

Everybody Lies: Consequences of Opportunistic Behaviours in Failure and Recovery

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Abstract

Sometimes consumers can play dirty and lie about failures they experienced, at least they may have tendency to exaggerate about what happened for more recovery. In a way, this is the dark side of consumer. But on the other hand, do all companies act honestly in recovery processes? Actually, both sides may act opportunistically in failure-recovery processes. Thus, the aim of the study is examining the impact of opportunistic behavior (on both consumer and company side) on two behavioral outcomes: anger and negative word of mouth. To understand these dynamics, 2*2*2* between subjects factorial design is used. As this is an ongoing study, we present the results of the manipulation tests and the preliminary findings.

Keywords: *failure; recovery; opportunistic behaviour*

Track: Services Marketing