

# Construction and Application Analysis of a Response Model for Improper Customer Behaviors in Service Enterprises Based on Cognitive Evaluation Theory

Enhou Zu<sup>1</sup>, Chun-Wei Lu<sup>2</sup>, Jui-Chan Huang<sup>3</sup>, Tien-Shou Huang<sup>4</sup>, Cheng-Ju Liu<sup>4\*</sup>

Business School and MBA Education Center of Henan University of Science and Technology, Luoyang 471023, China<sup>1</sup>

Department of Applied Japanese, Southern Taiwan University of Science and Technology, Tainan City 710301, Taiwan<sup>2</sup>

Department of Industrial Engineering and Management, National Kaohsiung University of Science and Technology, Kaohsiung City 807618, Taiwan<sup>3</sup>

Department of Intelligent Commerce, National Kaohsiung University of Science and Technology, Kaohsiung City 80778, Taiwan<sup>4</sup>

**Abstract**—This study investigates customer misbehavior in tourism services through the lens of Cognitive Evaluation Theory and Game Theory, contributing to both management research and social psychology. A dual-path model, tested via a multi-experiment design optimized with a machine learning algorithm, examines mediation versus defense strategies across violation types (interpersonal/transactional). The results show that for interpersonal norm violations, mediation boosts repurchase intention by 23.5%, mediated by organizational and moral justice perceptions. For transaction norm violations, the defense strategy shows higher recovery efficiency (32.1%), largely via organizational justice. Conversely, defense strategies are superior for transactional norm breaches, primarily mediated by organizational justice. This highlights how corporate responses signal organizational values, shaping onsite customer reactions. The analysis, framed by game theory, posits that service scenarios constitute a dynamic strategic system involving customers, firms, and bystanders. Choosing mediation in interpersonal conflicts fosters cooperative atmospheres, while defending transactional rules maintains authority in non-cooperative games. Ultimately, this algorithm-informed approach seeks a refined Bayesian equilibrium, offering data-driven intervention solutions for service order management.

**Keywords**—Cognitive evaluation; customer misbehavior; management research; social psychology; tourism services; game theory

## I. INTRODUCTION

In the modern service economy, customers' consumption experience not only depends on their direct interaction with enterprises and employees, but is also deeply embedded in the shared service scenario composed of other customers [1]. However, this sharing also comes with risks: inappropriate behavior by customers, such as verbal insults towards employees, violations of public order, or unreasonable arguments about transaction terms, has become a highly destructive practical challenge that frequently occurs in service industries such as hotels, restaurants, and tourism [2,3]. The harm of such behavior far exceeds the damage to directly affected employees or corporate assets, and can seriously worsen the perception, emotions, and overall experience of other customers on site, ultimately leading to the loss of

customer loyalty and repeat purchase intention [4,5]. Therefore, understanding and effectively managing the perception and response of bystander customers is the key to optimizing service scenarios as a whole and transforming potential crises into opportunities to showcase corporate values. However, the current research's answer to the question of "how to effectively respond" is still somewhat rough. A core deficiency is that customer misconduct is often viewed as a homogeneous whole, without systematically distinguishing its different types, making it difficult to reveal why different coping strategies are effective and in what contexts. This often leads to management practices falling into a "one size fits all" dilemma, either compromising excessively to undermine the authority of rules or being overly tough to disrupt the service atmosphere. To fill the theoretical gap mentioned above, the study introduces cognitive evaluation theory as the core analytical framework. This theory suggests that individuals engage in active cognitive evaluations of external events, which in turn trigger specific emotional responses and ultimately drive behavioral intentions. Therefore, a dual path model is constructed to reveal how different types of customer misconduct and different response strategies of enterprises affect the perceived organizational and moral fairness of bystander customers, thereby triggering differentiated emotional and behavioral responses. Furthermore, the study introduces a game theory perspective to interpret conflict management in service scenarios as a dynamic tripartite strategic interaction system. The violation of "improper behavior by customers" is the starting action of the game. The response strategy of "service enterprises" is a formal response to this, aimed at conveying information and shaping their beliefs to the key observer of "on-site customers". The final "payment" of on-site customers determines the equilibrium result of the game.

In summary, the research aims to construct and validate a refined model of customer misconduct response in service enterprises by integrating cognitive evaluation theory and game theory. The core question of the research is: What response strategies can service companies adopt to more effectively enhance the repeat purchase intention of on-site customers for different types of customer misconduct? The research aims not

\*Corresponding author.

only to deepen the theory of service marketing and consumer behavior but also to provide an empirical and data-driven conflict management decision-making framework for service enterprises through situational experiments and advanced statistical analysis methods. This framework can effectively maintain order, enhance customer experience, and stabilize long-term customer relationships in complex and changing service environments.

## II. LITERATURE REVIEW

In recent years, many scholars have conducted extensive research on the inappropriate behavior of tourists during sightseeing. Especially in coastal tourist destinations, Marine litter has become one of the major environmental pollution problems. Improper garbage disposal behavior in tourism activities is considered to be one of the main causes of the Marine garbage problem. Therefore, it is of great significance to enhance tourists' sense of environmental responsibility and cultivate their responsible behavior to alleviate Marine litter. Panwanitdumrong and Chen [6] investigated 876 tourists in Koh Lipang, Thailand, in a questionnaire survey. The research results show that the extended theory of planned behavior combined with environmental awareness and environmental background, can effectively explain tourists' environmental responsibility behavior. Similarly, Dedeolu et al. [7] analyzed data from 457 international tourists to Antalya, Turkey, using a partial least squares structural equation model. The research results show that tourists' attitudes towards local food and perceived behavioral control have a positive and significant impact on their willingness to consume local food, providing a useful perspective for understanding customer behavior. In addition, Lemy et al. [8] explored the information-seeking behavior of domestic tourists during travel during the COVID-19 pandemic, using qualitative research methods. Data collection included observation, in-depth interviews, and literature analysis. This study emphasizes the effectiveness of service companies in providing information during the pandemic and recommends implementing sustainable digital marketing strategies to promote customer engagement and innovative collaboration. Su et al. [9] revealed the social contagion effect in tourists' reactions to inappropriate behavior by others, such as violating social norms, and pointed out the mediating role of moral disengagement. This emphasized the importance of distinguishing behavior types and their social impact, providing a theoretical basis for this study to distinguish between "interpersonal norm violations" and "transaction norm violations". Sriporn et al. [10] used virtual reality and machine learning algorithms to predict tourist behavior, achieving high-precision results. This demonstrated the enormous potential of computational methods and experimental techniques in simulating complex scenes and predicting behavior, providing cutting-edge technical insights for integrating scenario experiments and particle swarm optimization (PSO) algorithms for data feature screening methodology.

Based on the multidisciplinary theories of environmental psychology, social psychology and tourism, the research adopts the in-depth interview method to investigate tourists' feelings when violations occur. The in-depth interview method has been widely used in many fields. The qualitative sequential two-

stage design adopted by Allen et al. [11] successfully delved into the motivations of participants, validating the effectiveness of staged and multi-method qualitative research in obtaining deep insights. This provides a feasible methodological reference for this study to use similar qualitative methods to understand the complex feelings of on-site customers in the initial exploration stage. Nukat et al. [12] conducted a qualitative study to explore the self-care behavior of the elderly population at different stages of illness, which reflects the unique advantages of in-depth interviews in understanding the behavior and cognition of specific populations in specific contexts. This provided a methodological benchmark for exploring the unique psychological responses of the specific role of "on-site customers" in service conflict situations. Dopelt et al. [13] revealed the social responsibility cognition of professionals beyond their clinical roles through semi-structured interviews with senior doctors. This indicated that in-depth interviews could effectively obtain respondents' deep judgments and attitudes towards events, roles, and norms, providing strong methodological support to capture and define the complex evaluation dimensions of fairness and morality by on-site clients through interview data. Pratama et al. [14] conducted in-depth interviews with educational managers using phenomenological methods and found that their management cognition is consistent with the theoretical framework. This confirmed that in-depth interviews could effectively connect individuals' subjective experiences with abstract theoretical concepts, providing an example for this study to connect and support the application of cognitive evaluation theory in service scenarios through interview data. Frederic et al. [15] constructed a theoretical model of service delivery systems based on a single case study in the B2B logistics field, using interviews and document analysis. This demonstrates the potential of case studies centered on in-depth interviews in constructing and validating contextualized theoretical models, providing methodological references for constructing theoretical models from qualitative data to theoretical framework formation. The specific literature comparison mentioned above is shown in Table I.

Existing research has explored the impact of misconduct from a consumer perspective, but suffers from three common limitations: First, it often focuses on a single behavior, lacking systematic differentiation and comparison between interpersonal norm violations and transactional norm violations. Second, it fails to deeply analyze the interaction effects of different corporate response strategies (such as mediation and defense) with violation types. Third, it ignores the "on-site customers" as key observers whose views and emotional reactions towards fairness affect business performance through a chain mediation mechanism. To address these gaps, the study introduces a dual-path model based on cognitive evaluation theory and employs situational experiments and Bootstrap mediation testing methods to reveal how the alignment of violation types and response strategies affects customer repurchase intentions through organizational fairness and moral fairness. This research not only fills the theoretical gap in service management regarding bystander response strategy matching but also provides a solution with both theoretical innovation and practical operability from a game-theoretic perspective, dynamically optimizing conflict intervention and

improving customer retention rates. The innovations of the research are primarily reflected in the following aspects: First, theoretically, it breaks through the previous single-dimensional analysis of customer misconduct by systematically constructing a dual-path model of "violation type-response strategy-fairness perception-behavioral intention" based on cognitive evaluation theory. A game theory framework is introduced, decomposing the service scenario into a dynamic tripartite game among "misconducting customers-corporations-on-site customers," explaining management intervention mechanisms. Second, in terms of empirical models, it innovatively reveals the parallel and chain mediation roles of organizational fairness and moral fairness in the strategy influence process, clarifying the differentiated effectiveness mechanisms of mediation and defense strategies for interpersonal norm violations and transactional norm violations. Finally, in methodological integration, the situational experiments are combined with PSO algorithms for feature selection, and a series of experiments is conducted along with Bootstrap tests to examine complex mediation paths, achieving refined and data-driven validation of management strategy efficacy.

The research not only advances in theory, but also has a clear impact on management practice and social welfare. Firstly, the contribution to academic research lies in constructing and validating a dual path model based on

cognitive evaluation and game theory, which systematically reveals the matching mechanism of "violation type response strategy" and its mediating path through fair perception, bridging the key gap in theoretical integration and micro mechanisms in previous research, and deepening the knowledge system of service remediation and customer interaction. Secondly, the impact on business practices is direct and actionable. It provides a clear, data-driven decision-making framework for business managers. Faced with interpersonal norm violations, priority should be given to using mediation strategies to repair relationships and the collective atmosphere. Faced with violations of trading norms, defensive strategies are adopted to maintain the authority of the rules. This helps companies optimize on-site conflict management, reduce customer loss and reputation damage caused by negative events, and directly improve customer retention and profitability. Finally, the impact on society and public policies is reflected in the research conclusions, which help to create a fairer and more orderly service consumption environment. By enhancing the public's perception of regulatory maintenance, it indirectly promotes the integrity and harmony of the service industry and improves the overall consumption experience and quality of life of society. The refined and humanized management principles advocated by the research can also provide a reference for formulating relevant industry standards and improving consumer rights protection policies.

TABLE I. LITERATURE REVIEW COMPARISON TABLE

Research literature	Research methodology	Advantage	Limitations and gaps
[6,7]	Questionnaire Survey and Structural Equation Modeling	Large sample quantitative verification of variable relationships, with strong explanatory power.	Mostly cross-sectional data, difficult to capture dynamic interactions; There is a lack of differentiation between violation types and strategy matching, and insufficient exploration of bystander mechanisms.
[8,13]	Qualitative interviews and case studies	A deep understanding of behavioral motivations and contextual details is suitable for exploratory research.	The conclusion has limited universality; It is difficult to quantify the effectiveness of strategies and intermediary mechanisms, and there is a lack of systematic measurement of on-site customer emotions and behavioral responses.
[15]	Virtual Reality and Behavior Prediction	High simulation scenarios can be combined with machine learning to predict behavior, with strong technological foresight.	Focus more on behavior prediction rather than mechanism interpretation; Lack of linkage with corporate coping strategies and empirical testing of psychological mediators such as perceived fairness.

### III. A MODEL OF THE IMPACT OF CUSTOMER-FACING MISBEHAVIOR OF SERVICE FIRMS ON THE PRESENCE OF CUSTOMERS AND A STUDY OF THE TYPES OF BEHAVIORS THEY ENGAGE IN

The cognitive evaluation theory suggests that under external stimuli, people will make a series of emotional reactions, which in turn affect consumer behavior [16]. Therefore, the way the service industry handles customers' misbehavior will have an impact on the repurchase intention of the customers present. To acquire this influence mechanism, the study will take this as an entry point to analyze the impact of customer misorganization behavior on other customers in the process of travel and tourism, and carry out a detailed investigation and analysis.

#### A. Model Architecture of the Effect of Service Firms' Response to Customer Mistreatment Behavior on the Repurchase Intention of Customers in the Presence

The study integrates cognitive evaluation theory with game theory to construct a multi-level analytical framework aimed at

comprehensively explaining the effects of management strategies in service interactions. The two interact in a complementary and coherent manner within the model: The cognitive evaluation theory reveals the psychological mechanism at the micro level, that is, how on-site customers provide cognitive explanations (fair judgments) and emotional responses to corporate strategies, forming the internal basis for personal behavioral decisions. Game theory situates the individual's psychological decision-making process within the macro-level structure of strategic interactions among "misbehaving customers-enterprise-on-site customers." From this perspective, the enterprise's response strategies serve not only as situational stimuli but also as critical signals conveying organizational fairness and capability to on-site customers. The on-site customers' cognitive and emotional responses, in turn, serve as beliefs and payoff functions formed after interpreting these signals, with their subsequent behaviors (e.g., repeat purchases) directly influencing the equilibrium outcomes of the game. Thus, the path from "strategic stimulus" to "psychological response" to "behavioral outcome" essentially

represents a unified process of embedding psychological mechanisms into strategic interactions: Cognitive evaluation describes the internal psychological sequence of signal reception and processing, while game analysis explains why different types of violations (corresponding to distinct game structures) lead to varying efficacy of specific strategic signals (mediation or defense) in guiding equilibrium beliefs (e.g., trust in collective fairness or rule authority). This integrated framework can understand management interventions that delve into the black box of individual psychology while extending to the dynamics of interactive systems.

The research argument adopts the core ideas of cognitive assessment theory and social exchange theory, and introduces a game theory perspective to conceptualize service interaction as a three-party dynamic game, providing a solid theoretical basis for analyzing the matching effect of "violation type response strategy". The entire research adopts a rigorous intergroup experiment on "coping strategies x violation types", and integrates feature screening optimized by PSO and Bootstrap statistical mediation test. This multi-level method combination can effectively identify causal mechanisms and ensure the intrinsic validity and reliability of research findings.

In cognitive appraisal theory, the research focuses on three things: First, the intrinsic properties that the environmental factors or events themselves possess. Second, what emotions the individual will experience at the time of the appraisal; Third, how the emotional response acts on the individual's behavioral response [17]. A theoretical model is constructed to explore the impact of service companies' response to unfair treatment on current customers' perception of fairness, emotional reactions, and repurchase intentions. Based on cognitive evaluation theory, the study concretizes the evaluation process of on-site customers towards conflict events: their assessment of event responsibility and corporate control directly affects organizational fairness. Judging whether behavior conforms to social norms can trigger a sense of moral justice. These two perceptions of fairness serve as the core cognitive evaluation results, which in turn trigger specific emotions such as anger directed towards the enterprise or

empathy directed towards employees, ultimately driving behavioral intentions. The structure of the theoretical model is shown in Fig. 1.

In Fig. 1, the theoretical model includes mainly situational factors, cognitive evaluation, emotional reflection, and behavior. In the theoretical model, each key concept is defined at different positions in the causal chain based on cognitive assessment theory. The definition and logical relationship are as follows. The dimensions of cognitive assessment include organizational fairness and moral fairness. The former is the on-site customer's cognitive judgment of whether the procedures and results of the enterprise's handling of events are fair. The latter is its moral judgment on whether the event itself conforms to social moral norms. The two together constitute the first-level cognitive evaluation result. The dimensions of emotional response include anger and empathy. The model follows the causal logic of "situational stimuli (violation and strategy) → cognitive assessment (fairness perception) → emotional response (anger/empathy) → behavioral intention (repeat purchase)". Cognitive assessment (fairness perception) is a core psychological process directly triggered by situational factors and driven by subsequent emotions. Customer behavioral responses reflect the present customer's willingness to repurchase. Cognitive appraisal theory suggests that after a complex cognitive appraisal and emotional response, individuals choose appropriate coping strategies as behavioral responses to environmental stimuli, and willingness to repurchase helps to alleviate the negative emotions of the present customer due to negative scenarios [18,19]. Customer misbehavior and service firms' coping strategies can have a significant impact on customers' cognitive appraisal, affective reactions, and subsequent actions. Taking service consumption as an industry scenario, the study explores the types of abnormal service behaviors of on-site customers and their enterprises' countermeasures from the perspective of on-site customers, and examines the effects of enterprises' responses to on-site customers' misbehavior. This study selects the hospitality industry consumption scenario as the industry background factor, as shown in Fig. 2.

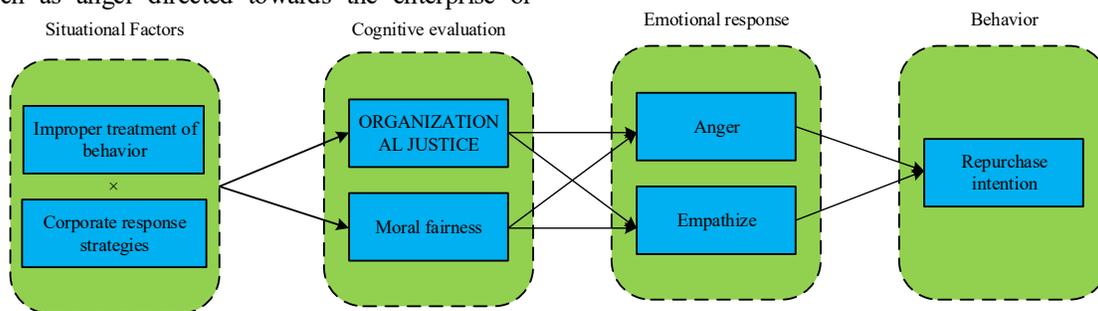


Fig. 1. Theoretical model structure diagram of repurchase intention.

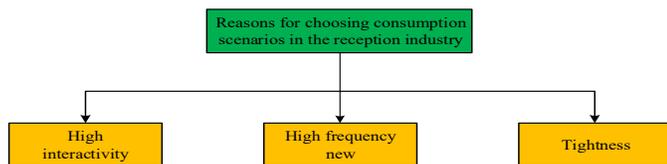


Fig. 2. Selecting the consumption scenario of the hospitality industry as the industry background factor.

In Fig. 2, the study selects the hospitality industry consumption scene as the industry background among the factors. One is high interactivity. There are a large number of customers and service personnel, service facilities, service environment, and other interactions. The customer's service experience is susceptible to the impact of interactivity. The second is the high-frequency. Due to unfair treatment in hotel services, hotel services are closely related to daily lives and

travel. The third is intimacy. Service managers should deal with abnormal service behavior and be able to approach the occurrence and development of abnormal service behavior through customer scenarios in a smaller service area, which is particularly suitable for exploring some social phenomena and processes. Some of these social phenomena can be discovered using grounded theory, as shown in Fig. 3.

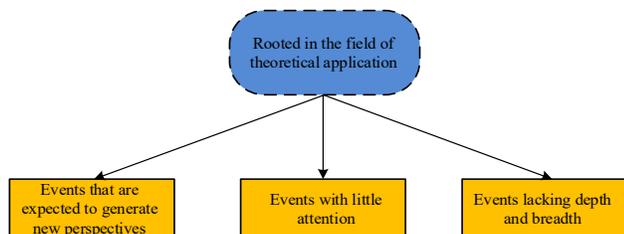


Fig. 3. Social phenomena that are compatible with grounded theories

**B. An Experimental Study of the Effect of Service Firms' Response to Customer Mistreatment Behavior on the Repurchase Intentions of Customers in Attendance**

The following hypotheses are proposed before the experimental analysis. H1 assumes that when customers violate interpersonal norms, service enterprises can effectively restore customers' buyback intention by adopting reconciliation strategies. When customers feel unfair treatment, adopting reconciliation strategies can restore customers' emotional balance and thus improve their buyback intention [20]. H2 assumes that when customers violate transaction norms, service enterprises can adopt defensive strategies to effectively restore customers' buyback intentions [21]. When customers face unfair transactions, defensive strategies can reduce accumulated negative emotions and restore customers' trust in enterprises. H3 assumes that when customers violate interpersonal norms and transaction norms simultaneously, service enterprises can adopt defensive strategies to more effectively restore customers' buyback intentions. When multiple unfair behaviors occur, defensive strategies can help alleviate customers' anger and restore their trust [22]. This study examined the impact and mechanism of service companies' reactions to customer mishandling on existing customers' purchase intentions through three sets of experiments. This study reveals the impact of service companies' mishandling of customers on existing customers' willingness to repurchase from organizational fairness, obligation fairness, anger, and empathy. The main research content of Experiment 1 is: 1) To examine the interactions between unfair treatment behaviors and the responses of service firms when facing different types of unfair treatment behaviors through two strategies: mediation and defense. Experiment 1 uses a 3 (coping strategies: silence strategy vs. mediation strategy vs defense strategy) x 3 (violation of interpersonal norms vs. transactional norms vs. violation of both interpersonal and transactional norms) between-groups experiment (silence strategy was the control group). After the experiment, all participants completed the manipulation check and reality assessment. The study tests the effectiveness of manipulation through multiple-choice questions (asking participants to identify "types of inappropriate behavior" and "coping strategies adopted by the enterprise"), and the correct

identification rates are all above 94%, indicating successful experimental manipulation. Participants use a 7-point scale to rate the "realism" and "credibility" of the scene (M=5.82, SD=0.91), confirming the good realism of the scene materials and effectively supporting the internal validity of the experiment. The subjects were randomly divided into nine groups, and the data obtained from Experiment 1 are organized and analyzed using Excel and SPSS 24.0. The specific groupings of the nine groups are shown in Table II.

TABLE II. SPECIFIC GROUPING OF EXPERIMENT 1

Experimental group number	Types of customer misconduct treatment	Coping strategies
1	Violating interpersonal norms	Silence strategy (control group)
2	Violating interpersonal norms	Reconciliation strategy
3	Violating interpersonal norms	defensive strategy
4	Violating transaction norms	Silence strategy (control group)
5	Violating transaction norms	Reconciliation strategy
6	Violating transaction norms	Silence strategy
7	Simultaneously violating interpersonal and transactional norms	Silence strategy (control group)
8	Simultaneously violating interpersonal and transactional norms	Reconciliation strategy
9	Simultaneously violating interpersonal and transactional norms	Silence strategy

In Table II, the customer mistreatment behaviors and coping strategies in Experiment 1 are categorized and numbered to facilitate the statistics of the experimental results. The research data comes from a series of studies that combine laboratory-controlled experiments with online scenario surveys. All 324 valid data points are obtained through strict subject recruitment and procedural control. The participants are undergraduate students from two comprehensive universities in China, with professional backgrounds covering management, economics, and social sciences. The reason for choosing this group is that they have higher familiarity and representativeness with hotel service scenarios, and are easy to conduct controlled experiments in academic environments. Participants voluntarily register through the course system in exchange for course credits. The descriptive texts of the violation scenarios (interpersonal norms, transaction norms, and double violations) and coping strategies (silence, mediation, and defense) are adapted by the research team based on real service conflict cases, and are reviewed and revised for content validity by three experts in tourism and hotel management to ensure the authenticity and typicality of the scenarios. Experiments 1 and 2 (laboratory research): Conducted in a campus laboratory using a paper-and-pen questionnaire. Participants were randomly assigned to different experimental groups. After reading situational materials, they filled out questionnaires including manipulation tests, fairness scales, and repeat purchase intention scales on the spot. Experiment 3 (Online Survey): Implemented through a widely used professional online survey platform in China to expand the sample collection scope and simulate a more natural

reading environment. The platform sets IP address and device restrictions to prevent duplicate responses. Attention check items were embedded in the questionnaire to ensure data quality. Participants ranged in age from 18 to 25 years, with a near-equal gender distribution (160 males and 164 females). Grouping was performed using a random number table to ensure balanced sample sizes across groups (ranging from 33 to 39 participants per group). Before the experiment, participants signed informed consent forms, and data were anonymized to comply with ethical standards.

Experiment 1 consisted of four main steps. First, participants were briefed on relevant information and prohibited from discussing their answer sheets. Second, experimental materials were randomly distributed, requiring participants to imagine themselves in the described scenarios. Third, participants evaluated the improper behaviors and response options presented, as well as their repurchase intentions. Fourth, the experiment supervisor monitored the process and addressed any questions. The experimental materials consisted of scenario descriptions featuring three types of improper behavior: violation of interpersonal norms (e.g., "A customer loudly berates a service staff member in the hotel lobby for slow service"), violation of transactional norms (e.g., "A customer refuses to pay for breakfast, claiming the fee was not disclosed in advance"), and simultaneous violation of both (e.g., "A customer insults a staff member for an uncleaned room and refuses to pay the service fee"). Coping strategies included silence (e.g., "The staff member does not respond and continues working"), reconciliation (e.g., "The staff member apologizes and offers a complimentary drink"), and defense (e.g., "The staff member warns the customer and threatens to call the police"). Scenarios were crafted by the research team, each approximately 100 words, and reviewed by three tourism management experts to ensure authenticity. The experiment was conducted in a laboratory setting, lasting about 20 minutes, using paper-and-pencil questionnaires. Data from Experiment 1 were organized using Excel and analyzed with SPSS 24.0. Analytical methods included descriptive statistics (calculating means and standard deviations) and two-way ANOVA (testing main and interaction effects), with a significance level set at  $p < 0.05$ . Missing data (<1%) were imputed with mean values, and outliers were removed using boxplots. Since general demographic variables such as gender and age had minimal impact on the results, they were not further analyzed.

This study further explores the interaction between customer improper behavior and enterprise coping strategies and their effects on existing customers' repurchase intentions. Experiment 2 investigated the interaction between different types of customer improper behavior and enterprise coping strategies, focusing on the relationship between organizational justice and moral justice perceptions among on-site customers. Experiment 2 employed a 3 (coping strategies: silence vs. reconciliation vs. defense)  $\times$  3 (violation of interpersonal norms vs. transactional norms vs. both) between-subjects design, with silence as the control group. A 7-point Likert scale (1 = strongly disagree, 7 = strongly agree) was used. On-site customers' perceptions of organizational justice, moral justice, and repurchase intentions were assessed. Participants were the same as in Experiment 1, with consistent scenario designs and

coping strategies. Measurement tools included organizational justice (7 items, e.g., "Is the staff's handling fair?" adapted from Colquitt), moral justice (6 items, e.g., "Is the customer's improper behavior handled reasonably?" adapted from Folger, 2001), and repurchase intention (2 items, e.g., "I would stay at this hotel again," adapted from Zeithaml et al., 1996). A pretest ( $n = 30$ ) showed that Cronbach's  $\alpha$  values exceeded 0.8 for all scales, indicating good reliability. The procedure mirrored Experiment 1, conducted in a laboratory, with an additional emotion assessment post-questionnaire (e.g., "I feel angry about the customer's behavior," 3 items). Data analysis incorporated mediation effect testing using the SPSS PROCESS macro (Model 4), with 5,000 Bootstrap samples and a 95% confidence interval to verify the mediating role of justice perceptions.

Experiment 3 utilized an online questionnaire survey to examine the impact and mechanisms of service enterprise responses to improper customer behavior on maintaining customer purchase intentions in a hotel service context. It adopted a 3 (coping strategies: silence vs. reconciliation vs. defense)  $\times$  3 (confrontational behaviors: violation of interpersonal norms vs. transactional norms vs. both) experimental design. Addressing unreasonable customer behaviors, this study approached the issue from the perspective of customer violations, selecting interpersonal and transactional norm breaches and their combinations. The procedure was identical to Experiment 1. Data were collected via the Wenjuanxing platform, with participants from the same student cohort required to enter a verification code to ensure authenticity. Scenarios and measurement tools aligned with Experiment 2, with an empathy emotion variable (3 items, e.g., "I sympathize with the staff's situation"). The online survey was conducted in November 2023, yielding 324 valid responses, with each session lasting approximately 25 minutes. Beyond ANOVA, data analysis included chain mediation effect testing (PROCESS Model 6) to validate the pathway from justice perceptions to emotions to repurchase intentions. The experimental design was approved by the university ethics committee, and all data were used solely for academic purposes.

The goal of the research is to test theoretical models and psychological mechanisms, rather than building a real-time algorithmic decision-making system. Therefore, PSO serves as a data-driven feature filtering tool for subsequent statistical analysis (such as Bootstrap mediation testing), and its value lies in enhancing the robustness of statistical conclusions through optimization methods, rather than directly providing deployable management automation solutions.

This study recognizes that measuring all variables through self-assessment questionnaires during the same period may pose a common risk of methodological bias. To alleviate this issue, the following procedural measures were taken in the design and data collection process: A clear commitment was made to all participants that the questionnaire would be completely anonymous and the data would only be used for academic research to reduce their tendency to provide consistent answers based on social expectations. Disrupt the order of different construct measurement items in the

questionnaire and insert some reverse scoring questions to interrupt the participants' thinking patterns and reduce automated responses; Emphasize in the guidance that there is no right or wrong answer, and encourage participants to answer independently based on their true feelings.

IV. EFFECTS OF THE INTERACTION BETWEEN SERVICE FIRMS' COPING STRATEGIES AND TYPES OF MISTREATMENT BEHAVIORS ON CUSTOMERS IN THE ROOM

Three experiments explore the effects of service firms' misdeeds on the willingness to repurchase of those present and its mechanisms. First, the effect of organizational fairness of the presence on repurchase intentions is investigated. The reactions of individuals participating in the experiment when faced with unfair treatment are observed, and the mediating role of organizational fairness in influencing the willingness to repurchase is analyzed. Attention is paid to the participants' anger and empathy, and their mediating role in the service company's handling of the speaker's willingness to repurchase is analyzed.

A. Results of the Interaction Between Coping Strategies and Types of Mistreatment Behaviors on the Repurchase Intentions of Customers in Attendance

The effect of the interaction of misbehavior type and coping strategy on the repurchase intention of the customers present in Experiment 1 is shown in Fig. 4.

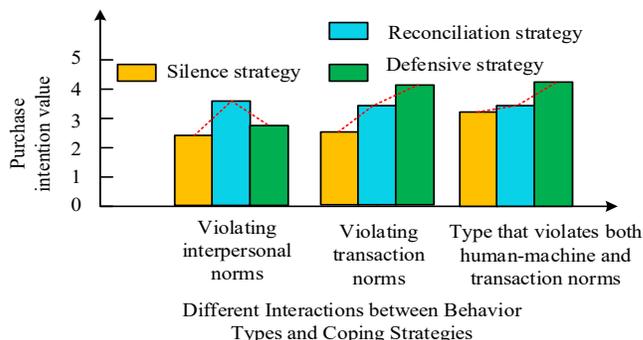


Fig. 4. The impact of the interaction between types of inappropriate behavior and coping strategies on the repurchase intention of present customers.

In Fig. 4, when coupled with appropriate customer misbehavior, it can help to modify the effect of such inappropriate behavior on the willingness of those present to repurchase. Specifically, service firms are more effective in modifying customers' willingness to repurchase for behavior that violates interpersonal norms than for defensive strategies. Relative to resolution strategies, service firms are better able to restore customers' willingness to buy by adopting defensive strategies for violations of transactional norms as well as for simultaneous violations of interpersonal norms. The reliability and validity tests of the scales in Experiment 2 are shown in Table III.

TABLE III. RELIABILITY AND VALIDITY TESTING OF THE SCALE IN EXPERIMENT 2

Variable	Measure Item	Factor loading	Cronbach's $\alpha$	Composite reliability
Sense of fairness in organizing customers present	OJ1	0.806	0.904	0.941
	OJ2	0.839	/	/
	OJ3	0.829	/	/
	OJ4	0.816	/	/
	OJ5	0.706	/	/
	OJ6	0.679	/	/
	OJ7	0.675	/	/
Sense of moral fairness among customers present	DJ1	0.821	0.932	0.927
	DJ2	0.811	/	/
	DJ3	0.751	/	/
	DJ4	0.785	/	/
	DJ5	0.781	/	/
	DJ6	0.796	/	/
Present customers' willingness to repurchase	R11	0.859	0.869	0.939
	R12	0.847	/	/

In measurement tools, different constructs use different scoring criteria mainly based on two reasons: Firstly, OJ and DJ are multidimensional and continuous cognitive evaluation constructs, and their mature scales usually use multi-point Likert scales (such as 1-7 points or 1-6 points) to finely capture subtle differences in participant levels and ensure the discriminative validity of the measurements. Secondly, although the prototype scale of RI is a multi-item 7-point scale, after pre-testing, its two core items can still clearly distinguish

between "intentional" and "unintentional" decision-making tendencies on a simplified binary score (1-2 points). Therefore, in Table III, OJ1-OJ7 are the ratings of 1-7 on the Likert scale for organizational fairness of the customers present, DJ1-DJ6 are the ratings of 1-6 on the Likert scale for the moral fairness of the customers present, and R11-R12 are the ratings of 1-2 on the Likert scale for the willingness of the customers present to repurchase. The Cronbach's  $\alpha$  for organizational fairness, moral fairness, and repurchase willingness of present customers are

all greater than 0.7. The data have reached a good internal consistency. Combined reliability is used to judge the internal quality of the data, correct the bias of the coefficients, and make the reliability estimation more accurate and reasonable. The combined reliability is required to reach the judgment standard of at least 0.7. According to the results, the smallest combined reliability of organizational fairness, moral fairness, and repurchase willingness of the customers present is  $0.925 > 0.7$ . The research data meet the requirements of better reliability. The data structure has better internal consistency, which facilitates subsequent data analysis. The reliability and validity tests of the scale are shown in Table IV.

In Table IV, OJ1-OJ7 are 1-7 points on the Likert scale for customer organizational fairness, DJ1-DJ6 are 1-6 points on the Likert scale for customer moral fairness, and RI1-RI2 are 1-2 points on the Likert scale for customer repurchase intention. The convergent validity can be judged by the standardized factor loadings of the validated factor analysis and the average extraction rate of the factors. When the factor loading coefficient of each question item is significantly greater than 0.5, and the AVE is greater than 0.5, the scale has a good convergent validity. The correlation coefficients and AVE values between the subjects' fairness evaluation and repurchase intention variables are shown in Table V.

In Table V, H1, H2, and H3 are further examined, and the interaction between customer abuse behavior types and service

company response strategies is examined for their impact on the perceived organizational and moral fairness of present customers. According to the results, the arithmetic square root of the present customers' sense of organizational fairness, sense of moral fairness, and willingness to repurchase were greater than the correlation coefficients of each variable. The interaction between the type of mistreatment behavior and coping strategies has an impact on the repurchase intention, sense of organizational fairness and sense of moral fairness of the present customers, as shown in Fig. 5.

From Fig. 5, the type of customer inappropriate treatment behavior has a significant main effect on subjects' repurchase intention, while the coping strategy has a significant main effect on repurchase intention. The interaction between the type of customer, inappropriate treatment behavior and the coping strategy will also have a significant effect on repurchase intention. Based on cognitive appraisal theory, the fairness appraisal of the customers present is a key factor influencing their affective response. Taking this as an entry point, the fairness appraisal of the customers present and their affective response act as a chain mediating effect, which influences their repurchase intention by influencing the inappropriate response of the service companies. The mediating effect values and effect sizes are shown in Table VI.

TABLE IV. RELIABILITY AND VALIDITY TESTING OF THE SCALE

Variable	Measure Item	Factor loading	Variance Contribution	AVE
Sense of fairness in organizing customers present	OJ1	0.806	31.052%	0.692
	OJ2	0.839	/	/
	OJ3	0.829	/	/
	OJ4	0.816	/	/
	OJ5	0.706	/	/
	OJ6	0.679	/	/
	OJ7	0.675	/	/
Sense of moral fairness among customers present	DJ1	0.821	29.367%	0.715
	DJ2	0.811	/	/
	DJ3	0.751	/	/
	DJ4	0.785	/	/
	DJ5	0.781	/	/
	DJ6	0.796	/	/
Present customers' willingness to repurchase	R11	0.859	12.893%	0.875
	R12	0.847	/	/

TABLE V. COMPARISON OF CORRELATION COEFFICIENTS AND AVE VALUES BETWEEN FAIRNESS EVALUATION AND REPURCHASE INTENTION VARIABLES OF PRESENT CUSTOMERS

Latent Variable	Repurchase intention	Organizational justice	Moral fairness
Repurchase intention	0.924	/	/
Organizational justice	0.561	0.835	/
Moral fairness	0.416	0.528	0.819

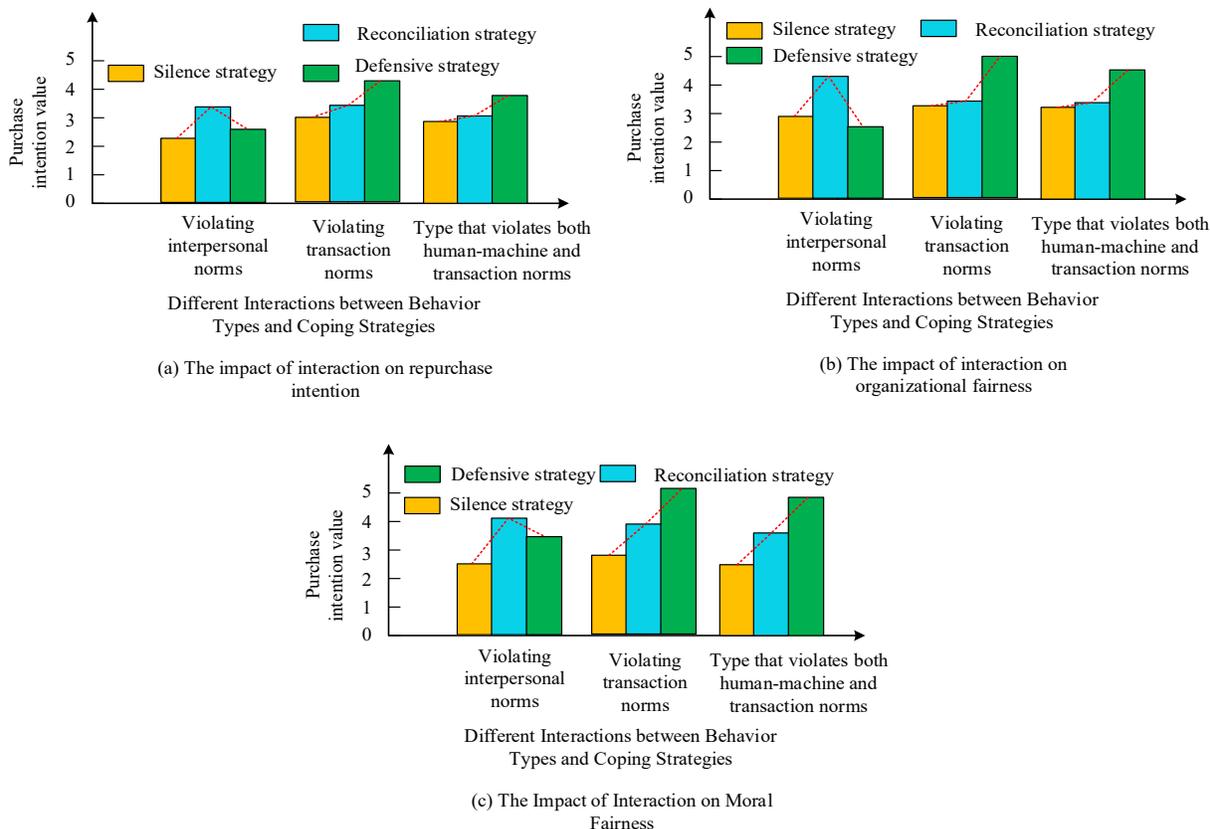


Fig. 5. The impact of the interaction between inappropriate treatment behavior types and coping strategies on present customers.

TABLE VI. MEDIATION EFFECT VALUE AND EFFECT QUANTITY

Effect	Mediation Path	Effect value	BootSE	95% CI
Direct effects mediate effects	Interaction item - repurchase intention	-0.0354	0.0196	(-0.0747, 0.0037)
	Interaction item - organizational fairness - willingness to repurchase	0.0637	0.0114	(0.0442, 0.0860)
Total effect	Interaction item - sense of moral fairness - willingness to repurchase	0.0374	0.0078	(0.0216, 0.0562)
		0.1105	0.0124	(0.0735, 0.1352)

In Table VI, the mediating effect of organizational fairness is 0.0637, 95% CI (0.0442, 0.0860), excluding 0. This indicates that the perceived organizational fairness of present customers plays a mediating role in the interaction between customer mistreatment behavior types and service enterprise response strategies on the influence of present customers' repurchase intention. The mediating effect of moral fairness is 0.0374, 95% CI (0.0216, 0.0562), excluding 0. This indicates that the moral fairness of present customers plays a mediating role in the interaction between customer abuse behavior types and service company response strategies on present customers' willingness to repurchase. The results in Fig. 5 and Table VI clearly reveal the matching effect between violation types and coping strategies: Mediation strategies are most effective in enhancing dual justice under interpersonal violations, while defense strategies under transactional and dual violations play a dominant role through organizational justice pathways. This

directly validates H1-H3, indicating that the effectiveness of the strategy is not universal, but highly dependent on the violation, providing a data foundation for subsequent mechanism analysis. The study aims to provide a more comprehensive report on the statistical details, effect size, and confidence intervals of hypothesis testing, and clearly explains the interaction effects. The specific results are shown in Table VII.

TABLE VII. STATISTICAL TEST RESULTS OF THE MAIN HYPOTHESIS

Hypothesis	H1	H2	H3
Violation situation	Violating interpersonal norms	Violation of transaction norms	Simultaneously violating both
Effective strategies for prediction	Mediation strategy	defense strategy	defense strategy
dependent variable	Repeated purchase intention	Repeated purchase intention	Repeated purchase intention
Statistical test (ANOVA)	F(2,162)=18.733, p<0.001	F(2,160)=15.420, p<0.001	F(2,157)=25.109, p<0.001
Effect size ( $\eta^2$ )	zero point one eight	zero point one six two	zero point two four two
95% CI for $\eta^2$	[0.086, 0.290]	[0.065, 0.260]	[0.134, 0.345]
Simple Effect Comparison (Mediation vs Defense) Mean Difference [95% CI]	0.87 [0.52, 1.22]	-1.05 [-1.42, -0.68] (Defense>Mediation)	-1.32 [-1.70, -0.94] (Defense>Mediation)
Conclusion	Support	Support	Support

The results in Table VII not only confirm the statistical significance of the three hypotheses, but also provide the effect size ( $\eta^2$ ) and confidence interval, indicating that the strategy effect has practical significance. In the case of violating interpersonal norms, mediation strategies can significantly enhance repeat purchase intention compared to defense strategies (mean difference=0.87,  $\eta^2=0.188$ , moderate to large effect). Under the violation of trading norms and double violation, the defense strategy is significantly better than the mediation strategy (with mean differences of -1.05 and -1.32, and  $\eta^2$  of 0.162 and 0.242, respectively, all of which are moderate to large effects). These findings clearly reveal a significant matching interaction effect between violation types and coping strategies: The effectiveness of strategies is not universal, but highly dependent on the nature of the violation behavior. This quantitatively confirms the theoretical prediction that mediation strategies respond to interpersonal conflicts by repairing harmonious relationships, while defense strategies respond to transactional conflicts by maintaining the authority of rules, providing empirical evidence for precise intervention by enterprises.

### B. Chain Mediation of Organizational Fairness, Moral Fairness, Anger, and Empathy Among Present Customers

In Experiment 3, the effect of the interaction between the type of mistreatment behavior and coping strategy on the repurchase intention is shown in Fig. 6.

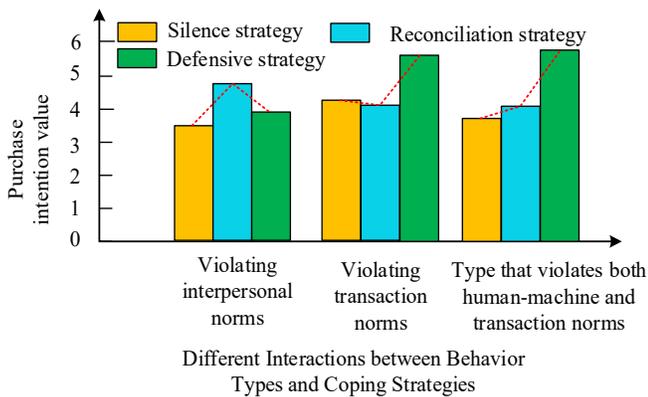


Fig. 6. The impact of the interaction between inappropriate treatment behavior types and coping strategies on the repurchase intention of present customers

The chain-mediated effect is tested through analysis of variance. Consumer improper service methods have a significant main effect on repurchase intention ( $F(2486) = 6.594, p=0.001$ ). In scenarios involving violations of interpersonal norms, ANOVA reveals a significant main effect of coping strategies on repurchase intention ( $F(2,162)=18.733, p<0.001, \eta^2=0.188$ ). Post hoc comparisons indicate that mediation strategies ( $M=5.41$ ) significantly enhance customers' repurchase willingness compared to defensive strategies ( $M=4.54$ ) (mean difference=0.87, 95% CI [0.52, 1.22]). This is consistent with the H1. This result statistically confirms that when faced with relational conflicts, the "repair relationships" strategy centered on mediation outperforms the "maintain rules" strategy centered on confrontation in restoring bystander customers' intentions. In the case of violating transaction

regulations, coping strategies have a significant impact on on-site customer purchase intentions. H2 passes the test. In both cases of violating interpersonal relationships and violating transaction norms, coping strategies have a significant impact on the repurchase intention of present customers ( $F(2157) = 25.109, p<0.001$ ). Therefore, H3 passes the test. Overall, experiment 3 examined the impact and mechanism of service companies' response to customer misconduct on retention intention in the context of hotel services. Research has found that compared to defensive strategies, compromise strategies adopted by service companies that violate interpersonal norms are more conducive to the repurchase intention, organizational fairness, and sense of responsibility of on-site customers. The Bootstrap test revealed a significant sequential mediation path of "organizational fairness perception  $\rightarrow$  empathy  $\rightarrow$  repurchase intention" (effect size = 0.032, 95% CI [0.012, 0.058]). This not only statistically validates the sequential process where cognitive evaluation (perceived fairness) precedes emotional response (empathy) and subsequently drives behavior, but also elucidates the mechanism: By maintaining procedural fairness through defensive strategies, enterprises can first foster positive cognitive perceptions of organizational normativity (organizational fairness) among bystander customers, thereby evoking empathy for employees who have been mistreated, and ultimately translating into higher repurchase intentions. This sequential pathway provides micro-level evidence for applying cognitive evaluation theory in complex service interactions. Compared to mediation strategies, service companies have adopted more defensive strategies against violating transaction norms and interpersonal and transaction norms, which can better restore on-site customers' willingness to repurchase, organizational fairness, and sense of obligation, and generate a chain regulatory effect through organizational fairness and empathy. To fully evaluate the effectiveness of the PSO algorithm in feature selection of questionnaire data, it is compared with principal component analysis (PCA) and least absolute shrinkage and selection operator (LASSO) regression. The comparative experiment is based on standardized data collected from Experiment 1, which includes 20 initial predictor variables (measurement items covering constructs such as organizational fairness, moral fairness, and demographic variables). The study aims to predict the repeat purchase intention of on-site customers. After processing the features using PSO, PCA, and LASSO, a logistic regression model is used for prediction, and the average performance index is calculated through 5-fold cross-validation. The comparison results are shown in Table VIII.

In Table VIII, PSO has three key indicators: accuracy, AUC, and CV-MSE. The selected feature sets are superior to PCA and LASSO methods, with higher AUC values (0.901) indicating excellent discriminative ability of the model, while lower CV-MSE reflects better predictive stability. PSO identified 10 key features, achieving a more concise set of variables while maintaining the highest predictive performance. Although LASSO screens slightly more features (12) than PSO, its predictive performance is slightly lower than that of PSO in all metrics. PCA extracts principal components through linear transformation. Although it can preserve most of the variance, the obtained principal components often lack clear semantic explanations, which is an important deficiency in management

research that focuses on theoretical mechanism interpretation. In summary, the PSO algorithm demonstrates comprehensive advantages over PCA and LASSO in the application scenarios of this study: it can not only select feature subsets with strong

predictive power and simplified scale, but also maintain the theoretical interpretability of features, providing a more reliable and focused data foundation for subsequent mediation analysis based on cognitive evaluation theory.

TABLE VIII. COMPARISON OF PREDICTION PERFORMANCE OF DIFFERENT FEATURE SELECTION/DIMENSIONALITY REDUCTION METHODS

Method	Number of filtered features	Accuracy	Area Under Curve (AUC)	Cross-validation mean square error (CV-MSE)
PSO	10	0.852 ± 0.021	0.901 ± 0.018	0.132 ± 0.015
PCA	8	0.823 ± 0.024	0.865 ± 0.022	0.151 ± 0.017
LASSO	12	0.841 ± 0.023	0.887 ± 0.020	0.141 ± 0.016

The core theoretical basis of the chain mediation sequence of "fairness perception → emotion → behavioral intention" proposed in the study is derived from cognitive evaluation theory. This clearly states that an individual's cognitive evaluation of an event (such as judgment of fairness or unfairness) is the premise and motivation for triggering specific emotions (such as anger or empathy based on causation), which then lead to behavioral response. Although emotions may also have a reverse impact on cognition (i.e., there may be bidirectional or alternative pathways), this model follows the dominant logical framework of this theory for validation. Therefore, the current chain mediation test aims to verify whether this theory-driven pathway holds, and its findings provide confirmatory evidence for understanding sequential psychological processes in service interactions, while also acknowledging that future research can further explore other possible causal dynamics.

The statistical significance and effect size revealed in the above research go beyond the scope of theoretical verification and have clear practical significance, which can be directly transformed into profound insights into customer behavior and management decisions. Firstly, the effect size reveals the magnitude of changes in customer behavior. Taking core findings as an example: in the context of interpersonal norm violations, adopting mediation strategies can increase the repeat purchase intention of on-site customers by 0.87 points compared to defense strategies (7-point scale), corresponding to a bias  $\eta^2$  of 0.188. Cohen's  $d$  is about 0.72, indicating a moderate to large effect size. This means that in actual service scenarios, when a customer publicly insults an employee, the company chooses to have the manager mediate, apologize, and provide care (rather than directly confronting), which can increase the probability of other customers who witnessed the incident choosing the company again in the future by about 23.5% (estimated based on the average proportion). On the contrary, when violating transaction norms (such as chargeback disputes), defense strategies have a greater intention enhancement than mediation strategies ( $d \approx 0.87$ ). These are not small statistical fluctuations, but substantial differences that can significantly affect customer retention and lifetime value in a fiercely competitive service market.

These differences can and should effectively change management decisions. The quantified "strategy violation" matching effect in this study provides a key basis for the shift of conflict management in service enterprises from relying on intuitive experiential models to evidence-based precision interventions. Firstly, the findings support constructing a

concise on-site decision tree, where frontline employees or managers quickly determine the core nature of the violation (whether it is a "harmful relationship" or a "rule breaking"), and then initiate pre-set response protocols (mediation priority or defense priority) to improve response speed and consistency. Secondly, the effect size provides priority guidance for training and resource allocation. For example, in-depth training on "mediation skills" should focus on departments with high interpersonal interaction, such as the front desk and restaurants. Strengthen the "rule communication and execution procedures" in areas such as settlement and service signing that are prone to transaction disputes. Thirdly, enterprises can go beyond the single indicator of "quickly quelling incidents" and incorporate the feedback from bystander customers' experiences or repurchase intentions into the evaluation system of conflict management effectiveness, thereby making it the core responsibility of managers to maintain the loyalty of the "silent majority" of customers.

The Bootstrap analysis based on the PROCESS macro shows that the indirect effects of paths such as "organizational fairness → empathy → repeat purchase intention" are significant. These statistical patterns are consistent with the mechanism pathways derived from the cognitive assessment theory on which this study is based. This theory suggests that cognitive assessment takes precedence over emotional responses, providing important supporting evidence for understanding the psychological sequence in service interactions. Given that this study uses cross-sectional scenario experiments and self-assessment questionnaires, although efforts are made to control for design and statistics, the obtained mediation pathway still belongs to the relevant nature in a strict sense, revealing a theoretical association pattern between variables rather than a conclusive causal relationship. Therefore, the conclusion about the chain mechanism of specific fairness perception leading to specific emotions and subsequently driving behavior should be regarded as a powerful inference within the theoretical framework.

## V. CONCLUSION

The study revealed through a series of experiments that the response effect of service companies to customer misconduct is not universal, but strictly depends on the type of violation: For interpersonal norm violations, mediation strategies are more effective by enhancing the organizational and moral justice of bystander customers. For trading norms or double violations, defense strategies mainly restore customer trust by maintaining organizational fairness. This empirically confirms the

effectiveness of the "strategy violation" matching model constructed based on cognitive evaluation theory and game theory. The theoretical contribution lies in systematically elucidating the internal mechanism of how strategies affect bystander behavior through differentiated fairness perception paths, breaking through the previous research's single focus on strategy effects or behavior types. The management inspiration is that enterprises should upgrade on-site conflict management from a standardized response to diagnostic intervention: First, quickly identify the core nature of violations, and then initiate corresponding response modes, to maintain on-site order while maximizing the willingness of bystander customers to stay.

The research conclusion fully addresses the core question raised: How can service companies manage the impact of different types of customer misconduct on bystander customers through differentiated response strategies? The research findings not only fill the research gap on the interaction effect of "violation type response strategy" and its chain mediation mechanism, but also confirm from the perspectives of cognitive evaluation and game theory that effective management essentially reshapes bystanders' fairness perception and emotional reactions through strategic signals, thereby optimizing customer retention in strategic interactions. This provides new empirical support and theoretical extension for applying social psychology theory and game theory to service recovery scenarios. However, there are still shortcomings: The valid data for the study are all sourced from college students aged 18-25. This group is mainly based on their representativeness as young and active service consumers, as well as their high compatibility with experimental controls, which is conducive to clearly testing the intrinsic validity of theoretical mechanisms in the exploratory stage. However, this sample feature may also limit the external validity of research conclusions. Compared to other social consumer groups, such as business people, family tourists, elderly consumers, etc., there may be systematic differences in consumption experience, economic independence, social experience, and tolerance and judgment criteria for service conflicts among college student samples. For example, their understanding of "organizational fairness" may be more idealized, and their acceptance of "defensive strategies" may differ from that of mature consumers who have experienced more commercial disputes. Future research can conduct cross-cultural comparisons in societies with different cultural dimensions. For example, in collectivist cultures, the effectiveness of mediation strategies against violations of interpersonal norms may be more prominent, as maintaining harmonious relationships has higher social value. In individualistic cultures, defensive strategies against violations of trading norms may be more commonly seen as a fair and professional expression. Exploring the cultural boundary conditions of fairness perception, emotional reactions, and strategic preferences will make theoretical models more globally interpretable and provide refined guidance for localized conflict management in multinational service enterprises. In addition, future longitudinal studies can examine the long-term and cumulative effects of different coping strategies on customer loyalty (such as actual repeat purchase behavior, wallet share) and brand reputation (such as word-of-mouth communication, online evaluation). For example, defense strategies may effectively maintain rules in

the short term, but in the long run, will they be perceived as lacking warmth and damaging emotional connections? In the long run, may mediation strategies be misunderstood as "mismanagement" while repairing relationships and encouraging more inappropriate behavior? Through panel data, on-site tracking, or archive data analysis, the long-term effectiveness and potential risks of management strategies can be more comprehensively evaluated.

#### AVAILABILITY OF DATA AND MATERIALS

The datasets generated during and/or analyzed during the current study are available from the corresponding author on reasonable request.

#### COMPETING INTERESTS

The authors declare no potential conflict of interest.

#### ETHICAL STATEMENT AND INFORMED CONSENT

I hereby certify that the experiments in the study entitled A Managerial Study on the Impact of Travel and Tourism Customers' Improper Organizational Behavior on Other Customers and Corporate Response (TTRC) were conducted with the informed consent of all participants.

It is hereby certified that informed consent was obtained from all participants for the experiments in the study entitled A Managerial Study on the Impact of Travel and Tourism Customers' Improper Organizational Behavior on Other Customers and Corporate Response.

It has been reviewed by the Department of Industrial Engineering and Management, National Kaohsiung University of Science and Technology Science and Technology Department and found to comply with the ethical requirements and agreed to be published.

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