

## The Salespeople's Reactions to Customer Sexual Harassment: A Case Study of Taiwan's Life Insurance Industry

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**Abstract :** Customer sexual harassment is recognized as a serious problem in the personal selling industry. At a personal level, customer sexual harassment could have very negative impacts on the salespeople's physical and mental health. At the organizational level, customer sexual harassment is destructive in terms of organizational reputation. Therefore, this research takes Taiwan's life insurance salesperson as the research sample and explores the impacts of customer power and perceived behavioral control on the life insurance salespeople's whistleblowing intentions to report quid pro quo and hostile work environment types of customer sexual harassment. This study then investigates how personal factors (such as gender difference) may relate to the intentions. Questionnaires are often used as a data collection instrument in studies on workplace sexual harassment. This study collects data through questionnaire surveys, and the research sample of this research is the full-time life insurance salespeople in Taiwan. The hypotheses are examined by using PLS regression approach. The main results show that the types of customer sexual harassment, customer power, and gender are related to the whistleblowing intentions. To our best knowledge, this is the first empirical study to test the relationships among customer reward power, customer coercive power, perceived behavioral control, and the salespeople's whistleblowing intentions toward customer sexual harassment. The findings may provide some implications for the researchers and official authorities.

**Keywords :** customer sexual harassment, life insurance salespeople, perceived behavioral control, PLS regression

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