
Invest in perceived brand to counter verbal abuse Application study on a sample of mobile phone sales representatives

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Abstract: How can we employ a conscious brand investment to counter verbal customer abuse? Based on the above claim, the current study aimed at employing brand investment in order to counter customer verbal abuse of sales people, address negative reactions, and invest it in a way that enhances the value of the studied sample. In order to collect the data, the opinions of the sales representatives of a group of mobile companies were surveyed, where he distributed (450) a form to the sales representatives, and after retrieving the forms, it was found that the valid forms were represented by (387) forms, indicating a response rate of (86%). In order to achieve the goal of the study, a number of methods were used to test the practical aspect of the study, the most common of which are probably computational mean, standard deviation, level of significance, Pearson's correlation coefficient (SPSS.V.27), and the effect coefficients between internal variables according to the AMOS.V.26 program. The results have shown a moral correlation to invest in the perceived brand and customer verbal abuse, as well as a negative influence on brand investment that is aware of verbal abuse, to show the interest of the considered sample in enhancing its ability to drive customer awareness and interest and invest in the brand in order to address verbal abuse.

Keywords- Brand investment, brand economic investments, brand social investments, and verbal abuse

I. INTRODUCTION

Most companies suffer from a weak ability to deal with customers' tastes and preferences, which has led to increased competition between companies both locally and regionally. It should be pointed to the increased awareness and knowledge of customers about these companies and the services they provide in order to satisfy different tastes, which has led to increased customer complaints about these companies (vineh,2017:177), Thus, it has become a priority for companies to support service providers to improve brand investment that is perceived to meet corporate and private goals against verbal abuse, improve the organization's capacity to build quality of services and attract as many customers as possible. Companies must anticipate customers' requirements through service engagement (Tait et al., 2002:193), but the problem companies will face is choosing how they can address verbal abuse. She should invest in the service provider's aware brand to address this situation in order to ensure successful handling of customer complaints. It is therefore possible to identify the problem of studying in will investment in the perceived brand lead to combating verbal abuse?.

II. Study Methodology

First: Study problem

Most mobile phone companies experience verbal abuse of customers, due to developments and mutations in the communications environment resulting from variables and events that affect customers' tastes and requirements. This creates a challenge for mobile companies to address unwanted negative behaviors for customers in order to reduce service failure. The realization of customer requirements is therefore the basis upon which a company can focus on meeting them and making them its main objective, and the problem of the study can therefore be reflected in the fundamental question that (What behaviors can mobile companies invest in developing investment in the cognitive brand to counter verbal abuse?.

Second: Importance of study

The importance of the study lies in the following points:

- 1) The study's interest in urging the company to develop midwives and invest in a brand that is aware of verbal abuse.
- 2) The study contributed to defining the studied sample by investing in cognitive brand, verbal abuse.
- 3) Demonstrate the level of importance of study variables (perceptive brand investment, verbal abuse) in mobile companies, and determine the level of lethargy that firms experience vis-à-vis each variable.

Third: Objectives of study

The study reflects its main objectives in the following points:

- 1) Determining the level of availability of study variables (aware brand investment, verbal abuse) in mobile companies.
- 2) Determining the level of need of mobile companies for each variable of study (investment in cognitive brand, verbal abuse).
- 3) To indicate the nature and type of relationship between the variables of the study.

Fourth: Hypothetical Study Scheme

In view of the problem, importance and objectives of the study, a hypothetical study outline has been prepared to reflect the relationship between the variables of the study, see figure 1, and therefore the variables of the study can be reversed in the following points:

- 1) Independent variable: - Investment in the recognized brand and is represented in two dimensions (brand economic investments, brand social investments).
- 2) Dependent variable: - Verbal abuse, and this one-dimensional change was measured.

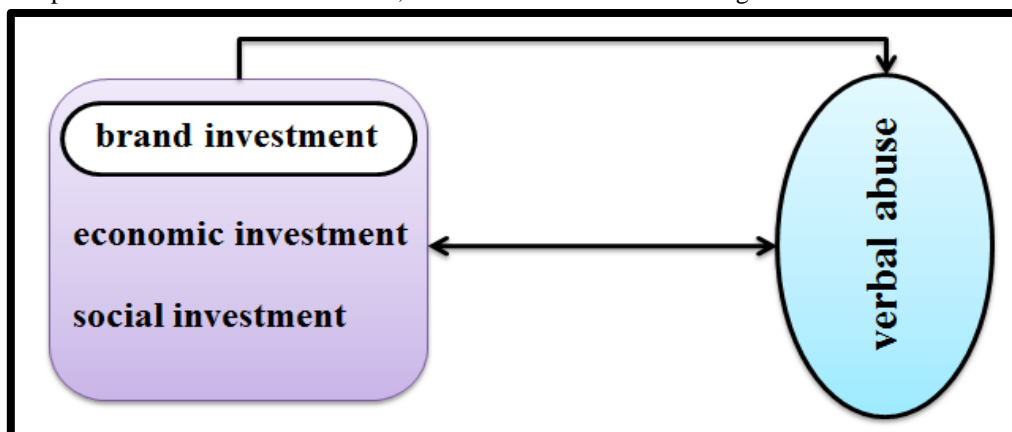


Figure 1 the hypothesis of the study

Fifth: Hypotheses of Study

Hypothesis 1: The increased interest of companies in investing in a service provider's perceived brand contributes to building a strong relationship against verbal abuse.

Hypothesis 2: The increased interest of companies in investing in the service provider's perceived brand contributes to the response to verbal abuse,

Sixth: Statistical methods

A number of statistical methods have been used using the SPSS statistical programme. -

- 1) Arithmetic medium: - Used for average sample answers.
- 2) Standard deviation: - Used for the purpose of identifying the dispersion of the responses of the studied sample members from its computational medium.
- 3) Pearson correlation factor: - Used for the purpose of determining the correlation between quality data
- 4) Kronbach factor alpha: - To ensure the consistency of the scale of study and the consistency of the paragraphs among them.
- 5) Effect coefficients according to AMOS.V 26

Seventh: study sample

The sample was represented in a group of mobile phone sales representatives, where (450) forms were distributed to the sales representatives, and after returning the forms, it was found that the forms valid for analysis were represented by (387) forms, indicating a response rate of (86%), and at a moral level less than (0.05) or a confidence rate (95%)

Eighth: Study variables and measures

The study was based on the resolution instrument method to measure the availability of study variables in the studied sample, as the resolution of the study was based on the quinart quintoxart scale as a common statistical and administrative measure, and it is noted from the results shown in the table that the measurement tool is relatively stable. The alpha Cronbach's coefficients are higher than (0.70), which means that the measurement tool is appropriate for the studied sample, and the controversy (1) shows the target study parameters that express the variables involved in the study and the alpha Cronbach's coefficients.

Table 1 Study variables, their scales, and stability factors

Variables	Cronbach's alpha variable	Dimensions	NO.	Cod	Cronbach's alpha Dimensions	Source
Brand investment (IBP)	0.882	brand economic investment	6	IBPA	0.750	Zainol et al.,2015 ; Zainol et al.,2014
		brand social investment	7	IBPB	0.831	
verbal abuse	0.916	one dimensional	21	YA	0.916	Keefe,2010

III. second Part: Theoretical background and hypothesis development

1. Brand investment

Investment refers to the role of the human condition and identity in dealing with the task at hand, in accumulating economic and symbolic capital, of having shares in achieving the goals pursued by the individual, and persevering in achieving that goal. Moreover, if learners invest in a language, they do so by understanding that they will have a wider range of symbolic and material resources, which in turn will increase the value of cultural capital and social power (Darvin & Norton, 2015:37). found (Guo & Jiang, 2013:375) that an investment is an investment capital that represents one of the most effective ways of financing newly created innovative companies, which cannot access other types of external investment.

Investment in the relationship refers to tangible and intangible resources invested by the organization as a means of maintaining a strong customer relationship. Investing in a brand therefore plays an important role in building customer perceptions that motivates the service provider to devote the right resources, effort and attention to maintaining and strengthening the relationship with regular customers and earning loyalty (Zainol et al.,2015:4). In other words, the concept of brand investment is a resource that is essential for achieving the intent to develop and mobilize toward the organization's goal of customer retention (Grosu et al., 2019:1).

The service provider's perception of the brand and the methods and methods that the service provider dedicates to demonstrating the importance of the brand by devoting resources and efforts to maintaining existing customers is called brand investment (De Wulf et al. 2001:33).

Brand investment can be classified as brand economic investment, which represents the customer's perception of brand efforts to build functional connections that can be easily traceable financially and personally. The second type is brand social investment, which indicates the customer's perception of the service provider's efforts to demonstrate the importance of the brand to build more personal, financially difficult emotional connections (Zainol et al.,2015:324), Building corporate brand awareness without developing a more comprehensive brand identity is therefore a central brand investment strategy for the customer, so investing the brand through spending money regardless of whether the customer is buying the service without offering direct or less benefits (BIONG& Silkset, 2014:8), Therefore, the decision of the customer to stay or leave the relationship with the company depends on how they realize the cost and benefits they can get from building this relationship

(Emerson, 1976:335; Jussila&Goel,2006: 1 ; Wagner et al.,2011:29 ; Sheth et al.,2015:19), which contributes to building positive relationships with them (Boulding& Kirmani, 1993:111; Ha& Stoel,2008:215 ; Connelly et al.,2011:39 ; Karasek & Bryant,2012:91).

2. verbal abuse

According to the Social Exchange Theory, a customer's negative behavior is born when there is an unfair exchange, in other words, an unfair exchange between the bank and the customer acts as a client's reluctance to act negatively towards the bank. (Ma et al., 2011:529), customer behavior is service-oriented, which in turn violates acceptable behavior and limits the quality of service delivery (Liu et al.,2013:69) The individual customer's reactions are unpredictable criteria based on the identity and social attitudes faced by the customer, as well as the fact that these behaviors affect the bank by attacking the reputation and standing of the bank (Tran, 2016:43) and verbal abuse of the service provider (Man et al., 2017:150).

In addition to the fact that the customer has been in the process of being abused, the customer is actually influenced by social and economic factors, the lifestyle and physical characteristics that can increase verbal abuse of the customer toward the service provider (Fullerton & Punj, 2004:1239-1242) the type of verbal abuse the service provider is typically caused by service failures, the unexpected behavior of the service provider from the client's point of view, and these actions can be summarized as follows (Sparks & Fredline, 2007:243):

- a) Lack of interest: Lack of interest is common among service providers, creating customer-facing problems.
- b) Actions (bizarre behaviors): Strange behaviors reflect rudeness, arbitrariness, and improper touching.
- c) Cultural norms: The term cultural norms refers to acts that violate the cultural norms of the bank (liar, theft, fraud and other activities deemed unfair by the customer).
- d) Overall customer evaluation: Customers are unable to attribute dissatisfaction to any single feature of a particular event or act of the service provider, then customers evaluate the service experience in a comprehensive way as they say "everything goes wrong". Therefore, the customer may be very dissatisfied with their experience but is unable to identify which of the incidents is exactly the cause of the dissatisfaction.
- e) Adverse (unfavorable) conditions: Adverse conditions include incidents in which the customer is not satisfied specifically with the provider's approach to handling the stressed or failure situation.

Verbal abuse reflects the use of unethical words and words toward the service provider. Verbal abuse itself occurs during a service meeting with the service provider verbally or in writing, and when customers are not polite with the service provider resulting in undesired behavioral and ethical behavior (Keeffe,2010:64-65). This command indicates that a server failure has occurred (Greer et al., 2014:8).

Verbal abuse also refers to the forms of behavior (verbal, physical, and sexual) that a customer sees toward the service provided during a service meeting, which are classified as negative behaviors and which may take the psychological input of identifying the personal abuse that the customer engages in (Abdullah& Marican, 2016:20). A contextual input is the factors that motivate the customer to verbal abuse, a social input, and a measure of how much relationship can be built with the customer in order to reduce verbal abuse (Holst& Pettersen, 2019:15-16).

Customer's motives for verbal abuse

The client's motives for verbal abuse lie in several important elements that can be summarized as follows:

a. Verbal Aggression

Verbal aggression is one of the most common types of customer aggression, characterized by a customer's anger and violation of social norms (shouting, threatening, loud and sounding). Verbal aggression is passive behaviour aimed at harming the service provider and undermining the standards governing bank behaviour, as well as disrespect for others (Holst & Pettersen, 2019:7).

b. Physical Aggression

Physical aggression is the failure of the service provider to respond to individual and personal needs and requirements of clients, and thus may either be implicit. (It can only be expressed or known by the customer's own statement) or explicit. (Readable and predictable), thus meeting these implicit needs lies in changes in service type during a service encounter, which in itself is based on four types:

- i. Special needs: They include attention to individual requests or needs (customer bank requests, or language requirements such as translation).
- ii. Customer preferences: A service provider's responses to a customer's preferences usually require some form of allocation in the service delivery process (adjustments based on a customer's preferences).
- iii. Negative customer reactions: Responding to the customer's negative reactions involves steps taken by the service provider to address these negative responses and turn them into positive reactions.
- iv. Other requirements considered to be disruptive: Service providers usually need to take action to respond to other disruptive requirements (i.e. demand for customers to refrain from smoking in non-smoking sections) (Boote, 1998:141).

c. Personal Attack

The workplace of the service provider has become the basis for direct interaction and face-to-face interaction with the customer. Consequently, personal attacks represent negative behaviour towards the service provider with whom the customer deals during the service encounter. Personal attack itself refers to unwanted and abusive behavior that transcends individual resources and targeted actions and threatens the welfare, standing and reputation of the Bank. To force the service provider to return a perspective on the plans and possibilities it has built to deliver the service (& P, 2017:As Holst & Pettersen, 2019:8 indicated, there are three types of personal attacks, The first type is verbal personal attack and refers to unwanted comments regarding the body, clothing and life of the service provider. The second type refers to non-verbal personal attacks that result from unwanted personality of the service provider. The third type is physical assault, which depends directly on the provider.

IV. Results

3-1 Normal Distribution Test

The primary objective and objective of the natural distribution test is to examine the data of the study variables in order to show their extent to be followed by the natural distribution test. Samples for management research in particular and for scientific research in general require the largest. (30) Watch the use of the Kolmogorov-Smirnov test In order to examine the studied sample data and to show their normal distribution, the level of morale must be greater than (0.05) at a confidence level (0.95), and the table shows the data involved in measuring the variables under study.

table (2) Tests of Normality

	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
IBPA	0.122	387	.200**
IBPB	0.105	387	.200**
IBP	0.077	387	.200**
YA	0.100	387	.200**

It is noted from the results of the table that the data on variables under study (brand investment, verbal abuse) follow the normal distribution in their propagation path, indicating the rejection of the alternative hypothesis that (the data do not follow the normal distribution at a moral level below 0.05) and accept the zero hypothesis that (the data follow the normal distribution at a moral level greater than 0.05).

3-2 Description of study sample

The results of Table 3 show that the overall ratio of the investment variable in the brand reached (0.31) and a standard deviation of (0.61), demonstrating the interest of the institution concerned in investing

its economic and social capabilities in order to maximize the customer's potential by improving the capabilities and capabilities of service providers to persuade customers to deal with the target brand. As in figure 2.

Table 3 Computational circles and standard deviations of brand investment paragraphs and dimensions

No.	Item	Mean	S.D
IBPA1	provides the best deal.	3.06	1.04
IBPA2	provides the most reliable offering.	2.99	1.03
IBPA3	understands my needs.	3.32	0.82
IBPA4	resolves my communication problem.	3.25	1.04
IBPA5	meets my expectations.	2.9	1.01
IBPA6	makes my spending worth.	3.36	0.86
IBPA		3.15	0.65
IBPB1	The company that own X makes various efforts to improve my relationship with X.	3.2	0.89
IBPB2	does what it takes to make me happy.	2.91	0.92
IBPB3	is very responsive to my needs.	3.16	0.99
IBPB4	is concerned about meeting my expectation.	2.94	0.84
IBPB5	establishes an emotional connection with me.	3.15	0.92
IBPB6	The company that own X cares about my relationship with X.	3.09	0.98
IBPB7	cares about satisfying my needs.	2.9	0.9
IBPB		3.05	0.65
IBP		3.1	0.61

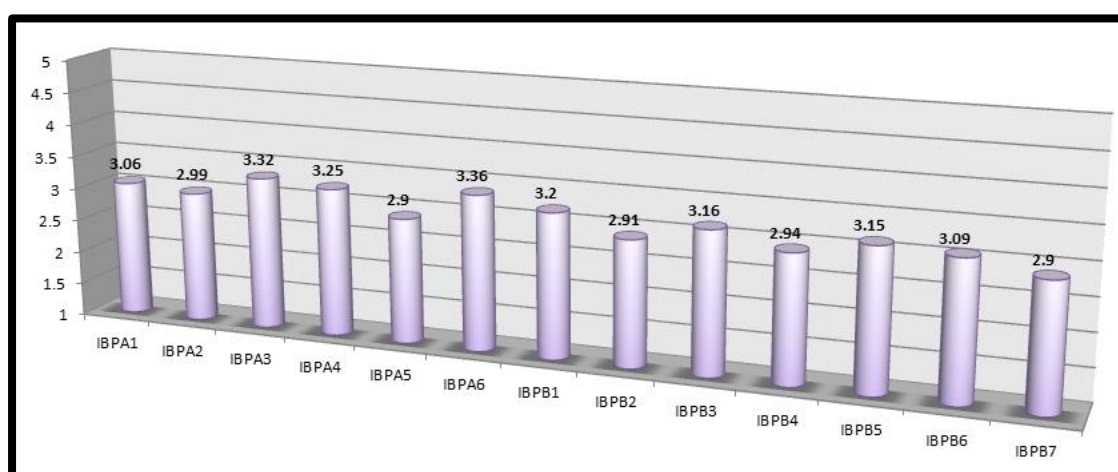


Figure 2 Ranking the importance of a brand investment variable

The results of Table 4 show the sample response also showed that the general average of the accounting media for the verbal abuse variable was 3.23 and a standard deviation of 0.54, to show the interest of the company in addressing verbal abuse as most salespeople are under pressure in the performance of their duties by customers, As in figure 3.

Table 4 Computational circles and standard deviations of verbal abuse paragraphs

No.	Item	Mean	S.D
YA1	Speak loudly to the service provider	3.16	0.85

YA2	Left an abusive message while evaluating the service provider	3.14	0.95
YA3	Speak lewd language to the service provider	3.08	0.9
YA4	Section that the service provided is not good	3.09	1.03
YA5	Reprimand the service provider	3.41	0.9
YA6	Leave an aggressive (rude) phone message to the service provider	3.25	0.81
YA7	Speak harshly to the provider	3.43	0.83
YA8	Threatening the service provider to inform the Director of the negative service provided	3.21	0.95
YA9	Threat of transfer of service provider	2.99	0.89
YA10	Threatening to provide false information to actors to transport the service provider	3.36	0.9
YA11	Threat of dismissal of service provider	3.27	0.77
YA12	Threat to call police for service failure	3.49	0.84
YA13	Threatening the service provider with violence during service delivery	3.34	0.81
YA14	Threatening the service provider to kill him and his family	3.37	0.96
YA15	Use a loud voice while dealing with the service provider	3.33	0.88
YA16	Speaking passively to humiliate the service provider	3.22	0.84
YA17	Speaking passively about the service provider	3.1	0.92
YA18	Poor belief in the service provider's ability to function	2.99	0.95
YA19	Defamation of failure of service provided by the service provider	3.23	0.98
YA20	Accusing the service provider of incompetence	2.97	0.75
YA21	Reducing the personality of the service provider in front of colleagues and other clients	3.32	0.8
YA		3.23	0.54

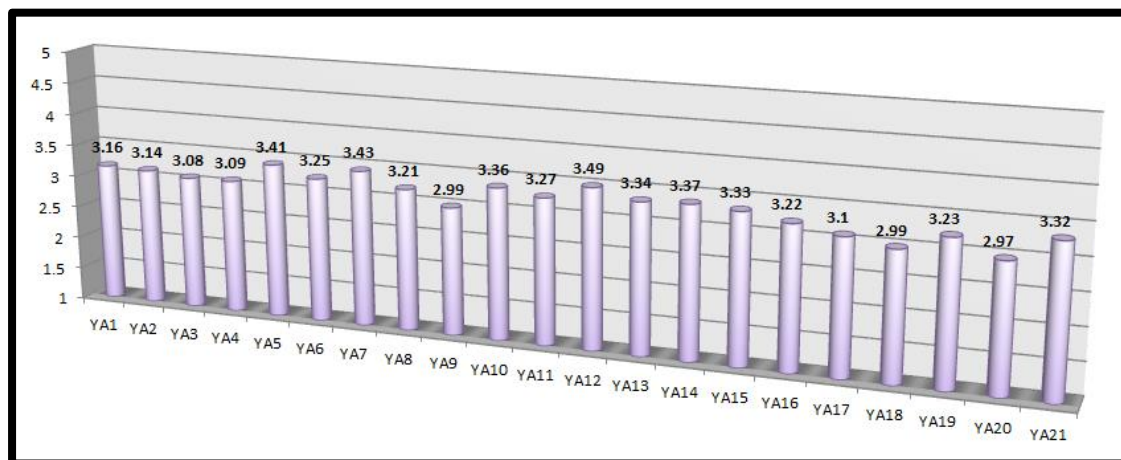


Figure 3 Order of importance of the verbal abuse variable

3-3 Test hypotheses

The results of Table 5 note that there is a statistically significant correlation between brand investment and verbal abuse, and the strength of the relationship reached 0.808, showing that brand investment as an influential variable contributes to addressing verbal abuse by improving the service provider's capabilities in brand economic investments by (0.937). The social investments of the brand are worth (0.861). This supports the validity of the first hypothesis, by which it can be argued that the increased interest of companies in investing in a service provider's perceived brand contributes to building a strong relationship against verbal abuse.

Table (5) correlation matrix

	IBPA	IBPB	IBP	YA
IBPA	1			
IBPB	0.756**	1		
IBP	0.937**	0.861**	1	
YA	0.661**	0.853**	0.808**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The results of Figure (4) all of the paragraphs of the variable parameters of the customer's experience have got a greater amplitude than (30%), to settle at a matching quality index attributed to the Kai Square square. (X^2) to the degree of freedom (df) of 1.171 to achieve the required standard below (5), with a good match index (GFI = 0.923) greater than (0.90), and a good match index with a corrected value (AGFI = 0.916) is greater than (0.90), and with an approximate mean-error square root index (RMSEA = 0.072) is higher than (0.05) and lower than (0.08).

show that the increased interest of companies in investing in a service provider's perceived brand contributes to verbal abuse, as an investment improvement in a recognized brand of one standard weight improves the provider's ability to address and address verbal abuse by (0.918). And addresses the error with a value (0.027).

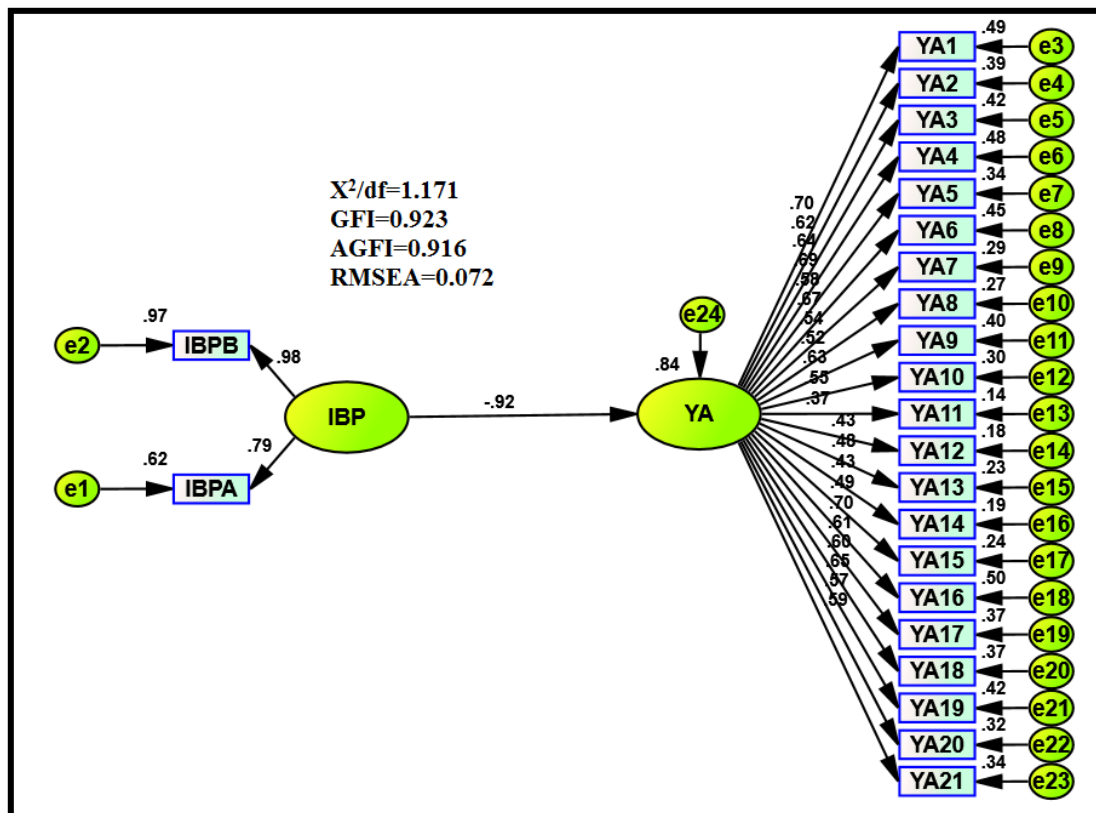


Figure 4 the Standard Model for the impact of investing in a conscious brand to counter verbal abuse. The results also show that the investment in the brand as an influential variable has contributed to the fight against verbal abuse by a coefficient of interpretation of 0.842, while the remaining value of 0.158 falls outside the study limits. The results of the sample response show that the second hypothesis is

valid, indicating that increased interest in investing in the service provider's brand contributes to the response of verbal abuse.

Table (6) Standard Results of the impact of investing on a brand that is perceived to address verbal abuse

path			Estimate	S.E	C.R	R ²	P
IBP	--->	YA	0.918	0.027	36.333	0.842	0.001

V. RESULTS DISCUSS

a. Conclusions

1. The existence of a positive and moral relationship of investment in the cognitive brand and verbal abuse, noting the interest of the companies considered in improving the investment in the cognitive brand to counter verbal abuse, leading to the development of the capabilities and skills of the knowledge of service providers about dealing with the negative behaviours of customers.
2. Brand investment is a useful marketing tool to balance the development of service providers' ability to win customer loyalty with the verbal abuse of the companies involved.
3. The companies considered are keen to develop a set of regulations and laws governing the internal behaviour of hotel operators, which contribute to determining the desired and desired behaviour, and to addressing unwanted behaviour.
4. Considered companies are keen to provide safe services at appropriate prices and quality, thereby reducing negative customer reactions, a cycle that gains customer sympathy and satisfaction through customer awareness of the value of considered hotels.
5. There was an adverse moral impact of brand investment in verbal abuse, noting the corporate interest considered in addressing the skills deficiencies of sales delegates, which required improved skills of service providers and enhanced the ability of companies to gain customer loyalty to their services.

b. Recommendations

1. The study recommends that necessary efforts, resources and policies should be invested to encourage customers to use the prestigious brand products of the companies concerned in order to avoid verbal abuse from the use of copycat and counterfeit products that do not meet the aspirations, needs and wishes of the customer.
2. Considered companies should provide periodic rewards to highly skilled and capable service providers who contribute to enhancing the capacity, growth and profit of companies, thereby contributing to improved investment in the recognized brand.
3. The need for considered companies to ensure that the needs and requirements of customers and the satisfaction of their different tastes are met in order to gain customer satisfaction, leading to an increase in customer bidding towards considered companies.
4. The need for well-considered companies to fulfil all their obligations to customers by maintaining the quality of the services provided, and by working on ethical codes that contribute to making service providers aware of customer requirements.
5. The need to inculcate a spirit of cooperation and trust among service providers towards each other, which will be reflected positively in the face of verbal abuse.
6. The need for considered companies to build a positive relationship with customers in order to ensure a positive customer reputation for the services provided.

VI. FUTURE STUDIES

The current study focused on using brand investment to balance the development of service providers' capabilities to gain loyalty, confront verbal abuse, and develop this relationship, so future studies can use samples of a different type and a larger volume. This allows the study of organizational culture, values and behaviors in order to address verbal abuse and customer complaints, so future studies can use more comprehensive models of service recovery, service friendship and service enrichment to

counter negative reactions related to verbal abuse, A negative oral word that can directly or indirectly affect the performance, reputation, and position of a company brand, whether industrial or service.

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Appendix

Brand INVESTMENT Scale	
Construct	Item
Brand Economic Investment	
IBPA1	provides the best deal.
IBPA2	provides the most reliable offering.
IBPA3	understands my needs.
IBPA4	resolves my communication problem.
IBPA5	meets my expectations.
IBPA6	makes my spending worth.
Brand Social Investment	
IBPB1	The company that own X makes various efforts to improve my relationship with X.
IBPB2	does what it takes to make me happy.
IBPB3	is very responsive to my needs.
IBPB4	is concerned about meeting my expectation.
IBPB5	establishes an emotional connection with me.
IBPB6	The company that own X cares about my relationship with X.
IBPB7	cares about satisfying my needs.

Verbal Abuse Scale	
Construct	Item
YA1	Speak loudly to the service provider

YA2	Left an abusive message while evaluating the service provider
YA3	Speak lewd language to the service provider
YA4	Section that the service provided is not good
YA5	Reprimand the service provider
YA6	Leave an aggressive (rude) phone message to the service provider
YA7	Speak harshly to the provider
YA8	Threatening the service provider to inform the Director of the negative service provided
YA9	Threat of transfer of service provider
YA10	Threatening to provide false information to actors to transport the service provider
YA11	Threat of dismissal of service provider
YA12	Threat to call police for service failure
YA13	Threatening the service provider with violence during service delivery
YA14	Threatening the service provider to kill him and his family
YA15	Use a loud voice while dealing with the service provider
YA16	Speaking passively to humiliate the service provider
YA17	Speaking passively about the service provider
YA18	Poor belief in the service provider's ability to function
YA19	Defamation of failure of service provided by the service provider
YA20	Accusing the service provider of incompetence
YA21	Reducing the personality of the service provider in front of colleagues and other clients