factor analysis is conducted in order to check if the items measure the same constructs. To check whether the variables could be bundled together, the KMO (Kaiser-Meyer-Olkin), Bartlett's test of Sphericity and Cronbach's alpha are checked.

The KMO verified the sampling adequacy for the analysis and should be above the threshold of 0,600 (Hair, 2019). In Appendix V, table 31 it can be seen that the KMO for the model is 0,907, which is well above the threshold of 0,600. As the value is above 0,600, the sample as a whole is adequate for Factor Analysis. Appendix V, tables 29 and 30 provide KMO values for the all items. Each individual's variable has a KMO value above 0,800, indicating that all variables are highly adequate for Factor Analysis.

The significance level of Bartlett's test of Sphericity should be lower than the threshold value ($p<,05$). This would indicate that the correlations between items are sufficiently large enough to perform the factor analysis. The internal consistency could be explained as the extent to which the (set of) variables are consistent in what they are intended to measure (Hair, 2019). In Appendix V, table 31 it can be seen that the significance level of Bartlett's test of Sphericity for the model is 0,000, which is

below the threshold of 0,05. As the value is below 0,05, the correlations between items are sufficiently large enough to perform the factor analysis.

In order to test the reliability of the survey, Cronbach's alpha has been used. When the Cronbach's alpha exceeds 0,7, the survey will show internal consistency (Field, 2018). In the table below it can be seen that the Cronbach's alpha for CD_1, ITC_1, CD_2 and ITC_2 are all above 0,7. Thus it can be stated that the survey shows internal consistency. The SPSS-output for This table can be seen in Appendix V.

Construct	Number of items	Cronbach's alpha (a)
CD_1	6	0,924
ITC_1	3	0,955
CD_2	6	0,977
ITC_2	3	0,979

Table 6. Cronbach's alpha

If a new scale with items is created, factor analysis should be used to check that there are no multiple dimensions present in the scale. In this study the CD scale is from a previous research (Goodwin and Ross, 1992), so no factor analysis is necessary for the cognitive dissonance scale. The ITC scale is a self-composed scale, so factor analysis is necessary. All output for the factor analysis for Intention to complain can be seen in Appendix V.

The three items of the 'Intention to complain' scale were subjected to principal components analysis using SPSS. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0,30 or higher. The KMO value was 0,764, exceeding the recommended value of 0,60 (Pallant, 2011). The Bartlett's Test of Sphericity reached statistical significance (0,000<0,05), supporting the factorability of the correlation matrix (Pallant, 2011). Principal components analysis revealed the presence of one component with eigenvalues exceeding 1 (2,757), explaining 91,9% of the variance. An inspection of the scree plot revealed a clear break after the first component, thus it was decided to retain one component for further investigation. The component matrix revealed the presence of simple structure, with the component showing strong loadings (all exceeding 0,95) for all three variables.

4.5 Assumptions

Before conducting an Anova analysis, first the assumptions of this technique should be tested. The assumptions for Anova are described as follows (Pallant, 2011):

- The dependent variable is measured at the interval or ratio level of measurement
- Random sampling
- Independence of observations

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- Normal distribution
- Homogeneity of variance

First, it will be checked whether the dependent variable in this study is of interval or ratio level of measurement. It can be stated that the dependent variable in this study 'Cognitive dissonance' is of the ratio level of scale, as it represents a continuous scale that will never fall below zero. Thus, this study meets the first assumption.

Second, it will be checked whether this study makes use of random sampling. It cannot truly be stated that the data in this study is obtained using a random sample of the population as convenience sampling has been used. Convenience sampling is a type of non-probability sampling, which does not include random selection of participants (Field, 2018). Thus, this study does not meet the second assumption. As Pallant (2011) describes, most times real-life research does not meet this assumption.

Third, it will be tested whether the observations that make up the data in this study are independent of one another. Each observation or measurement must not be influenced by any other observation or measurement. It can be stated that the observations in this study are independent of one another as each respondent was instructed to individually fill in a(n online) survey in which they received one of six scenario's. The respondents were not assumed to be in groups or in any group setting when filling in the survey. Thus, this study meets the third assumption.

Fourth, it will be tested whether the populations from which the samples are taken are normally distributed. In order to test normality, both the Kolmogorov-Smirnov and Shapiro-Wilk test will be conducted. In these tests, if the significance value is greater than the alpha value (0,05 will be used as alpha value), then there is no reason to think that our data differs significantly from a normal distribution (Field, 2018). As can be seen in Appendix VI: table 41, both the Kolmogorov-Smirnov and Shapiro-Wilk tests show significance levels of <0,05 with all dependent variables, which indicates no normal distribution is present. It can also be noted that the visual representation of the distribution of the data, the Q-Q plot shows that the dots do not broadly follow the trend line (Appendix VI; figures 2.1, 2.2, 2.3, 2.4). This indicates that there is no normal distribution (Field, 2018). Another method to test this, is to assess the skewness and kurtosis values for each variable. The SPSS-output for these tests can be found in Appendix VI. According to Hair (2019), a variable shows a normal distribution when skewness and kurtosis (divided by their st. deviation) are <2. Below, in table 7 and 8, it can be seen that none of these scores fall within the recommended limit values of <2, except ITC_1 (1,34<2) and ITC_2 (-0,112<2) regarding skewness (Hair, 2019). Therefore, it can be concluded that not all dependent variables exhibit univariate normality. Thus, this study does not meet the fourth assumption. Fortunately, most techniques are tolerant of violations of this assumptions. With large enough sample sizes (30 or more), the violation of this assumptions should not cause any major problems according to Pallant (2011).

DV	Skewness	St. deviation	Skewness/st. deviation
CD_1	-1,767	0,143	-12,36
ITC_1	0,191	0,143	1,34
CD_2	1,559	0,143	10,90
ITC_2	-0,016	0,143	-0.112

Table 7. Skewness Normal distribution

DV	Kurtosis	St. deviation Kurtosis	Kurtosis/st. deviation
CD_1	4,831	0,286	16,89
ITC_1	-1,224	0,286	4,28
CD_2	1,932	0,286	6,76
ITC_2	-1,394	0,286	4,87

Table 8. Kurtosis Normal distribution

Finally, it will be tested whether the samples in this study are obtained from populations of equal variance. This means that the variability of data for each of the groups is similar. In order to test this, a Levene's test for equality of variances will be conducted. The output of this test can be seen in Appendix VI. With a Levene's test it is aspired to find that the test is not significant (thus a significance value above 0,05). If a significance value is below 0,05, the variances for the groups are not equal and this assumption is violated. Levene's test showed that the variances for CD_1 were equal, $F_{(3,271)} = 1,869$, p = ,135. Levene's test showed that the variances for CD_2 were not equal, $F_{(3,271)} = 7,980$, p = ,000. Levene's test showed that the variances for ITC_1 were not equal, $F_{(3,271)} = 3,219$, p = ,023. Levene's test showed that the variances for ITC_2 were equal, $F_{(3,271)} = 1,993$, p = ,115. Since two of four dependent variables showed variances that were not equal, this assumption is not met. According to Pallant (2011) analysis of variance is reasonably robust to violations of this assumption, provided the size of groups is reasonably similar.

4.6 Testing hypotheses

Hypothesis 1 "*Greedy customers use the neutralization techniques 'claim of normalcy' and 'claim of entitlement' more often than the neutralization techniques 'denial of injury' and 'denial of victim*" will be tested as follows: The average of each neutralization technique will be calculated. It is hypothesised that greedy customers use the neutralization techniques 'claim of normalcy' and 'claim of entitlement' are used more often than the other neutralization techniques. So if the first two neutralization techniques indeed have the lowest average scores, this hypothesis can be accepted. In the table below, it can be seen that 'Claim of normalcy' and 'Claim of entitlement' have the lowest mean scores. This indicates that, on average, the respondents ranked these two neutralization techniques highest when asked which neutralization they are most likely to use. Thus, H1 is accepted.

Neutralization technique	Mean
Claim of normalcy	2
Claim of entitlement	2
Denial of victim	3,44
Denial of Injury	2,56

Table 9. Mean scores Neutralization techniques

Hypothesis 2 "*Cognitive dissonance is higher if the deterrence tactic matches the neutralization technique used by the greedy customer, than when the deterrence tactic does not match the neutralization technique used by the greedy customer*" will be tested as follows: An Anova will be used with several groups based on the deterrence tactics. These groups are compared with Anova on CD_2 and then with a new Anova. It is expected that CD_2 and ITC_2 are higher in all experimental groups except perhaps the control group. It could prove to be interesting whether there are differences between the effect of the deterrence tactics. This hypothesis is really about whether it makes any difference if the deterrence tactic matches the neutralization technique or not. A column will be made with a 0 on the respondents where the neutralization technique does not match the deterrence tactic, a 1 where it does, the control group will get a 2 in this column, and moral triggers will get a 3 in this column. The deterrence tactic matches the neutralization technique if the deterrence tactic fits either the first or second neutralization technique mentioned by respondents. An Anova will be done with four groups: matched, non-matched, the control group, and moral triggers. It can be seen which of these groups has the highest CD_2. Matched is hypothesized to have the highest CD_2, non-matched slightly lower (as this group has a deterrence tactic, but not the one that fits best), and the control group to be even lower (as this group does not get a deterrence tactic). Moral triggers is hypothesized to be similar to matched, as it is hypothesized that this tactic works on any neutralization technique. An Anova was done for CD_2 and match which showed that there is no significant difference in cognitive dissonance after reading the deterrence tactic and whether the deterrence tactic matches the neutralization technique ($F_{(3.271)}$ = 17,203; p = .000), the SPSS-output of this test can be seen in Appendix VII. Thus a Post-hoc test with Games-Howell was used, as this is common when variances are not similar (Field, 2018). In the table below, it can be seen that the difference between 'no match' and 'control group' (p=0,000<0,05), 'match' and 'control group' (p=0,000<0,05), and 'moral triggers' and 'control group' (p=0,001<0,05) are significant, the rest is not. The difference between match and no match is not significant (p=0,823>0,05). Thus, we cannot state that cognitive dissonance is higher if the deterrence tactic matches the neutralization technique than when it does not match the neutralization technique used by the greedy customer. Thus, H2 is rejected.

Match (I)	Match (J)	Mean difference	Sig. (p)
No match	Match	0,099	0,823
No match	Control group	0,908	0,000
No match	Moral triggers	0,307	0,169
Match	No match	-0,099	0,823
Match	Control group	0,808	0,000
Match	Moral triggers	0,208	0,454
Control group	No match	-0,908	0,000
Control group	Match	-0,808	0,000
Control group	Moral triggers	-0,601	0,001
Moral triggers	No match	-0,307	0,169
Moral triggers	Match	-0,208	0,454
Moral triggers	Control group	0,601	0,001

Table 10. Post-Hoc test CD_2

Hypothesis 3 "*Intention to complain is lower when the deterrence tactic matches the neutralization technique than when the deterrence tactic does not match the neutralization technique*" will be tested as follows: The columns described previously will be used here. An Anova will be done with four groups: matched, non-matched, the control group, and moral triggers. It can be seen which of these groups has the lowest ITC_2. Matched is hypothesized to have the lowest ITC_2, non-matched slightly higher (as this group has a deterrence tactic, but not the one that fits best), and the control group to be even higher (as this group does not get a deterrence tactic). Moral triggers is hypothesized to be similar to matched, as it is hypothesized that this tactic works on any neutralization technique. An Anova was done for ITC_2 and match which showed that there is no significant difference in intention to complain after reading the deterrence tactic and whether the deterrence tactic matches the neutralization technique ($F (3.271) = 7,594$; $p = .000$), the SPSS-output of this test can be seen in Appendix VII. Thus a Post-hoc test with Games-Howell will be used, as this is common when variances are not similar (Field, 2018). In the table below, it can be seen that the difference between 'no match' and 'control group' ($p=0,000<0,05$), and 'match' and 'control group' ($p=0,000<0,05$) are significant, the rest is not. The difference between match and no match is not significant ($p=0,930>0,05$). Thus, we cannot state that Intention to complain is higher if the deterrence tactic matches the neutralization technique than when it does not match the neutralization technique used by the greedy customer. Thus, H3 is rejected.

Match (I)	Match (J)	Mean difference	Sig. (p)
No match	Match	-0,075	0,930
No match	Control group	-0,665	0,000
No match	Moral triggers	-0,236	0,456
Match	No match	0,075	0,930
Match	Control group	-0,590	0,000
Match	Moral triggers	-0,161	0,721
Control group	No match	0,665	0,000
Control group	Match	0,590	0,000
Control group	Moral triggers	0,429	0,066
Moral triggers	No match	0,236	0,456
Moral triggers	Match	0,161	0,721
Moral triggers	Control group	-0,429	0,066

Table 11. Post-Hoc test ITC_2

Hypothesis 4 "*Deterrence tactic 'moral triggers' does not have to match a specific neutralization technique to be effective for greedy customers"* will be tested as follows: First, deterrence tactic 'Moral triggers' will be compared to the control group. It is hypothesized that Moral triggers has a much higher CD_2 than the control group. It is also hypothesized that Moral triggers has a much lower ITC_2 than the control group. Then, it will be checked how effective 'moral triggers' is with different neutralization techniques. From the group that has been given moral triggers, new groups will be made: group 1 that has 'claim of normalcy' ranked first, group 2 that has 'claim of entitlement' ranked first, group 3 that has 'denial of injury' ranked first, and group 4 that has 'denial of victim' ranked first. Then these 4 groups will be compared on CD_2. In order for what is hypothesized to be accepted, no (large) difference between these 4 groups should exist and CD_2 should be higher than 2,5 for all these scores. As a CD_2 of higher than 2,5 means an increase in cognitive dissonance. First, it can be stated that 'moral triggers' has a much higher CD_2 than the control group. As can be seen in table 10, there is a significant difference between 'moral triggers' and the control group p=(0,000<0,05). The mean difference of 0,601 indicates that moral triggers indeed has a much higher CD_2 than the control group. It cannot be stated that moral triggers has a much lower ITC_2 than the control group as there is no significant difference present (0,066>0,05). Then, it was checked how effective 'moral triggers' is with different neutralization techniques. Although the means of CD_2 for all neutralization techniques exceeds 2,5, the test did not prove to be significant. An Anova test showed a significance level of p=0,128, which exceeds the 0,05 threshold. Thus, H4 is rejected.

To sum up, hypothesis 1 "Greedy customers use the neutralization techniques 'claim of normalcy' and 'claim of entitlement' more often than the neutralization techniques 'denial of injury' and 'denial of victim" is accepted. Hypothesis 2 "Cognitive dissonance is higher if the deterrence tactic

matches the neutralization technique used by the greedy customer, than when the deterrence tactic does not match the neutralization technique used by the greedy customer." Is rejected. Hypothesis 3 "Intention to complain is lower when the deterrence tactic matches the neutralization technique than when the deterrence tactic does not match the neutralization technique." Is rejected. Finally, Hypothesis 4 "Deterrence tactic 'moral triggers' does not have to match a specific neutralization technique to be effective for greedy customers." is rejected.

4.7 Additional analyses

An additional Anova showed that there is a significant difference in cognitive dissonance after reading the deterrence tactic and gender ($F_{(2.271)} = 3,545$; $p = .030$), the SPSS-output of this test can be seen in Appendix VIII. The post hoc Tukey test shows significant differences in cognitive dissonance between men and women ($p = .035$). The table below shows the results of this Tukey test.

Gender (I)	Gender (J)	Mean difference (I-J)	significance
Male	Female	-,259	0,035
	Different/not telling	0,347	0,817
Female	Male	0,259	0,035
	Different/not telling	0,606	0,537
Different/not telling	Male	-0,347	0,817
	Female	-0,606	0,537

Table 12. Post-Hoc test CD_2 and gender

To be certain, the results from the Anova was correct, an additional independent sample t-test was conducted. This test found that men had a statistically significantly lower increase in cognitive dissonance ($3,65 \pm 0.74$) after reading their assigned deterrence tactic compared to women ($3,91 \pm 0,83$), $t(270)=-2,496$, $p=0.013$. This test's data can be found below, and SPSS output can be found in Appendix VIII.

Gender	Mean	Standard deviation
Man	3,647	0,742
Woman	3,906	0,830

Table 13. Independent t-test CD_2 and gender

An additional Anova showed that there is no significant difference in cognitive dissonance after reading the deterrence tactic and Education ($F_{(4.269)} = 1,091$; $p = .362$), the SPSS-output of this test can be seen in Appendix VIII. An independent t-test could not be conducted here, as the independent variable 'education' contains more than two groups

An additional Anova showed that there is a significant difference in intention to complain after reading the deterrence tactic and gender ($F_{(2.271)} = 3,749$; $p = .025$), the SPSS-output of this test can

be seen in Appendix VIII. The post hoc Tukey test shows no significant differences in intention to complain between men and women (p = .0,099). The table below shows the results of this Tukey test.

Gender (I)	Gender (J)	Mean difference (I-J)	significance
Male	Female	0,099	0,099
	Different/not telling	0,276	0,276
Female	Male	0,099	0,099
	Different/not telling	0,135	0,135
Different/not telling	Male	0,276	0,276
	Female	0,135	0,135

Table 14. Post-Hoc test ITC_2 and gender

As the Anova and Post-Hoc test showed a difference in significance for ITC_2 and gender, an additional independent sample t-test was conducted. This test found that men had a statistically significantly higher increase in intention to complain (2,24± 0.80) after reading their assigned deterrence tactic compared to women (2,01 ± 0,86), $t(270)$=-2,062, p=0.040. This test's data can be found below, and SPSS output can be found in Appendix VIII.

Gender	Mean	Standard deviation
Man	2,238	0,802
Woman	2,015	0,864

Table 15. Independent t-test ITC_2 and gender

An additional Anova showed that there is a significant difference in intention to complain after reading the deterrence tactic and Education (F (4.269) = 3,239; p = .0,013), the SPSS-output of this test can be seen in Appendix VIII. Unfortunately no Post-hoc test could be performed for ITC_2 and Education as at least one group (Lagere school/basisonderwijs) has fewer than two cases. An independent t-test could not be conducted here, as the independent variable 'education' contains more than two groups.

The respondent is asked how high of a discount (s)he would ask. As can be seen in table 4, the mean discount a respondent would ask for is lower (6,12%) after reading the appointed deterrence tactic than before reading the appointed deterrence tactic (9,20%). This would indicate the deterrence tactics might have some sort of effect.

Thus, additional analyses showed a significant difference for CD_2 for male and female customers as well as a significant difference for CD_2 for male and female customers. This will be further elaborated upon in chapter 5.

Chapter 5 Conclusion and discussion

This chapter concludes the research done by discussing the results. Then theoretical contributions and managerial implications are addressed. These are followed by this study's limitations, and recommendations on how a future study would be able to prevent these limitations. Finally, this chapter is closed with some future research directions that might be interesting for scholars.

5.1 Conclusion

In order to test whether their suggestions are right, an experiment has been conducted. This will help answer the research question: '*How can organisations prevent or reduce illegitimate complaining by greedy customers described in Joosten's typology?'*. In order to provide a proper answer to this question, four hypotheses were developed. Unfortunately, only the first hypothesis was accepted and the latter three were rejected. This implies that no significant results were found to how organisations can prevent or reduce illegitimate complaining by greedy customers described in Joosten's (2022) typology. In the table below, the hypotheses are lined up, and it is stated whether they were accepted or rejected.

Hypothesis		Result
H1	Greedy customers use the neutralization techniques 'claim of normalcy' and 'claim of entitlement' more often than the neutralization techniques 'denial of injury' and 'denial of victim	Accepted
H2	Cognitive dissonance is higher if the deterrence tactic matches the neutralization technique used by the greedy customer, than when the deterrence tactic does not match the neutralization technique used by the greedy customer	Rejected
H3	Intention to complain is lower when the deterrence tactic matches the neutralization technique than when the deterrence tactic does not match the neutralization technique	Rejected
H4	Deterrence tactic 'moral triggers' does not have to match a specific neutralization technique to be effective for greedy customers	Rejected

Table 16. Hypotheses

Thus, the answer to the research question 'How can organisations prevent or reduce illegitimate complaining by greedy customers described in Joosten's typology?' cannot be answered as there are no significant differences that would support any answer to this question.

The first hypothesis was accepted with support of significant data. It can thus be stated that greedy customers use the neutralization techniques 'claim of normalcy' and 'claim of entitlement' more often than the neutralization techniques 'denial of injury' and 'denial of victim'. This is in line with the

findings from Joosten (2022) prior to this study, who also stated that greedy customers most often use the neutralization techniques 'claim of normalcy' and 'claim of entitlement'.

The second hypothesis was rejected as it did not show a significant difference between the level of cognitive dissonance after reading the appointed deterrence tactic when the deterrence tactic matches the neutralization technique used by the greedy customer, than when the deterrence tactic does not match the neutralization technique used by the greedy customer. It can thus be stated that cognitive dissonance is not higher if the deterrence tactic matches the neutralization technique used by the greedy customer, than when the deterrence tactic does not match the neutralization technique used by the greedy customer. This finding is not in line with the findings of Dootson et al. (2018), as they stated that cognitive dissonance would be higher when the deterrence tactic used matches the neutralization technique used than when the deterrence tactic used does not match the neutralization technique used.

The third hypothesis was rejected as it did not show a significant difference between the level of intention to complain after reading the appointed deterrence tactic when the deterrence tactic matches the neutralization technique used by the greedy customer, than when the deterrence tactic does not match the neutralization technique used by the greedy customer. It can thus be stated that Intention to complain is not lower when the deterrence tactic matches the neutralization technique than when the deterrence tactic does not match the neutralization technique. This finding is not in line with the findings of Dootson et al. (2018), as they stated that deviant behaviour would be lower when the deterrence tactic matches the neutralization technique than when the deterrence tactic does not match the neutralization technique. As stated earlier in this study, a customer's intention to complain is an example of deviant behaviour (Dootson et al., 2018).

The fourth hypothesis was rejected as it did not show significant differences. It thus cannot be stated that the deterrence tactic 'moral triggers' does not have to match a specific neutralization technique to be effective for greedy customers. This is not in line with the findings of Dootson et al. (2018), as she stated that 'moral triggers' would effectively counter every neutralization technique. While testing the fourth hypothesis, it was also tested whether using the deterrence tactic 'moral triggers' resulted in a higher increase in cognitive dissonance than not using any deterrence tactic. This was the case, so it can be stated that using the deterrence tactic 'moral triggers' increases cognitive dissonance more than not using any deterrence tactic. This is in line with the findings of Dootson et al. (2018), as she stated using the deterrence tactic 'moral triggers' increases a customer's cognitive dissonance when he justifies his actions with any neutralization technique.

Additional analyses provided some interesting insights. Female customers showed a higher increase in cognitive dissonance after reading the deterrence tactic than male customers did. Male customers showed a higher increase in intention to complain after reading the deterrence tactic than

female customers did. It can thus be suggested women react better to deterrence tactics than men do. This can be used by scholars and practitioners alike to further their knowledge regarding this subject.

5.2 Theoretical contributions

This study contributes to current theory by confirming prior research done by Joosten (2022). This study confirms prior research in understanding the main drivers of illegitimate complaining, specifically for greedy customers. This provides academics with information they can use to further their understanding of why customers complain and provides them with a platform to understand ways to reduce or even stop customers from illegitimate complaining. This study also contributes to current theory by not agreeing with the findings of Dootson et al. (2018). This study has shown that when a deterrence tactic matches the neutralization technique, a customer's cognitive dissonance is not significantly higher, and a customer's intention to complain is not significantly lower than when the deterrence tactic does not match the neutralization technique. This finding could be the result of the method, but it could also truly be the case that a matching deterrence tactic and neutralization technique provide benefits regarding cognitive behaviour and intention to complain. This will be further elaborated upon in sub-chapter 5.6 'Future research directions'.

The data in this study does show that the deterrence tactic 'moral triggers' significantly increases cognitive dissonance more than when a firm does not use a deterrence tactic. Academics could use this information to conduct further research to the use of 'moral triggers' and the consequences of using this method.

Female customers showed a higher increase in cognitive dissonance after reading the deterrence tactic than male customers did. Male customers showed a higher increase in intention to complain after reading the deterrence tactic than female customers. It can thus be suggested that women respond better to deterrence tactics than men do. Scholars could use this information to further research manners to increase cognitive behaviour for men and women separately. These groups could be researched separately in the future to optimize findings regarding this subject.

5.3 Managerial implications

Practitioners could use the confirming data to understand the main drivers of illegitimate complaining, specifically for the greedy type of customer. These practitioners can use this information to better understand their customers, which they could use to try and think of any possible solutions to counter these neutralization techniques. Practitioners could also try and start discussions with customers complaining to try and find out what would stop customers using the neutralization techniques 'claim of normalcy' and 'claim of entitlement' from complaining illegitimately.

Practitioners could use the findings regarding whether a matching deterrence tactic and neutralization technique provide benefits regarding cognitive behaviour and intention to complain in

their business. This study found no significant data to support Dootson's (2018) statement that a matching deterrence tactic and neutralization technique result in a higher cognitive dissonance and lower deviant behaviour (intention to complain). Managers could use this information to not put too much effort into trying to counter their customers' neutralization techniques with a matching deterrence tactic. Managers could instead use the findings regarding the increase in cognitive dissonance when a firm uses the deterrence tactic 'moral triggers'. Firms could use 'moral triggers' as a deterrence tactic to counter neutralization techniques used by complaining customers. There are significant results which suggest that using moral triggers as a deterrence tactic improves cognitive dissonance more than using no deterrence tactic. What can be recommended to firms is to use 'moral triggers' as a deterrence tactic to increase customers' cognitive dissonance. Thus, the main recommendation provided by this study is for firms to implement a 'moral triggers' deterrence tactic on their 'complaints' page.

5.4 Limitations

Not unlike many other studies, this study also has several limitations, which have implications on the findings. First of all, the sample is collected using convenience sampling, which limits the generalizability of the results. A larger sample which is collected by more advanced techniques, would give more variance in the dataset which might have led to stronger relationships to be detected. A representative sample of the Netherlands, with respondents from the entire country, would lead to more generalizable results. Not only the sample limits generalizability, the scenario does too. As the scenario only describes one situation, it could be argued that the results of this study are not generalizable to all scenario's. The scenario in this study regards a car rental company, but it might be possible that different results would be presented when the scenario would have regarded a construction firm.

Another limitation would be the limited time and financial resources. More time and more financial resources could lead to a broader and larger sample, which might result in different data. However, it is logical that this was not present for this Master's thesis. As students are not to be expected to have large amount of time and financial resources.

The realism check, which was present in the survey, revealed that overall the respondents perceived the scenario to be unrealistic. When looking at the mean scores of the three questions that compose the variable 'Realism', it can be seen that the question "I think something similar could happen to me" had the lowest score. It is possible that respondents answered this question based on their own perspective and not from the perspective of the greedy customer (which the respondents were meant to do). This could explain why the score for this question is as low as it is. It can be seen that the question "The situation in the scenario is (very unrealistic – very realistic)" had the highest score out of these three scores composing 'Realism'. This indicates that the respondents do not find the scenario as unrealistic as the lowest scoring question suggests. More valid results could be found when the questions are formulated more clearly, so there will be no miscommunication between respondent and researcher.

The sensitive nature of the subject of this study, illegitimate complaining, brings forth another limitation. As illegitimate complaining is illegal, participants are more likely to provide socially desirable answers (Tourangeau, 2007). This limitation is connected with the previous limitation regarding 'Realism'. Respondents might (unconsciously) alter their answer to a socially desirable one as they do not want to be (associated with) showing illegal activities. It is difficult to bypass this limitation, as illegitimate complaining is and most likely will remain an illegal activity. Respondents are likely to (unconsciously) show socially desirable behaviour.

5.5 Recommendations

What can be recommended to scholars interested in the subject of this study who want to alter this study is to find a larger more diverse sample. This would require more time and financial resources but might provide the sample with a more generalizable sample. Scholars might be interested in further researching the use of the deterrence tactic 'moral triggers' to counter neutralization techniques to increase cognitive dissonance. Other deterrence tactics might prove to be worth to look in to, but another method should be used as the method used in this study did not show sufficient significant differences to answer the research question.

If this study would be done once more, the researcher attempting to do this should also keep in mind to alter the questions regarding the realism check. To make it even clearer for the respondent that it is not asked that the respondent answers this question based on his own perspective, but from the perspective of the greedy customer.

5.6 Future research directions

As this study has several limitations, it also has future research directions that can build upon the results from this study. Additional analyses showed a significant difference between men and women regarding their increase in cognitive behaviour and intention to complain after reading the deterrence tactic. It could be interesting for academics to further research this relationship. As there is a difference in the increase in cognitive difference and intention to complain after reading the deterrence tactic regarding gender, it is possible that there are different ways to make sure the different genders do not illegitimately complain.

Academics could look into how to reduce the use of the neutralization techniques 'claim of normalcy' and 'claim of entitlement', as these are the two most used neutralization techniques by greedy customers. Researchers could use other theories than Dootson's deterrence tactics to see whether these show any significant effect on the two most used neutralization techniques by greedy customers.

This study does not agree with the findings of Dootson et al. (2018) regarding whether a matching deterrence tactic and neutralization technique provide benefits regarding cognitive behaviour and intention to complain. This disagreement could be caused by the used method or sample in this

study, or the findings in this study could be correct. In order to assess this, scholars could repeat this study, with a different method or sample.

When the respondent was asked how high of a discount (s)he would ask, the mean discount a respondent would ask for is lower (6,12%) after reading the appointed deterrence tactic than before reading the appointed deterrence tactic (9,20%). This would indicate the deterrence tactics might have some sort of effect. It might be interesting to find out more about the height of discount the customer would ask and to conduct further research into this. Unfortunately there was not enough time and space to conduct this research in this study. It might be an interesting subject for further research.

As stated above, it is possible that a matching deterrence tactic and neutralization technique does not lead to a higher cognitive behaviour and lower intention to complain necessarily. There might be different theories which might explain a higher cognitive dissonance and lower intention to complain and how a firm could make sure its customers achieve these levels. One such theory to explain how to influence illegitimate complaining is the Moral development theory, developed by Kohlberg (1958). Unfortunately, this thesis did not have space to include this theory. It might prove to be interesting to research whether the stage of moral development a customer is in has an effect on cognitive behaviour and intention to complain.

This study states that people go through different stages of moral development in a sequential order as they grow older. This theory contains six stages of moral development, divided into three levels. Kohlberg (1958) argues that an individual makes his decisions based on the stage in which he resides. As time goes by, an individual's reasoning will develop and he will move up the stages. Each stage takes the insights of the preceding stage and expand its perspective by continuing to build upon it. Kohlberg (1977) states that an individual always moves forward and these stages and will never skip a specific stage. However it is possible, in the event of extreme trauma, for an individual to move backwards in the stages. Kohlberg (1971) adds to this that the stages are hierarchically integrated, thus an individual residing in the third stage also contains the insights from the first two stages but will react primarily according to the highest stage reached.

The first level is the 'Pre-conventional level'. At this level, an individual is subject to cultural behavioural norms which indicate whether a certain action or certain behaviour is considered good or bad. The individual acts based upon the consequences of his actions (Kohlberg, 1971). The stages in the Pre-conventional level are as follows:

Stage 1 regards 'Punishment and Obedience orientation'. Individuals residing in this stage of moral development act based upon a punishment and obedience orientation. This means that another individual or collective observes the negative consequences of the individual's actions. When residing in this stage, an individual will attempt to avoid punishment and base his actions upon it (Kohlberg, 1971). If a customer residing in this stage is aware that complaining illegitimately will lead to

punishment, the customer will not show this behaviour. Thus, when a firm is aware that a certain group of customers in its clientele resides in this stage, the firm should emphasise that complaining illegitimately will lead to punishment. An example would be a fine or exclusion from the use of the service/product offered.

Stage 2 regards 'Instrumental relativist orientation'. An individual residing in this stage develops a sense of mutual assistance (helping someone on the condition that he helps you too). When an individual is in this stage, he does not think what he can do for someone else, he thinks about what someone else can do for him. Individuals will only act in ways that benefit themselves (Kohlberg, 1971). When residing in this stage, a customer will only choose to not complain illegitimately if he has something to gain by not doing so . Thus, when a firm is aware that a certain group of customers in its clientele resides in this stage, the firm should emphasise that not complaining illegitimately could lead to benefits. An example would be a yearly increasing discount per year that one does not file a complaint.

Customers in the pre-conventional level judge what is right or wrong by the direct consequences they expect for themselves, and not by social norms. This form of reasoning is common among children (Kohlberg, 1958).

The second level is the 'Conventional level'. At this level, an individual is occupied with maintaining the image that his relations have of him. The individual does not look at the consequences of his actions per se, but does focus on how these actions are perceived by his relations (Kohlberg, 1971). The stages in the conventional level are as follows:

Stage 3 regards 'Interpersonal concordance orientation', also known as 'good boy-nice girl orientation'. An individual residing in this stage tends to behave according to social norms in order to be perceived as a 'good boy' or 'nice girl'. The actions of the individual are based on what others might feel about these actions (Kohlberg, 1971). When residing in this stage, a customer might not engage in illegitimate complaining when he suspects others to think the customer is not a 'good boy' or 'nice girl'. Thus, when a firm is aware that a certain group of customers in its clientele resides in this stage, the firm should emphasise that when one illegitimately complains, the customer will be publicly exposed. The customer will thus risk his reputation of 'good boy' or 'nice girl' when illegitimately complaining, which a customer in this stage is likely to abstain from.

Stage 4 regards 'Law and order orientation'. An individual residing in this stage behaves in a certain way in order to follow the law and order that is stated in his environment, and shows respect for authority. The individual in this stage choose to comply because 'law is law' and they believe that everyone should act in accordance with the law. The individual does not choose to comply to the law merely because he thinks he will be punished if he does not. (Kohlberg, 1971). A customer residing in this stage will not show illegitimate complaining when a firm points to the fact that illegitimate complaining is illegal and thus against the law. Thus, when a firm is aware that a certain group of

customers in its clientele resides in this stage, the firm should emphasise that illegitimate complaining is illegal and thus against the law. The firm could show this by putting a large warning on the page where customers can file complaints stating "according to article X, illegitimate complaints are opposing the law. Any violators of this law can be severely punished". This will make sure customers in this stage will abstain from filing an illegitimate complaint.

The morality of customers in the conventional level is centred around what society regards as right. At this level, the fairness of rules is seldomly questioned. It is common to think like this during adolescence and adulthood (Kohlberg, 1958).

The third level is the 'Post-conventional level', also named the 'autonomous' or 'principal level'. At this level, an individual possesses more values and principles that exist outside the individual's environment. These specific values and principles are perceived as more important than the values and principles held by people within the individual's environment (Kohlberg, 1971). The stages in the Post-conventional level are as follows:

Stage 5 regards 'Social-contract legalistic orientation'. An individual residing in this stage believes that every unique individual has his own beliefs and way of reasoning and this should be respected by others. Something is considered to be right when it is based on personal values and beliefs, on the condition that it is legal and socially acceptable as well. An individual in this stage regards human rights to be more important than law and order, one should balance human rights with what is allowed according to rules and regulations (Kohlberg, 1971). A customer residing in this stage will not show illegitimate complaining as every firm has the (human) right to fair compensation. However a customer residing in this stage will show illegitimate complaining if it not doing so will risk human rights. Thus, when a firm is aware that a certain group of customers in its clientele resides in this stage, the firm should emphasise that each customer has a responsibility to other customers to be honest, and a violation of the trust of employees of the firm would be equal to a violation of the human rights of this person. The firm should also have a satisfactory reputation regarding human rights, implying the firm has not violated human rights in the past. This will result in the customer in this stage to notice human rights will be violated if he files an illegitimate complaint and will cause him to abstain from illegitimate complaining.

Stage 6 regards 'Universal ethical-principle orientation'. An individual residing in this stage believes everyone must see each other as equal and must be able to see perspectives from each other's points of view. Laws should be adhered to, unless laws are unjust (Kohlberg, 1971). When residing in this stage, a customer balances the benefits of illegitimately complaining and considers all benefits before deciding whether to show illegitimate complaining. The action with the most valued benefit will be chosen. Thus, when a firm is aware that a certain group of customers in its clientele resides in this stage, the firm should encourage customers to see perspectives from the firm's point of view. A possible

way to pursue this is to tell simple stories of employees, for example how an employee handles a complaint. What could also help is to ask customers what 'firm rules' or 'firm laws' they think are unjust, so these can be adjusted to make sure customers do not regard these as unjust and will adhere to the rules.

At the post-conventional level, customers in stage 5 know that things are complicated because individuals may disobey rules inconsistent with their own morality. Customers in stage 6 follow a universal ethical idea, at complete disconnect with what society thinks or the rules state. The right behaviour in the eyes of customers in stage 5 and 6, is therefore never a means to an end, but always an end in itself. Not every customer will reach this level (Kohlberg, 1958).

It can be concluded that children are mostly representing the pre-conventional level, residing in stage 1 and 2. Adolescents and adults are mostly representing the conventional level, residing in stage 3 and 4. The post-conventional level is not reached by all, and will thus be hard to focus on.

The firm should base its anti-illegitimate complaining strategy around its target group. As most firms target adolescents and adults (even when the target group are children, the parents are more likely to purchase for their children and file illegitimate complaints), it can be advised to focus on preventing Stage 3: 'Interpersonal concordance orientation' and stage 4: 'Law and order orientation' in preventing illegitimate complaining. The firm could thus emphasise on what society regards as right. The message these firms may want to convey is: "According to article X, illegitimate complaints are opposing the law. Any violators of this law will be exposed and severely punished". Those residing in stage 3, are less likely to illegitimate complain as there is a risk of exposing their 'good boy'/'nice girl' reputation. Those residing in stage 4 are less likely to illegitimately complain as it is stated to be against the law according to article X.

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Appendix

Appendix I. Experiment

Introductie

Beste meneer/mevrouw,

Hartelijk dank voor uw deelname aan dit onderzoek! Wij zijn Nick, Sanne en Ingrid, masterstudenten van de Radboud Universiteit Nijmegen. Voor onze scriptie doen wij - onder begeleiding van onze docent Dr. Herm Joosten - onderzoek naar het klaaggedrag van consumenten.

In dit onderzoek vragen we u om zich te verplaatsen in een denkbeeldige situatie waarin u een klacht gaat indienen bij een ondernemer. Het is dus een scenario, een verzonnen verhaal, en we vragen u te denken en te doen alsof u de hoofdpersoon in dat verhaal bent. En de vragen daarna te beantwoorden alsof u het zelf meemaakt.

Het kan zijn dat u deze situatie in het echt nooit zult meemaken. Dat is voor het onderzoek niet erg. Wij vragen u om zich gewoon in te leven in het verhaal.

Deze enquête is volledig anoniem, wij gebruiken de gegevens uitsluitend voor dit onderzoek en deelname is uiteraard geheel vrijwillig. Er zijn geen goede of foute antwoorden, omdat het gaat om uw mening. De enquête zal ongeveer 10 minuten duren. Als u vragen of opmerkingen heeft kunt u ons of onze begeleidende docent mailen. De mailadressen staan hieronder.

Nogmaals hartelijk dank voor uw deelname! U helpt ons en de wetenschap een stap verder!

Ingrid Breunissen (ingrid.breunissen@ru.nl)

Sanne van Heumen

Nick Spierings

Dr. Herm Joosten (herm.joosten@ru.nl)

Start experiment

[scenario]

Stelt u zich voor dat u in deze situatie zit. Probeer u zo goed mogelijk in te leven.

U bent al 2 jaar niet op vakantie geweest, maar nu reizen naar het buitenland weer mogelijk is, bent u van plan een auto te huren en door Spanje te rijden. Terwijl u uw reisplannen met vrienden bespreekt, vertellen ze u dat ze vorig jaar een auto hebben gehuurd bij een bedrijf in Barcelona om 2 weken door

Spanje te reizen. Ze vertellen u dat een keer - terwijl ze bij een tankstation stonden - de motor van de auto niet wilde starten. Ze vonden echter een bestuurder van een andere huurauto met verstand van auto's die wilde helpen. Hij maakte de accupolen weer goed vast en toen startte de auto weer. Uw vrienden vertellen u ook dat ze -na hun reis- een klacht hebben ingediend bij het autoverhuurbedrijf en een gedeeltelijke terugbetaling van de huurkosten hebben gekregen. Het autoverhuurbedrijf deed helemaal niet moeilijk.

U gaat zoeken naar informatie over dat verhuurbedrijf op beoordelingswebsites op internet (zoals Tripadvisor.com) en u vindt inderdaad veel reviews die suggereren dat dit verhuurbedrijf inderdaad heel gemakkelijk is met klachten van klanten.

U bent nu in Spanje en u heeft een auto gehuurd bij dat zelfde autoverhuurbedrijf. En u gaat proberen om - net als uw vrienden - uw huurkosten gedeeltelijk terug te krijgen door een klacht in te dienen. De klacht is helemaal verzonnen.

U bent van plan om ze morgen - als u de auto terugbrengt - te vertellen dat de motor meerdere keren weigerde te starten tijdens de reis en dat u het zelf moest repareren. Dan gaat u vragen om een korting op de huurprijs van de auto.

[cognitive dissonance,]

Hoe zou u zich voelen als u om korting zou vragen naar aanleiding van een verzonnen klacht?

(5 puntsschaal van helemaal mee eens – helemaal niet mee eens)

1. Ik zou me ongemakkelijk voelen als ik om een terugbetaling zou vragen.

2. Ik zou me bezwaard voelen als ik om terugbetaling zou vragen.

3. Ik zou er geen moeite mee hebben om geld terug te vragen.

4. Ik zou me ergeren aan mezelf als ik om terugbetaling zou vragen.

5. Ik zou me schamen als ik om een terugbetaling zou vragen.

6. Ik zou me generen als ik geld terug zou vragen.

[intention to complain illegitimately]

Hoe zeker bent u ervan dat u de claim door gaat zetten en daadwerkelijk indient?

(5 puntsschaal van helemaal mee eens – helemaal niet mee eens)

7. Ik ga deze klacht zeker indienen

8. Ik ben er niet van overtuigd dat ik deze klacht ga indienen

9. Het staat voor mij vast dat ik deze klacht ga indienen

10. Hoe hoog is het kortingspercentage dat u gaat vragen van de camperverhuurder? Geef een percentage van de autohuurkosten.

[Neutralisaties]

Veel mensen proberen hun gedrag in zo'n situatie voor zichzelf en anderen te rechtvaardigen. Welke rechtvaardiging zou u gebruiken in deze situatie waarin u een onterechte klacht gaat indienen?

Zet de rechtvaardigingen in volgorde van belangrijkheid, waarbij 1= meest van toepassing en 4 is minst van toepassing)

11. Iedereen overdrijft wel eens

12. Ik mag ook wel eens een meevallertje hebben

13. Het autoverhuurbedrijf verdient het door wat ze gedaan hebben

14 Het autoverhuurbedrijf ondervindt geen schade door mijn onterechte claim

[Deterrence tactic,]

Vlak voordat u uw claim indient bij het verhuurbedrijf, ziet u de volgende boodschap: (Gerandomiseerd!)

(controlegroep, deze boodschap werkt nergens tegen) score 0

"Geachte klant. Vergeet niet de sleutels van uw huurauto en de verzekeringspapieren en handleiding in het dashboard compartiment achter te laten. Zonder die zaken kunnen we de camper niet aan de volgende klant verhuren. Dank u!"

(social proof werkt tegen claim of normalcy) score 1

"Geachte klant. Wij danken u dat u eerlijke klanten bent. We hebben geen enkele overdreven of verzonnen klacht van een klant ontvangen sinds we ons bedrijf een paar jaar geleden begonnen. Onze autoverhuur kan alleen gedijen als onze eerlijke diensten worden gewaardeerd door eerlijke klanten. Wij danken u dat u een eerlijke klant bent, net als al onze klanten"

(transparency rules and law werkt tegen claim of entitlement) score 2

"Geachte klant. Houd er rekening mee dat het indienen van een verzonnen of overdreven klacht een schending is van onze klantovereenkomst en van de toepasselijke Spaanse wetgeving. Het schaadt ons bedrijf en het schaadt onze klanten als u onterechte klachten indient. Ons bedrijf kan alleen gedijen als u deze regels niet overtreedt."

(educating customers werkt tegen denial of injury) score 3

"Geachte klant. Houd er rekening mee dat overdreven of verzonnen klachten van klanten ons bedrijf, onze medewerkers en onze klanten ernstig kunnen schaden. Ons bedrijf kan failliet gaan, onze werknemers kunnen worden ontslagen en klantenprijzen kunnen stijgen als klanten onterecht klagen. "

(Humanize the organization werkt tegen denial of victim) score 4

"Geachte klant. Onze familie werkt elke dag hard in ons familie-bedrijf om onze klanten tevreden te houden. Daarmee verdienen we ons brood en kunnen we onze kinderen naar school sturen. Wij zijn blij en tevreden als u dat bent. Wij zijn ontevreden en ongelukkig als u dat bent. Laat het ons weten als u echt en oprecht ontevreden bent".

(Moral triggers en self-sanctions) = zou tegen elke neutralisatie moeten werken volgens Dootson) = score 5

"Geachte klant, we doen eerlijk zaken en we zijn er zeker van dat u een eerlijke klant bent. We zijn er zeker van dat u het met ons eens bent dat u alleen moet klagen als u een oprechte klacht heeft en oprecht ontevreden bent".

[cognitive dissonance,] verschil in CD vóór vs na de boodschap

(5 puntsschaal van veel minder tot veel meer)

Hoe zou u zich voelen als u om korting zou vragen naar aanleiding van een verzonnen klacht?

15. Ik zou me ongemakkelijk voelen als ik om een terugbetaling zou vragen.

16. Ik zou me bezwaard voelen als ik om terugbetaling zou vragen.

17. Ik zou er geen moeite mee hebben om geld terug te vragen.

18. Ik zou me ergeren aan mezelf als ik om terugbetaling zou vragen.

19. Ik zou me schamen als ik om een terugbetaling zou vragen.

20. Ik zou me generen als ik geld terug zou vragen.

[intention to complain illegitimately]

(5 puntsschaal van veel minder tot veel meer)

Hoe zeker bent u ervan dat u de claim door gaat zetten en daadwerkelijk indient?

21. Ik ga deze klacht zeker indienen

22. Ik ben er niet van overtuigd dat ik deze klacht ga indienen

23. Ik weet zeker dat ik deze klacht ga indienen

24. Hoe hoog is het kortingspercentage dat u gaat vragen van de camperverhuurder? Geef een percentage van de autohuurkosten.

[Realism check]

Hoe realistisch is dit scenario? Kunt u zich voorstellen dat u zich nu of in de toekomst in zo'n situatie bevindt?

25. Ik denk dat mij iets soortgelijks kan gebeuren: zeer onwaarschijnlijk - zeer waarschijnlijk

26. De situatie in het scenario is: zeer onrealistisch – zeer realistisch

27. Mezelf in deze situatie voorstellen is: heel moeilijk – heel gemakkelijk

[Manipulation   check   greedy   customer]
(5 puntsschaal 1 – 5)

28. In hoeverre is uw klacht overdreven? (ofwel erger voorgesteld dan het daadwerkelijk was)

29. In hoeverre heeft u de klacht verzonnen

30. In hoeverre was de klacht van tevoren gepland?

[Manipulation check deterrence tactic]

31. Weet u nog waarover het bericht ging dat u las voordat u een claim indiende?

(3 antwoordmogelijkheden, de juiste, controlegroep, en één andere)

0. controlegroep. Het bericht vroeg de klant om sleutels en papieren in het dashboard achter te laten

1. Social proof: Het bericht wees op het feit dat de klanten van de autoverhuurder eerlijk zijn.

2. Transparancy rules Het bericht wees erop dat verzonnen klachten de klantovereenkomst en Spaanse wetgeving schenden

3. Educating customers Het bericht wees erop dat verzonnen en overdreven klachten het bedrijf, werknemers en klanten veel schade kunnen berokkenen

4. Humanize organization Het bericht wees erop dat de autoverhuurbedrijf een familiebedrijf is waarmee een gezin haar brood verdient

5. Moral triggers. Het bericht wees erop dat men er vanuit gaat dat u eerlijk bent en alleen klaagt als dat terecht is.

Tenslotte nog een paar algemene vragen over wie u bent

[Leeftijd]

32. Wat is uw leeftijd? (vul leeftijd in jaren in)

[Geslacht]

33. Wat is uw geslacht?

o Man

o Vrouw

o Anders/

0 wil niet zeggen

[Opleiding]

34. Wat is uw hoogst genoten opleiding (met of zonder diploma)?

o Lagere school/basisonderwijs

o Voortgezet onderwijs

o MBO

o HBO

o WO

Dit waren de vragen. We willen nogmaals benadrukken dat de gegevens uitsluitend voor dit onderzoek gebruikt zullen worden en anonimiteit verzekerd is.

Nogmaals hartelijk dank voor uw medewerking! Indien u geïnteresseerd bent in de resultaten van het onderzoek of anderzijds vragen heeft kunt u een e-mail sturen naar ingrid.breunissen@ru.nl

Appendix II. SPSS-output sample

SP: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Het bericht vroeg de klant om sleutels en papieren in het dashboard achter te laten	3	,9	5,0	5,0
	Het bericht wees op het feit dat de klanten van de autoverhuurder eerlijk zijn	54	15,5	90,0	95,0
	Het bericht wees erop dat verzonnen klachten de klantovereenkomst en Spaanse wetgeving schenden	3	,9	5,0	100,0
	Total	60	17,2	100,0	
Missing	System	289	82,8		
Total		349	100,0		

Table 17. Control question SP

ToR: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Het bericht vroeg de klant om sleutels en papieren in het dashboard achter te laten	1	,3	2,0	2,0
	Het bericht wees erop dat verzonnen klachten de klantovereenkomst en Spaanse wetgeving schenden	41	11,7	80,4	82,4
	Het bericht wees erop dat verzonnen en overdreven klachten het bedrijf, werknemers en klanten veel schade kunnen berokkenen	9	2,6	17,6	100,0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	51	14,6	100,0	
Missing	System	298	85,4		
Total		349	100,0		

Table 18. Control question ToR

Edu: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Het bericht vroeg de klant om sleutels en papieren in het dashboard achter te laten	2	,6	3,4	3,4
	Het bericht wees erop dat verzonnen en overdreven klachten het bedrijf, werknemers en klanten veel schade kunnen berokkenen	55	15,8	93,2	96,6
	Het bericht wees erop dat de autoverhuurbedrijf een familiebedrijf is waarmee een gezin haar brood verdient	2	,6	3,4	100,0
	Total	59	16,9	100,0	
Missing	System	290	83,1		
Total		349	100,0		

Table 19. Control question Edu

Hum: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Het bericht wees erop dat de autoverhuurbedrijf een familiebedrijf is waarmee een gezin haar brood verdient	36	10,3	69,2	69,2
	Het bericht wees erop dat men er vanuit gaat dat u eerlijk bent en alleen klaagt als dat terecht is	16	4,6	30,8	100,0
	Total	52	14,9	100,0	
Missing	System	297	85,1		
Total		349	100,0		

Table 20. Control question Hum

MT: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Het bericht vroeg de klant om sleutels en papieren in het dashboard achter te laten	2	,6	3,9	3,9
	Het bericht wees erop dat men er vanuit gaat dat u eerlijk bent en alleen klaagt als dat terecht is	41	11,7	80,4	84,3
	Het bericht wees op het feit dat de klanten van de autoverhuurder eerlijk zijn	8	2,3	15,7	100,0
	Total	51	14,6	100,0	
Missing	System	298	85,4		
Total		349	100,0		

Table 21. Control question MT

CG: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Het bericht vroeg de klant om sleutels en papieren in het dashboard achter te laten	48	13,8	77,4	77,4
	Het bericht wees erop dat men er vanuit gaat dat u eerlijk bent en alleen klaagt als dat terecht is	9	2,6	14,5	91,9
	Het bericht wees erop dat verzonnen en overdreven klachten het bedrijf, werknemers en klanten veel schade kunnen berokkenen	5	1,4	8,1	100,0
	Total	62	17,8	100,0	
Missing	System	287	82,2		
Total		349	100,0		

Table 22. Control question CG

Appendix III. SPSS-output demographics

Wat is uw leeftijd?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	1	,3	,4	,4
	18	1	,3	,4	,7
	20	3	1,0	1,1	1,8
	21	15	5,2	5,5	7,3
	22	24	8,3	8,8	16,1
	23	44	15,2	16,1	32,1
	24	30	10,4	10,9	43,1
	25	16	5,5	5,8	48,9
	26	12	4,2	4,4	53,3
	27	10	3,5	3,6	56,9
	28	11	3,8	4,0	60,9
	29	8	2,8	2,9	63,9
	30	6	2,1	2,2	66,1
	31	5	1,7	1,8	67,9
	32	4	1,4	1,5	69,3
	33	2	,7	,7	70,1
	35	2	,7	,7	70,8
	36	2	,7	,7	71,5
	37	2	,7	,7	72,3
	38	1	,3	,4	72,6
	39	4	1,4	1,5	74,1
	40	2	,7	,7	74,8
	41	1	,3	,4	75,2
	43	2	,7	,7	75,9
	44	2	,7	,7	76,6
	45	4	1,4	1,5	78,1
	46	1	,3	,4	78,5
	47	3	1,0	1,1	79,6
	48	2	,7	,7	80,3
	49	3	1,0	1,1	81,4
	50	6	2,1	2,2	83,6
	51	2	,7	,7	84,3
	52	5	1,7	1,8	86,1
	53	4	1,4	1,5	87,6
	54	1	,3	,4	88,0
	55	9	3,1	3,3	91,2

		Frequency	Percent	Valid Percent	Cumulative Percent
	56	2	,7	,7	92,0
	58	1	,3	,4	92,3
	59	4	1,4	1,5	93,8
	60	5	1,7	1,8	95,6
	61	3	1,0	1,1	96,7
	62	1	,3	,4	97,1
	63	1	,3	,4	97,4
	65	1	,3	,4	97,8
	66	2	,7	,7	98,5
	67	1	,3	,4	98,9
	70	1	,3	,4	99,3
	71	1	,3	,4	99,6
	77	1	,3	,4	100,0
	Total	274	94,8	100,0	
Missing	System	15	5,2		
Total		289	100,0		

Table 23. Descriptive statistics Age

Wat is uw geslacht?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	89	30,8	32,5	32,5
	Vrouw	183	63,3	66,8	99,3
	Anders/wil ik niet zeggen	2	,7	,7	100,0
	Total	274	94,8	100,0	
Missing	System	15	5,2		
Total		289	100,0		

Table 24. Descriptive statistics Gender

Wat is uw hoogst genoten opleiding (met of zonder diploma)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lagere school/basisonderwijs	1	,3	,4	,4
	Voortgezet onderwijs	8	2,8	2,9	3,3
	MBO	46	15,9	16,8	20,1
	HBO	113	39,1	41,2	61,3
	WO	106	36,7	38,7	100,0
	Total	274	94,8	100,0	
Missing	System	15	5,2		
Total		289	100,0		

Table 25. Descriptive statistics Education

Statistics

		Wat is uw leeftijd?	Wat is uw geslacht?	Wat is uw hoogst genoten opleiding (met of zonder diploma)?
N	Valid	274	274	274
	Missing	15	15	15
Mean		32,68	1,68	4,15
Median		26,00	2,00	4,00
Mode		23	2	4
Std. Deviation		13,606	,482	,827
Variance		185,120	,232	,684
Range		61	2	4
Minimum		16	1	1
Maximum		77	3	5

Table 26. Descriptive statistics demographics

Appendix IV. SPSS-output Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RespondentID	289	1,00	522,00	231,1488	158,07053
Progress	289	54,00	100,00	97,7612	9,71191
Duration (in seconds)	289	110,00	412043,00	4733,7716	34881,94825
Ik zou me ongemakkelijk voelen	289	1	5	4,66	,603
Ik zou me bezwaard voelen	289	1	5	4,61	,669
Ik zou er moeite mee hebben	289	1	5	4,54	,696
Ik zou me ergeren aan mezelf	289	1	5	4,40	,840
Ik zou me schamen	289	1	5	4,51	,764
Ik zou me generen	289	1	5	4,45	,785
Ik ga deze klacht zeker indienen.	289	1	4	1,63	,868
Ik ben er van overtuigd dat ik deze klacht ga indienen.	289	1	5	1,60	,856
Het staat voor mij vast dat ik deze klacht ga indienen.	289	1	4	1,52	,787
Hoe hoog is het kortingspercentage dat u gaat vragen van de autoverhuurder?	289	,00	88,00	9,2007	13,21436

Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee	289	1	4	2,00	,888
Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee	289	1	4	2,00	,952
Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee	289	1	4	3,44	,869
Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee	289	1	4	2,56	1,079
Ik zou me ongemakkelijk voelen 2	289	2	5	3,82	,855
Ik zou me bezwaard voelen 2	289	2	5	3,83	,839
Ik zou er moeite mee hebben 2	289	2	5	3,86	,840
Ik zou me ergeren aan mezelf 2	289	1	5	3,76	,874
Ik zou me schamen 2	289	2	5	3,88	,853
Ik zou me generen 2	289	2	5	3,82	,850
Ik ga deze klacht zeker indienen 2	289	1	4	2,09	,868
Ik ben er van overtuigd dat ik deze klacht ga indienen 2	289	1	4	2,08	,879
Het staat voor mij vast dat ik deze klacht ga indienen 2	289	1	4	2,08	,890
Hoe hoog is nu het kortingspercentage dat u gaat vragen van de autoverhuurder? 2	289	,00	88,00	6,1246	11,16504
Scenario: In hoeverre was uw klacht overdreven?	280	1	5	4,25	1,045
Scenario: In hoeverre had u de klacht verzonnen?	280	1	5	4,17	1,241
Scenario: In hoeverre was de klacht van tevoren gepland?	280	1	5	3,86	1,328
SP: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?	54	2	2	2,00	,000

	N	Minimum	Maximum	Mean	Std. Deviation
ToR: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?	41	2	2	2,00	,000
Edu: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?	55	2	2	2,00	,000
Hum: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?	36	2	2	2,00	,000
MT: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?	41	2	2	2,00	,000
CG: Weet u nog waar het bericht over ging dat u las voordat u een claim indiende?	48	1	1	1,00	,000
Ik denk dat mij iets soortgelijks kan gebeuren onwaarschijnlijk/waarschijnlijk	275	1	5	1,86	1,089
De situatie in het scenario is onrealistisch/realistisch	274	1	5	2,40	1,246
Mezelf in deze situatie voorstellen is moeilijk/makkelijk	274	1	5	2,19	1,157
Wat is uw leeftijd?	274	16	77	32,68	13,606
Wat is uw geslacht?	274	1	3	1,68	,482
Wat is uw hoogst genoten opleiding (met of zonder diploma)?	274	1	5	4,15	,827
CD_1	289	1,00	5,00	4,5315	,61836
CD_2	289	2,00	5,00	3,8298	,80731
ITC_1	289	1,00	4,00	1,5836	,80269
ITC_2	289	1,00	4,00	2,0819	,86101
Realism	274	1,00	5,00	2,1484	1,00582
Scenario	280	1,00	5,00	4,0929	1,02036
Match	275	,00	3,00	1,1455	1,03969
Valid N (listwise)	0				

Table 27. Descriptive statistics all variables

Appendix V. SPSS-output Factor analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,907
Bartlett's Test of Sphericity	Approx. Chi-Square	6539,460
	df	153
	Sig.	,000

Table 28. KMO and Bartlett's test

Anti-image Matrices

	Ik zou me ongemakkelijk voelen	Ik zou me bezwaard voelen	Ik zou er moeite mee hebben	Ik zou me ergeren aan mezelf	Ik zou me schamen	Ik zou me generen	Ik ga deze klacht zeker indienen.	Ik ben er van overtuigd dat ik deze klacht ga indienen.	Het staat voor mij vast dat ik deze klacht ga indienen.
Anti-image Correlation	,903ᵃ	-,365	-,269	,116	-,151	-,238	-,050	,031	,050
	-,365	,920ᵃ	-,216	-,063	-,130	,038	,057	,049	-,011
	-,269	-,216	,913ᵃ	-,375	,006	-,128	-,003	-,049	,031
	,116	-,063	-,375	,879ᵃ	-,242	-,246	-,114	,185	-,019
	-,151	-,130	,006	-,242	,898ᵃ	-,376	,005	-,050	,101
	-,238	,038	-,128	-,246	-,376	,878ᵃ	,211	-,061	-,110
	-,050	,057	-,003	-,114	,005	,211	,858ᵃ	-,596	-,215
	,031	,049	-,049	,185	-,050	-,061	-,596	,806ᵃ	-,526
	,050	-,011	,031	-,019	,101	-,110	-,215	-,526	,890ᵃ
	-,033	-,063	,025	,006	-,043	,106	,049	-,109	,011
	,088	,018	-,072	,095	,114	-,150	-,005	,046	,009
	-,042	,032	,006	-,099	-,074	,117	,067	-,080	,006
	,059	,021	-,014	-,174	-,026	,057	-,006	,045	-,031
	,077	-,068	,051	,064	-,179	,098	-,030	,025	-,022
	-,103	,071	-,019	,083	,172	-,203	-,065	,050	,034
	,067	-,109	-,094	,139	,118	-,097	-,065	-,022	,045
	-,029	-,049	,086	,048	-,071	,020	,163	-,173	,059
	,003	,145	,005	-,156	-,046	,056	-,099	,176	-,105

a. Measures of Sampling Adequacy(MSA)

Table 29. Anti-image correlation KMO part I

Anti-image Matrices

	Ik zou me ongemakkelijk voelen 2	Ik zou me bezwaard voelen 2	Ik zou er moeite mee hebben 2	Ik zou me ergeren aan mezelf 2	Ik zou me schamen 2	Ik zou me generen 2	Ik ga deze klacht zeker indienen 2	Ik ben er van overtuigd dat ik deze klacht ga indienen 2	Het staat voor mij vast dat ik deze klacht ga indienen 2
Anti-image Correlation	-,033	,088	-,042	,059	,077	-,103	,067	-,029	,003
	-,063	,018	,032	,021	-,068	,071	-,109	-,049	,145
	,025	-,072	,006	-,014	,051	-,019	-,094	,086	,005
	,006	,095	-,099	-,174	,064	,083	,139	,048	-,156
	-,043	,114	-,074	-,026	-,179	,172	,118	-,071	-,046
	,106	-,150	,117	,057	,098	-,203	-,097	,020	,056
	,049	-,005	,067	-,006	-,030	-,065	-,065	,163	-,099
	-,109	,046	-,080	,045	,025	,050	-,022	-,173	,176
	,011	,009	,006	-,031	-,022	,034	,045	,059	-,105
	,944	-,434	-,129	-,164	-,057	-,158	,095	,078	-,104
	-,434	,931	-,325	-,151	-,055	-,142	-,002	-,043	,058
	-,129	-,325	,939	-,096	-,168	-,190	-,255	,196	,084
	-,164	-,151	-,096	,967	-,188	-,126	,061	-,107	,064
	-,057	-,055	-,168	-,188	,943	-,423	-,012	,043	-,002
	-,158	-,142	-,190	-,126	-,423	,926	,185	-,112	-,054
	,095	-,002	-,255	,061	-,012	,185	,901	-,399	-,429
	,078	-,043	,196	-,107	,043	-,112	-,399	,882	-,576
	-,104	,058	,084	,064	-,002	-,054	-,429	-,576	,880

Table 30. Anti-image correlation KMO part II

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,924	,927	6

Table 31. Cronbach's alpha CD_1

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,955	,956	3

Table 32. Cronbach's alpha ITC_!

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,977	,977	6

Table 33. Cronbach's alpha CD_2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,979	,979	3

Table 34. Cronbach's alpha ITC_2

Correlation Matrix

		Ik ga deze klacht zeker indienen.	Ik ben er van overtuigd dat ik deze klacht ga indienen.	Het staat voor mij vast dat ik deze klacht ga indienen.
Correlation	Ik ga deze klacht zeker indienen.	1,000	,900	,847
	Ik ben er van overtuigd dat ik deze klacht ga indienen.	,900	1,000	,888
	Het staat voor mij vast dat ik deze klacht ga indienen.	,847	,888	1,000

Table 35. Correlation Matrix factor analysis ITC

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,764
Bartlett's Test of Sphericity	Approx. Chi-Square	937,755
	df	3
	Sig.	,000

Table 36. KMO and Barlett's test factor analysis ITC

Communalities

	Initial	Extraction
Ik ga deze klacht zeker indienen.	1,000	,913
Ik ben er van overtuigd dat ik deze klacht ga indienen.	1,000	,941
Het staat voor mij vast dat ik deze klacht ga indienen.	1,000	,904

Extraction Method: Principal Component Analysis.

Table 37 Communalities factor analysis ITC

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,757	91,911	91,911	2,757	91,911	91,911
2	,153	5,116	97,027			
3	,089	2,973	100,000			

Extraction Method: Principal Component Analysis.

Table 38. Total variance explained factor analysis ITC
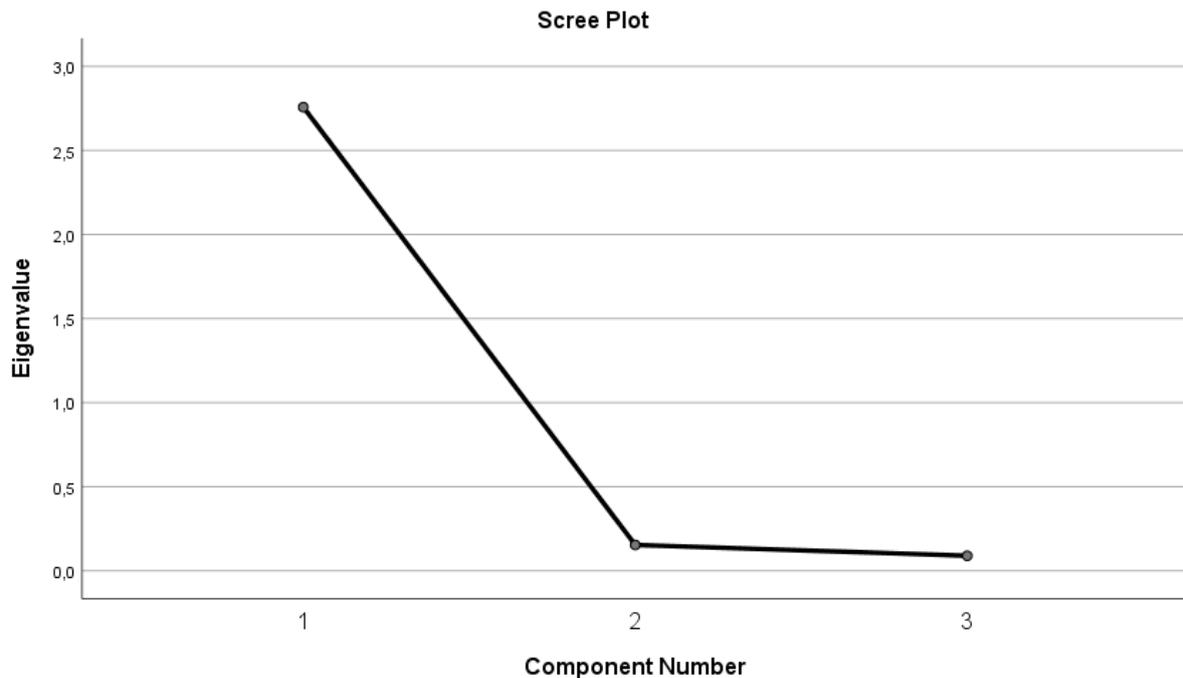
Figure 3 Scree plot factor analysis ITC

Component Matrix[a]

	Component
	1
Ik ben er van overtuigd dat ik deze klacht ga indienen.	,970
Ik ga deze klacht zeker indienen.	,955
Het staat voor mij vast dat ik deze klacht ga indienen.	,951

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 39. Component Matrix factor analysis ITC

Appendix VI. SPSS-output Assumptions

Statistics

		CD_1	CD_2	ITC_1	ITC_2
N	Valid	289	289	289	289
	Missing	0	0	0	0
Skewness		-1,767	,191	1,559	-,016
Std. Error of Skewness		,143	,143	,143	,143
Kurtosis		4,831	-1,224	1,932	-1,394
Std. Error of Kurtosis		,286	,286	,286	,286

Table 40. Skewness and Kurtosis

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CD_1	,243	289	,000	,759	289	,000
CD_2	,197	289	,000	,867	289	,000
ITC_1	,282	289	,000	,733	289	,000
ITC_2	,224	289	,000	,837	289	,000

a. Lilliefors Significance Correction

Table 41. Tests of normal distribution
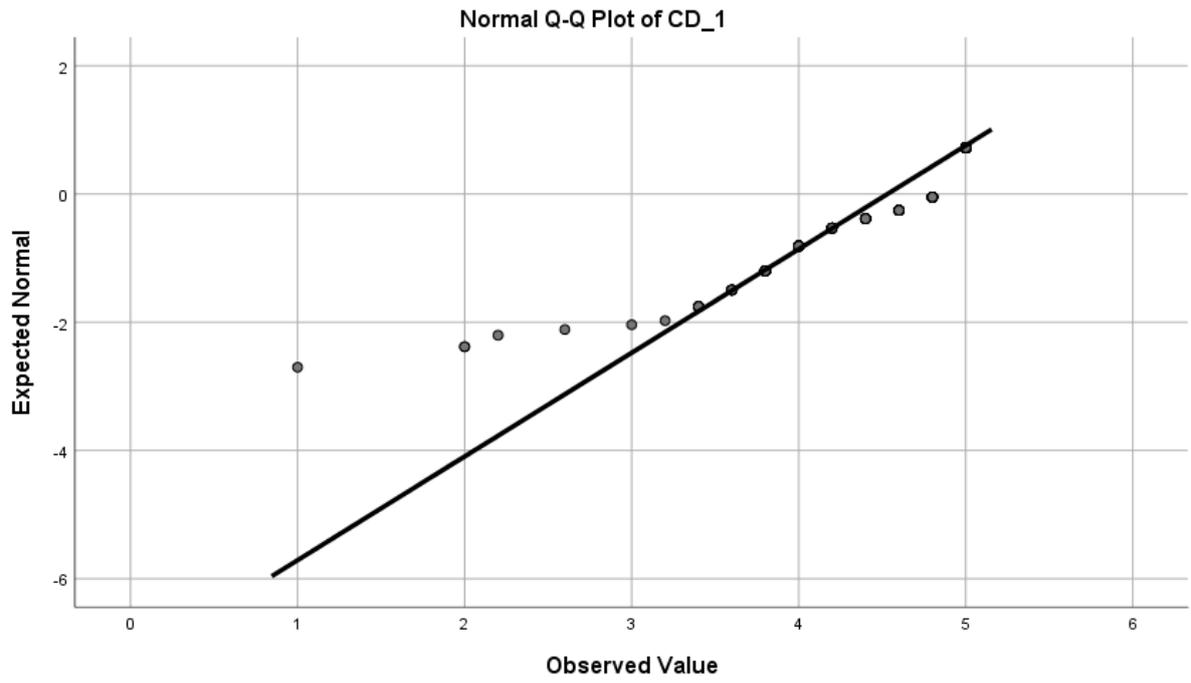
Figure 4. Q-Q plot CD_1
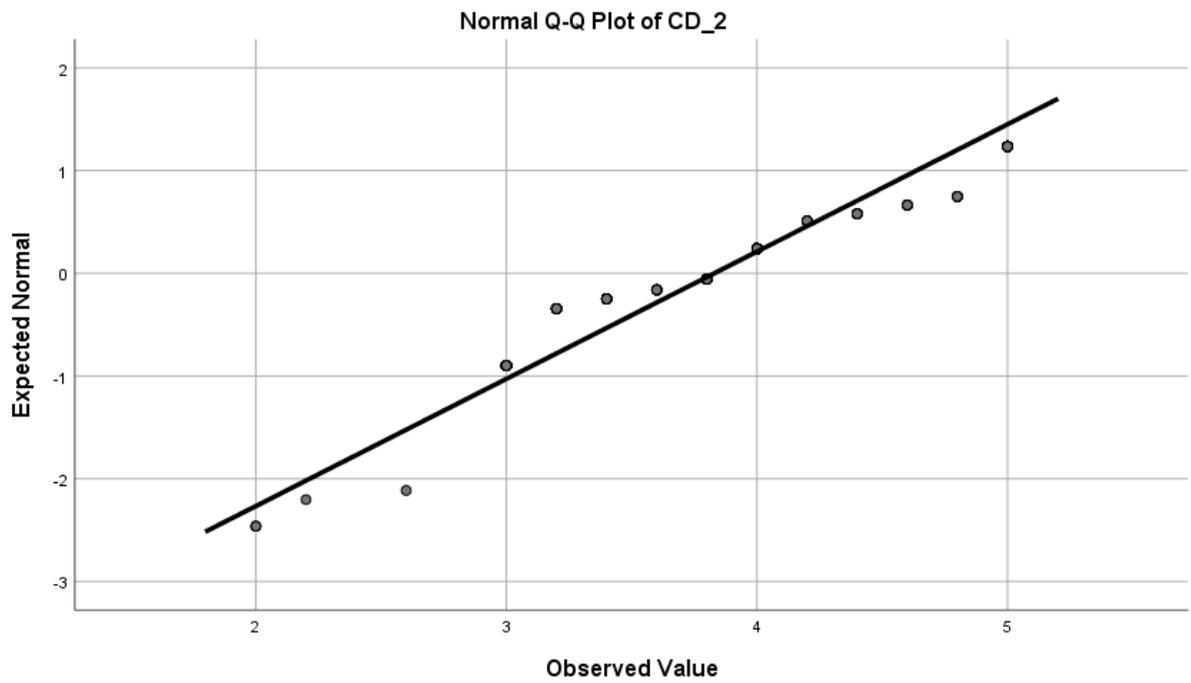
Figure 5. Q-Q plot CD_2
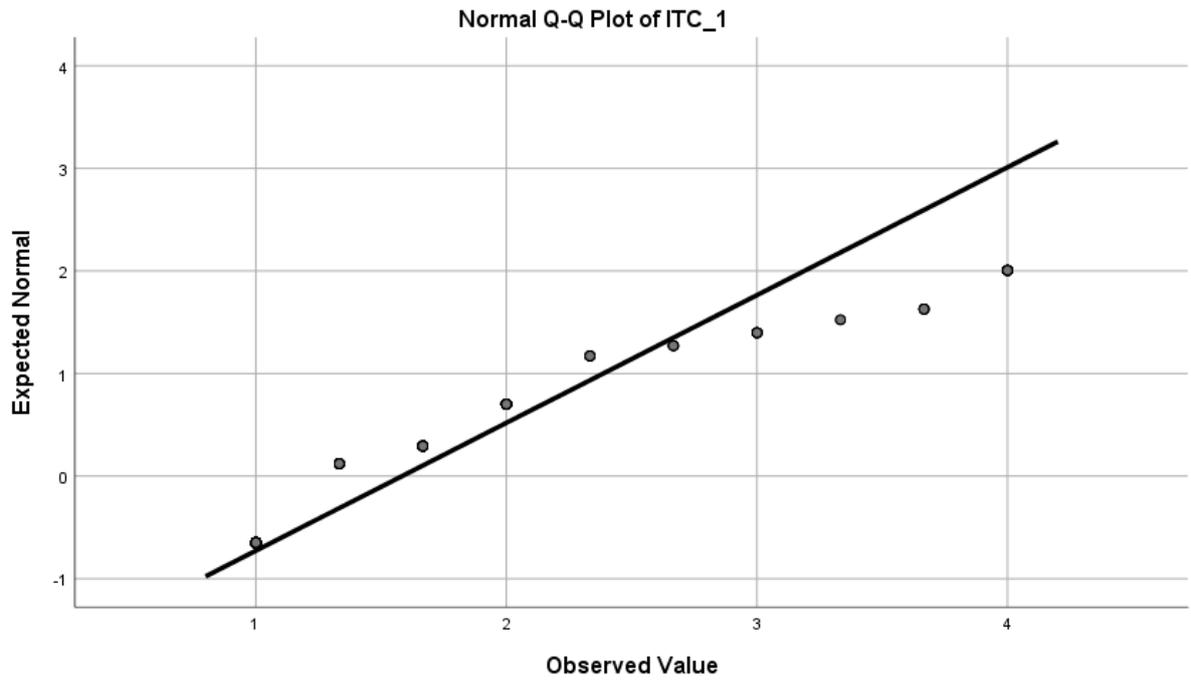
Figure 6. Q-Q plot ITC_1
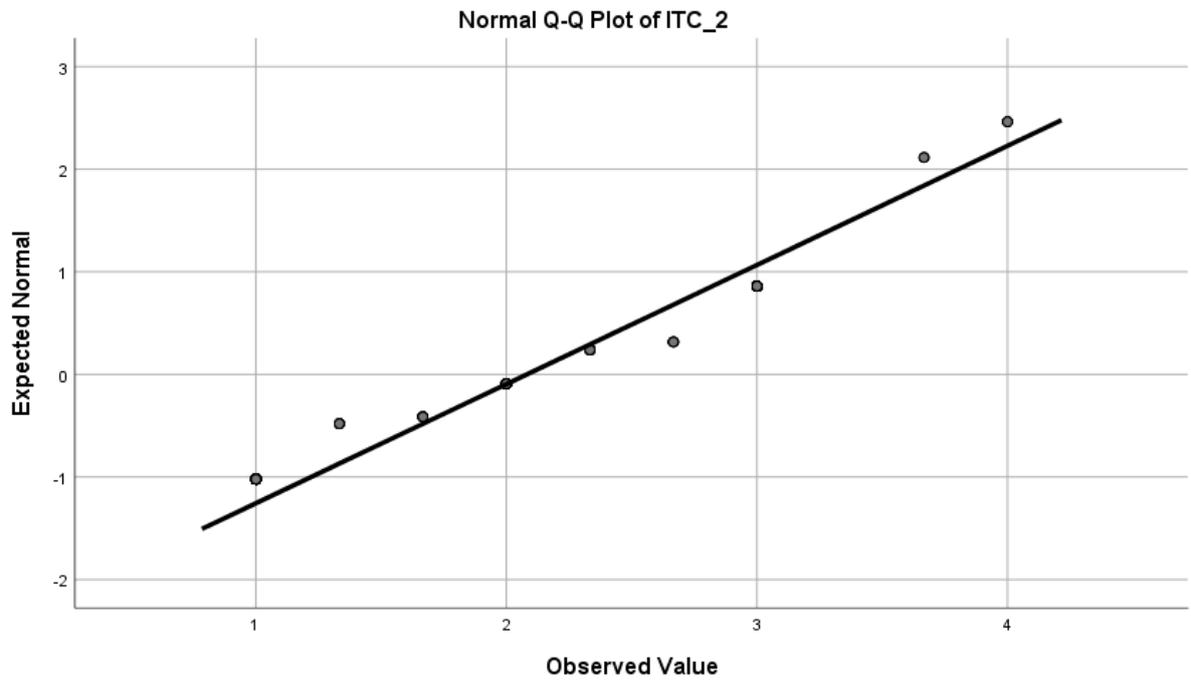
Figure 7. Q-Q plot ITC_2

Test of Homogeneity of Variances

|		Levene Statistic	df1	df2	Sig.
CD_1	Based on Mean	1,869	3	271	,135
	Based on Median	1,014	3	271	,387
	Based on Median and with adjusted df	1,014	3	258,969	,387
	Based on trimmed mean	1,788	3	271	,150
CD_2	Based on Mean	7,980	3	271	,000
	Based on Median	10,176	3	271	,000
	Based on Median and with adjusted df	10,176	3	261,385	,000
	Based on trimmed mean	8,798	3	271	,000
ITC_1	Based on Mean	3,219	3	271	,023
	Based on Median	1,567	3	271	,198
	Based on Median and with adjusted df	1,567	3	248,009	,198
	Based on trimmed mean	2,841	3	271	,038
ITC_2	Based on Mean	1,993	3	271	,115
	Based on Median	3,791	3	271	,011
	Based on Median and with adjusted df	3,791	3	219,410	,011
	Based on trimmed mean	2,204	3	271	,088

Table 42. Levene's test

Appendix VII. SPSS-output Hypothesis testing

Statistics

		Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee	Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee	Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee	Welke rechtvaardiging gebruikt u? Zet de rechtvaardigingen in volgorde van uw keuze. (1 = mee
N	Valid	289	289	289	289
	Missing	0	0	0	0
Mean		2,00	2,00	3,44	2,56
Median		2,00	2,00	4,00	3,00
Mode		2	1	4	3
Std. Deviation		,888	,952	,869	1,079
Variance		,788	,906	,755	1,163
Range		3	3	3	3
Minimum		1	1	1	1
Maximum		4	4	4	4

Table 43. Frequencies Neutralization techniques

ANOVA

CD_2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28,658	3	9,553	17,203	,000
Within Groups	150,483	271	,555		
Total	179,142	274			

Table 44. Anova CD_2

Multiple Comparisons

Dependent Variable: CD_2

Games-Howell

(I) Match	(J) Match	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
,00	1,00	,09917	,11461	,823	-,1981	,3964
	2,00	,90750*	,12123	,000	,5919	1,2231
	3,00	,30699	,14780	,169	-,0804	,6944
1,00	,00	-,09917	,11461	,823	-,3964	,1981
	2,00	,80833*	,11196	,000	,5164	1,1002
	3,00	,20783	,14030	,454	-,1611	,5768
2,00	,00	-,90750*	,12123	,000	-1,2231	-,5919
	1,00	-,80833*	,11196	,000	-1,1002	-,5164
	3,00	-,60051*	,14575	,001	-,9836	-,2174
3,00	,00	-,30699	,14780	,169	-,6944	,0804
	1,00	-,20783	,14030	,454	-,5768	,1611
	2,00	,60051*	,14575	,001	,2174	,9836

*. The mean difference is significant at the 0.05 level.

Table 45. Post-hoc test Games-Howell CD_2

ANOVA

ITC_2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15,392	3	5,131	7,594	,000
Within Groups	183,086	271	,676		
Total	198,478	274			

Table 46. Anova ITC_2

Multiple Comparisons

Dependent Variable: ITC_2

Games-Howell

(I) Match	(J) Match	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
,00	1,00	-,07454	,12266	,930	-,3926	,2435
	2,00	-,66481*	,14321	,000	-1,0385	-,2911
	3,00	-,23595	,15978	,456	-,6551	,1832
1,00	,00	,07454	,12266	,930	-,2435	,3926
	2,00	-,59028*	,13664	,000	-,9474	-,2332
	3,00	-,16142	,15391	,721	-,5662	,2433
2,00	,00	,66481*	,14321	,000	,2911	1,0385
	1,00	,59028*	,13664	,000	,2332	,9474
	3,00	,42886	,17074	,066	-,0189	,8767
3,00	,00	,23595	,15978	,456	-,1832	,6551
	1,00	,16142	,15391	,721	-,2433	,5662
	2,00	-,42886	,17074	,066	-,8767	,0189

*. The mean difference is significant at the 0.05 level.

Table 47. Post-Hoc test Games Howell ITC_2

ANOVA

CD_2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,279	3	1,093	2,022	,128
Within Groups	20,003	37	,541		
Total	23,282	40			

Table 48. Anova test Tukey CD_2 and Moral triggers

Descriptives

CD_2

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
1,00	14	3,7143	,82168	,21960	3,2399	4,1887	3,00	5,00
2,00	13	4,0923	,69577	,19297	3,6719	4,5128	3,00	5,00
3,00	5	3,7200	,64187	,28705	2,9230	4,5170	3,00	4,60
4,00	9	3,3111	,68638	,22879	2,7835	3,8387	3,00	5,00
Total	41	3,7463	,76292	,11915	3,5055	3,9871	3,00	5,00

Table 49. Descriptives Post-Hoc test Tukey CD_2 and Moral triggers

Appendix VIII. SPSS-output additional analyses

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
CD_2	Based on Mean	2,801	2	271	,063
	Based on Median	2,358	2	271	,097
	Based on Median and with adjusted df	2,358	2	269,727	,097
	Based on trimmed mean	2,801	2	271	,062

Table 50. Test of homogeneity of variances CD_2 - Gender

ANOVA

CD_2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,551	2	2,275	3,545	,030
Within Groups	173,925	271	,642		
Total	178,476	273			

Table 51. Anova CD_2 - Gender

Multiple Comparisons

Dependent Variable: CD_2

Tukey HSD

(I) Wat is uw geslacht?	(J) Wat is uw geslacht?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Man	Vrouw	-,25882*	,10353	,035	-,5028	-,0148
	Anders/wil ik niet zeggen	,34719	,57281	,817	-1,0027	1,6971
Vrouw	Man	,25882*	,10353	,035	,0148	,5028
	Anders/wil ik niet zeggen	,60601	,56956	,537	-,7363	1,9483
Anders/wil ik niet zeggen	Man	-,34719	,57281	,817	-1,6971	1,0027
	Vrouw	-,60601	,56956	,537	-1,9483	,7363

*. The mean difference is significant at the 0.05 level.

Table 52. Tukey HSD CD_2 - Gender

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
CD_2	Based on Mean	2,592	3	269	,053
	Based on Median	3,059	3	269	,029
	Based on Median and with adjusted df	3,059	3	262,860	,029
	Based on trimmed mean	2,652	3	269	,049

Table 53. Test of homogeneity of variances CD_2 – Education

ANOVA

CD_2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,848	4	,712	1,091	,362
Within Groups	175,628	269	,653		
Total	178,476	273			

Table 54. Anova CD_2 - Education

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
ITC_2	Based on Mean	,448	2	271	,640
	Based on Median	,406	2	271	,667
	Based on Median and with adjusted df	,406	2	264,490	,667
	Based on trimmed mean	,406	2	271	,667

Table 55. Test of homogeneity of variances CD_2 - Education

ANOVA

ITC_2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,344	2	2,672	3,749	,025
Within Groups	193,125	271	,713		
Total	198,469	273			

Table 56. Anova CD_2 - Education

Multiple Comparisons

Dependent Variable: ITC_2

Tukey HSD

		Mean			95% Confidence Interval	
(I) Wat is uw geslacht?	(J) Wat is uw geslacht?	Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Man	Vrouw	,22513	,10909	,099	-,0320	,4822
	Anders/wil ik niet zeggen	-,92697	,60360	,276	-2,3494	,4955
Vrouw	Man	-,22513	,10909	,099	-,4822	,0320
	Anders/wil ik niet zeggen	-1,15209	,60018	,135	-2,5665	,2623
Anders/wil ik niet zeggen	Man	,92697	,60360	,276	-,4955	2,3494
	Vrouw	1,15209	,60018	,135	-,2623	2,5665

Table 57.Tukey HSD CD_2 – Gender

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
ITC_2	Based on Mean	1,996	3	269	,115
	Based on Median	1,197	3	269	,311
	Based on Median and with adjusted df	1,197	3	215,456	,312
	Based on trimmed mean	2,054	3	269	,107

Table 58. Test of homogeneity of variances CD_2 - Education

ANOVA

ITC_2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9,120	4	2,280	3,239	,013
Within Groups	189,349	269	,704		
Total	198,469	273			

Table 56. Anova CD_2 - Education

Group Statistics

	Wat is uw geslacht?	N	Mean	Std. Deviation	Std. Error Mean
CD_2	Man	89	3,6472	,74225	,07868
	Vrouw	183	3,9060	,83014	,06137

Table 59. Independent samples t-test CD_2 – Gender – Group statistics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CD_2	Equal variances assumed	1,515	,219	-2,496	270	,013	-,25882	,10371	-,46301	-,05463
	Equal variances not assumed			-2,594	193,085	,010	-,25882	,09978	-,45562	-,06202

Table 60. Independent samples t-test CD_2 - Gender

Group Statistics

	Wat is uw geslacht?	N	Mean	Std. Deviation	Std. Error Mean
ITC_2	Man	89	2,2397	,80244	,08506
	Vrouw	183	2,0146	,86431	,06389

Table 61. Independent samples t-test ITC_2 – Gender – Group statistics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
ITC_2	Equal variances assumed	,305	,581	2,062	270	,040	,22513	,10915	,01023	,44003
	Equal variances not assumed			2,116	186,597	,036	,22513	,10638	,01526	,43499

Table 62. Independent samples t-test ITC_2 - Gender