ERASMUS UNIVERSITEIT ROTTERDAM

Erasmus School of Economics

MSc Marketing

Self vs. Others: Perceptions of Remote Work Effectiveness Across Different Professional Contexts

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Master Thesis

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Executive Summary

Despite the growing popularity of remote work, people's perceptions of the impact of work mode (home versus office) on performance and customer satisfaction remain widely unknown. Importantly, extant research suggests that people's perceptions regarding the effects of work mode may differ for themselves compared to others (e.g., Polman et al., 2021; Ratner & Kahn, 2002). To address this research gap, we raise the following research question: Do individuals perceive the impact of remote work differently for themselves compared to others?

Research in the Self-Other domain consistently reveals a recurring pattern: individuals tend to perceive themselves as superior to others. Studies by Polman (2012; 2018; 2021), Pronin (2004), and Davidson (1983) prominently observe this trend.
These pieces of research form a solid foundation for the formulated hypothesis. **H1:** Individuals believe that working from home is more effective for themselves compared to others.

To test our hypothesis, we conducted an online experiment using the online survey platform Qualtrics. We recruited 200 participants (M_{age} = 35-44, SD = 1.43, 62% female) (table 4) from Prolific—an online platform that facilitates the recruitment of participants for research studies (CITE). Participants were randomly assigned to a 2 (perspective: self vs other) x 3 (context: banking vs insurance vs IT) mixed-design. While perspective was manipulated between-subjects, context was manipulated within-subjects. They were in certain situations on a 7-point Likert scale. For example, 1 = "Much less satisfied"; 7 = "Much more satisfied". Participants were asked to imagine scenarios in which either they or a colleague were working remotely. The survey (Appendix III) consists of three contexts (Banking, Insurance, and IT specialist), each with three bundled question 'blocks'.

When looking at the results, we can say the following. On average, participants indicated that customers would be more satisfied when they worked remotely compared to when others worked remotely. On average, participants indicated that customers would think the person helping them is more skilled, competent and reliable with this service when they worked remotely compared to when others worked remotely. On average, participants indicated that customers would think the person helping them is more trustworthy when they worked

remotely compared to when others worked remotely. All three findings showed no significant differences between the three contexts (banking, insurance, and IT). When looking at the key findings, we can accept hypothesis one.

Do individuals perceive the impact of remote work differently? To answer this question, yes. When we look at the key findings, we see that, on average, the participants indicated that customers would be more satisfied and think they are more reliable and trustworthy when they worked remotely compared to when others worked remotely.

The biggest recommendation I could make for future research is to research additional mediating variables, such as uniqueness, less malleability, emotional intelligence and communication frequency, that might influence self-other perception biases.

1. Introduction

The COVID-19 pandemic has brought about an unprecedented shift towards remote working, fundamentally changing how we interact and collaborate. Amidst this transformation, a deeper understanding of human behaviour, particularly how individuals perceive themselves compared to others, has become crucial. This study investigates the intersection of remote work and self-perception, exploring if individuals perceive the impact of remote work differently for themselves compared to others.

Since the onset of the pandemic in 2019, working remotely has become a topic that is getting more popular daily. In most workplaces, a hybrid model where employees work three days from the office and two days from home has become commonplace. Currently, 12.7% of full-time employees work from home, and 28.2% of employees have adapted to a hybrid work model (Aksoy et al., 2022). Despite the growing popularity of remote work, people's perceptions of the impact of work mode (home versus office) on performance and customer satisfaction remain widely unknown. Importantly, extant research suggests that people's perceptions regarding the effects of work mode may differ for themselves compared to others (e.g., Polman et al., 2021; Ratner & Kahn, 2002). In an attempt to address this research gap, we raise the following research question: Do individuals perceive the impact of remote work differently for themselves compared to others?

My thesis consists of three parts: the 'Executive Summary', the main content, which includes the introduction, the literature review, the research methodology and the general discussion, and the last part, the appendices where the reference list, survey flow and questions and the tables/graphs are located.

2. Literature Review

2.1 Self-Other Differences

Self-other difference research examines how people's judgments, perceptions, or behaviours differ when they consider themselves compared to when they consider others. It explores the cognitive, emotional, and neural mechanisms underlying self-perception, empathy, perspective-taking, and social cognition. For instance, based on differences in psychological distance, people have been found to perceive the purchasing power of their money to be higher than that of others (Polman et al., 2018). Similarly, consumers tend to believe that products are more effective for others than for themselves, a perception rooted in beliefs of uniqueness (Polman et al., 2021). This line of research extends to various phenomena, such as empathy gaps causing valuation discrepancies between buyers and sellers (Kurt et al., 2013) and the tendency of individuals to overestimate others' valuations due to self-serving biases (Ziano et al., 2023). Additionally, people tend to recognise biases in others while denying similar biases in themselves (Pronin et al., 2004) and often misjudge others' preferences, assuming others dislike diverse options even if they enjoy them (Barasz et al., 2016). Complex inferences about others' choices frequently lead to erroneous beliefs (Barasz & Kim, 2022).

Moreover, self-other rating discrepancies have revealed that managers who underestimate themselves are often rated more effective by others (Fleenor et al., 1996). The "third-person effect" highlights how individuals believe that media influences others more than themselves (Davison, 1983), while the "end-of-history illusion" causes people to underestimate their future changes despite recognising changes in the past (Quoidbach et al., 2013). Furthermore, individuals tend to rate themselves more positively on desirable and controllable traits, attributing them to personal control (Alicke, 1985). These findings collectively demonstrate a common theme: people generally view themselves as superior to others, which is particularly evident in studies like Polman et al. (2018; 2021), Pronin (2004), and Davison (1983).

2.2 Remote Work

In addition to research on self-other differences, understanding the dynamics of remote work, especially in COVID-19, is crucial for this study. Research has shown that remote work is becoming a standard practice, offering benefits such as increased productivity and reduced office costs (Bradshaw, 2023). However, it also presents challenges, including work

intensification and disconnection issues, despite increasing job satisfaction and well-being (Felstead & Henseke, 2017). The shift to remote work has been associated with increased sedentary behaviour, emphasising the need for strategies to promote physical activity (Koohsari et al., 2021). While remote work can boost motivation and productivity, it also introduces ergonomic and social interaction challenges (Virtanen, 2020). Although it temporarily enhances job satisfaction, remote work has not shown significant long-term effects on work-life balance (Bellmann & Hübler, 2020). The increased flexibility of remote work also blurs boundaries, often leading to overwork and heightened stress (Como et al., 2021).

Furthermore, ethical practices, including maintaining a healthy work environment, significantly impact the quality of work life (QWL) and employee well-being (Reilly et al., 2012). As work location and behaviour shift due to office automation and remote work technologies (Olson, 1983), companies like Microsoft have observed more static and siloed collaboration networks, reducing interconnectedness (Yang et al., 2022). Employees are seeking clarity regarding post-pandemic work arrangements, driven by anxiety and burnout from ongoing uncertainty (Alexander et al., 2021). Despite the challenges, remote work remains highly popular due to its flexibility (Buffer | State of Remote Work 2023), and the trend is expected to continue, with discrepancies between employer policies and employee preferences persisting (Aksoy et al., 2022). Nearly a quarter of the American workforce is projected to be remote by 2025 (Haan, 2023). Organisations must ensure transparent communication and adequate support to maintain productivity and employee well-being (Sull et al., 2020). However, remote work expectations often misalign with the realities of intensified work and household responsibilities (Shirmohammadi et al., 2022), extending work hours and merging professional with domestic duties, thereby increasing stress (Swathi, 2022). While self-leadership and job autonomy can enhance productivity, they also heighten stress due to family-work conflict and isolation (Galanti et al., 2021). This forced flexibility during the pandemic challenges productivity and well-being, necessitating solid organisational support and technological tools (Franken et al., 2021). Overall, the COVID-19 pandemic has significantly accelerated the adoption of remote work, leading to productivity growth and economic shifts (Barrero, 2021). However, this productivity varies across socioeconomic groups, with some experiencing declines and mental health issues (Etheridge et al., 2020). Although these studies on remote work and COVID-19 provide valuable context, they are not directly tied to the central research

question or hypotheses. However, they are essential for understanding the broader environment in which remote work perceptions are formed.

Finally, research on customer behaviour also plays a significant role in understanding self-other differences in remote work perceptions. For instance, individuals often overestimate others' willingness to pay, leading to pricing misconceptions (Frederick, 2012). Consumers may diverge from others in identity-signalling product domains to communicate desired identities (Berger & Heath, 2007). Low self-complexity can result in more extreme emotional reactions to success or failure (Linville, 1985). When others observe, individuals tend to make more varied consumption choices to create a favourable impression (Ratner & Kahn, 2002). Consumers also prefer products made by mistake due to their uniqueness, particularly in non-utilitarian domains (Reich et al., 2018). The Consumer Need for Unique (CNFU) scale reveals a cross-cultural desire for uniqueness (Ruvio et al., 2008), while self-esteem and social interest are critical indicators of quality of life, influenced by environmental experiences and interactions (Ziller, 1974). The COVID-19 pandemic accelerated remote work adoption, offering flexibility and introducing challenges like isolation and blurred work-home boundaries (Abolina & Veselova, 2021). Social perceptions are critical in shaping individual, interpersonal, and societal consumer behaviour (Ordabayeva et al., 2022). While beneficial, digital workplace technologies can also introduce negative consequences like technostress (Marsh et al., 2022). While not directly related to remote work, these insights from consumer behaviour research provide a deeper understanding of the psychological mechanisms at play in self-other perception differences.

2.3 Hypotheses Development

Findings in the Self-Other research field collectively demonstrate a common theme: people generally view themselves as superior to others, which is particularly evident in studies like Polman (2018; 2021; 2012), Pronin (2004), and Davidson (1983). This body of research forms a solid foundation for Hypothesis 1.

> **H1:** Individuals believe that working from home is more effective for themselves compared to others.

This hypothesis suggests that people perceive their remote work performance as ‘superior’ to their peers.

3. Research Methodology

In order to test our hypothesis, we conducted an online experiment using the online survey platform Qualtrics. We recruited 200 participants (M_{age} = 35-44, SD = 1.43, 62% female) (table 4) from Prolific—an online platform that facilitates the recruitment of participants for research studies (CITE). Participants were randomly assigned to a 2 (perspective: self vs other) x 3 (context: banking vs insurance vs IT) mixed-design. While perspective was manipulated between-subjects, context was manipulated within-subjects. They were in certain situations on a 7-point Likert scale. For example, 1 = "Much less satisfied"; 7 = "Much more satisfied". Participants were asked to imagine scenarios in which either they or a colleague were working remotely. The survey (Appendix III) consists of three contexts (Banking, Insurance, and IT specialist), each with three bundled question 'blocks'. Outcome satisfaction and service recommendation likelihood are bundled in the first block, and skills, competence, and reliability are bundled in the second. Trust in brand and service quality is in the third block. The first question was a consent question, followed by one of the three contexts. The participant got a small briefing regarding the context, followed by the three question blocks. The first question was about outcome satisfaction (1 = "Much less satisfied"; 7 = "Much more satisfied"). The second question of the first block was about the service recommendation likelihood (1 = "Much less likely"; 7 = "Much more likely"). For the second block, the first question was regarding skills (1 = "Much weaker"; 7 = "Much stronger"). The second question was about competence (1 = "Much less competent"; 7 = "Much more competent"). The third question was about reliability (1 = "Much less reliable"; 7 = "Much more reliable"). The last two questions in the third block were about trust of brand (1 = "Much less trustworthy"; 7 = "Much more trustworthy") and service quality (1 = "Much worse"; 7 = "Much better"). The Self or Other condition was randomised, so the respondent got either the 'Self-survey' or the 'Other-survey'. Also, the contexts were randomised; sometimes, the respondents answered the questions for IT first, and sometimes, they answered Bankin first. In the end, all the respondents had to fill in the demographics questions consisting of gender, age, education level, employment status, industry, job role, years of experience, company size, remote work experience, type of remote work, household compositions and childcare responsibility.

4. Results

I ran a 'Factor Analysis' for all three blocks to see if the total of the 'Total Variance Explained' was higher than 1. Table 1 (Appendix V: Figures) shows that the total is 1.879 for block 1. Table 2 shows that the total is 2.608 for block 2. Table 3 shows that the total is 1.800 for block 3. All three 'Total Variance Explained' tables show a total>1, meaning we can compute the variables as 'Functions and Special Variables', Mean. The new names are 'DV1Banker', 'DV1Insurer', 'DV1IT', 'DV2Banker', 'DV2Insurer', 'DV2IT', 'DV3Banker', 'DV3Insurer', 'DV3IT'.

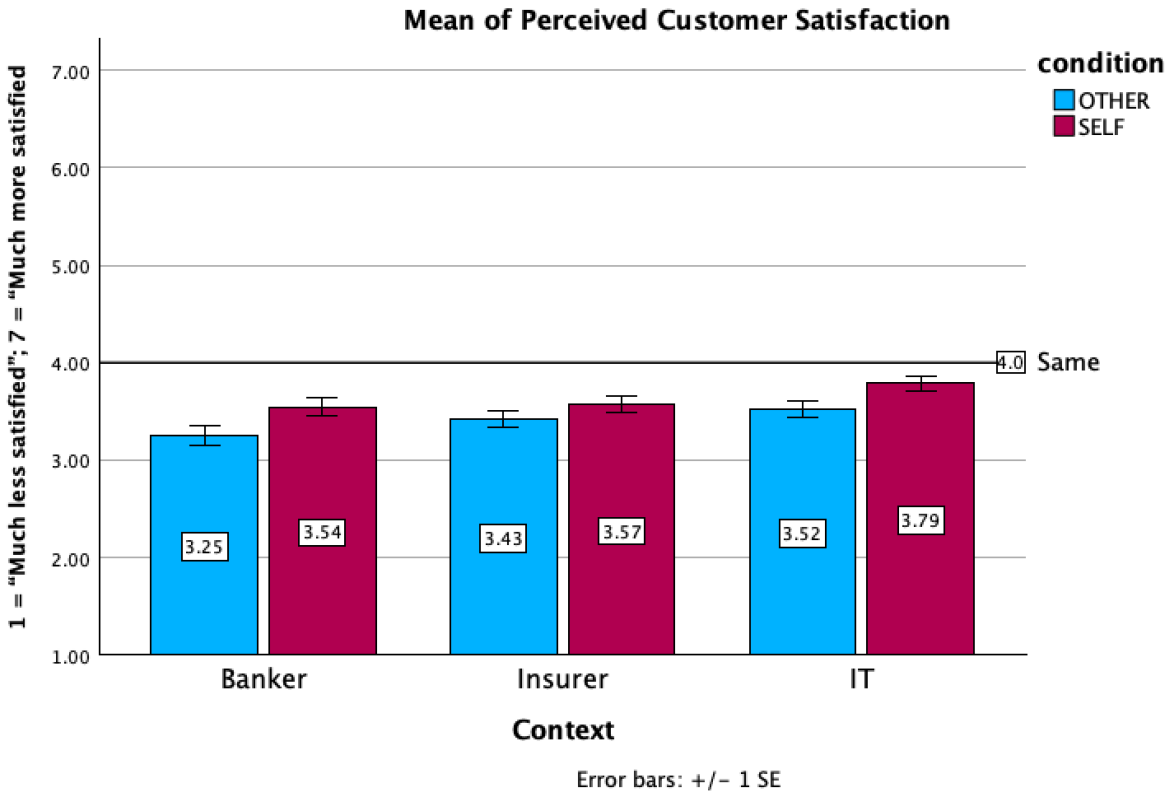
Participants evaluated how

4.1 Perceived Customer Satisfaction

To examine differences in the extent of customer satisfaction, I conducted a factor analysis to determine whether the items X, Y, and Z measure the same construct (i.e., perceived customer satisfaction). The results revealed that all three items were loaded onto the same construct. Thus, I averaged.

Then, I conducted a repeated-measures ANOVA with perspective (self versus other) as the independent variable and perceived customer satisfaction as the dependent variable. The analysis revealed main effects of replicate ($F(2, 394) = 12.40$, $p < .001$, partial $\eta 2 = .059$) and perspective ($F(1, 197) = 4.89$, $p = .030$, partial $\eta 2 = .024$).

In particular, on average, participants indicated that customers would be more satisfied when they worked remotely compared to when others worked remotely ($M_{self} = 3.63$, $SD = 0.96$ vs. $M_{other} = 3.40$, $SD = 0.74$). There was no significant difference regarding this strength of the effects of perspective on customer satisfaction and service recommendation likelihood across the three different contexts ($F(2, 394) = 1.15$, $p = .32$). There is no main effect of replicate because the p-value is more significant than 0.05.



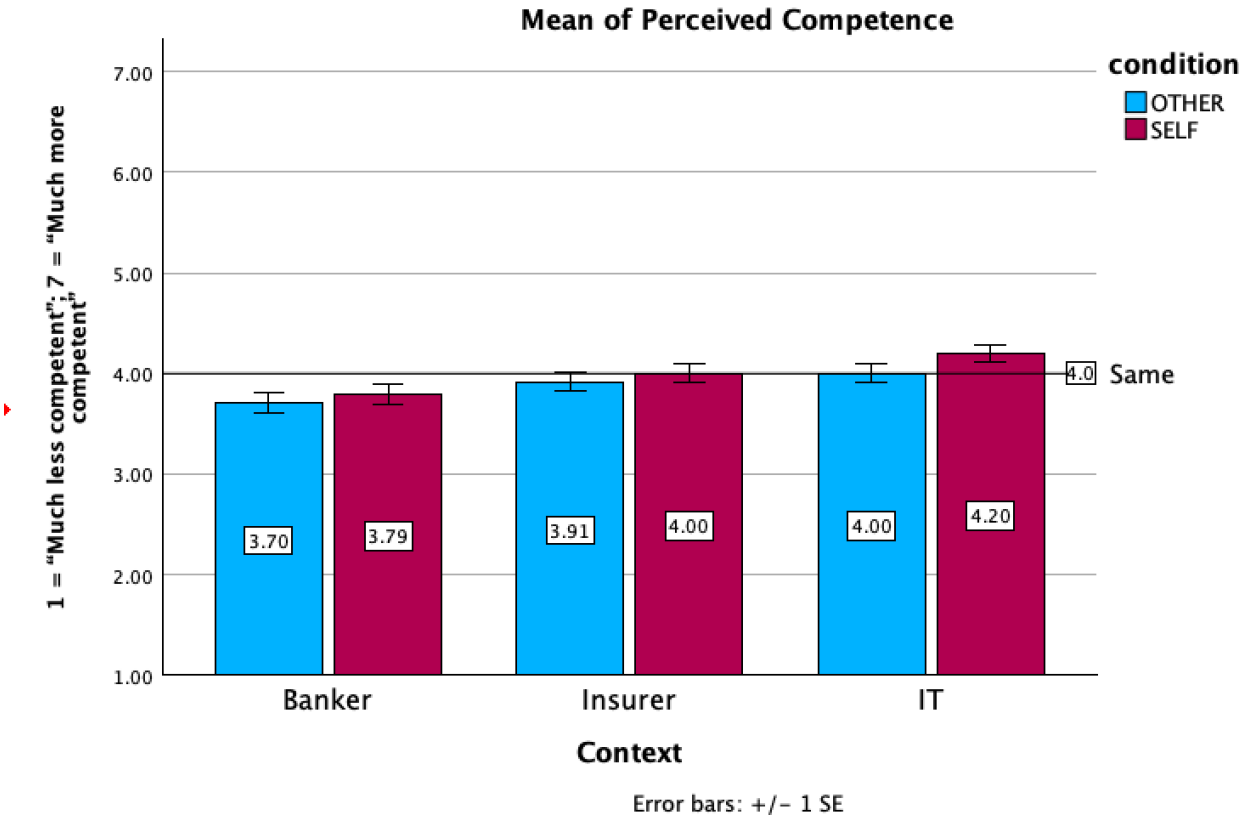
4.2 Perceived Competence

To examine the effect of perspective on perceptions of skills, competence, and reliability across the three different contexts (e.g., banking, insurance, and IT), I conducted a factor analysis to examine whether the items X, Y and Z measure the same construct (i.e., perceived competence). The results revealed that all three items were loaded onto the same construct. Thus, I averaged.

Then, I conducted a repeated-measures ANOVA with perspective (self versus other) as the independent variable and perceived competence as the dependent variable. Consistent with H1, a repeated measures ANOVA with perspective (Self versus Other) as between-subjects factor and replicate as within-subjects factor revealed main effects of replicate ($F(2, 394) = 19.24$, $p < .001$, partial $\eta 2 = .089$) and perspective ($F(1, 197) = 1.17$, $p = .28$, partial $\eta 2 = .006$) on perceived competence.

In particular, on average, participants indicated that customers would think the person helping them is more skilled, competent and reliable with this service when they worked remotely ($M_{self} = 4.00$, $SD = 1.01$ vs. $M_{other} = 3.87$, $SD = 0.81$). There was no significant difference regarding this strength of the effects of perspective on

skills, competence and reliability across the three different contexts (F(2, 394) = .59, p = .55). There is no main effect of replicate because the p-value is more significant than 0.05.



4.3 Perceived Trust

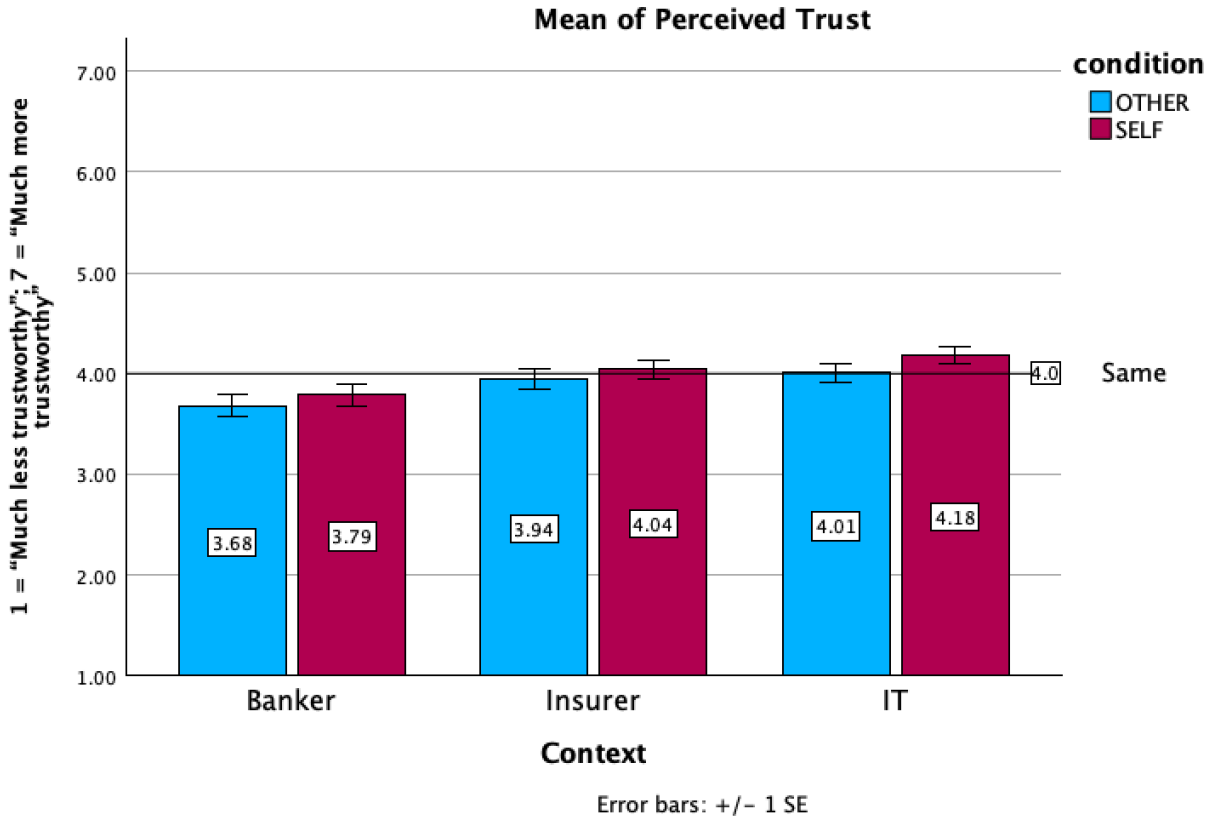
To examine the impact of perspective on perceptions of trust across three different contexts (e.g., banking, insurance, and IT), I conducted a factor analysis to examine whether items X, Y, and Z measure the same construct (i.e., perceived trust). The results revealed that all three items were loaded onto the same construct. Thus, I averaged.

Then, I conducted a repeated-measures ANOVA with perspective (self versus other) as the independent variable and perceived trust as the dependent variable.

Consistent with H1, a repeated measures ANOVA with perspective (Self versus Other) as between-subjects factor and replicate as within-subjects factor revealed main effects of replicate ($F(2, 394) = 21.53$, $p < .001$, partial $\eta 2 = .099$) and perspective ($F(1, 197) = 1.18$, $p = .28$, partial $\eta 2 = .006$) on perceived trust.

In particular, on average, participants indicated that customers would think the person helping them is more trustworthy when they worked remotely compared to when others worked remotely ($M_{self} = 4.00$, $SD = 1.04$ vs. $M_{other} = 3.87$, $SD = 0.84$). There was no significant difference regarding this strength of the effects of trust of brand and service quality across the three

different contexts F(2, 394) = .25, p = .78). There is no main effect of replicate because the p-value is more significant than 0.05.



5. General Discussion

5.1 Theoretical Implications

Research in the Self-Other domain consistently reveals a recurring pattern: individuals tend to perceive themselves as superior to others. This trend is prominently observed in studies by Polman (2012; 2018; 2021), Pronin (2004), and Davidson (1983). The study by Polman et al. (2021) is particularly significant as it examines the belief in personal uniqueness, identifying it as a mediating factor. Their findings indicate that consumers generally view themselves as more unique than others (Polman et al., 2021). Similarly, the idea of being less susceptible to influence is reinforced by research from Davison (1983) and Polman et al. (2021). The "third-person effect" suggests that individuals believe media has a more significant impact on others than on themselves (Davison, 1983), and it demonstrates that consumers perceive themselves as less malleable compared to others (Polman et al., 2021).

Regarding my research, there are three key findings. On average, participants indicated that customers would be more satisfied when they worked remotely compared to when others worked remotely. On average, participants indicated that customers would think the person helping them is more skilled, competent and reliable with this service when they worked remotely compared to when others worked remotely. On average, participants indicated that customers would think the person helping them is more trustworthy when they worked remotely compared to when others worked remotely. All three findings showed no significant differences between the three contexts (banking, insurance, and IT). When looking at the key findings, we can accept hypothesis one. Unfortunately, we cannot accept nor refute hypotheses 2 and 3 because uniqueness and malleability have not been thoroughly tested.

When we compare the two sets of key findings (Literature and our research), we see considerable similarity. As mentioned, individuals tend to perceive themselves as superior to others (Polman et al., 2012; 2018; 2021; Pronin, 2004; Davidson, 1983). The three key findings indicate that individuals tend to perceive themselves as superior to others. The key findings also extend previous research from Polman (2012; 2018; 2021). They are adding to the work of self-other research.

To return and answer the central research question. Do individuals perceive the impact of remote work differently for themselves compared to others? To answer this question, yes, individuals perceive the impact of remote work differently for themselves compared to others. When we look at the key findings, we see that, on average, the participants indicated that customers would be more satisfied and think they are more reliable and trustworthy when they worked remotely compared to when others worked remotely.

5.2 Practical Implications

How can managers use this research for their benefit? Managers should be aware that employees might overestimate their own performance and effectiveness when working remotely. This can lead to biased self-assessments and possibly overconfidence in the success of remote work arrangements. When people think they are doing more work or are better, their colleague's friction could arise. To mitigate this friction, managers should be aware of this research and handle the potential friction promptly and adequately.

5.3 Future Research

There are multiple future research options. Besides the countless self-other research that could be done on different subjects. Future research could explore whether the perception biases observed in this study vary significantly across different industries. While this study found no significant differences between banking, insurance, and IT, more in-depth analysis could reveal industry-specific trends, particularly in sectors with different remote work cultures. Future research should also investigate how organisational culture influences self-other perception biases in remote work.

The biggest recommendation I could make for future research is to research additional mediating variables, such as uniqueness, less malleability, emotional intelligence and communication frequency, that might influence self-other perception biases.

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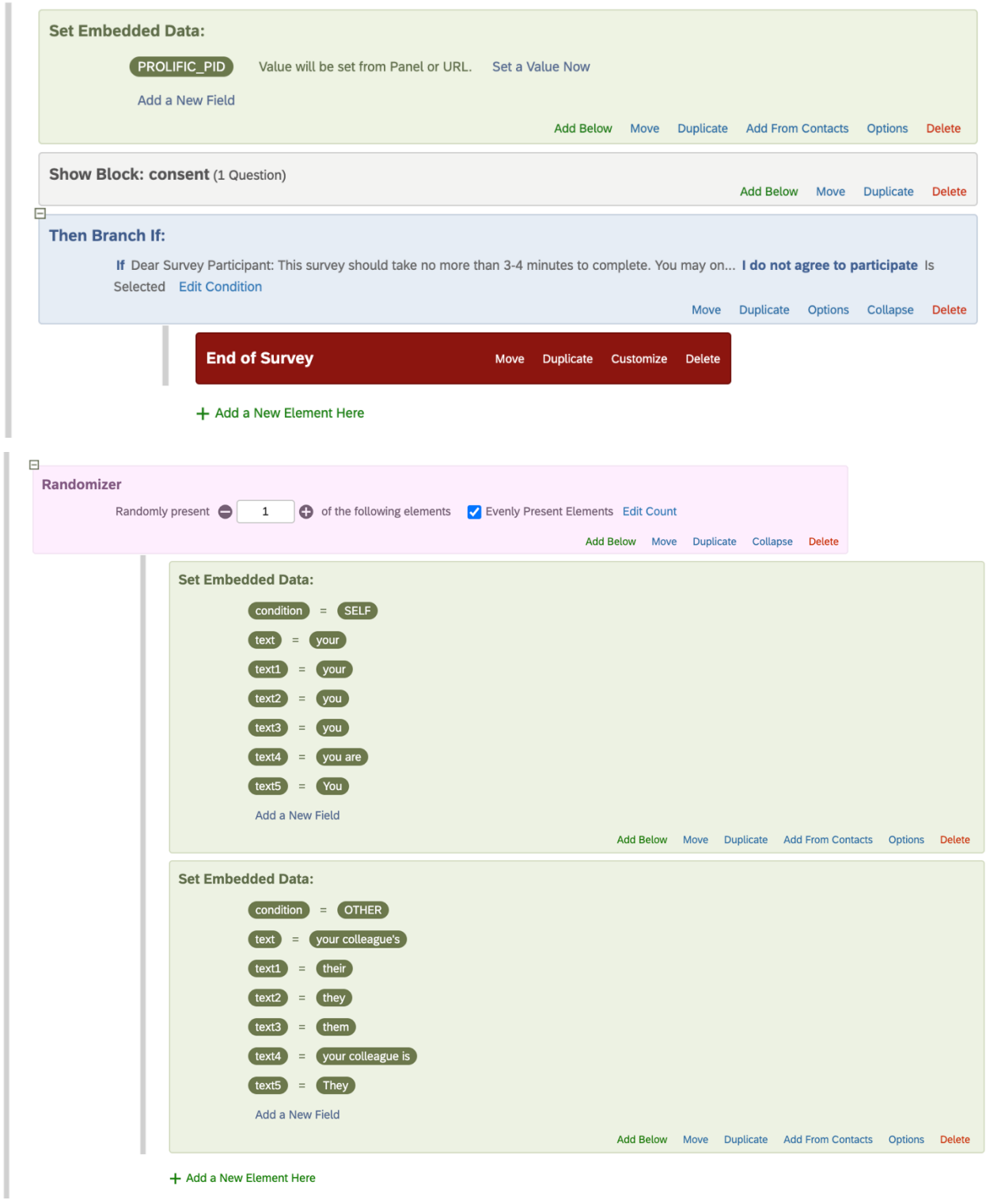
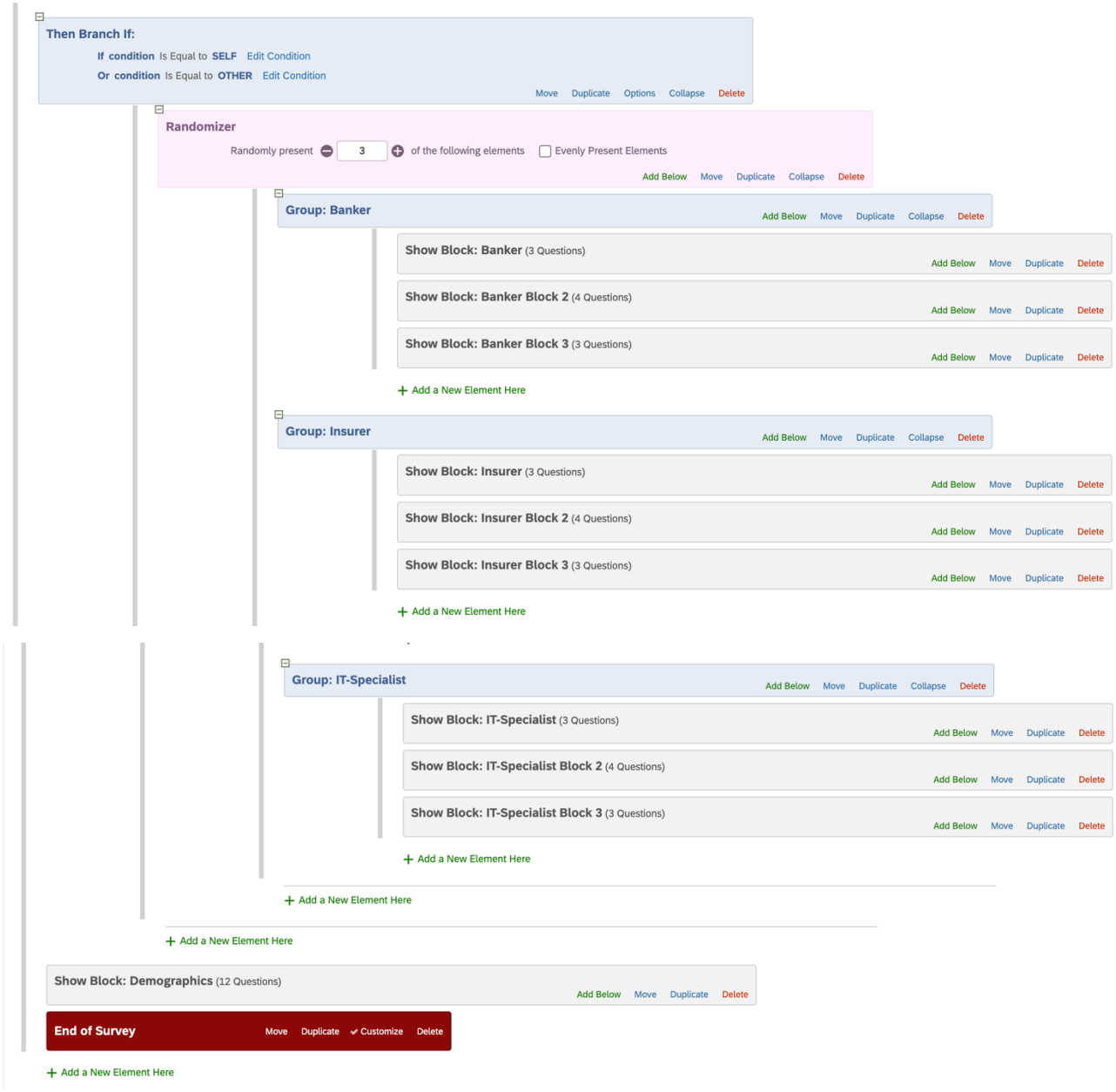
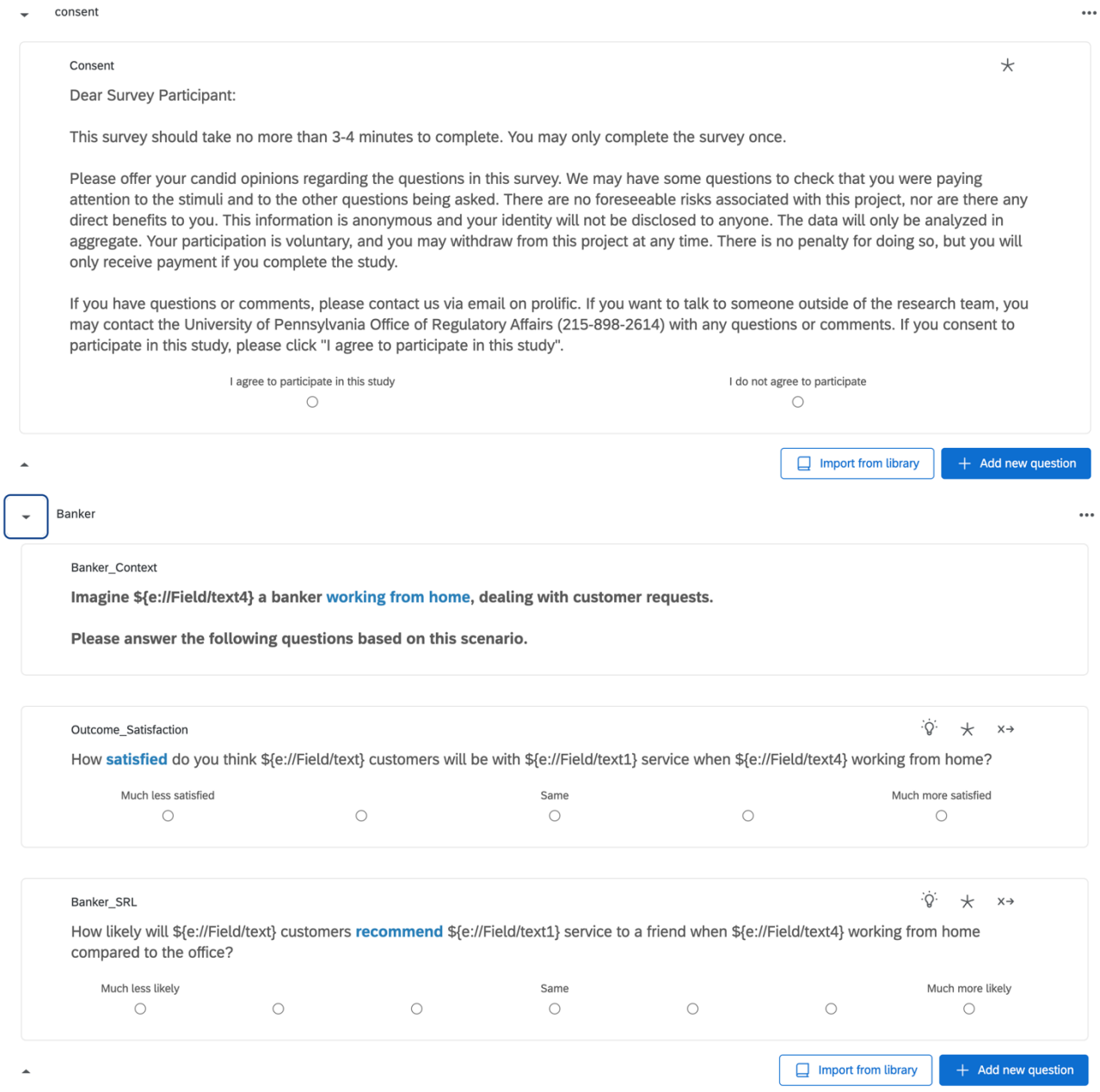
Appendix II: Survey Flow




Then Branch If:
If condition Is Equal to SELF Edit Condition
Or condition Is Equal to OTHER Edit Condition
Move Duplicate Options Collapse Delete
Randomizer
Randomly present 3 of the following elements Evenly Present Elements
Add Below Move Duplicate Collapse Delete
Group: Banker
Add Below Move Duplicate Collapse Delete
Show Block: Banker (3 Questions)
Add Below Move Duplicate Delete
Show Block: Banker Block 2 (4 Questions)
Add Below Move Duplicate Delete
Show Block: Banker Block 3 (3 Questions)
Add Below Move Duplicate Delete
Add a New Element Here
Group: Insurer
Add Below Move Duplicate Collapse Delete
Show Block: Insurer (3 Questions)
Add Below Move Duplicate Delete
Show Block: Insurer Block 2 (4 Questions)
Add Below Move Duplicate Delete
Show Block: Insurer Block 3 (3 Questions)
Add Below Move Duplicate Delete
Add a New Element Here
Group: IT-Specialist
Add Below Move Duplicate Collapse Delete
Show Block: IT-Specialist (3 Questions)
Add Below Move Duplicate Delete
Show Block: IT-Specialist Block 2 (4 Questions)
Add Below Move Duplicate Delete
Show Block: IT-Specialist Block 3 (3 Questions)
Add Below Move Duplicate Delete
Add a New Element Here
Add a New Element Here
Add a New Element Here
Show Block: Demographics (12 Questions)
Add Below Move Duplicate Delete
End of Survey
Move Duplicate Customize Delete
Add a New Element Here

Appendix III: Survey Questions



Banker_Context

Imagine ${e://Field/text4} a banker working from home, dealing with customer requests.

Please answer the following questions based on this scenario.

Banker_Skills

How do you think ${e://Field/text} customers will perceive ${e://Field/text1} **skills in assisting them** when ${e://Field/text4} working from home compared to the office?

Much weaker			Same			Much stronger
○	○	○	○	○	○	○

Banker_Competence

How **competent in assisting them** do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?

Much less competent			Same			Much more competent
○	○	○	○	○	○	○

Banker_Reliability

How **reliable** do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?

Much less reliable			Same			Much more reliable
○	○	○	○	○	○	○

Banker Block 3

Banker_Context

Imagine ${e://Field/text4} a banker working from home, dealing with customer requests.

Please answer the following questions based on this scenario.

Trust_of_Brand

How **trustworthy** do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?

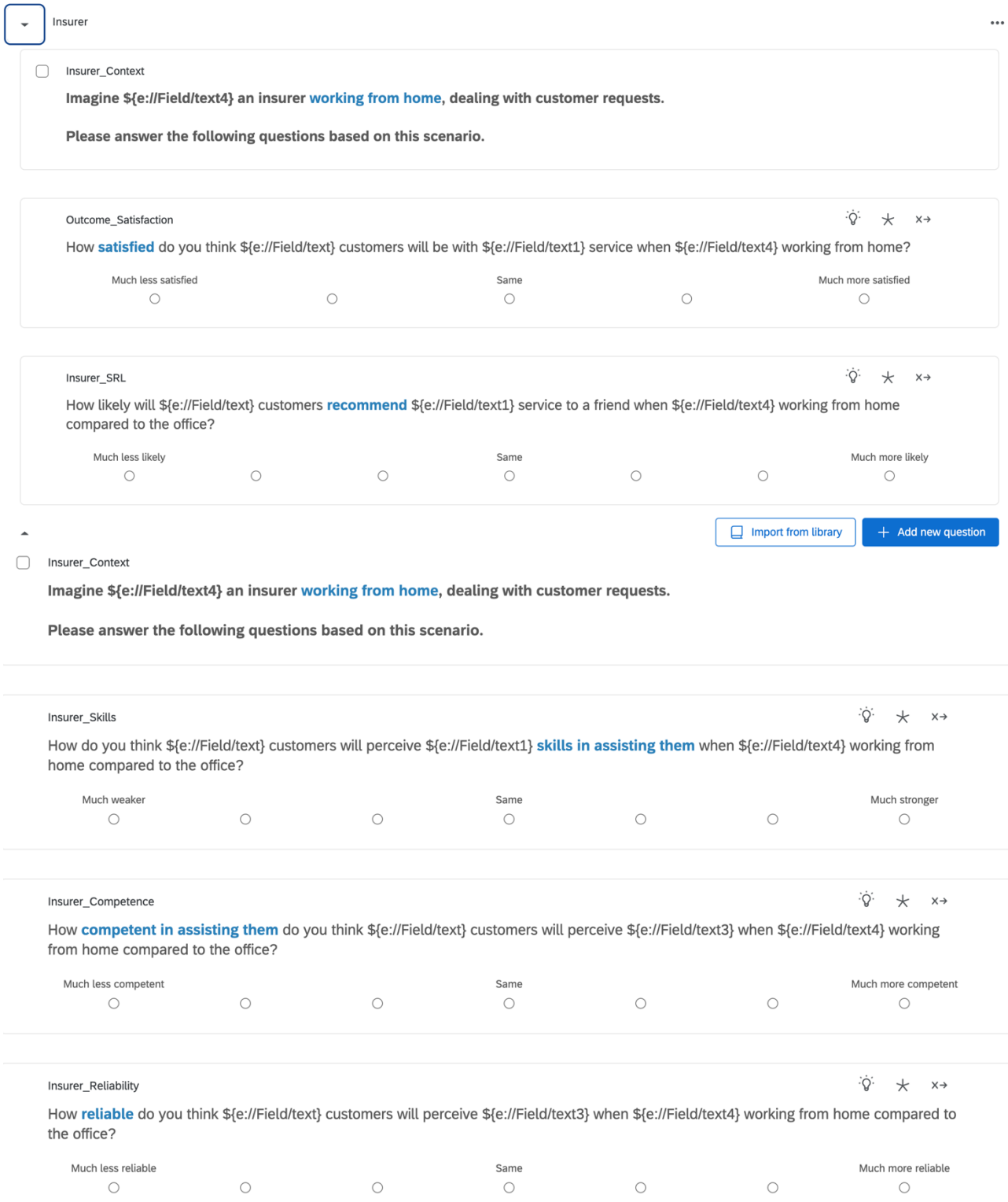
Much less trustworthy			Same			Much more trustworthy
○	○	○	○	○	○	○

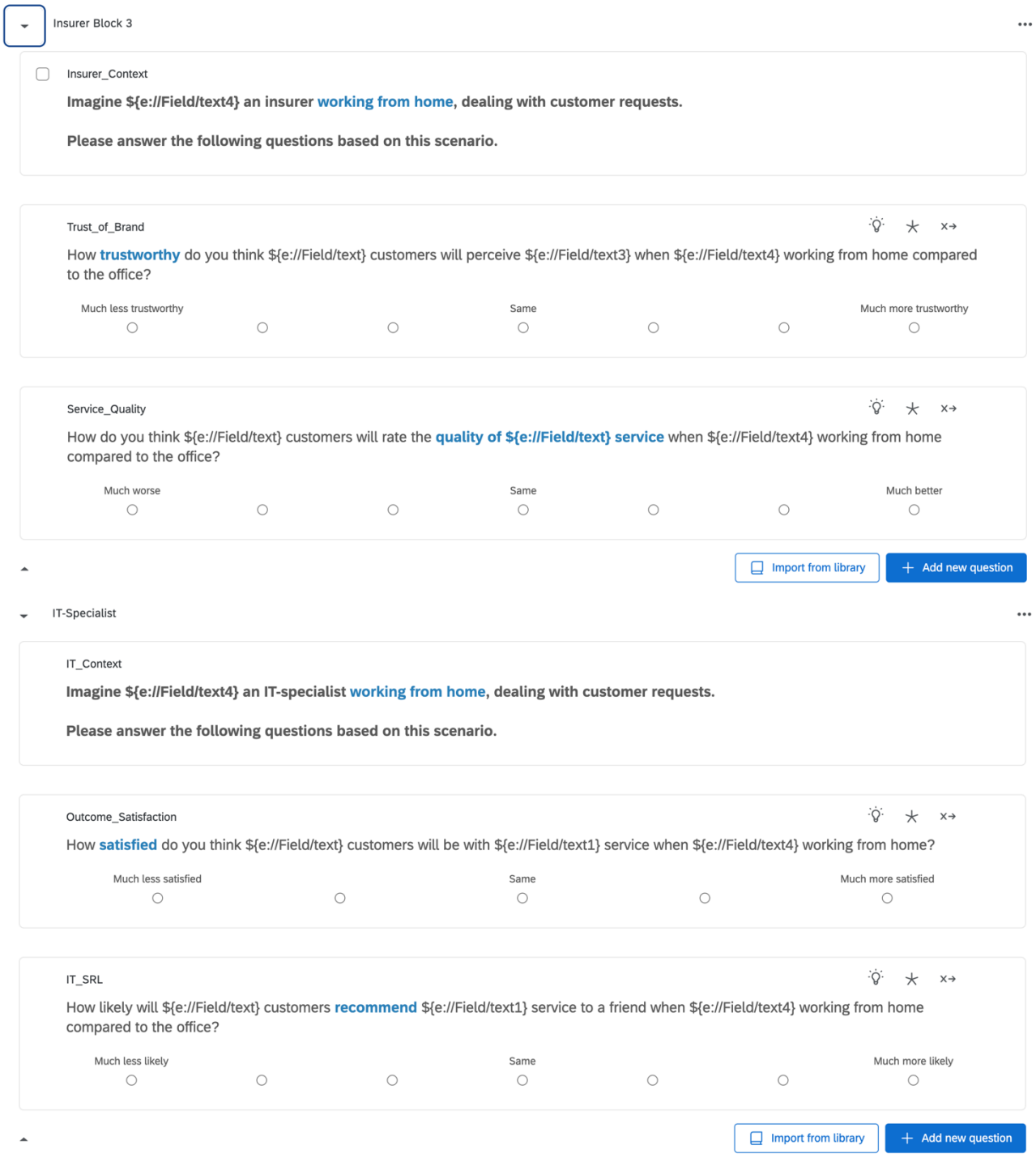
Service_Quality

How do you think ${e://Field/text} customers will rate the **quality of ${e://Field/text} service** when ${e://Field/text4} working from home compared to the office?

Much worse			Same			Much better
○	○	○	○	○	○	○

Import from library | + Add new question


Insurer
Insurer_Context
Imagine ${e://Field/text4} an insurer working from home, dealing with customer requests.
Please answer the following questions based on this scenario.
Outcome_Satisfaction
How satisfied do you think ${e://Field/text} customers will be with ${e://Field/text1} service when ${e://Field/text4} working from home?
Much less satisfied
Same
Much more satisfied
Insurer_SRL
How likely will ${e://Field/text} customers recommend ${e://Field/text1} service to a friend when ${e://Field/text4} working from home compared to the office?
Much less likely
Same
Much more likely
Import from library
Add new question
Insurer_Context
Imagine ${e://Field/text4} an insurer working from home, dealing with customer requests.
Please answer the following questions based on this scenario.
Insurer_Skills
How do you think ${e://Field/text} customers will perceive ${e://Field/text1} skills in assisting them when ${e://Field/text4} working from home compared to the office?
Much weaker
Same
Much stronger
Insurer_Competence
How competent in assisting them do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?
Much less competent
Same
Much more competent
Insurer_Reliability
How reliable do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?
Much less reliable
Same
Much more reliable


Insurer Block 3
Insurer_Context
Imagine ${e://Field/text4} an insurer working from home, dealing with customer requests.
Please answer the following questions based on this scenario.
Trust_of_Brand
How trustworthy do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?
Much less trustworthy
Same
Much more trustworthy
Service_Quality
How do you think ${e://Field/text} customers will rate the quality of ${e://Field/text} service when ${e://Field/text4} working from home compared to the office?
Much worse
Same
Much better
Import from library
Add new question
IT-Specialist
IT_Context
Imagine ${e://Field/text4} an IT-specialist working from home, dealing with customer requests.
Please answer the following questions based on this scenario.
Outcome_Satisfaction
How satisfied do you think ${e://Field/text} customers will be with ${e://Field/text1} service when ${e://Field/text4} working from home?
Much less satisfied
Same
Much more satisfied
IT_SRL
How likely will ${e://Field/text} customers recommend ${e://Field/text1} service to a friend when ${e://Field/text4} working from home compared to the office?
Much less likely
Same
Much more likely
Import from library
Add new question

IT_Context

Imagine ${e://Field/text4} an IT-specialist working from home, dealing with customer requests.

Please answer the following questions based on this scenario.

IT_Skills

How do you think ${e://Field/text} customers will perceive ${e://Field/text1} **skills in assisting them** when ${e://Field/text4} working from home compared to the office?

Much weaker			Same			Much stronger
○	○	○	○	○	○	○

IT_Competence

How **competent in assisting them** do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?

Much less competent			Same			Much more competent
○	○	○	○	○	○	○

IT_Reliability

How **reliable** do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?

Much less reliable			Same			Much more reliable
○	○	○	○	○	○	○

IT-Specialist Block 3

IT_Context

Imagine ${e://Field/text4} an IT-specialist working from home, dealing with customer requests.

Please answer the following questions based on this scenario.

Trust_of_Brand

How **trustworthy** do you think ${e://Field/text} customers will perceive ${e://Field/text3} when ${e://Field/text4} working from home compared to the office?

Much less trustworthy			Same			Much more trustworthy
○	○	○	○	○	○	○

Service_Quality

How do you think ${e://Field/text} customers will rate the **quality of ${e://Field/text} service** when ${e://Field/text4} working from home compared to the office?

Much worse			Same			Much better
○	○	○	○	○	○	○

Import from library | + Add new question

Demographics

Gender

What is your gender?

- ○ Male
- ○ Female
- ○ Non-binary / third gender
- ○ Prefer not to say

Age

What is your age?

- ○ Under 18
- ○ 18 - 24
- ○ 25 - 34
- ○ 35-44
- ○ 45-54
- ○ 55-64
- ○ 65+

Education Level

What is the highest level of education you have completed?

- ○ Less than high school
- ○ High school diploma or equivalent
- ○ Associate degree
- ○ Bachelor's degree
- ○ Master's degree
- ○ Doctorate or professional degree

Page Break

Employment Status

What is your current employment status?

- ○ Employed full-time
- ○ Employed part-time
- ○ Self-employed
- ○ Unemployed, looking for work
- ○ Unemployed, not looking for work
- ○ Retired
- ○ Student

Industry *

In which industry do you currently work?

- ○ Finance/Banking
- ○ Insurance
- ○ Information Technology
- ○ Healthcare
- ○ Education
- ○ Retail
- ○ Manufacturing
- ○ Other

Job Role *

What is your current job role?

- ○ Entry-level
- ○ Mid-level
- ○ Senior-level
- ○ Manager
- ○ Executive
- ○ Other

☐ Years of Experience *

How many years of professional experience do you have?

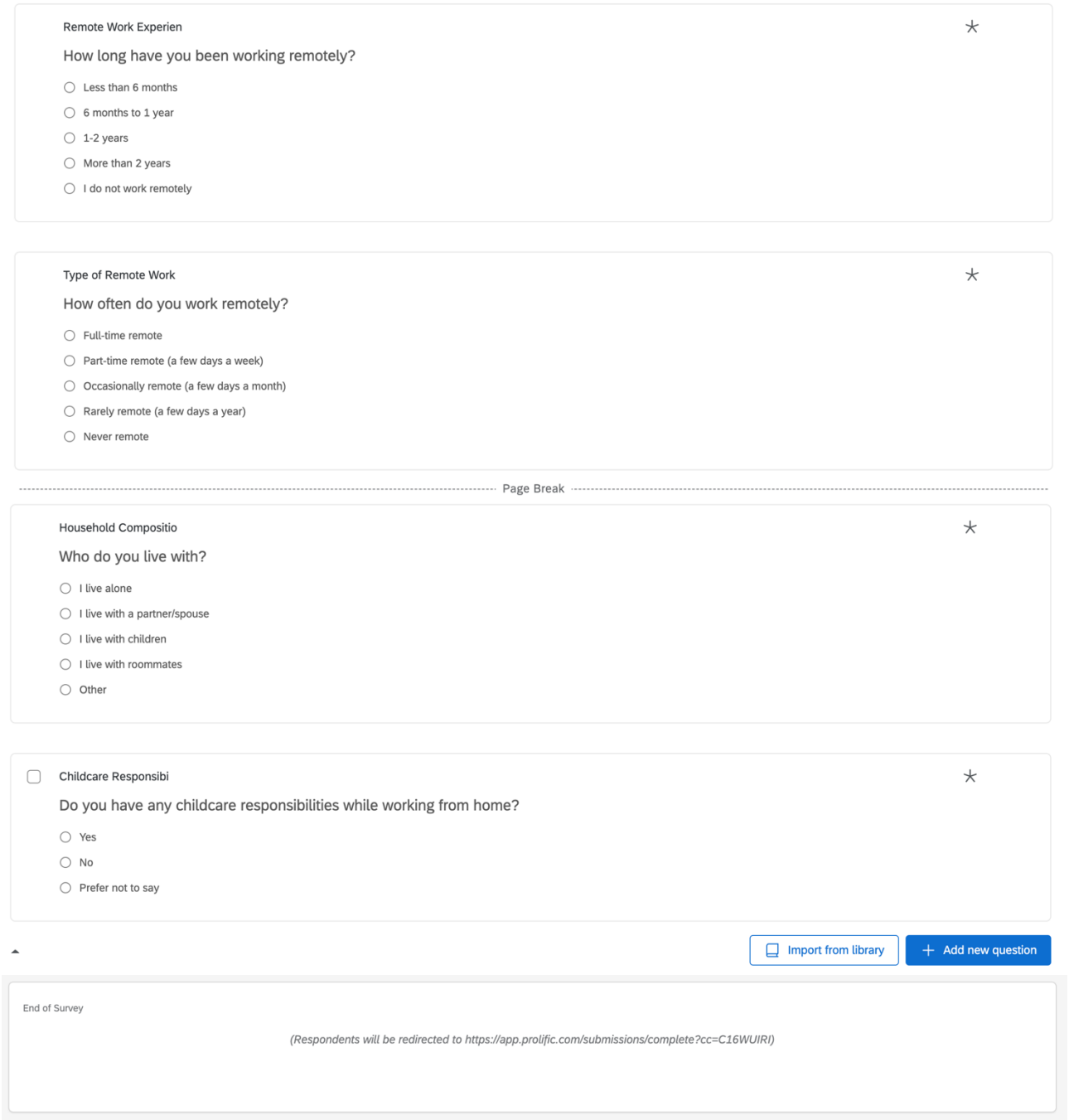
- ○ Less than 1 year
- ○ 1-3 years
- ○ 4-6 years
- ○ 7-10 years
- ○ More than 10 years

Company Size

How many employees are there in your company?

- ○ 1-10
- ○ 11-50
- ○ 51-200
- ○ 201-500
- ○ 501-1000
- ○ More than 1000

Page Break


Remote Work Experien
How long have you been working remotely?
Less than 6 months
6 months to 1 year
1-2 years
More than 2 years
I do not work remotely
Type of Remote Work
How often do you work remotely?
Full-time remote
Part-time remote (a few days a week)
Occasionally remote (a few days a month)
Rarely remote (a few days a year)
Never remote
Page Break
Household Compositio
Who do you live with?
I live alone
I live with a partner/spouse
I live with children
I live with roommates
Other
Childcare Responsibi
Do you have any childcare responsibilities while working from home?
Yes
No
Prefer not to say
Import from library
Add new question
End of Survey
(Respondents will be redirected to https://app.prolific.com/submissions/complete?cc=C16WUIRI)

Appendix IV: Raw Data

To access the raw data, make use of the following link: https://liveeur-my.sharepoint.com/:x:/g/personal/705859ah_eur_nl/ETBqacypjt9Am7tiKXP2zOABze4-VXgUY3_hCENKHmQ9Hw?e=av3AbO. Or send an email to 705859ah@eur.nl

Appendix V: Figures

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.879	93.944	93.944	1.879	93.944	93.944
2	.121	6.056	100.000			

Extraction Method: Principal Component Analysis.

Table 1: Factor Analysis of Question Block 1

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.608	86.928	86.928	2.608	86.928	86.928
2	.238	7.945	94.873			
3	.154	5.127	100.000			

Extraction Method: Principal Component Analysis.

Table 2: Factor Analysis of Question Block 2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.800	89.985	89.985	1.800	89.985	89.985
2	.200	10.015	100.000			

Extraction Method: Principal Component Analysis.

Table 3: Factor Analysis of Question Block 3

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What is your gender?	199	1	3	1.64	.501
What is your age?	199	2	7	4.17	1.432
Valid N (listwise)	199				

Frequency Table

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	36.5	36.7	36.7
	Female	124	62.0	62.3	99.0
	Non-binary / third gender	2	1.0	1.0	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 24	18	9.0	9.0	9.0
	25 – 34	64	32.0	32.2	41.2
	35–44	40	20.0	20.1	61.3
	45–54	34	17.0	17.1	78.4
	55–64	29	14.5	14.6	93.0
	65+	14	7.0	7.0	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

Table 4: Descriptive Statistics of Gender and Age

Within-Subjects Factors

Measure: MEASURE_1

factor1	Dependent Variable
1	DV1Banker
2	DV1Insurer
3	DV1IT

Table 5: Within-Subjects Factors DV1

Descriptive Statistics

	condition	Mean	Std. Deviation	N
DV1Banker	OTHER	3.2500	.89736	96
	SELF	3.5437	1.04812	103
	Total	3.4020	.98688	199
DV1Insurer	OTHER	3.4271	.66877	96
	SELF	3.5728	.93255	103
	Total	3.5025	.81727	199
DV1IT	OTHER	3.5208	.65259	96
	SELF	3.7864	.90370	103
	Total	3.6583	.80171	199

Table 6: Descriptive Statistics of DV1 like Mean and SD

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
factor1	Sphericity Assumed	6.637	2	3.319	12.403	<.001	.059
	Greenhouse-Geisser	6.637	1.842	3.603	12.403	<.001	.059
	Huynh-Feldt	6.637	1.868	3.553	12.403	<.001	.059
	Lower-bound	6.637	1.000	6.637	12.403	<.001	.059
factor1 * condition	Sphericity Assumed	.614	2	.307	1.147	.319	.006
	Greenhouse-Geisser	.614	1.842	.333	1.147	.316	.006
	Huynh-Feldt	.614	1.868	.328	1.147	.316	.006
	Lower-bound	.614	1.000	.614	1.147	.286	.006
Error(factor1)	Sphericity Assumed	105.417	394	.268			
	Greenhouse-Geisser	105.417	362.900	.290			
	Huynh-Feldt	105.417	368.025	.286			
	Lower-bound	105.417	197.000	.535			

Table 7: Results of repeated-measures ANOVA DV1

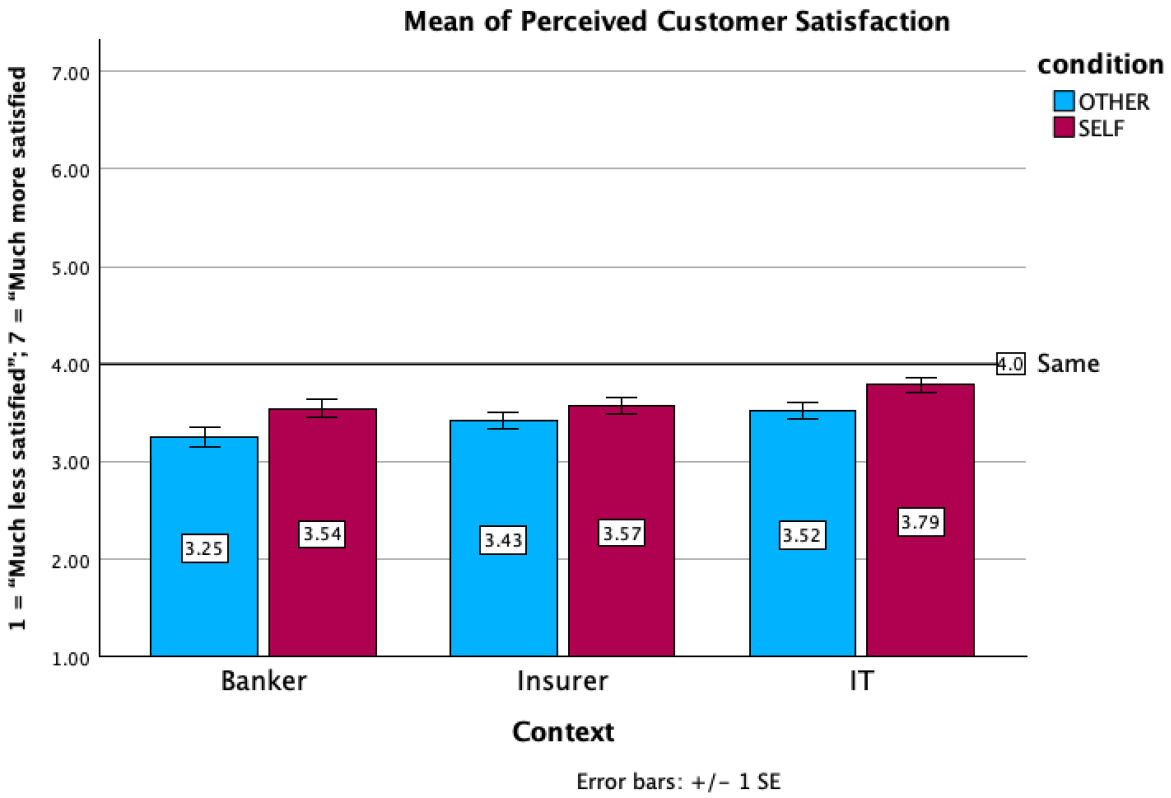
Tests of Between-Subjects Effects

Measure: MEASURE_1

Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	7374.510	1	7374.510	4297.023	<.001	.956
condition	8.232	1	8.232	4.797	.030	.024
Error	338.090	197	1.716			

Table 8: Results of repeated-measures ANOVA DV1



Graph 1: Mean of Perceived Customer Satisfaction across three different contexts

Within-Subjects Factors

Measure: MEASURE_1

factor1	Dependent Variable
1	DV2Banker
2	DV2Insurer
3	DV2IT

Table 9: Within-Subjects Factors DV2

Descriptive Statistics

	condition	Mean	Std. Deviation	N
DV2Banker	OTHER	3.7049	.89164	96
	SELF	3.7896	1.06845	103
	Total	3.7487	.98557	199
DV2Insurer	OTHER	3.9132	.82963	96
	SELF	4.0000	1.01083	103
	Total	3.9581	.92656	199
DV2IT	OTHER	4.0035	.69668	96
	SELF	4.1974	.96161	103
	Total	4.1039	.84775	199

Table 10: Descriptive Statistics of DV2 like Mean and SD

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
factor1	Sphericity Assumed	12.539	2	6.269	19.236	<.001	.089
	Greenhouse-Geisser	12.539	1.890	6.635	19.236	<.001	.089
	Huynh-Feldt	12.539	1.917	6.540	19.236	<.001	.089
	Lower-bound	12.539	1.000	12.539	19.236	<.001	.089
factor1 * condition	Sphericity Assumed	.388	2	.194	.594	.552	.003
	Greenhouse-Geisser	.388	1.890	.205	.594	.543	.003
	Huynh-Feldt	.388	1.917	.202	.594	.545	.003
	Lower-bound	.388	1.000	.388	.594	.442	.003
Error(factor1)	Sphericity Assumed	128.412	394	.326			
	Greenhouse-Geisser	128.412	372.310	.345			
	Huynh-Feldt	128.412	377.714	.340			
	Lower-bound	128.412	197.000	.652			

Table 7: Results of repeated-measures ANOVA DV2

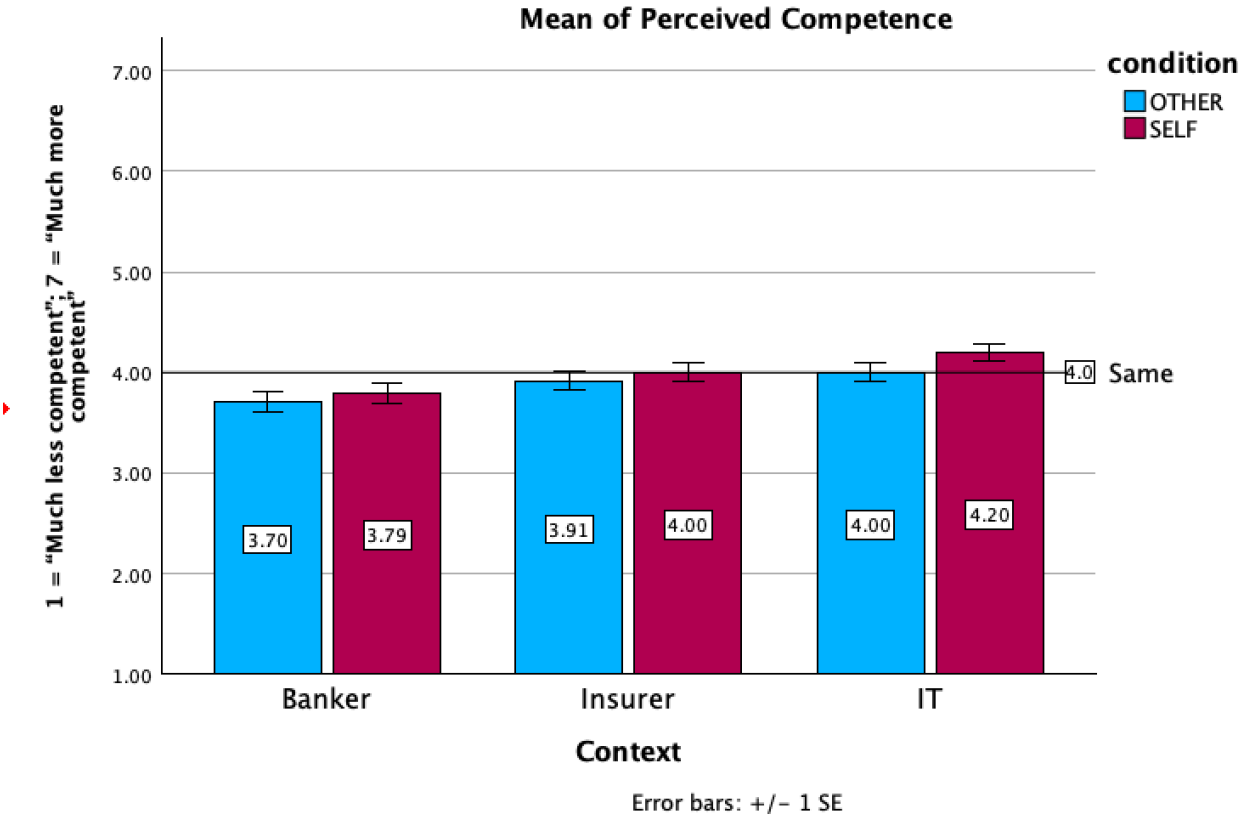
Tests of Between-Subjects Effects

Measure: MEASURE_1

Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	9231.536	1	9231.536	4867.863	<.001	.961
condition	2.213	1	2.213	1.167	.281	.006
Error	373.596	197	1.896			

Table 12: Results of repeated-measures ANOVA DV2



Graph 2: Mean of Perceived Competence across three different contexts

Within-Subjects Factors

Measure: MEASURE_1

factor1	Dependent Variable
1	DV3Banker
2	DV3Insurer
3	DV3IT

Table 13: Within-Subjects Factors DV3

Descriptive Statistics

	condition	Mean	Std. Deviation	N
DV3Banker	OTHER	3.6771	1.00781	96
	SELF	3.7864	1.11276	103
	Total	3.7337	1.06217	199
DV3Insurer	OTHER	3.9427	.78763	96
	SELF	4.0437	1.04812	103
	Total	3.9950	.93066	199
DV3IT	OTHER	4.0052	.70522	96
	SELF	4.1796	.96471	103
	Total	4.0955	.85187	199

Table 14: Descriptive Statistics of DV3, like Mean and SD

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
factor1	Sphericity Assumed	13.799	2	6.899	21.525	<.001	.099
	Greenhouse-Geisser	13.799	1.810	7.626	21.525	<.001	.099
	Huynh-Feldt	13.799	1.835	7.521	21.525	<.001	.099
	Lower-bound	13.799	1.000	13.799	21.525	<.001	.099
factor1 * condition	Sphericity Assumed	.161	2	.080	.251	.779	.001
	Greenhouse-Geisser	.161	1.810	.089	.251	.756	.001
	Huynh-Feldt	.161	1.835	.088	.251	.759	.001
	Lower-bound	.161	1.000	.161	.251	.617	.001
Error(factor1)	Sphericity Assumed	126.290	394	.321			
	Greenhouse-Geisser	126.290	356.478	.354			
	Huynh-Feldt	126.290	361.417	.349			
	Lower-bound	126.290	197.000	.641			

Table 15: Results of repeated-measures ANOVA DV3

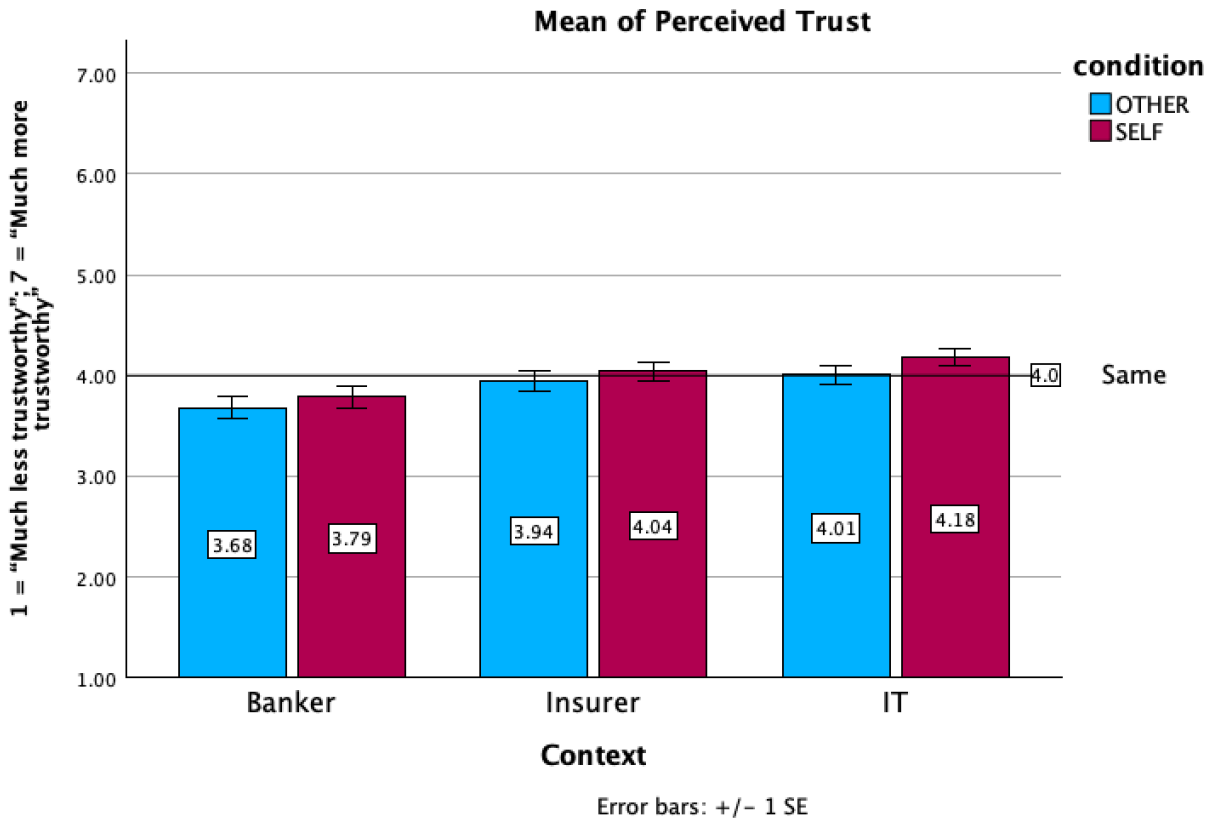
Tests of Between-Subjects Effects

Measure: MEASURE_1

Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	9251.979	1	9251.979	4449.115	<.001	.958
condition	2.451	1	2.451	1.179	.279	.006
Error	409.663	197	2.080			

Table 16: Results of repeated-measures ANOVA DV3



Graph 3: Mean of Perceived Trust across three different contexts