



ORIGINAL RESEARCH ARTICLE

Modeling Misbehavior Acceptance by Clients with an Interpretive Structural Approach in Jewelry Industry

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ABSTRACT

Purpose: The current research aims to model the acceptance of misbehavior by customers with an interpretative structural approach.

Method: This research was done qualitatively and quantitatively. Delphi technique is used in the qualitative part. The studied population was experts and professionals in the gold and jewelry industry in Iran. Using the snowball technique, 10 people were selected as samples. Using a semi-structured interview, effective factors have been identified. ATLAS TI and EXCEL software are used in this part. In the following, the model is presented using the interpretive structural model technique. Based on the ISM technique questionnaire, the opinions of 10 experts were collected. Finally, modeling has been done based on the interpretive structural technique. The statistical sample includes 25 experimental experts and theoretical experts.

Findings: Every customer interaction is an opportunity to build relationships with customers and earn their loyalty. Based on the Delphi technique, 17 criteria were identified. These 17 criteria are economic conditions, market conditions, seller conditions, store conditions, information technology, marketing, demographic factors, cultural and social conditions, acculturation, customer orientation, customer mobility and dynamics, business strategies, customer satisfaction, and word-of-mouth advertising. and profitability, customer loyalty, stability in customer relationships, and purchase intention.

Conclusion: In the following, a pattern is designed based on the interpretive structural technique. The proposed template has 8 levels. By moving from the lowest to the highest level of the model, the highest degree of influence in components is determined. ©authors

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1. Introduction

In the past decades, salespeople's performance has attracted the attention of many academics and practitioners (Ahearne, Atefi & Pourmasoudi, 2022). Also, the complexity of the service delivery process has created special challenges for creating marketing strategies, managing customer relationships, and ultimately creating a high share (Briston et al., 2019), therefore, organizations should use customer-centric salespeople to strengthen their relationships with customers to achieve better performance (Jalil, Usman, & Zakar., 2016). Success in this matter is completed when the professional sales force implements the principles and techniques of sales in a proper way (Lee & Wong, 2021). But the available evidence shows the inappropriate behavior and misbehavior of the sellers and the acceptance of these behaviors by the customers. Since the seller is the relationship between the company and the buyer, the sales, profits, and performance of an organization are highly dependent on the performance of the sales force (Rani, 2013). For this reason, this issue has become one of the most obvious concerns of managers. Sales performance is influenced by many factors. These factors include 1-Understanding one's role in these activities that must be done to achieve the desired performance; 2-Motivation that affects the amount of effort used in sales activities, 3-Skill that is the quality of this effort (Pappas, 2016). No design remains stable on the first contact with the customer. Similarly, few businesses can survive the first customer contact if they are not well prepared (Mu and Zhang, 2021). Smart entrepreneurs and business owners should know that as soon as they open their doors to customers, they are exposed to changes in the structure of their business.

Sales force performance is divided into two main dimensions: behavioral and result (Cao and Tian, 2020). Ideal behavioral performance is usually expected to lead to appropriate outcome performance. In other words, sales performance means their ability to achieve qualitative and quantitative sales goals; therefore, the behavioral performance includes the activities of sales employees to perform their duties, and result performance includes the outputs resulting from the activities of sales employees (Oliveira et al, 2017). Seller-customer interaction was not easy in the years of an adversarial relationship between buyers and sellers (Mihalea, 2015) when interactions were transaction-oriented and overly reactive, and mainly buyers (due to their needs) contacted suppliers (Sata, 2013).

Suppliers were reluctant to talk with representatives of the crushing company, buyers initiated negotiations, managed contracts, and were responsible for the flow of goods into the company (Sahat et al., 2021). While the sales force had a secretive and non-transparent approach to the buyers, the buyer was looking for an engineer who could write down the specifications of the desired product without paying for it.

The complexity of today's business environment has worsened the inherent tensions in the way of communication between business partners who have such a background (Sebald et al., 2018). Competitive pressures have caused exchange partners to need the following (Nesset et al., 2021):

- Facilitating multi-functional, multi-level relationships

- Actively seek opportunities to combine skills to deliver value to customers

- Integration within companies and beyond company boundaries to maximize the possibility of acceptance of goods and services by the market.

- Longer-term thinking, looking for win-win solutions for the buyer, seller, and (final) customer (Kaynak et al., 2011).

Sources of tension: Some of the most important factors that cause tension in buyer-seller relationships are: a) Integration of activities, information, and processes to achieve goals. The parties face the fact that the partners are companies that compete with each other while interacting. This leads to the challenge of comparing trust and teamwork on the one hand and opportunism and selfish behaviors on the other hand (Lee & Wong, 2021).

b) Inadvertent flow of information between buyers and sellers while linkage requires a high degree of information sharing. What is the final limit of this distribution? The main issue is how much tacit knowledge can be shared through the unintended flow of information without compromising specialization.

To manage the tensions arising from the above sources, companies need the following three categories of elements in the field of seller-customer interaction:

a) Facilitating capabilities: core competencies that companies need to succeed in collaborative relationships. The lack of these capabilities is a serious obstacle to the success of business interactions.

b) Incentives: Engines that lead the company to cooperation. Their absence leads to weakening, lack of proper orientation, lack of focus, or energy of facilitating capabilities.

c) Essential enablers: A glue that prevents interactions from being damaged due to inherent tensions in it and unexpected environmental events (Tu, Hsu & Creativani, 2022).

For example, most people consider the long queue of a restaurant, delay in order delivery, long queue, and inflexibility of the salesperson as a sign of the high social level of sales. The investigations carried out by the researcher, the existence of dictatorial regimes in the history of Iran, the corrupt administrative system, the wrong educational culture, the strengthening of fear-based thinking in the family, nutrition, and climate are important elements as determining factors in the psychology of the culture of Iranian customers. The acceptance of misbehavior by Iranian customers originates from the damaged self-esteem and self-respect in all past periods of Iran's history. Outgoing and opening are only possible with information and awareness and finally correct education for raising the next generations. Unfortunately, in the past literature, not many studies have been done in this particular field, and most of the studies have been done within the last few years. The main purpose of this research is to identify the destructive behavior of sellers and to check the level of acceptance of this misbehavior by consumers. This part of the organization's performance is determined by the customers, and the employees, as the front line of communication with the customers, play an important role in it by properly performing their duties and responsibilities. In fact, organizations have always expected that their employees and members seek to perform the duties and responsibilities assigned to them and avoid harmful behaviors for the organization that lead to harm to employees or customers (responsibility). Such behaviors are undesirable behaviors and are considered a deviation from the norms of the organization. This research project only deals with the existence of this problem and a brief study of its etiology. In this study, Iran's gold and jewelry industry has been examined and researched as a sample. Therefore, this research seeks an answer to the question, what is the reason for accepting bad behavior by customers in the interactions between sellers and customers?

2. Literature Review

Vendor-customer interaction was not easy in the years of an adversarial relationship between buyers and sellers when interactions were transaction-oriented and overly reactive, and most buyers (due to their needs) contacted suppliers. Suppliers were reluctant to talk to representatives of the buying company, buyers initiated negotiations, managed contracts, and were responsible for the flow of goods into the company. While the sales force had a secretive and non-transparent approach to the buyers, the buyer was looking for an engineer who could write down the specifications of the product he wanted without paying for it. Such an atmosphere was very prone to tension between the buyer and the seller (Mandarić, Hunjet & Kozina, 2021).

What makes the technology-centric in the collaboration-based view is the emphasis on external connectivity and internal communication that support decision-making processes, transactional efficiency, and transparency within the company as well as beyond its boundaries, enterprise resource planning systems, management Customer communication, and other hardware solutions are used to facilitate supply chain planning (Pencarelli, Ali Taha,

Škerháková, Valentiny & Fedorko, 2020) Unfortunately, despite the existence of such solutions in the field of seller-customer interaction that provide the potential to facilitate a better two-way bond through greater employee empowerment. Many buyers still maintain hierarchical structures, structures in which employees have less value and intimacy. As these structural resources are removed, individuals develop broader, analytical skills, so that what's in it for me, and what's in it for you considerations come into play simultaneously. This new space leads to increased interactions and exchanges (Chow & Li, 2018).

To evaluate the effectiveness of the sales force, managers focus on performance and efficiency measures (such as market share, annual sales, average time spent from the beginning of contact with a customer to make a sale, customer loss ratio, and profit per customer (if data is available). Unfortunately, these criteria are more transaction-oriented and less focused on long-term relationships and customer retention (Zhang & Cude, 2018)

Ahearne et al. (2022), presented research titled "The Future of Buyer-Seller Interactions: A Conceptual Framework". The revolution in the availability of information and the advancement in new interactive technologies have brought two major changes that question the traditional assumptions of buyer-seller interaction. First, there is buyer-seller information asymmetry, which is greatly reduced in many interactions. Second, face-to-face communication is no longer the main form of buyer-seller interactions. The authors review empirical research on how these technological changes have changed buyer-seller negotiations, an important type of buyer-seller interaction. Several insights emerge from this review. Fundamental changes have been made in the role, power and inclinations, and information processing of buyers and sellers.

The most important of these changes are 1- change in the attitude and behavior of buyers, 2- change in the effectiveness of sellers in interacting with buyers, and 3- change in the interactive processes of buyer and seller. Based on this insight, the authors developed a research agenda to guide the investigation. Revision of existing theories and development of new theories create buyer and seller interactions.

Sehat et al. (2021) presented research entitled the effect of the destructive behavior of employees on the reaction of customers (a study of chain stores). The main value of this research is due to the important influence that store employees can have on the intention of customers to buy again from the store as the front line of sales. In this research, the library method including the review of books, articles, theses, and the survey method with the distribution of questionnaires were used to collect data. The statistical population of the research is the customers of the Shahrvand store. Data analysis using the structural equation modeling method yielded results that indicated the significance of the influence of variables of destructive organizational behavior on customer satisfaction and trust, the effect of customer satisfaction on customer trust, and the effect of customer satisfaction and trust on customer loyalty.

Abbasi et al. (2021), presented research titled presenting the anxiety management model in consumer behavior during Iran's economic embargo with the foundation data approach. The findings have shown that economic and cultural variables are the main variables that cause anxiety in consumer behavior on marketing strategies and research, and marketing strategies and marketing research results also affect consumer knowledge management and co-creation of value with consumers, which lead to learning and managing consumer experience. In this way, anxiety in the consumer behavior can be controlled and managed during economic sanctions.

The complexity of today's business environment has worsened the inherent tensions in the way of communication between business partners who have such a background. Competitive pressures have caused exchange partners to need the following (Bae, Choi, Gantumur & Kim, 2022):

Facilitating multi-functional, multi-level relationships

Actively seek opportunities to combine skills to deliver value to customers

Integration within companies and beyond company boundaries to maximize the possibility of acceptance of goods and services by the market.

Longer-term thinking, looking for win-win solutions for the buyer, seller, and (final) customer.

3. Method

This research was done qualitatively and quantitatively. Delphi technique is used in the qualitative part. The studied community were experts and experts of the gold and jewelry industry in Iran. Using the snowball technique, 10 people were selected as samples. Using a semi-structured interview, effective factors have been identified. ATLAS TI EXCEL software is used in this part. In the following, the model is presented using the interpretive structural model technique. Based on the ISM technique questionnaire, the opinions of 10 experts were collected. Finally, modeling has been done based on interpretive structural technique. The statistical sample includes 25 experimental experts and theoretical experts.

Cohen's kappa index was calculated for the validity of the qualitative analysis. A number of 0.77 was obtained, which confirms the validity of Delphi analysis

The qualitative part of this study is based on the opinion of 10 experts in the studied field. In terms of gender, 8 people are men and 2 people are women. In terms of age, 3 people are less than 35 years old, 5 people are between 35 and 45 years old, and 2 people are over 45 years old. In terms of education, 5 of the experts have a master's degree and 5 have a doctorate. Finally, 6 people have between 10 and 20 years of work experience and 4 people have more than 20 years of work experience.

Table 1. Demographic characteristics of experts

Demographic characteristics	Frequency	Percentage
Gender	Man	8 80%
	Female	2 20%
Age	Less than 35 years	3 30%
	35 to 45 years	5 50%
	45 years and more	2 20%
Education	Masters	5 50%
	P.H.D	5 50%
Experience	10 to 20 years	6 60%
	Over 20 years old	4 40%
	Total	10 100%

4. Findings

In this step, the categories counted from the research literature have been validated. The indicators identified from the interview are specified in Table 2.

Table 2. Some of the reviewed interviews

Concept	Interview
Extent of abuse	Yes, I understand the issue and I see this approach quite concretely in Iranian society. Unfortunately, misbehavior can be seen at all levels. It can be felt from the level of politicians to the service levels in this society. The why of this approach is certainly multifaceted?
social factors	As a customer, I must say that the default behavior is more appropriate according to the nature and price of the goods. But as an academic, I would like to say that there is no definitive relationship between luxury goods or even a specific position with the level of understanding and behavior of a person. All these are considered as expectations in our mind.
Individual mindsets	Several reasons can be mentioned. Lack of sufficient knowledge to know the rights of the customer. Lack of self confidence. Self-esteem problem. Cultural habit. Imitation of others. The lack of a substitute supplier for that product and perhaps other cases that require serious and expert discussion.
Expectation and behavioral factors	The answer to this question depends on the travel destination. If we take neighboring countries as an example. In Turkey and the United Arab Emirates, they do almost anything to attract tourists and capital. The huge difference can

	be understood from the door of the plane. The customer has a very specific and important place in the economic development of countries.
Lack of sufficient knowledge	. Due to special interactions, despite the high price of the item, maybe a purchase will be made. Or the absence and lack of that product. The customer knows that this product may not be found among 100 shops. This issue gives the necessary courage to the seller to be able to have any behavior. I think it is very rare, but it happens. Personally, if I am mistreated, I will not buy this product if it is 3 times cheaper. Of course, if the product is rare, it will probably be bought.
lack of self confidence	In my opinion, the need for that product is one of the reasons. A customer accepts all the pain and suffering of disrespect and humiliation to buy the needed product. But I don't think the customer will be in this situation much now. Usually the customer reacts to disrespect.

Table 3. Identification indicators from the interview for acceptance of misbehavior by customers

Indicator	Symbol
Economic conditions	C1
Market conditions	C2
Seller conditions	C3
Store conditions	C4
Information Technology	C5
Marketing	C6
Demographic factors	C7
Cultural and social conditions	C8
Cultivation	C9
Customer Orientation	C10
Customer mobility and dynamics	C11
Business strategies	C12
Customer satisfaction	C13
Word of mouth advertising is beneficial	C14
Customer loyalty	C15
Sustainability in customer relationships	C16
Intention to buy	C17

A total of 17 indicators have been identified to model acceptance of misbehavior by customers. The Delphi method was used to screen and identify the final indicators. Delphi analysis is based on the opinion of 10 experts. In this study, triangular fuzzy numbers have been used to fuzzify the experts' point of view. The opinion of experts about the importance of each index has been compiled with a 7-degree fuzzy spectrum.

Table 4. The spectrum of seven fuzzy degrees for valuing indicators

Linguistic variable	Fuzzy value	Triangular fuzzy equivalent
Very unimportant	$\tilde{1}$	(0, 0, 0.1)
Very unimportant to unimportant	$\tilde{2}$	(0, 0.1, 0.3)
unimportant	$\tilde{3}$	(0.1, 0.3, 0.5)
Unimportant to medium importance	$\tilde{4}$	(0.3, 0.5, 0.75)
Medium	$\tilde{5}$	(0.5, 0.75, 0.9)
Medium to important	$\tilde{6}$	(0.75, 0.9, 1)
Important	$\tilde{7}$	(0.9, 1, 1)

Fuzzy Delphi method

The opinion of 10 experts about each indicator is shown in Table 5:

Table 5. Fuzzification of the opinion of the expert panel for each of the research indicators

R1	E01	E02	E03	E04	..	E10
Economic conditions	(0.3,0.5,0.75)	(0.3,0.5,0.75)	(0.3,0.5,0.75)	(0.3,0.5,0.75)	..	(0.9,1,1)
Market conditions	(0.9,1,1)	(0.9,1,1)	(0.5,0.75,0.9)	(0.75,0.9,1)	..	(0.75,0.9,1)
Seller conditions	(0.75,0.9,1)	(0.9,1,1)	(0.9,1,1)	(0.75,0.9,1)	..	(0.75,0.9,1)
Store conditions	(0.5,0.75,0.9)	(0.5,0.75,0.9)	(0.75,0.9,1)	(0.5,0.75,0.9)	..	(0.5,0.75,0.9)
Information Technology	(0.5,0.75,0.9)	(0.75,0.9,1)	(0.9,1,1)	(0.75,0.9,1)	..	(0.5,0.75,0.9)
Marketing	(0.5,0.75,0.9)	(0.9,1,1)	(0.75,0.9,1)	(0.75,0.9,1)	..	(0.75,0.9,1)
Demographic factors	(0.75,0.9,1)	(0.5,0.75,0.9)	(0.9,1,1)	(0.5,0.75,0.9)	..	(0.75,0.9,1)
Cultural and social conditions	(0.5,0.75,0.9)	(0.75,0.9,1)	(0.9,1,1)	(0.75,0.9,1)	..	(0.9,1,1)
Cultivation	(0.75,0.9,1)	(0.75,0.9,1)	(0.9,1,1)	(0.9,1,1)	..	(0.9,1,1)
Customer Orientation	(0.9,1,1)	(0.9,1,1)	(0.9,1,1)	(0.5,0.75,0.9)	..	(0.5,0.75,0.9)
Customer mobility and dynamics	(0.5,0.75,0.9)	(0.75,0.9,1)	(0.75,0.9,1)	(0.9,1,1)	..	(0.5,0.75,0.9)
Business strategies	(0.5,0.75,0.9)	(0.9,1,1)	(0.9,1,1)	(0.9,1,1)	..	(0.9,1,1)
Customer satisfaction	(0,0,0.1)	(0,0,0.1)	(0.9,1,1)	(0.5,0.75,0.9)	..	(0,0,0.1)
Word of mouth advertising is beneficial	(0.75,0.9,1)	(0.1,0.3,0.5)	(0.75,0.9,1)	(0.3,0.5,0.75)	..	(0.5,0.75,0.9)
Customer loyalty	(0.9,1,1)	(0.9,1,1)	(0.75,0.9,1)	(0.5,0.75,0.9)	..	(0.9,1,1)
Sustainability in customer relationships	(0.75,0.9,1)	(0.5,0.75,0.9)	(0.5,0.75,0.9)	(0.75,0.9,1)	..	(0.9,1,1)
Intention to buy	(0,0,0.1)	(0.75,0.9,1)	(0,0,1,0.3)	(0,0,0.1)	..	(0,0,0.1)

In the next step, the opinion of the experts should be gathered. To aggregate the opinions of n respondents, various methods have been proposed. In this study, the fuzzy average method (Relation 1) is used.

Relationship 1

$$F_{AVE} = \left(\left\{ \frac{\sum l}{n} \right\}, \left\{ \frac{\sum m}{n} \right\}, \left\{ \frac{\sum u}{n} \right\} \right)$$

The index i refers to the expert. So that

X_{ij} : the evaluation value of the ith expert from the jth criterion

L_j : the minimum amount of evaluations for the jth criterion

M_j : the geometric mean of the experts' assessment of the performance of the jth standard

U_j : the maximum amount of evaluations for the jth criterion

Usually, summing the averages of triangular and trapezoidal fuzzy numbers can be summarized by a cutoff value that is the best corresponding average. This operation is called de-fuzzification. There are several methods for defuzzification. In most cases, the following method is used for de-fuzzification:

Relationship 2

$$x_m^1 = \frac{L + M + U}{3}$$

The fuzzy average and the de-fuzzified output of the values related to the indicators are shown in Table 5. The de-fuzzified value greater than 0.7 is accepted, and any index with a score lower than 0.7 is rejected.

Table 6. The results of screening the indicators of acceptance of misbehavior by customers

The resul	Definite value	Fuzzy average	Indicators of acceptance of misbehavior by customers
accepted	0.872	(0.743,0.9,0.973)	Economic conditions
accepted	0.856	(0.717,0.883,0.967)	Market conditions
accepted	0.828	(0.673,0.857,0.953)	Seller conditions
accepted	0.822	(0.663,0.85,0.953)	Store conditions
accepted	0.872	(0.743,0.9,0.973)	Information Technology
accepted	0.834	(0.677,0.857,0.967)	Marketing
accepted	0.817	(0.657,0.847,0.947)	Demographic factors
accepted	0.872	(0.743,0.9,0.973)	Cultural and social conditions
accepted	0.894	(0.78,0.923,0.98)	Cultivation
accepted	0.850	(0.713,0.883,0.953)	Customer Orientation
accepted	0.850	(0.707,0.877,0.967)	Customer mobility and dynamics
accepted	0.883	(0.76,0.91,0.98)	Business strategies
accepted	0.872	(0.743,0.9,0.973)	Customer satisfaction
accepted	0.895	(0.777,0.92,0.987)	Word of mouth advertising is beneficial
accepted	0.839	(0.69,0.867,0.96)	Customer loyalty
accepted	0.906	(0.797,0.933,0.987)	Sustainability in customer relationships
accepted	0.856	(0.717,0.883,0.967)	Intention to buy

Based on the obtained results, the identified indicators were confirmed.

Interpretive structural modeling

The first step in structural-interpretive modeling is to calculate the internal relationships of the indicators. Experts' point of view is used to reflect the internal relationships between indicators. The matrix obtained in this step shows which variables a variable affects and which variables it is affected by. Conventionally, symbols like Table 6 are used to identify the relationship pattern of elements.

Table 7. Modes and signs used in expressing the relationship of research indicators

O	X	A	V
Absence of relationship	Two-way relationship	Variable j affects i	Variable i affects j

The structural self-interaction matrix consists of the dimensions and indicators of study and their comparison using four modes of conceptual relations. The resulting information is formed based on the method of interpretive structural modeling of summation and the final structural self-interaction matrix. According to the signs listed in Table 7, the structural self-interaction matrix will be as Table 7.

Table 8. SSIM structural self-interaction matrix

C17	C16	C15	C14	C13	C12	C11	C10	C9	C8	C7	C6	C5	C4	C3	C2	C1	SSIM
V	V	V	V	V	V	V	V	V	V	V	V	V	X	X	X		C1
V	V	V	V	V	V	V	V	V	V	V	V	V	X	X			C2
V	V	V	V	V	V	V	V	V	V	V	V	V	X				C3
V	V	V	V	V	V	V	V	V	V	V	V	V					C4
V	V	V	V	V	V	V	V	V	V	V	X						C5
V	V	V	V	V	V	V	V	V	V	V							C6
V	V	V	V	V	V	V	V	V	X								C7
V	V	V	V	V	V	V	V	V									C8
V	V	V	V	V	V	V	V										C9
V	V	V	V	V	V	X											C10
V	V	V	V	V	V												C11
V	V	V	X	X													C12
V	V	V	X														C13
V	V	V															C14
V	V																C15
V																	C16
																	C17

Formation of the received matrix

The received matrix is obtained by transforming the structural self-interaction matrix into a two-valued matrix of zero and one. In the received matrix, the dimensions of the main diameter are equal to one. Therefore, the received matrix of the ISM technique is presented in Table 8

Table 9. Received matrix of identified indicators

C17	C16	C15	C14	C13	C12	C11	C10	C9	C8	C7	C6	C5	C4	C3	C2	C1	SSIM
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	C1
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	C2
1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	C3
1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	C4
1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	C5
1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	C6
1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	C7
1	1	1	1	1	1	1	1	0	0	1	0	0	0	0	0	0	C8
1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	C9
1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	C10
1	1	1	1	1	1	0	1	0	0	0	0	0	0	0	0	0	C11
1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	C12
1	1	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	C13
1	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	C14
1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C15
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C16
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C17

Create the final access matrix

After the initial access matrix is obtained, the final access matrix is obtained by entering transferability in the relations of the variables. The final access matrix of the identified indicators is presented in Table 9 Determining relationships and leveling dimensions and indicator.

Table 10. The final access matrix of indicators

C17	C16	C15	C14	C13	C12	C11	C10	C9	C8	C7	C6	C5	C4	C3	C2	C1	SSIM
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	C1
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	C2
1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	C3
1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	C4
1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	C5
1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	C6
1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	C7
1	1	1	1	1	1	1	1	0	0	1	0	0	0	0	0	0	C8
1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	C9
1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	C10
1	1	1	1	1	1	0	1	0	0	0	0	0	0	0	0	0	C11
1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	C12
1	1	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	C13
1	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	C14
1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C15
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C16
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C17

To determine the relationships and leveling of the criteria, the set of outputs and the set of inputs for each criterion should be extracted from the received matrix.

- Access set (row elements, outputs or effects): Variables that can be accessed through this variable.
- Prerequisite set (column elements, input or effects): variables through which this variable can be reached.

The set of outputs includes the criterion itself and the criteria that are affected by it. The set of inputs includes the measure itself and the measures that affect it. Then, the set of two-way relations of the criteria is determined.

Table 11. Set of inputs and outputs (effectiveness) for each variable

Input: Effect	
C01C02,C03,C04	C01
C01C02,C03,C04	C02
C01C02,C03,C04	C03
C01C02,C03,C04	C04
C01C02,C03,C04,C05,C06	C05
C01C02,C03,C04,C05,C06	C06
C01C02,C03,C04,C05,C06,C07,C08	C07
C01C02,C03,C04,C05,C06,C07,C08	C08
C01C02,C03,C04,C05,C06,C07,C08,C09	C09
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11	C10
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11	C11
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14	C12
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14	C13
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14	C14
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15	C15
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C16
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16, C17	C17

Table 12. Set of inputs and outputs (effect) for each variable

Output: Effectiveness	
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C01
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C02
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C03
C01C02,C03,C04,C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C04
C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C05
C05,C06,C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C06
C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C07
C07,C08,C09,C10,C11,C12,C13,C14,C15,C16	C08
C09,C10,C11,C12,C13,C14,C15,C16	C09
,C10,C11,C12,C13,C14,C15,C16	C10
,C10,C11,C12,C13,C14,C15,C16	C11
C12,C13,C14,C15,C16	C12
C12,C13,C14,C15,C16	C13
C12,C13,C14,C15,C16	C14
C15,C16	C15
C16, c17	C16
C17	C17

Table 13. Sharing of inputs and outputs of indicators

Subscription	
C01C02,C03,C04	C01
C01C02,C03,C04	C02
C01C02,C03,C04	C03
C01C02,C03,C04	C04
C05,C06	C05
C05,C06	C06
C07,C08	C07
C07,C08	C08
C09	C09
C10,C11	C10
C10,C11	C11
C12,C13,14	C12
C12,C13,14	C13
C12,C13,14	C14
C15	C15
C16	C16
C17	C17

For the Ci variable, the access set (output or effects) includes the variables that can be reached through the Ci variable. The prerequisite set (inputs or effects) includes the variables through which the variable Ci can be reached. After determining the level, the criterion whose level is known is removed from the whole set and the set of inputs and outputs is formed again and the next variable level is obtained.

Table 14. Determination of the first level in the ISM hierarchy

Symbol	Indicators of acceptance of misbehavior by customers	Level
C01	Economic conditions	8
C02	Market conditions	8
C03	Seller conditions	8
C04	Store conditions	8
C05	Information Technology	7
C06	Marketing	7
C07	Demographic factors	6
C08	Cultural and social conditions	6
C09	Cultivation	5
C10	Customer Orientation	4
C11	Customer mobility and dynamics	4
C12	Business strategies	3
C13	Customer satisfaction	3
C14	Word of mouth advertising is beneficial	3
C15	Customer loyalty	3
C16	Sustainability in customer relationships	2
C17	Intention to buy	1

Therefore, variable C17 is the first level variable. After identifying the variables of the first level, these variables are removed and the set of inputs and outputs is calculated without considering the variables of the first level. The common set of identification and the variables whose commonality is equal to the set of inputs are selected as the second level variables. C16 variables are second level variables. C15, C13, C14 variables are the third level variables. C10, C11, C12 variables are the fourth level variables. Variable, C9 is the fifth level variables. The final pattern of the levels of the identified variables is shown in the figure. In this diagram, only the meaningful relationships of the elements of each level on the elements of the lower level, as well as the meaningful internal relationships of the elements of each row, are considered.

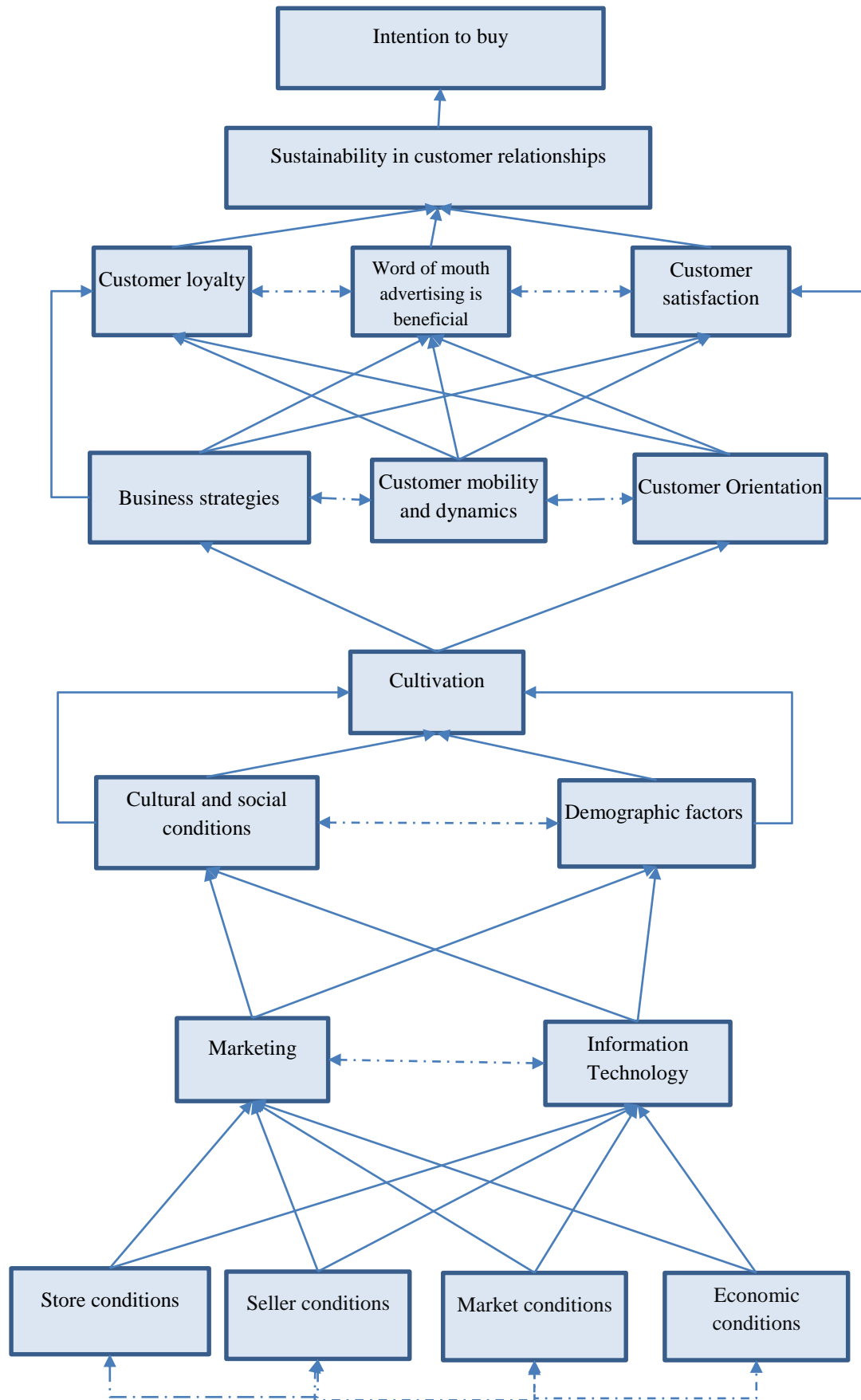


Figure 1. The proposed model of acceptance of misbehavior by customers with an interpretive structural approach

5. Discussion

Every customer interaction is an opportunity to build relationships with customers and earn their loyalty. This research has investigated the modeling of acceptance of misbehavior by customers with an interpretative structural approach. Based on the Delphi technique, 17 criteria were identified. These 17 criteria are: economic conditions, market conditions, seller conditions, store conditions, information technology, marketing, demographic factors, cultural and social conditions, acculturation, customer orientation, customer mobility and dynamics, business strategies, customer satisfaction, word of mouth advertising. And profitability, customer loyalty, stability in customer relationships and purchase intention. In the following, a pattern is designed based on the interpretive structural technique. The proposed template has 8 levels. By moving from the lowest to the highest level of the model, the highest degree of influence to the highest degree of influence of the components is determined. Therefore, it can be said that economic conditions, market conditions, seller conditions, store conditions have the highest level of independence. So that by changing and improving these 4 components, the model of acceptance of misbehavior by the customer can be modified to a great extent. At a higher level, information technology and marketing can play an effective role in this model. Demographic factors and cultural and social conditions are also changeable and ultimately affect the customer's attitude and behavior change with proper culturalization. These lower levels of the model define the roots of the model of acceptance of misbehavior by customers. At higher levels, the components that have the most impact in the model. By creating customer-oriented procedures, customer mobility and dynamics, and business strategies, noticeable changes can be made in the behavioral nature of customers, among which the components of customer satisfaction, beneficial word of mouth, and customer loyalty are at a higher level. Further, by improving stability in customer relations, the intention to buy is created in the customer.

Ahearne et al. (2022), also investigated the importance of customer and salesperson interactions. They show that fundamental changes have been made in the role, power and inclinations and information processing of buyers and sellers. The most important of these changes are: 1- change in the attitude and behavior of buyers, 2- change in the effectiveness of sellers in interacting with buyers, and 3- change in the interactive processes of buyers and sellers based on this insight. Therefore, the management of customer and seller interactions is the basic pillar of profitability and customer loyalty. Sahat et al. (2021), state that misbehaving with customers is a type of destructive behavior of employees that affects the reaction of customers including satisfaction, trustworthiness and loyalty in shopping. Abbasi et al. (2021) considered anxiety management necessary to increase peace in the store. This result is consistent with the present research. So that economic and cultural variables as the main variables that cause anxiety in consumer behavior on marketing strategies and research and marketing strategies and marketing research results also affect consumer knowledge management and co-creation of value with consumers, which lead to learning and managing consumer experience. Beaudon et al. (2020), also showed the importance of respect and correct behavior in sales interactions. Liang et al. (2020), showed that creating profit and added value in each interaction leads to the creation of sustainable relationships in sales. Lindberg et al. (2018), also considered understanding customer expectations as one of the important factors in business.

6. Conclusion

As can be seen, the model obtained is more complete and comprehensive compared to other models. The research reviewed and related to the formulation of customer-seller interactions with the approach of accepting misbehavior by customers, showed that, firstly, the research conducted in the form of foundational data was not systematic. This means that the causal factors, underlying conditions, intervening factors, strategies and consequences of customer-seller interactions with the approach of accepting misbehavior by customers are not mentioned; Secondly, from all aspects such as social, economic, political, cultural, physical, etc., they have

not looked at the issue of acceptance of misbehavior, while all the aforementioned aspects have been addressed in the present research, and indicators and components have been identified for each of them, which show the comprehensiveness of the model. Give but in general, the research conducted in this field has confirmed the indicators and components obtained in this research to some extent. Based on the obtained model, in order to reduce misbehavior with customers, it is suggested to store managers:

- Most customer satisfaction centers have call recording, kind of like chat text in live chat, and one of the most powerful uses of this call recording is to record the best customer service interactions and use them to train others. If a stubborn customer comes along and great clarity comes out of the interaction, it can be used as a case study and included as part of the training program.

- One of the greatest things about having an engaged customer base is the fact that those involved will offer suggestions, ideas and thoughts on every aspect of your company. By listening to management for these ideas, you can improve the training of your support agents.

- Customer recovery is an important solution in customer interactions. No one likes to hear these words, but this is what happens to those with even the best win-win intentions.

Declaration of Competing Interest

The author declares that he has no competing financial interests or known personal relationships that would influence the report presented in this article.

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