

NEGATIVE WORD OF MOUTH: A SYSTEMATIC REVIEW AND RESEARCH AGENDA

Swapan Deep Arora
Indian Institute of Management Lucknow, India

Devashish Das Gupta, Ph.D.
Indian Institute of Management Lucknow, India

Gillian S. Naylor, Ph.D.
University of Nevada, Las Vegas

ABSTRACT

Inevitably, service failures occur. This often leads to negative word-of-mouth (NWOM). The increasing use of the internet and social media to express dissatisfaction has expanded and changed how NWOM is generated, received, and acted upon by consumers. Firm reactions and responses have also evolved. We review the evolution of the NWOM literature, suggest conceptual refinements and present an aggregative framework of antecedents. We also propose a taxonomy of NWOM behaviors. This study synthesizes current NWOM research and provides directions for future research.

INTRODUCTION

The influence of consumer word-of-mouth (WOM) on firms has now been studied for over 40 years (e.g., Engel, Kegerreis, and Blackwell 1969, Gilly and Gelb 1982). It has long been known that consumer evaluations of the consumption experience (Fornell, Rust, and Dekimpe 2010; Yeung and Ennew 2000) and their subsequent behavior contributes to the present and future success of businesses (Luo 2007). While firms receive compliments in response to positive consumption experiences, consumers' negative responses to others and the firm can be prevalent and a prescient concern.

Negative word-of-mouth (NWOM), in particular, has been widely studied because of its frequency (Goodman and Newman 2003) and its effect on firms (McQuilken and Robertson 2013; Williams and Buttle 2014). Traditionally conceptualized as limited to one's immediate social circle, NWOM now encompasses a broader, even unrestricted, public audience (Balaji, Khong, and Chong 2016). The impact of WOM in the digital age has increased in importance. Communication has expanded beyond interpersonal channels to electronic word-of-mouth (eWOM) via direct communication with a firm or friends to virtually anyone via user-generated content (UGC; Naylor 2016).

Despite NWOM's widespread occurrence and sustained importance, there are ambiguities and inconsistencies in the definition, conceptualization, and measurement of NWOM. While some conceptualize it as a substitute or successor to firm-directed voicing, a dominant subset of consumer research recognizes NWOM as a distinct behavior (Lang and Hyde 2013; Naylor 2016). The evolution of NWOM transmission channels contributes to these issues. Our goal with this research is to synthesize the current understanding of NWOM. We provide a comprehensive review of NWOM behavior separate from the broader WOM phenomenon. Understanding what, how, and when consumers engage in NWOM is essential to a refined understanding and future research. This paper provides:

- An analysis of NWOM research and how it has evolved.

- Definitional and conceptual issues relating to NWOM, culminating in a refinement of the current level of understanding.
- Development of a conceptual framework synthesizing the antecedents, moderators, mediators, and consequences of NWOM.
- A taxonomy of NWOM.

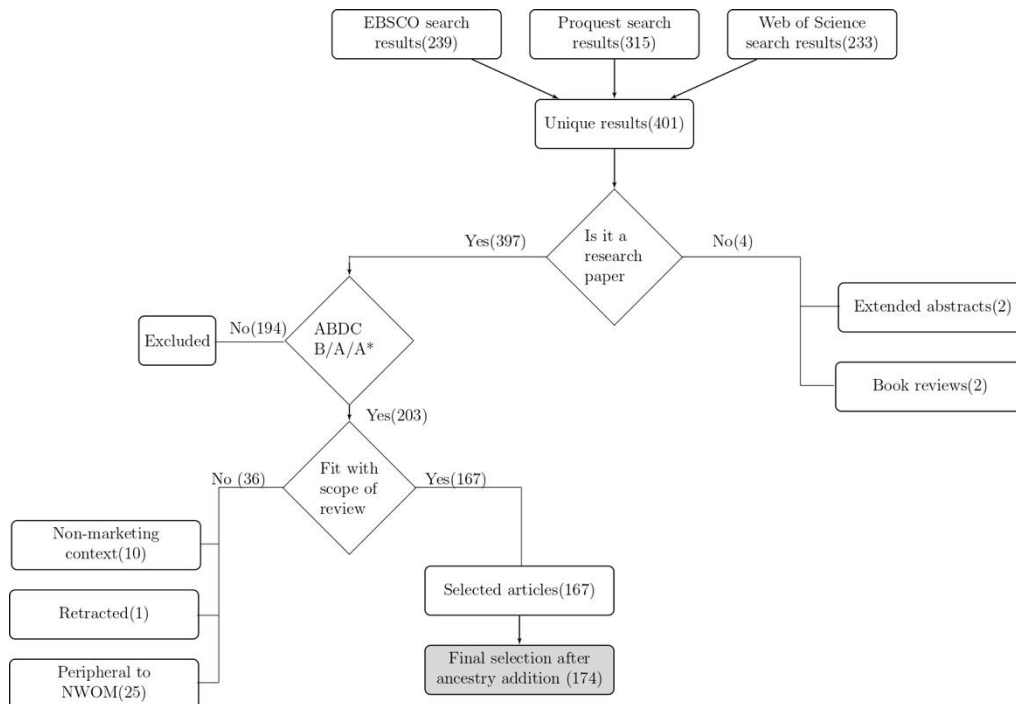
DATA COLLECTION

Process

We followed a multi-stage process to identify a comprehensive and relevant list of NWOM research literature. In the first stage (Figure 1), we searched relevant databases (ABI-INFORM/Proquest, EBSCO, and Web of Science). We limited our search to English language articles (abstract, title, and keyword sections) published in peer-reviewed journals using the search phrases *NWOM* and *'Negative word of mouth.'* We acknowledge that our search might have missed articles using alternative terminology such as reviews and e-WOM/eWOM. We discovered the alternative terms constrain the research to a subset of NWOM. Further, similar concepts underlie both these streams.

In the second step, we focused our search on journals that were B or better ranked in the Australian Business Deans' Council (ABDC) 2016 ranking. To ensure we did not miss impactful articles, we also searched on Google Scholar for articles with high citation counts. We did not apply a temporal filter as our aim was to extract a comprehensive picture of the NWOM domain. We evaluated the articles by manually perusing the articles to assess scope and audience (Figure 1). Finally, we utilized an ancestry approach. We added seven related articles, including a significant meta-analysis paper, by checking the references to arrive at our final data set. Appendix 1 provides a complete listing of the articles included in this review.

FIGURE 1: Article Selection Process



Retracted refers to one article retracted by the journal but still available in search

NWOM Research Trends

We observed several trends in the geographic range, research method, and scope of NWOM research over the years. The country of origin of NWOM research has expanded each decade in line with the evolution of broader complaining behavior research. Early articles in the 1980s were almost exclusively from the USA. The geographic origin of papers has expanded over time. Notably, there has been a shift towards measuring NWOM intentions in the last decade. Another change is the increased use of experimental scenario-based studies, especially in the hospitality industry. Most studies have been quantitative, only five papers used qualitative methods, e.g., content analysis, case studies. ANOVA and regression were early preferred methods. More recent articles utilized Structural Equation Modeling (SEM). Interestingly, we found very few conceptual NWOM studies. Only seven of the 174 reviewed articles are purely conceptual. About 50% of the articles focus on multiple complaining behaviors, which include NWOM (n=83). These studies conceptualize NWOM as a post-purchase action. Other assessed behaviors include repurchase intent, satisfaction, loyalty, or positive word-of-mouth (PWOM). A similar proportion of studies focused exclusively on NWOM (n=91).

The growth of social media accounts for the recent trend of the inclusion of Public NWOM. NWOM is publicly available online with an unrestricted audience (Boote 1998). It is not limited to the complainer's social network.

CONCEPTUALIZATION AND DEFINITIONAL ISSUES

There have been varying conceptualizations of word-of-mouth through the years. For example, Berger (2014) explored the motivations behind word of mouth. His work identifies five functions that serve an individual's self-interest while exhibiting WOM behavior. King, Racherla, and Bush (2014) use a sender/receiver and antecedent/consequent framework to review the extant literature on online word-of-mouth. In another review of online WOM, focusing on consumer reviews, Chen and Xie (2008) take a relatively applied view and suggest actionable recommendations for seller firms under different product/market conditions. De Matos and Rossi (2008) undertake a meta-analysis of WOM antecedents and moderators. They establish that satisfaction, loyalty, quality, commitment, trust, and perceived value significantly affect WOM activity. Rather than justifying NWOM and positive word of mouth (PWOM) as separate constructs, they view WOM valence as a moderator of WOM activity. Although Williams and Buttle (2014) exclusively focus on NWOM and investigate how managers respond to it, their work does not explore the antecedents and consequences of NWOM. Accordingly, this study, with its focus on NWOM, aims to contribute via a review of an important research domain.

NWOM is conceptualized as negatively valenced WOM (word-of-mouth) aimed at prospective consumer(s), both inside one's social circle, as well as society-at-large (Arndt 1967; Westbrook 1987). Consumer complaint behavior (CCB) research recognizes NWOM as a possible complaining response (Singh 1990b). The CCB research conceptualizes NWOM as:

- 1) An exclusive dependent construct (Cheng, Lam, and Hsu 2006).
- 2) A complaining behavior (Singh and Pandya 1991).
- 3) A post-complaint phenomenon such as
 - repurchase intent (Blodgett, Granbois, and Walters 1993),
 - loyalty (Kau and Wan-Yiun Loh 2006),
 - trust (Kau and Wan-Yiun Loh 2006),
 - positive word-of-mouth (Ranaweera and Menon 2013).

Primary versus Secondary.

NWOM has been conceptualized as both a primary complaining response (Richins 1983; Singh 1988) and a secondary retaliatory/vindictive response (Bavik and Bavik 2015; Kähr, Nyffenegger, Krohmer, and Hoyer 2016). Other primary complaining actions include direct complaining to the firm (*Voice*), leaving the firm (*Exit*), and complaining to third parties (*Third party actions*). Retaliatory responses occur after direct complaining. Consumers tend to exhibit secondary complaining behaviors, including NWOM, when the firm's efforts are perceived as unsatisfactory. Other secondary responses include public complaining (Gelbrich 2010), third-party complaining (Johnson, Matear, and Thomson 2010), boycott (Kähr et al. 2016), brand sabotage (Kähr et al. 2016), retaliation (Bavik and Bavik 2015; Grégoire and Fisher 2008), revenge (McColl-Kennedy, Patterson, Smith, and Brady 2009), and other dysfunctional consumer behaviors such as stealing (Huefner and Hunt 2000).

B2B versus B2C.

Studies encompass both business-to-business (B2B; Ferguson and Johnston 2011; Wang and Huff 2007) and business-to-consumer (B2C; Luo 2007; Parthasarathy and Forlani 2010) contexts. There are few conceptual differences, except for the degree of post-redress complaining behaviors. Within the B2B literature, we did not encounter studies which conceptualize and measure post-redress NWOM or related behaviors. A B2B exchange is primarily contractual. Decision-making is presumed to be more objective and utilitarian in nature (Leek and Christodoulides 2011). Any unresolved issue between the business partners more likely leads to third party action, which would be resolved either through litigation or alternate dispute resolution mechanisms like mediation and arbitration (Lumineau and Malhotra 2011).

Cause of Dissatisfaction

Conceptualization also varies by the cause of the dissatisfaction. NWOM can follow an individual product or service failure. It can also result from a broad corporate-level action perceived negatively by the consumer. Operating failures may affect a single consumer, e.g., a product malfunction, or many consumers, e.g., a telecom network downtime. Corporate-level action complaints (Grappi, Romani, and Bagozzi 2013; Xie, Bagozzi, and Grønhaug 2015) can be due to a disliked brand extension (Sjödén 2008), environmental double standards (Leonidou and Skarmeas 2017), or corporate social irresponsibility (Antonetti and Maklan 2018). Additionally, consumers also engage in NWOM against out-group brands (Hickman and Ward 2013). In this unique case, it is not necessarily a consequence of dissatisfaction with a firm's product or service.

Satisfaction - NWOM Link

Satisfaction typically reduces NWOM. As an exception, Parthasarathy and Forlani (2010) show that attribute evaluation can directly drive NWOM independent of satisfaction. A comprehensive evaluation may be satisfactory while customers engage in NWOM about an attribute. This result was found with innovation which may not be generalizable to all products and services. Naylor (1999) found, in an upscale resort context, some consumers engaged in NWOM despite high reported levels of satisfaction. The result was limited to consumers who placed a low value on symbolic/prestige benefits (exclusivity, celebrity presence).

Spreading NWOM.

NWOM was originally conceptualized as a person-to-person oral communication (Arndt 1967), then public (Naylor and Kleiser 2000), and later as an internet-mediated

exchange (Hennig-Thurau, Gwinner, Walsh, and Gremler 2004). Measurement items incorporating internet or social media communication have been limited to studies examining public WOM (Balaji et al. 2016). Few studies measure both sources of NWOM (McQuilken and Robertson 2013). Instead of viewing NWOM and public NWOM as separate sets, we treat public NWOM as a subset of NWOM.

NWOM DEFINITION

One-third of the NWOM studies (n=64) did not define NWOM (e.g., Jayasimha and Billore 2016; Singh and Pandya 1991) or, alternatively, provided an obscure definition. This could be a result of the relatively universal and intuitive nature of NWOM. Established scales are used for empirical validation (wherever applicable), providing an intrinsic meaning of the construct. Table 1 lists the commonly used definitions of NWOM.

Incorporating prior studies definitions and the evolving communication landscape, we define NWOM as

“Communication by a potential, actual, or former customer, reflecting dissatisfaction with a firm, brand, attribute, product, or service, aimed at one’s social circle (private) or a wider community (public), via interpersonal or remote channels.”

NWOM can occur both offline and online and be either private (restricted) or public. For example, posting on one’s social media page (e.g., Facebook), which is accessible to a restricted social circle, constitutes private remote NWOM. In contrast, posting a negative message about a firm on an unrestricted online platform (e.g., a complaint website, a chat group, a discussion forum, a blog, or a self-created complaint website) is public remote NWOM. Drawing from the CCB literature, posting the same message on the target firm’s Facebook page could be seen as a form of voice (remote). Similarly, posting negative experiences on a neutral third-party review or complaint website is a remote third-party complaint.

TABLE 1: Extant Definitions of Word-Of-Mouth

Definition	Scope	Targeted at	Mode	Valence	Specific construct
<i>“Oral, person-to-person communication between a perceived non-commercial communicator and receiver concerning a brand, product, or a service offered for sale” (Arndt 1967)</i>	Includes corporate failure by mentioning brand	Any non-commercial receiver	Limited to oral person-to-person	Applies to both PWOM and NWOM	WOM
<i>“Interpersonal communication among consumers concerning a marketing organization or product which denigrates the object of communication” (Richins 1984)</i>	Includes corporate failure by mentioning organization	Limited to consumers	Person-to-person, any mode	Negative	NWOM
<i>“Informal communications directed at other consumers about the ownership, usage or characteristics of particular goods and services and/or their sellers” (Westbrook 1987)</i>	Includes corporate failure by mentioning sellers	Limited to consumers	Informal- any mode	Both PWOM and NWOM	WOM
<i>“Expression of dissatisfaction, directed towards friends and relatives” (Singh 1988)</i>	Broad, can potentially include both individual and corporate failures	A restricted social circle may be non-consumers	Broad, unspecified	Negative by implication	NWOM
<i>“Telling other people about one’s dissatisfaction” (Blodgett, Hill, and Tax 1997)</i>	Broad	Unrestricted, potentially includes anyone	Broad, unspecified	Negative by implication	NWOM

<i>"Informal communications between private parties concerning evaluation of goods and services" (Anderson 1998)</i>	Dissatisfaction against corporate or brand level actions not included	Broad- any private parties	Informal- any mode	Both PWOM and NWOM	NWOM
<i>"Telling friends and other members of one's social network about a negative service encounter and advising them not to acquire the services of the organization involved" (Bougie, Pieters, and Zeelenberg 2003)</i>	Restricted to operating failures	Friends and social network members	Broad, unspecified	Negative	NWOM
<i>"Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet" (Hennig-Tharau, Gwinner, Walsh, and Gremler 2004)</i>	Includes corporate crisis by mentioning company	Broad- people and institutions	Internet	Both PWOM and NWOM	e-WOM
<i>"Customer's efforts to share his or her negative experience with, and to denigrate a service firm to friends and family" (Gregoire and Fisher 2006)</i>	Restricted to operating failures	Friends and family	Broad, unspecified	Negative	NWOM
<i>"Promulgation of distaste, disapproval, or disparagement concerning irresponsible actions by corporations" (Grappi, Romani, and Bagozzi 2013)</i>	Restricted to corporate irresponsibility	Broad, unspecified	Broad, unspecified	Negative	NWOM
<i>"A customer's effort to share negative or unfavourable feedback or opinions with friends, family, and others" (Balaji et al. 2016)</i>	Broad	Unrestricted by mentioning others	Broad, unspecified	Negative	NWOM
<i>"Negative communication directed at individuals or organizations that are internal to the consumer's social circle and not directly involved in the dissatisfactory experience (e.g., friends and relatives)" (Schoeffler, Wappling, Heirati, and Blut 2019)</i>	Broad	Restricted: internal to consumer's social circle	Broad, unspecified	Negative	NWOM

CONCEPTUAL FRAMEWORK

Figure 1B illustrates our conceptual framework. Dissatisfaction is treated as a necessary condition for NWOM or any complaining behavior. Table Two lists NWOM antecedents. The list includes other potential complaining behaviors apart from NWOM. These complaining behaviors may act as a supplement or substitute for NWOM (Halstead 2002).

Redress is only relevant for consumers whose dissatisfaction is known to the firm. Although direct complaining has traditionally determined the redress boundary, consumers' public NWOM on non-third platforms like blogs and unrestricted personal social media pages can also inform a proactive firm of dissatisfaction.

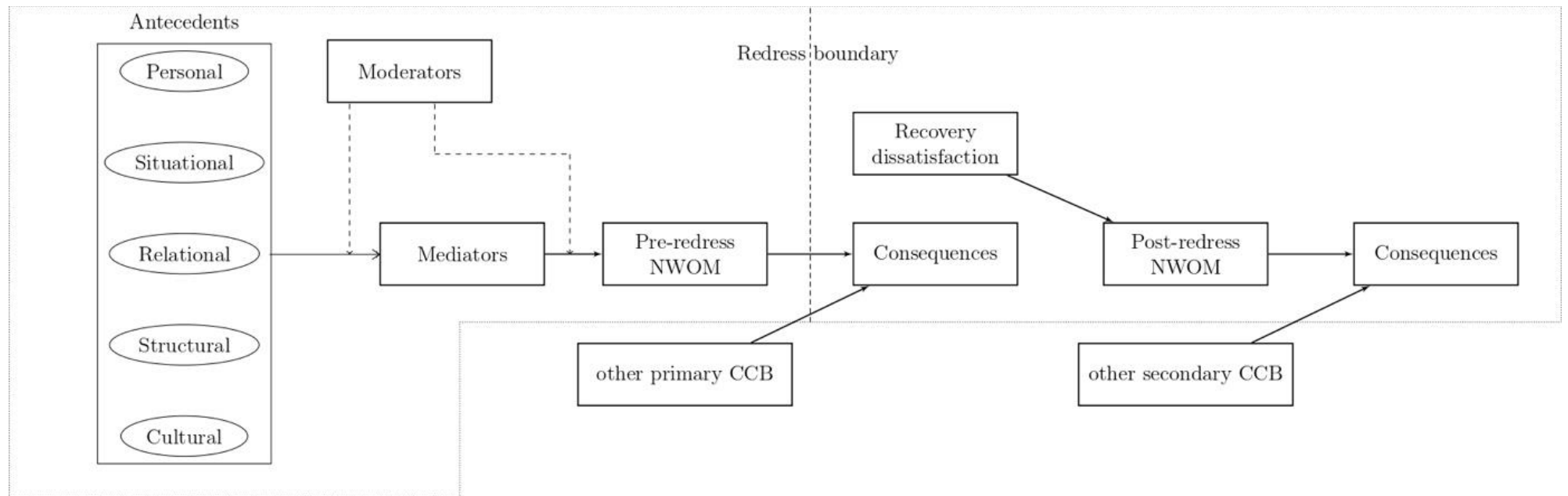
In that case, a firm can choose to contact the consumer and attempt recovery. Approaching the consumer is an escalation of commitment that is not without risk. Rather than performing a botched recovery and risking a consumer's secondary complaining, firms could choose to remain silent and use the consumer NWOM feedback to improve their internal processes.

Moderators and Mediators

Prior NWOM research has attempted to identify variations in NWOM incidence and impact across product and service categories.

Involvement. At a broad level, the *involvement* construct captures this disparity. One view of involvement stresses the role of product or service characteristics. Accordingly, Zaichkowsky (1987) views it as an object's perceived relevance determined by an individual's needs, values, and preferences. Dichter (1966) gave four dimensions of involvement, with product involvement being the foremost. Richins (1984) suggested perceived risk as another lens through which product involvement can be viewed. According to this view, NWOM incidence is positively linked to the importance of a product category, reflected in its overall cost and risk perceptions. In contrast, Blodgett, Wakefield, and Barnes (1995) fail to find evidence for any links between product importance and NWOM.

FIGURE 1B: Conceptual framework of NWOM



Self-relevance forms another dimension of a consumer's involvement. Consumers exhibit higher WOM (both positive and negative valence), irrespective of category-levels, cost, or risk perception, for brands that help define the consumer's perceived or the ideal *self* (Chung and Darke 2006; Keiningham, Rust, Lariviere, Aksoy, and Williams 2018). Echoing this view, Johnson et al. (2010) argue that self-relevance acts as a double-edged sword by not just enhancing loyalty and repurchase but also by inducing anti-brand actions. However, even in the self-dispositional realm, conflicting evidence is provided by Wilson, Giebelhausen, and Brady (2017) in their work on the impact of NWOM on a brand's closely connected consumers.

Products/Services

Differences across product versus service contexts have also been examined. Lomax and East (2016), in their work on four durable products, show that the perception that other consumers need advice determines NWOM incidence. In contrast, research in service contexts reveals that dissatisfaction predominantly triggers NWOM (East, Uncles, Romaniuk, and Riley 2015). Similarly, De Matos and Rossi (2008) argue that the relationships between satisfaction or loyalty and NWOM vary across products and services. However, their meta-analysis fails to find supporting evidence. A review of prior studies finds inconclusive evidence for the links between involvement or offer (product or service) characteristics and NWOM.

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There are several additional factors which could moderate the relationship between antecedents and NWOM. We aggregate these moderating variables using the same synthesis framework developed for NWOM antecedents (Table/Figures 3A, 3B, 3C); there has been little research exploring the relational, structural, and cultural moderators of NWOM. As expected, several factors are common to both antecedents and moderating variables

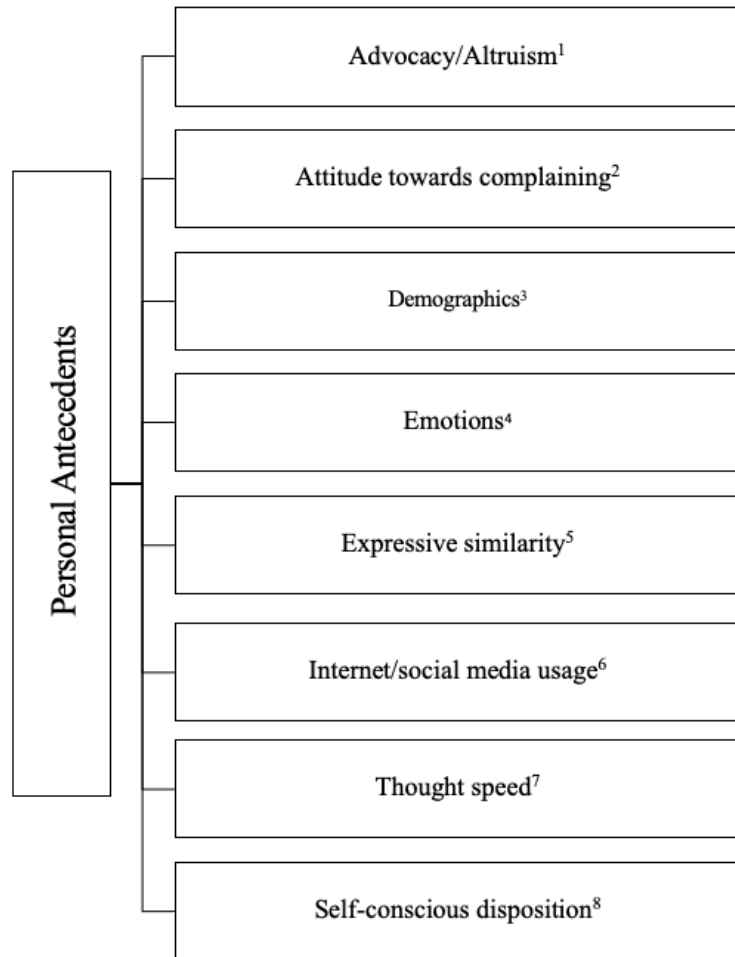
Mediators. There is a conceptual dichotomy to be incorporated into the analysis. The association between antecedents and pre-redress NWOM is mediated by one set of variables, whereas characteristics of the recovery effort explain post-redress NWOM. See Table/Figures 4A and 4B.

We identified a large number of NWOM moderating and mediating variables. Next, we assessed their relative importance to NWOM by using the number of research studies that incorporate them as a proxy indicator. Emotions emerge as a dominant explanation of the dissatisfaction-NWOM relationship. Several other factors, such as failure severity, cultural orientation, etc., also play a role as either NWOM antecedents or NWOM moderators.

NWOM consequences

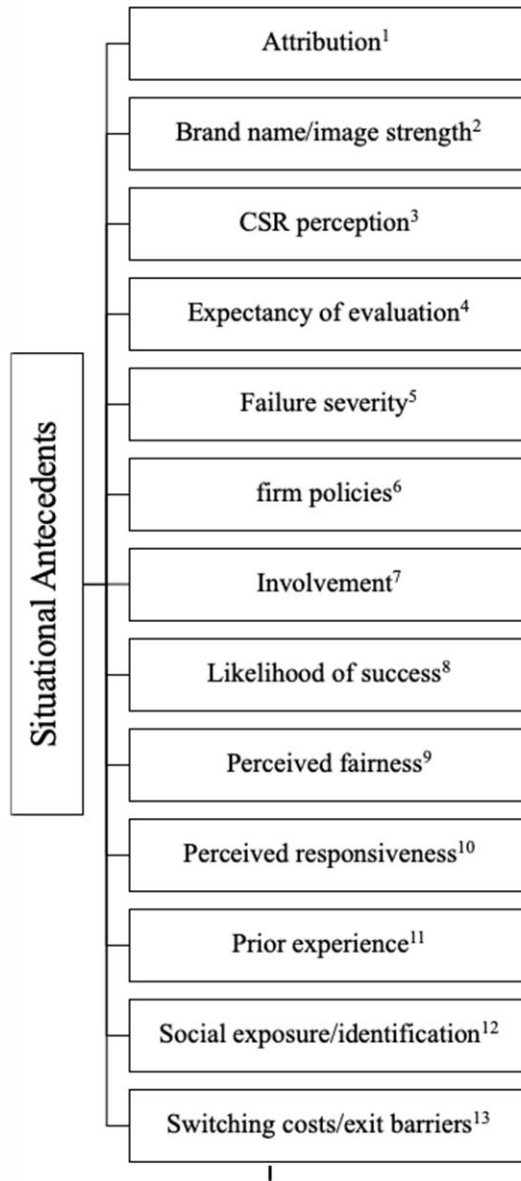
Negative word of mouth has more of an impact than positive word-of-mouth (Arndt 1967; Hornik, Satchi, Cesareo, and Pastore 2015). A study of extant literature reveals that NWOM shapes outcomes at three levels:

FIGURE 2A: NWOM Antecedent Framework- Personal Antecedents



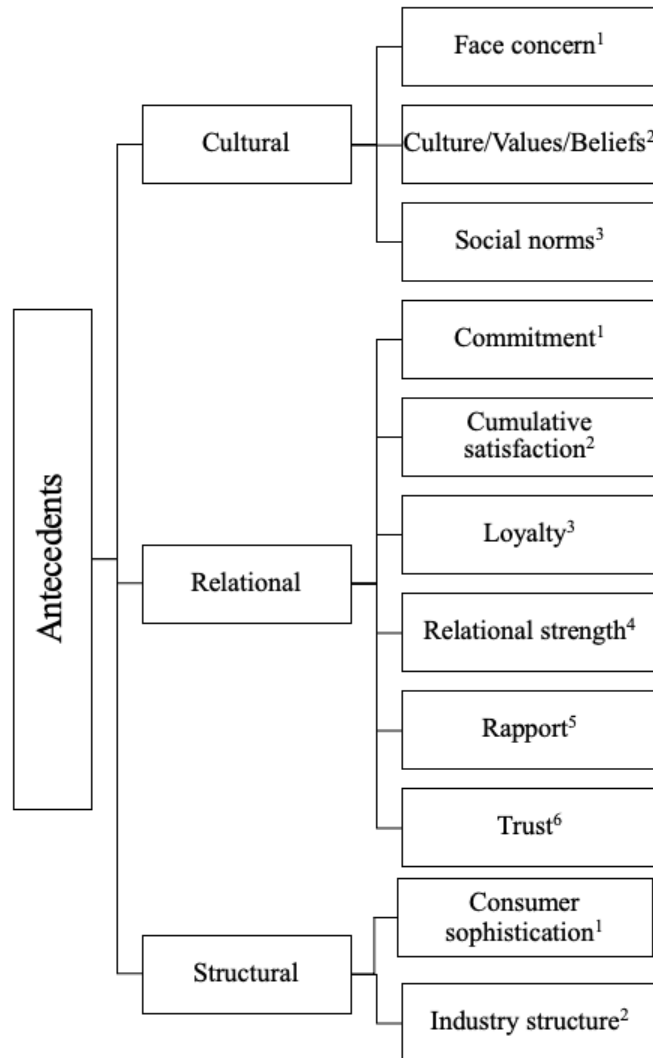
1. Advocacy/Altruism	Blodgett et al. (1993); De Matos and Rossi (2008); Leonidou and Skarmeas (2017); Richins (1983)
2. Attitude towards complaining	Blodgett et al. (1993, 1995); Cheng et al. (2006); Xu, Laskey, Chen, Williams, and Sherry (2007)
3. Demographics	Grace and O’Cass (2001); Joe and Choi (2019); Ngai, Heung, Wong, and Chan (2007)
4. Emotions (Anger, disappointment, regret, sadness, embarrassment, hate, frustration, irritation, uncertainty)	Anaya, Miao, Mattila, and Almanza (2016); Fetscherin (2019); Harrison-Walker (2012); Mattila and Ro (2008); McColl-Kennedy et al. (2009); Strizhakova, Tsarenko, and Ruth (2012); Sundie, Ward, Beal, Chin, and Geiger-Oneto (2009); Van Vaerenbergh, Orsingher, Vermeir, and Larivière (2014); Wu and Wang (2017); Xiao, Hudders, Claeys, and Cauberghe (2018)
5. Expressive similarity (in case of secondary transmission of NWOM)	Lim, Lee, and Foo (2017)
6. Internet/Social media usage	Amatulli, De Angelis, and Stoppani (2019); Rouliez, Tojib, and Tsarenko (2019); Wilson et al. (2017)
7. Thought speed	Pacheco, Geuens, and Pizzutti (2018)
8. Self-conscious disposition	Marquis and Filiatrault (2002)

FIGURE 2B: NWOM Antecedent Framework- Situational Antecedents



1. Attribution	Balaji et al. (2016); Blodgett et al. (1993); Breitsohl and Garrod (2016); Ha (2006); Leonidou and Skarmeas (2017); Mattila and Ro (2008); Richins (1983); Van Vaerenbergh et al. (2014); Wang and Huff (2007)
2. Brand name/image strength	Balaji et al. (2016); Kim and Boo (2011); Laczniak, DeCarlo, and Ramaswami (2001)
3. CSR perception	Joireman, Smith, Liu, and Arthurs (2015); Vo, Xiao, and Ho (2019)
4. Expectancy of evaluation	Lane and Keaveney (2005)
5. Failure severity	Breitsohl and Garrod (2016); Chang, Tsai, Wong, Wang, and Cho (2015); McQuilken and Robertson (2011); Richins (1983); Wang and Huff (2007)
6. Firm policies	Ashley and Noble (2014); Gelbrich (2010); McQuilken and Robertson (2011, 2013)
7. Involvement	Blodgett et al. (1995); Wangenheim (2005)
8. Likelihood of success	Blodgett et al. (1993, 1995); Singh (1990b)
9. Perceived fairness	Antonetti and Manika (2017); Ferguson, Ellen, and Bearden (2014); Goles, Rao, Lee, and Warren (2009); Kim and Boo (2011); Malc, Mumel, and Pisman (2016); Swan and Oliver (1989)
10. Perceived responsiveness	Richins (1983)
11. Prior experience	Goles et al. (2009); Kim and Boo (2011)
12. Social exposure/identification	Hickman and Ward (2013); Lee, Sparks, and Butcher (2013)
13. Switching costs/exit barriers	Jones, Reynolds, Mothersbaugh, and Beatty (2007); Leisen Pollack (2017)

FIGURE 2C: NWOM Antecedent Framework: Cultural, Relational and Structural Antecedents



CULTURAL ANTECEDENTS	
1. Face concern	Li, Qiu, and Liu (2016) ; Qiu, Li, Mattila, and Yang (2018)
2. Cultural dimensions/values/beliefs	Lee, Khan, and Ko (2008); Liu, Furrer, and Sudarshan (2001); Ngai et al. (2007); Swanson, Huang, and Wang (2014); Yu, Liu, and Lee (2019)
3. Social norms	Cheng et al. (2006); Kilian, Steinmann, and Hammes (2018)
RELATIONAL ANTECEDENTS	
1. Commitment	De Matos and Rossi (2008); Keiningham et al. (2018)
2. Cumulative satisfaction	De Matos and Rossi (2008); Keiningham et al. (2018); Ranaweera and Jayawardhena (2014); Swan and Oliver (1989); Weun, Beatty, and Jones (2004)
3. Loyalty	De Matos and Rossi (2008); Kim, Lee, and Mattila (2014)
4. Relationship strength	Ha (2006); Johnson et al. (2010); Kim et al. (2014); Yang and Mattila (2012); Zhang, Feick, and Mittal (2013)
5. Rapport	DeWitt and Brady (2003)
6. Trust	De Matos and Rossi (2008); Wang and Huff (2007)
STRUCTURAL ANTECEDENTS	
1. Consumer sophistication	Singh (1990b)
2. Industry structure	Andreasen (1985); Singh (1991)

FIGURE 3A: NWOM Moderating Variables – Personal

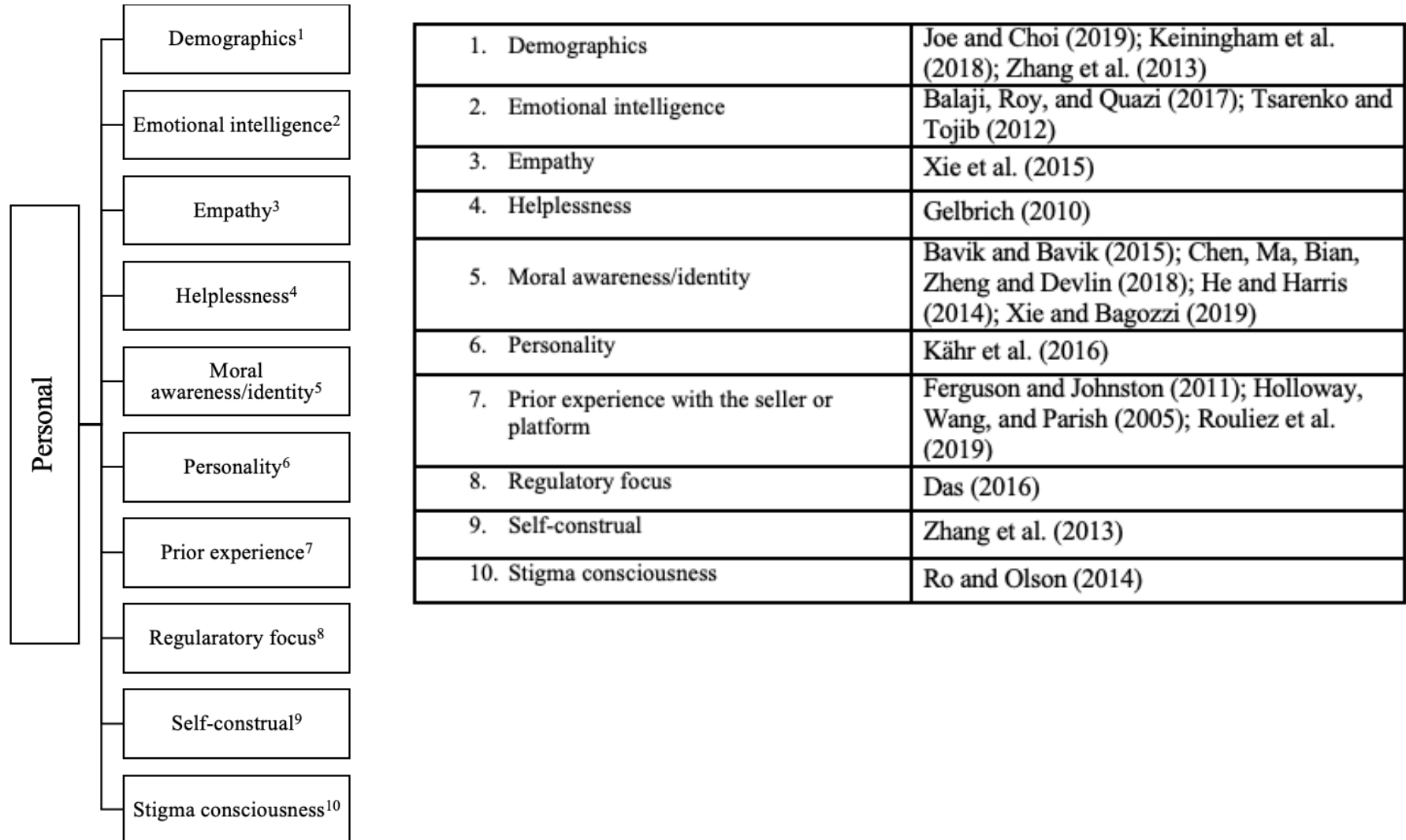
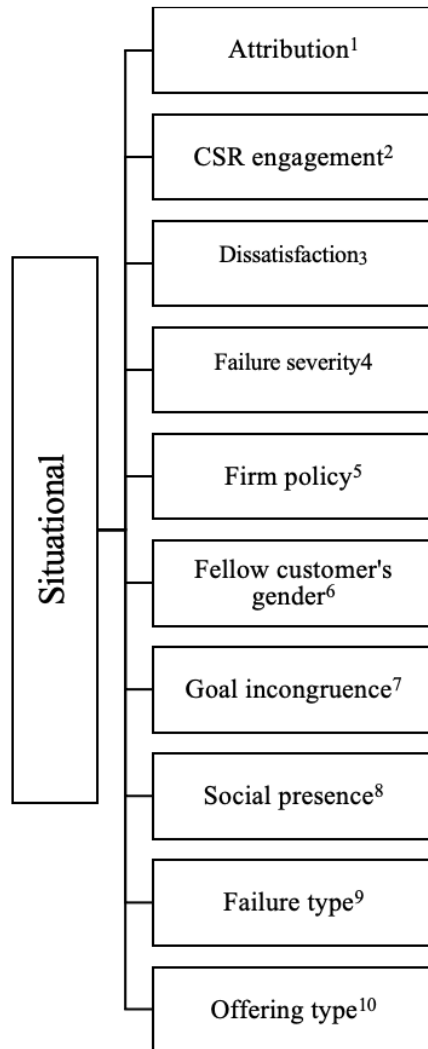
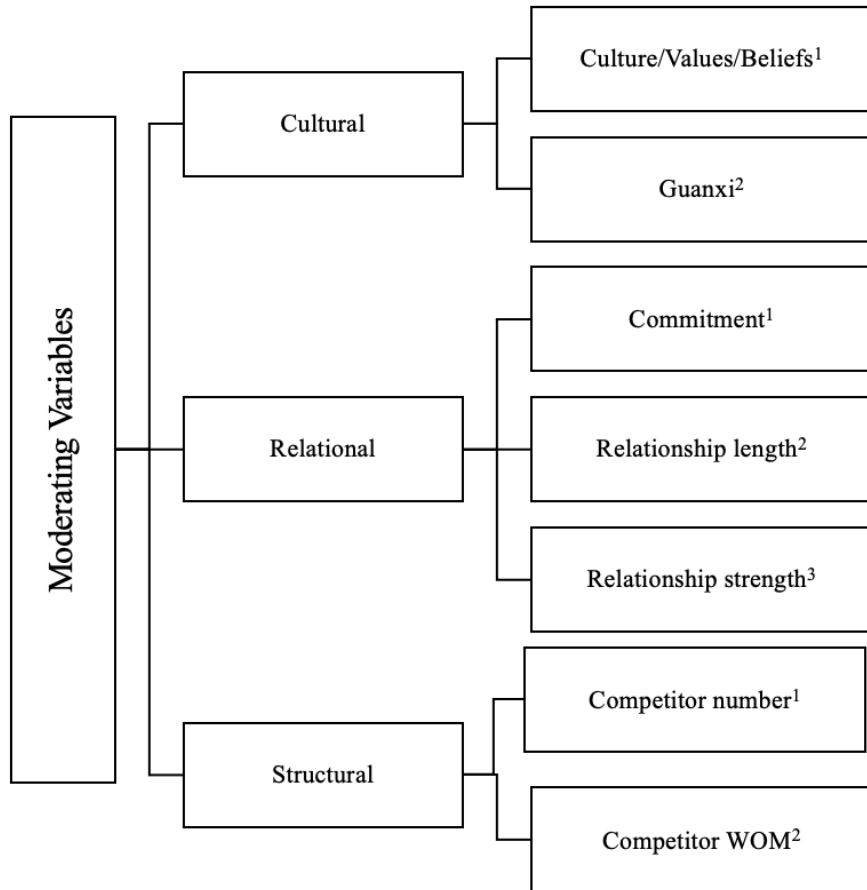


FIGURE 3B: NWOM Moderating Variables – Situational



1. Attribution	Xiao et al. (2018)
2. CSR engagement	Vo et al. (2019)
3. Dissatisfaction level	Singh and Pandya (1991)
4. Failure severity	Jayasimha and Billore (2016); Weun et al. (2004)
5. Firm policies	Wu and Wang (2017)
6. Fellow customer's gender	Joe and Choi (2019)
7. Goal incongruence	Soscia (2007)
8. Social presence	Qiu et al. (2018)
9. Type of failure	De Matos and Rossi (2008).
10. Type of offering (Product/Service)	De Matos and Rossi (2008); Ranaweera and Jayawardhena (2014)

FIGURE 3C: NWOM Moderating Variables: Cultural, Relational, and Structural



CULTURAL MODERATORS	
1. Cultural dimensions/values/beliefs	Schoefer et al. (2019); Wan (2013)
2. Guānxi	Li et al. (2016)
RELATIONAL MODERATORS	
1. Commitment	Ranaweera and Menon (2013)
2. Relationship length	Ranaweera and Menon (2013)
3. Relationship strength	Kilian et al. (2018)
STRUCTURAL MODERATORS	
1. Industry structure, i.e., number of alternatives	Ferguson and Johnston (2011)
2. Level of competitor WOM	Ranaweera and Jayawardhena (2014)

- 1) the individual consumer exhibiting the behavior;
- 2) prospective consumers exposed to the NWOM;
- 3) aggregate performance indicators.

Not only can dissatisfaction lead to NWOM, but it can also influence future dissatisfaction (Nyer and Gopinath 2005; Relling, Schnittka, Sattler, and Johnen 2016), repurchase, or patronage. NWOM also influences the recipients. Helping others know of the potential harms of dealing with firms is one motive for NWOM. In this respect, NWOM shapes expectations (Shi, Tang, Zhang, Gao, and Zhu 2016), brand attitude, brand attribute-level and overall evaluation (Laczniak et al. 2001), purchase intention (East, Hammond, and Lomax 2008), and innovation adoption (Jahanmir and Cavadas 2018).

Another consequence of NWOM is its aggregate impact on a firm's performance. Firms and brands that are the recipients of strong or frequent NWOM will likely suffer deterioration in performance indicators. NWOM can lead to reduced cash flows (Luo 2009), a fall in stock valuation (Luo 2007 2009) and net present value (Goldenberg, Libai, Moldovan, and Muller 2007), fall in revenues (Samson 2006), and a negative impact on profits (Blodgett and Li 2007).

NWOM TAXONOMY

We identify three dimensions to classify types of NWOM: legitimacy, redress stage, public/private dichotomy.

Legitimacy

Legitimate NWOM is triggered by genuine dissatisfaction, whereas illegitimate NWOM occurs in the absence of perceived dissatisfaction. Illegitimate complaining as a broader phenomenon is acknowledged to be driven by several motives, including underserved economic gain, social impression management, and global negative predisposition toward business (Reynolds and Harris 2005). All these motives, e.g., seeking sympathy or impressing others as a means of managing one's social impression, are relevant to NWOM incidence (Harris and Daunt 2011).

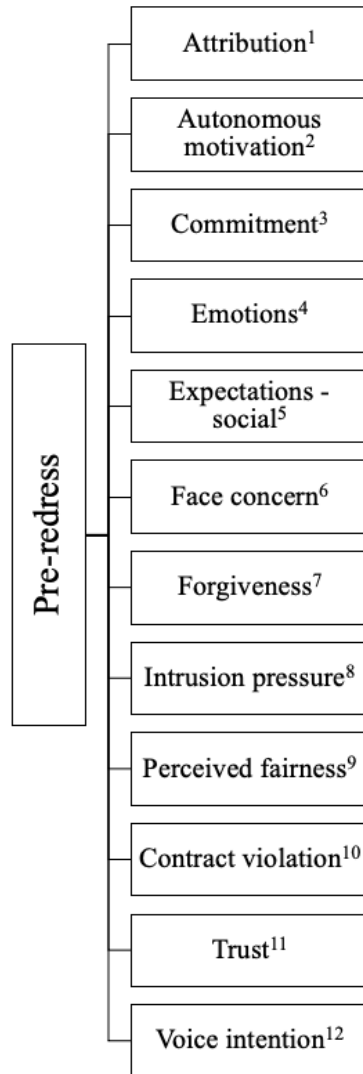
Redress Stage

Consumers can engage in NWOM both before and after they seek redress. When viewed as a primary response to dissatisfaction, a consumer can engage in NWOM as a coping mechanism. At the pre-redress phase, NWOM can act both as a substitute as well as a supplement to firm-directed voice. The only conceptual boundary is that the provider firm has not yet attempted to satisfy the complaining consumer. The firm can either recover (after getting knowledge of consumer dissatisfaction) or fail to recover. In the second case, consumers can engage in post-redress NWOM. Literature often views it mainly as a retaliatory or a vindictive response, although we assert that post-redress NWOM can also occur because of altruistic motives.

Private/Public

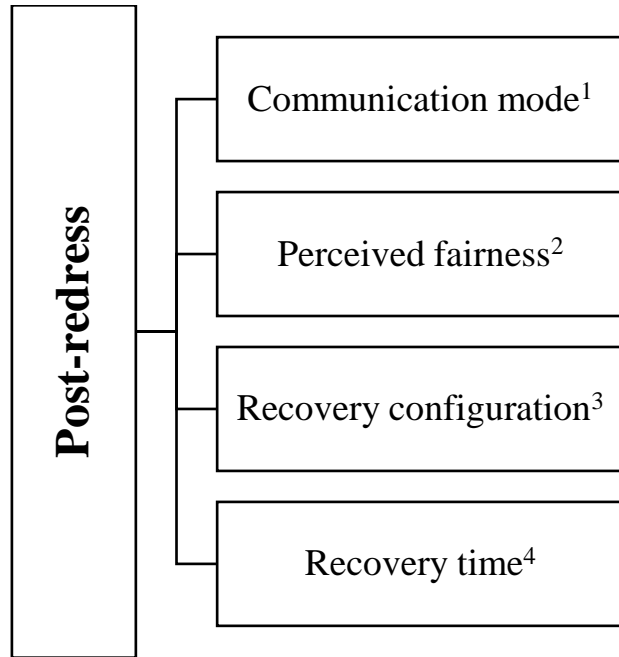
In the past, NWOM was typically restricted to a private response (Richins 1983; Singh 1988, 1990a). It was limited to a person's social circle. The dynamics of its propagation were implied in its nomenclature. Internet/social media technologies have made it possible to extend the reach of a consumer's informal firm-related message to a virtually unlimited number of prospective consumers. NWOM can more readily and frequently become public NWOM.

FIGURE 4A: NWOM Mediating Variables – Pre-redress



1. Attribution	Chang et al. (2015); Laczniak et al. (2001); Pacheco et al. (2018)
2. Autonomous motivation	Bret Leary, Vann, and Mittelstaedt (2019)
3. Commitment	Jones et al. (2007)
4. Emotions	Antonetti and Manika (2017); Breitsohl and Garrod (2016); Gelbrich (2010); Grappi et al. (2013); Joireman et al. (2015); Kähr et al. (2016); Kilian et al. (2018); Sjödin (2008); Soscia (2007); Strizhakova et al. (2012); Sundie et al. (2009); Tuzovic, Simpson, Kuppelwieser, and Finsterwalder (2014); Wu and Wang (2017); Xie et al. (2015)
5. Expected social satisfaction and social intentions	Alexandrov, Lilly, and Babakus (2013)
6. Face concern	Wan (2013)
7. Forgiveness	Harrison-Walker (2019); Tsarenko and Tojib (2012)
8. Intrusion pressure	Ashley and Noble (2014)
9. Perceived fairness	Noone (2012); White, Breazeale, and Collier (2012)
10. Psychological contract violation	Bavik and Bavik (2015); Chih, Chiu, Lan, and Fang (2017); Goles et al. (2009)
11. Trust	Goles et al. (2009)
12. Voice complaint intention	Joe and Choi (2019)

FIGURE 4B: NWOM Mediating Variables: Post-redress



1. Communication mode	Shapiro and Nieman-Gonder (2006)
2. Perceived fairness or justice (in aggregate or via justice dimensions viz. distributive, procedural, interactional)	Blodgett and Anderson (2000); Gelbrich (2010); Holloway et al. (2005); Kau and Wan-Yiun Loh (2006)
3. Recovery configuration	Casidy and Shin (2015)
4. Recovery time	Hogreve, Bilstein, and Mandl (2017)

Other potential dimensions exist. Consumer advocacy, i.e., the willingness to help fellow prospective consumers avoid a potentially dissatisfied purchase with the focal firm, is one of the motivations for NWOM (Gelbrich 2010; Jayasimha and Billore 2016). Another motive is to seek revenge, i.e., retaliating against the firm (Gelbrich 2010; Phau and Baird 2008). Similarly, the cause of an NWOM initiation may be an individual product/service failure at the operational level, e.g., a bad restaurant experience, a delayed flight, and so on. Another possibility is a corporate-level macro-failure such as incidents of corporate social irresponsibility, environmental harm, and unethical practices. Despite recognizing these conceptual differences, we don't use these dimensions in the taxonomy as these are not separate behaviors, but different underlying causes of the same response. Figure 5 illustrates our proposed NWOM taxonomy.

Our taxonomy recognizes both offline and online forms of NWOM. Sharing dissatisfaction with friends can occur face-to-face or through a restricted social media post such as a personal message or a Facebook post restricted to one's friend list. Our taxonomy encompasses public NWOM complaints or reviews posted at non-official platforms, i.e., online media not managed by the firm. Complaints posted at a firm's official platform (e.g., website, blog, social media handle) are a form of voice, i.e., a direct complaint to the firm (Melancon and Dalakas 2018). Being outside the realm of NWOM, the proposed taxonomy does not cover these firm-directed complaints even when they are accessible publicly.

Additionally, complaints or negatively valenced reviews posted on generic third-party complaining platforms fall in the realm of third-party actions. Since these negative online reviews possess similar conceptual features (but at a higher level of aggregation), we place them under public NWOM. Accordingly, public NWOM comprises complaints or negatively valenced reviews posted on a consumer's unrestricted social media post, a self-run blog, generic review websites, or a specially created anti-brand website https://oyo-ruined-my-anniversary.com/_or_http://www.walmartsucks.org. The self-created complaint website NWOM is constrained to be a post-redress phenomenon. The cost and effort involved in creating and running an anti-brand website imply that consumers go to this extent only when primary redress fails (Ward and Ostrom 2006). The illegitimate forms of NWOM are mirrors of corresponding legitimate responses. Only their nature changes in terms of legitimacy while retaining the same operationalizations as discussed above.

CONCLUSION AND FUTURE RESEARCH DIRECTIONS

Our goal in this study was to provide a comprehensive analysis of the different forms and consequences of NWOM and its antecedents, moderators, and mediators.

We propose a five-level classification schema for NWOM antecedents and a taxonomy of NWOM responses. On a practical level, our taxonomy highlights the duality of legitimate and illegitimate forms of NWOM. The one-to-one correspondence between both these forms of NWOM implies the practical difficulties of managerial evaluation and response.

Additionally, our work conceptually demarcates online complaining, enabling managers to craft differential strategies while revealing the need for further research. The dynamics of antecedents that enable a consumer to choose NWOM, from available complaining options, at both the pre-redress and post-redress stages need further study. In today's online hyper-mediated world, when the relative importance of situational and structural factors is reducing, there is also a need to emphasize the personal, cultural, and relational aspects. Table 6 and Figure 6 suggest future work on specific antecedents within these categories.

FIGURE 5: Proposed NWOM taxonomy

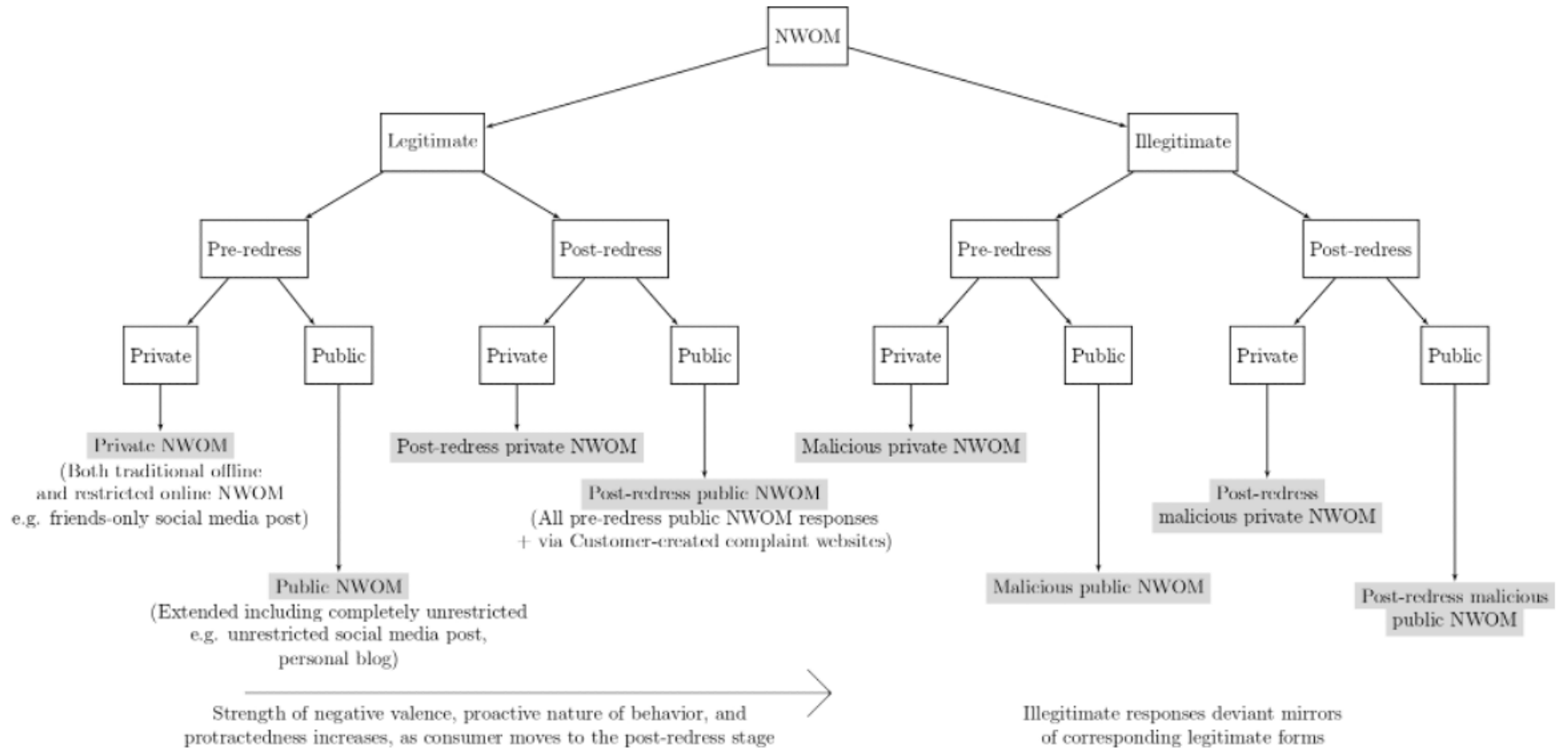
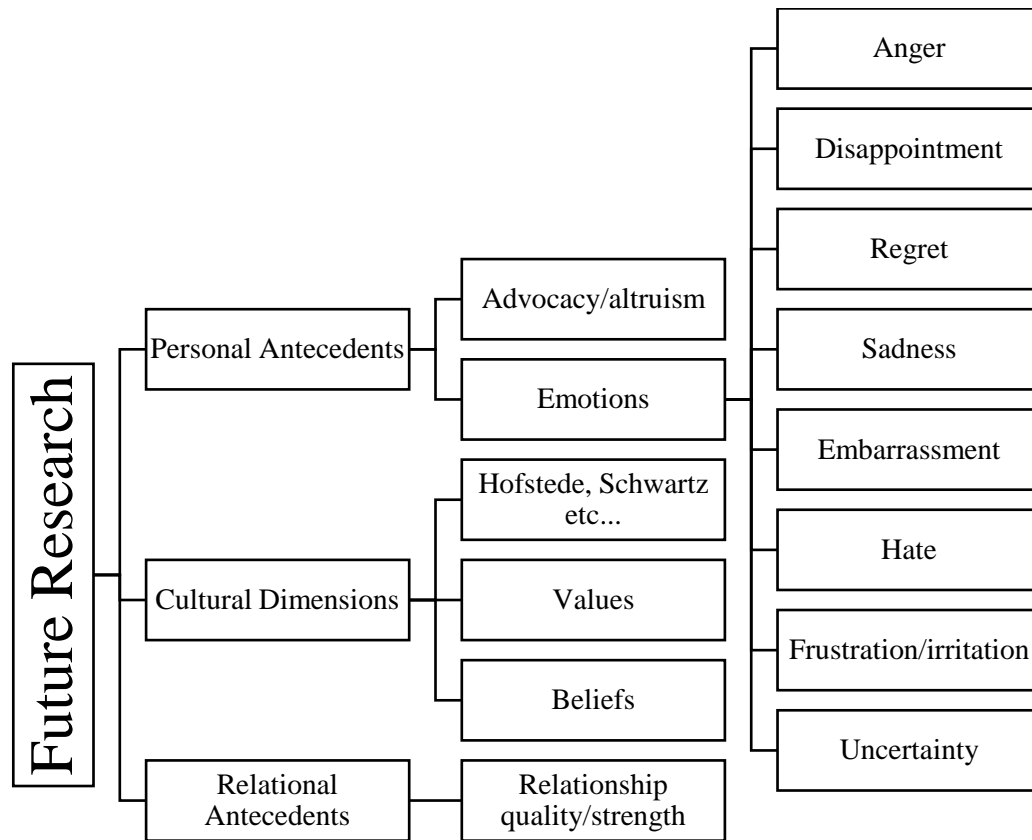


TABLE 6: Suggested Constructs for Future NWOM Research

Category	Sub-category	Significance
Personal antecedents	Advocacy/Altruism	Despite the sheer dominance of theories of self-interest, rationality, and calculative behavior, people do spend time and effort helping others without expecting some instrumental benefits. This timeless phenomenon becomes even more relevant in the context of user-generated content, which is a broad discipline encapsulating public NWOM. Researchers need to identify the explanations and boundary conditions of the altruism-NWOM link.
	Emotions (Anger, disappointment, regret, sadness, embarrassment, hate, frustration, irritation, uncertainty)	Emotions were incorporated into consumer complaining behavior, mainly in the 1990s. Despite the overall acceptance of the emotions-NWOM link, research needs to decipher the kind of emotions that lead to different forms of CCB, including NWOM.
Cultural antecedents	Cultural dimensions/values/beliefs	A globalized world and an emphasis on emerging market research necessitate a continued focus on cultural dimensions as NWOM antecedents. Two specific research directions are proposed- Moving beyond generalized cultural dimensions and especially beyond Hofstede's (1983) cross-cultural framework, and to the individual rather than national measurement.
Relational antecedents	Relationship quality/strength	The firm-customer association is more of a continuing series of interactions rather than isolated transaction(s). Although there has been work on the link between relational attributes such as length, strength, quality, etc., and NWOM or CCB in general, two views about this link's direction persist. Does a strong relationship give the firm some margin of customer tolerance in firm-attributed failure situations, or does it aggravate the customer's dissatisfaction and consequent response?
	Value co-creation	Value co-creation is generally considered a consequence of positively valenced e-WOM. However, the detrimental aspects of value co-creation, especially in situations accentuated by lack of consumer knowledge/ability and lack of consumer volition in co-creation settings, are known to have potentially damaging consequences, including NWOM (Heidenreich, Wittkowski, Handrich, and Falk 2015). This is a relatively under-researched area, and expectedly so, for it goes against the somewhat established paradigm.

FIGURE 6: Suggested Constructs for Future NWOM Research



Whether NWOM substitutes other complaining behaviors or supplements them is also a potential area for research. Although Halstead (2002) explored the issue, the work was limited to NWOM - direct voice association. There are multiple complaining behaviors for which this association is untested.

NWOM helps individual consumers to vent their emotions. At the same time, it guides other consumers and works as a force in correcting poor-performing firms. However, at times, customers may engage in anti-normative behavior. While our taxonomy includes anti-normative behaviors, such as false NWOM, future research needs to explore the antecedents of this behavior. Customers may share exaggerated or fraudulent stories regarding their consumption experiences. Illegitimate complaining as a broader concept is well recognized (Reynolds and Harris 2005). However, despite good work in the space of deceptive reviews, little work has been linked to NWOM.

Public NWOM has changed the dynamics of negative word of mouth and complaining behavior. Despite the pervasiveness of the internet and social media, comparatively fewer studies have explored public NWOM. Whereas traditional NWOM behavior is harder to measure, and researchers are generally constrained to study NWOM intention, measuring public NWOM behavior is comparatively more straightforward. Web scraping and text mining can provide large amounts of text reviews/feedback to help overcome the possibilities of a weak intention-behavior link.

Within public NWOM, consumer-created complaint websites are an under-explored form of NWOM behavior. The motivation to pursue a relatively costly complaining manifestation while avoiding more direct complaining behaviors such as third party

complaining, or secondary voice needs further investigation. Do customers who create these websites exclusively have non-redress motives like consumer advocacy or revenge or are they using these platforms as a pressure-tactic in their redress attempts? The answer to this issue can help to place this category of NWOM in the broader complaining framework.

With the advent of online media, the gap between NWOM and third party complaining is blurred. Although we clarify the issue in the NWOM taxonomy, it still raises the question of whether consumers discriminate between the two aspects.

To conclude, the non-commercial spread of consumers' opinions and feelings constitutes one of the most potent mechanisms of market discipline. NWOM is a force that can mar the best of marketing campaigns. A thorough understanding of the evolving types and mechanisms of NWOM is essential.

CORRESPONDING AUTHOR:

Swapan Deep Arora, Ph.D. Candidate (Marketing Area)
315, Indian Institute of Management Lucknow,
Prabandh Nagar, Lucknow, 226013
India
Phone: (+91) 9878324820
E-mail: fpm19013@iiml.ac.in

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Appendix-1: List of articles examined in this paper

S.no	Journal	ABDC ¹ category ²	Articles for the specified journal in chronological order
1	Journal of Services Marketing	A	Bolfing, C. P. (1989). "How do customers express dissatisfaction and what can service marketers do about it?" <i>Journal of Services Marketing</i> , 3(2), 5-23. DOI: https://doi.org/10.1108/EUM0000000002483
2			Blodgett, J. G., Wakefield, K. L., & Barnes, J. H. (1995). "The effects of customer service on consumer complaining behavior," <i>Journal of Services Marketing</i> , 9(4), 31-42. DOI: https://doi.org/10.1108/08876049510094487
3			Grace, D., & O’Cass, A. (2001). "Attributions of service switching: a study of consumers’ and providers’ perceptions of child-care service delivery," <i>Journal of services marketing</i> , 15(4), 300-321. DOI: https://doi.org/10.1108/EUM0000000005508
4			Weun, S., Beatty, S. E., & Jones, M. A. (2004). "The impact of service failure severity on service recovery evaluations and post-recovery relationships," <i>Journal of Services Marketing</i> , 18(2), 133-146. DOI: https://doi.org/10.1108/08876040410528737
5			Hocutt, M. A., Bowers, M. R., & Todd Donovan, D. (2006). "The art of service recovery: fact or fiction?" <i>Journal of services Marketing</i> , 20(3), 199-207. DOI: https://doi.org/10.1108/08876040610665652
6			Kau, A. K., & Wan-Yiun Loh, E. (2006). "The effects of service recovery on consumer satisfaction: a comparison between complainants and non-complainants," <i>Journal of Services Marketing</i> , 20(2), 101-111. DOI: https://doi.org/10.1108/08876040610657039
7			Tuzovic, S. (2010). "Frequent (flier) frustration and the dark side of word-of-web: exploring online dysfunctional behavior in online feedback forums," <i>Journal of Services Marketing</i> , 24(6), 446-457. DOI: https://doi.org/10.1108/08876041011072564
8			Chelminski, P., & Coulter, R. A. (2011). "An examination of consumer advocacy and complaining behavior in the context of service failure," <i>Journal of services marketing</i> , 25(5), 361-370. DOI: https://doi.org/10.1108/08876041111149711
9			Harrison-Walker, L. J. (2012). "The role of cause and affect in service failure," <i>Journal of Services Marketing</i> , 26(2), 115-123. DOI: https://doi.org/10.1108/08876041211215275
10			Noone, B. M. (2012). "Overcompensating for severe service failure: perceived fairness and effect on negative word-of-mouth intent," <i>Journal of Services Marketing</i> , 26(5), 342-351. DOI: https://doi.org/10.1108/08876041211245254
11			Anaya, G. J., Miao, L., Mattila, A. S., & Almanza, B. (2016). "Consumer envy during service encounters," <i>Journal of Services Marketing</i> , 30(3), 359-372. DOI: https://doi.org/10.1108/JSM-03-2015-0121
12			Das, G. (2016). "Understanding the role of regulatory focus in e-tailing activities," <i>Journal of Services Marketing</i> , 30(2), 212-222. DOI: https://doi.org/10.1108/JSM-10-2014-0358

¹ Australian Business Deans’ Council 2016 list; see <https://abdc.edu.au/research/abdc-journal-quality-list/>.

² Articles are arranged chronologically within each journal, and journal order is as per the frequency of selection.

13			Leisen Pollack, B. (2017). "Effects of exit barriers on word-of-mouth activities," <i>Journal of Services Marketing</i> , 31(6), 512-526. DOI: https://doi.org/10.1108/JSM-01-2016-0024
14			Blodgett, J. G., Bakir, A., Mattila, A. S., Trujillo, A., Quintanilla, C., & Elmadağ, A. B. (2018). "Cross-national differences in complaint behavior: cultural or situational?" <i>Journal of Services Marketing</i> , 32(7), 913-924. DOI: https://doi.org/10.1108/JSM-12-2017-0413
15			Harrison-Walker, L. J. (2019). "The effect of consumer emotions on outcome behaviors following service failure," <i>Journal of Services Marketing</i> . DOI: https://doi.org/10.1108/JSM-04-2018-0124
	Sub-total	15	
16	Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior	B	Aron, D. (2001). "Consumer grudgeholding: Toward a conceptual model and research agenda," <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 14, 108-119.
17			Halstead, D. (2002). "Negative word of mouth: substitute for or supplement to consumer complaints?" <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 15, 1-12.
18			Davidow, M. (2003). "Have you heard the word? The effect of word of mouth on perceived justice, satisfaction and repurchase intentions following complaint handling," <i>Journal of and Complaining Behavior</i> , 16, 190-204.
19			Hernandez, M., & Fugate, D. L. (2004). "Post purchase behavioral intentions: an empirical study of dissatisfied retail consumers in Mexico," <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 17, 152.
20			Blodgett, J., Hill, D., & Bakir, A. (2006). "Cross-cultural complaining behavior? An alternative explanation," <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 19, 103-117.
21			Fernandes, D. V. D. H., & Santos, C. P. D. (2007). "Consumer complaining behavior in developing countries: the case of Brazil," <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 20, 86-109.
22			Audrain-Pontevia, A. F., & ESCP-EAP, A. J. K. (2008). "Negative word-of-mouth and redress strategies: An exploratory comparison of French and American managers," <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 21, 124-136.
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25			Lee, R., & Romaniuk, J. (2009). "Relating switching costs to positive and negative word-of-mouth," <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 22, 54-67.
26	Lang, B., & Hyde, K. F. (2013). « Word of Mouth: What We Know and What We Have Yet to Learn," <i>Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior</i> , 26, 1-18.		
27	Davidow, M. (2014). "The a-craft model of organizational responses to customer complaints and their impact on post-complaint customer behavior," <i>Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior</i> , 27, 70-89.		

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	Sub-total	13	
29	Journal of Business Research	A	Grappi, S., Romani, S., & Bagozzi, R. P. (2013). "Consumer response to corporate irresponsible behavior: Moral emotions and virtues," <i>Journal of business research</i> , 66(10), 1814-1821. DOI: https://doi.org/10.1016/j.jbusres.2013.02.002
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40			Harrison-Walker, L. J. (2019). "The critical role of customer forgiveness in successful service recovery," <i>Journal of Business Research</i> , 95, 376-391. DOI: https://doi.org/10.1016/j.jbusres.2018.07.049
	Sub-total	12	

41	Journal of Academy of Marketing Science	A*	Singh, J. (1990). "Voice, exit, and negative word-of-mouth behaviors: An investigation across three service categories," <i>Journal of the Academy of Marketing Science</i> , 18(1), 1-15. DOI: https://doi.org/10.1007/BF02729758
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	Sub-total	10	
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	Sub-total	9	
60	Psychology and Marketing	A	Marquis, M., & Filiatrault, P. (2002). "Understanding complaining responses through consumers' self-consciousness disposition," <i>Psychology & Marketing</i> , 19(3), 267-292. DOI: https://doi.org/10.1002/mar.10012
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67			Hawkins, M. A. (2019). "The effect of activity identity fusion on negative consumer behavior," <i>Psychology & Marketing</i> , 36(4), 395-409. DOI: https://doi.org/10.1002/mar.21186
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	Sub-total	9	
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	Sub-total	8	
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	Sub-total	7	
84	International Journal of Hospitality Management	A*	McQuilken, L., & Robertson, N. (2011). "The influence of guarantees, active requests to voice and failure severity on customer complaint behavior," <i>International Journal of Hospitality Management</i> , 30(4), 953-962. DOI: https://doi.org/10.1016/j.ijhm.2011.02.003
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89			Li, M., Qiu, S. C., & Liu, Z. (2016). "The Chinese way of response to hospitality service failure: The effects of face and guanxi," <i>International Journal of Hospitality Management</i> , 57, 18-29. DOI: https://doi.org/10.1016/j.ijhm.2016.05.002
	Sub-total	6	
90	International Journal of Research in Marketing	A*	East, R., Hammond, K., & Wright, M. (2007). "The relative incidence of positive and negative word of mouth: A multi-category study," <i>International journal of research in marketing</i> , 24(2), 175-184. DOI: https://doi.org/10.1016/j.ijresmar.2006.12.004

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	Sub-total	6	
96	Journal of Retailing and Consumer Services	A	Söderlund, M., & Rosengren, S. (2007). "Receiving word-of-mouth from the service customer: An emotion-based effectiveness assessment," <i>Journal of retailing and consumer services</i> , 14(2), 123-136. DOI: https://doi.org/10.1016/j.jretconser.2006.10.001
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99			Jayasimha, K. R., & Srivastava, H. S. (2017). « Consumer advocacy: Examining the feeling and doing following a failed service encounter," <i>Journal of Retailing and Consumer Services</i> , 34, 201-208. DOI: https://doi.org/10.1016/j.jretconser.2016.09.016
100			Pacheco, N. A., Geuens, M., & Pizzutti, C. (2018). "Whom do customers blame for a service failure? Effects of thought speed on causal locus attribution," <i>Journal of Retailing and Consumer Services</i> , 40, 60-65. DOI: https://doi.org/10.1016/j.jretconser.2017.09.006
101			Schoefer, K., Wäppling, A., Heirati, N., & Blut, M. (2019). "The moderating effect of cultural value orientations on behavioral responses to dissatisfactory service experiences," <i>Journal of Retailing and Consumer Services</i> , 48, 247-256. DOI: https://doi.org/10.1016/j.jretconser.2019.02.009
	Sub-total	6	

102	International Journal of Contemporary Hospitality Management	A	Swanson, S. R., Huang, Y., & Wang, B. (2014). "Hospitality-based critical incidents: a cross-cultural comparison," <i>International Journal of Contemporary Hospitality Management</i> . DOI: https://doi.org/10.1108/IJCHM-03-2012-0033
103			Kuo, P. J., Zhang, L., & Cranage, D. A. (2015). "What you get is not what you saw: exploring the impacts of misleading hotel website photos," <i>International Journal of Contemporary Hospitality Management</i> , 27(6), 1301-1319. DOI: https://doi.org/10.1108/IJCHM-11-2013-0532
104			Kim, J. H., & Jang, S. (2016). "Factors affecting memorability of service failures: A longitudinal analysis," <i>International Journal of Contemporary Hospitality Management</i> , 28(8), 1676-1701. DOI: https://doi.org/10.1108/IJCHM-10-2014-0516
105			Qiu, S., Li, M., Mattila, A. S., & Yang, W. (2018). "Managing the face in service failure: the moderation effect of social presence," <i>International Journal of Contemporary Hospitality Management</i> , 30(3), 1314-1331. DOI: https://doi.org/10.1108/IJCHM-06-2016-0315
106			Joe, S., & Choi, C. (2019). "The effect of fellow customer on complaining behaviors: the moderating role of gender," <i>International Journal of Contemporary Hospitality Management</i> . DOI: https://doi.org/10.1108/IJCHM-09-2018-0717
	Sub-total	5	
107	Journal of Hospitality and Tourism Research	A	Cheng, S., Lam, T., & Hsu, C. H. (2006). "Negative word-of-mouth communication intention: An application of the theory of planned behavior," <i>Journal of Hospitality & Tourism Research</i> , 30(1), 95-116. DOI: https://doi.org/10.1177%2F1096348005284269
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109			McQuilken, L., & Robertson, N. (2013). "Who chose this restaurant anyway? The effect of responsibility for choice, guarantees, and failure stability on customer complaining," <i>Journal of Hospitality & Tourism Research</i> , 37(4), 537-562. DOI: https://doi.org/10.1177%2F1096348012442541
110			Lee, C. H., & Cranage, D. A. (2014). "Toward understanding consumer processing of negative online word-of-mouth communication: the roles of opinion consensus and organizational response strategies," <i>Journal of Hospitality & Tourism Research</i> , 38(3), 330-360. DOI: https://doi.org/10.1177%2F1096348012451455
111			Rouliez, P., Tojib, D., & Tsarenko, Y. (2019). "The Influence of Online Review Exposure on Reviewers' Intensity Level of Negative Word of Mouth," <i>Journal of Hospitality & Tourism Research</i> , 1096348019840798. DOI: https://doi.org/10.1177%2F1096348019840798
	Sub-total	5	
112	Journal of Business Ethics	A	Ferguson, J. L., Ellen, P. S., & Bearden, W. O. (2014). "Procedural and distributive fairness: Determinants of overall price fairness," <i>Journal of business ethics</i> , 121(2), 217-231. DOI: https://doi.org/10.1007/s10551-013-1694-2
113			Leonidou, C. N., & Skarmeas, D. (2017). "Gray shades of green: Causes and consequences of green skepticism," <i>Journal of</i>

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115			Vo, T. T., Xiao, X., & Ho, S. Y. (2019). "How does corporate social responsibility engagement influence word of mouth on Twitter? Evidence from the airline industry," <i>Journal of Business Ethics</i> , 1-18. DOI: https://doi.org/10.1007/s10551-017-3679-z
	Sub-total	4	
116	Journal of Consumer Psychology	A	Smith, R. E., & Vogt, C. A. (1995). "The effects of integrating advertising and negative word-of-mouth communications on message processing and response," <i>Journal of Consumer Psychology</i> , 4(2), 133-151. DOI: https://doi.org/10.1207/s15327663jcp0402_03
117			Laczniak, R. N., DeCarlo, T. E., & Ramaswami, S. N. (2001). "Consumers' responses to negative word-of-mouth communication: An attribution theory perspective," <i>Journal of Consumer Psychology</i> , 11(1), 57-73. DOI: https://doi.org/10.1207/S15327663JCP1101_5
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	Sub-total	4	
120	Journal of Marketing Management	A	Harris, L. C., & Daunt, K. L. (2011). "Deviant customer behavior: A study of techniques of neutralisation," <i>Journal of Marketing Management</i> , 27(7-8), 834-853. DOI: https://doi.org/10.1080/0267257X.2010.498149
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	Sub-total	4	
124	Journal of Advertising Research	A	Bayus, B. L. (1985). "Word of mouth-the indirect effects of marketing efforts," <i>Journal of advertising research</i> , 25(3), 31-39.

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	Sub-total	3	
127	Journal of Brand Management	A	Sjödin, H. (2008). "Upsetting brand extensions: An enquiry into current customers' inclination to spread negative word of mouth," <i>Journal of Brand Management</i> , 15(4), 258-271. DOI: https://doi.org/10.1057/palgrave.bm.2550113
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	Sub-total	3	
130	Journal of Consumer Research	A*	Ward, J. C., & Ostrom, A. L. (2006). "Complaining to the masses: The role of protest framing in customer-created complaint web sites," <i>Journal of Consumer Research</i> , 33(2), 220-230. DOI: https://doi.org/10.1086/506303
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	Sub-total	3	
133	Journal of Interactive Marketing	A	Holloway, B. B., Wang, S., & Parish, J. T. (2005). "The role of cumulative online purchasing experience in service recovery management," <i>Journal of Interactive Marketing</i> , 19(3), 54-66. DOI: https://doi.org/10.1002/dir.20043
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	Sub-total	3	
136		A	Shapiro, T., & Nieman-Gonder, J. (2006). "Effect of communication mode in justice-based service recovery," <i>Managing</i>

	Journal of Service Theory and Practice		<i>Service Quality: An International Journal</i> , 16(2), 124-144. DOI: https://doi.org/10.1108/09604520610650619
137			Lin, H. H., Wang, Y. S., & Chang, L. K. (2011). "Consumer responses to online retailer's service recovery after a service failure," <i>Managing Service Quality: An International Journal</i> . DOI: https://doi.org/10.1108/09604521111159807
138			Ludwig, N. L., Heidenreich, S., Kraemer, T., & Gouthier, M. (2017). "Customer delight: universal remedy or a double-edged sword?" <i>Journal of Service Theory and Practice</i> , 27(1), 22-45. DOI: https://doi.org/10.1108/JSTP-08-2015-0197
	Sub-total	3	
139	Journal of Hospitality Marketing and Management	A	Kim, J., & Boo, S. (2011). "Influencing factors on customers' intention to complain in a franchise restaurant," <i>Journal of Hospitality Marketing & Management</i> , 20(2), 217-237. DOI: https://doi.org/10.1080/19368623.2010.514559
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	Sub-total	2	
141	Journal of Marketing	A*	Richins, M. L. (1983). "Negative word-of-mouth by dissatisfied consumers: A pilot study," <i>Journal of marketing</i> , 47(1), 68-78. DOI: https://doi.org/10.1177%2F002224298304700107
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	Sub-total	2	
143	Journal of Service Management	A	Harris, L. C., Fisk, R. P., & Sysalova, H. (2016). "Exposing Pinocchio customers: investigating exaggerated service stories," <i>Journal of Service Management</i> , 27(2), 63-90. DOI: https://doi.org/10.1108/JOSM-06-2015-0193
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	Sub-total	2	
145	Journal of Strategic Marketing	A	Ha, H. Y. (2006). "An exploratory study and consumers' perceptions of e-reverse bundling price in online retailing," <i>Journal of Strategic Marketing</i> , 14(3), 211-228. DOI: https://doi.org/10.1080/09652540600825456
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	Sub-total	2	
147	Marketing Science	A*	Luo, X. (2009). "Quantifying the long-term impact of negative word of mouth on cash flows and stock prices," <i>Marketing Science</i> , 28(1), 148-165. DOI: https://doi.org/10.1287/mksc.1080.0389
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			Science, 29(4), 690-700. DOI: https://doi.org/10.1287/mksc.1090.0550
	Sub-total	2	
149	Public Relations Review	A	Einwiller, S. A., Laufer, D., & Ruppel, C. (2017). "Believe me, I am one of you! The role of common group affiliation in crisis communication," <i>Public Relations Review</i> , 43(5), 1007-1015. DOI: https://doi.org/10.1016/j.pubrev.2017.09.006
150			Xiao, Y., Hudders, L., Claeys, A. S., & Cauberghe, V. (2018). "The impact of expressing mixed valence emotions in organizational crisis communication on consumer's negative word-of-mouth intention," <i>Public Relations Review</i> , 44(5), 794-806. DOI: https://doi.org/10.1016/j.pubrev.2018.10.007
	Sub-total	2	
151	Tourism Management	A*	Sánchez-García, I., & Currás-Pérez, R. (2011). "Effects of dissatisfaction in tourist services: The role of anger and regret," <i>Tourism Management</i> , 32(6), 1397-1406. DOI: https://doi.org/10.1016/j.tourman.2011.01.016
152			Breitsohl, J., & Garrod, B. (2016). "Assessing tourists' cognitive, emotional, and behavioural reactions to an unethical destination incident," <i>Tourism Management</i> , 54, 209-220. DOI: https://doi.org/10.1016/j.tourman.2015.11.004
	Sub-total	2	
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153	Lee, K., Khan, M. A., & Ko, J. Y. (2008). "A cross-national comparison of consumer perceptions of service recovery," <i>Journal of Travel & Tourism Marketing</i> , 24(1), 1-16. DOI: https://doi.org/10.1300/J073v24n01_01		
154	Son, J. Y., & Kim, S. S. (2008). "Internet users' information privacy-protective responses: A taxonomy and a nomological model," <i>MIS Quarterly</i> , 503-529. DOI: https://doi.org/10.2307/25148854		
155	Goles, T., Rao, S. V., Lee, S., & Warren, J. (2009). "Trust violation in electronic commerce: customer concerns and reactions," <i>Journal of computer information systems</i> , 49(4), 1-9.		
156	Ferguson, J. L., & Johnston, W. J. (2011). "Customer response to dissatisfaction: A synthesis of literature and conceptual framework," <i>Industrial Marketing Management</i> , 40(1), 118-127. DOI: https://doi.org/10.1016/j.indmarman.2010.05.002		
157	Podnar, K., & Javernik, P. (2012). "The effect of word of mouth on consumers' attitudes toward products and their purchase probability," <i>Journal of promotion management</i> , 18(2), 145-168. DOI: https://doi.org/10.1080/10496491.2012.668426		
158	Grainer, M., Noble, C. H., Bitner, M. J., & Broetzmann, S. M. (2014). "What unhappy customers want," <i>MIT Sloan management review</i> , 55(3), 31.		
159	He, H., & Harris, L. (2014). "Moral disengagement of hotel guest negative WOM: moral identity centrality, moral awareness, and anger," <i>Annals of Tourism Research</i> , 45, 132-151. DOI: https://doi.org/10.1016/j.annals.2013.10.002		
160	Chang, H. H., Tsai, Y. C., Wong, K. H., Wang, J. W., & Cho, F. J. (2015). "The effects of response strategies and severity of failure on consumer attribution with regard to negative word-of-mouth," <i>Decision Support Systems</i> , 71, 48-61. DOI: https://doi.org/10.1016/j.dss.2015.01.007		
161	Harmeling, C. M., Magnusson, P., & Singh, N. (2015). "Beyond anger: A deeper look at consumer animosity," <i>Journal of International Business Studies</i> , 46(6), 676-693. DOI: https://doi.org/10.1057/jibs.2014.74		
162	Joireman, J., Smith, D., Liu, R. L., & Arthurs, J. (2015). "It's all good: Corporate social responsibility reduces negative and promotes positive responses to service failures among value-aligned customers," <i>Journal of Public Policy & Marketing</i> , 34(1), 32-49. DOI: https://doi.org/10.1057/jibs.2014.74		
163	Balaji, M. S., Khong, K. W., & Chong, A. Y. L. (2016). "Determinants of negative word-of-mouth communication using social networking sites," <i>Information & Management</i> , 53(4), 528-540. DOI: https://doi.org/10.1016/j.im.2015.12.002		

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165	Antonetti, P., & Manika, D. (2017). "The offline spill-over of signing online petitions against companies: A dual pathway model," <i>Information Technology & People</i> , 30(4), 969-990. DOI: https://doi.org/10.1108/ITP-08-2016-0179
166	Chih, W. H., Chiu, T. S., Lan, L. C., & Fang, W. C. (2017). "Psychological contract violation: Impact on perceived justice and behavioral intention among consumers," <i>International Journal of Conflict Management</i> , 28(1), 103-121. DOI: https://doi.org/10.1108/IJCMA-02-2016-0010
167	Bolkan, S. (2018). "Threat, coping, and cost: Protection motivation in the context of consumer complaining," <i>Communication Research</i> , 45(6), 840-861. DOI: https://doi.org/10.1177%2F0093650215600492
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