

**FIXING THE BROKEN WINDOW:
ATTENUATING THE CUSTOMER MISBEHAVIOR CONTAGION**



BY

HIMANSHU SHEKHAR SRIVASTAVA

A THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE

FELLOW PROGRAMME IN MANAGEMENT

of the

INDIAN INSTITUTE OF MANAGEMENT INDORE

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ABSTRACT

Customer misbehavior in access-based services is quite common. Apart from other detrimental effects, it leads to misbehavior contagion among the customers. Customers encountering such frequent misbehavior perceive it as an acceptable and prevailing norm of consumption and in turn, indulge in further misbehavior. But this is not the case always. Some customers not only resist to the contagious effects of previous misbehavior but also takes responsibility to fix the misbehavior signs of previous customers. This research sheds light on such factors leading to the immunity from the contagion as well as reverse contagion of misbehavior. We found that strong injunctive norms and customer-company identity (CCI) reduce the effect of misbehavior contagion. Moreover, we also found that reduced interpersonal anonymity acts as a deterrent for customer misbehavior. In addition, results indicate the CCI promotes the extra-role behavior among the ABS customers in the form of reverse contagion and this effect becomes stronger in non-anonymous conditions. The research makes a contribution by providing the boundary condition for the effects of norms on misbehavior contagion as well as the role of CCI and interpersonal anonymity on it.

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