

Social Exclusion and Social Sharing about Past versus Future Experiences

Melis Ceylan
Bilkent University

Ezgi Akpınar
Koç University

Selin Atalay
Frankfurt School of Finance and Management

Cite as:

Ceylan Melis, Akpınar Ezgi, Atalay Selin (2019), Social Exclusion and Social Sharing about Past versus Future Experiences. *Proceedings of the European Marketing Academy*, 48th, (8351)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



Social Exclusion and Social Sharing about Past versus Future Experiences

Abstract

This paper explores how social exclusion affects individuals' propensity to create WOM. The authors demonstrate that socially excluded individuals, compared to their non-excluded counterparts, are willing to have a longer conversation with their acquaintances. They are more likely to share personal events that happened in the past, compared to personal events that are planned for future and self-general topics, during their conversation. Social exclusion activates the motive to protect others. Thus, excluded individuals believe that sharing autobiographical memories that happened in the past will help others be prepared for a similar experience; consequently strengthen their social connections with them and fortify their belongingness needs.

Keywords: *social exclusion; social sharing; word of mouth*

Track: Consumer Behaviour