

Humorous response to consumer complaints: an ally or an enemy?

SHYNAR DYUSSEMBAYEVA
UNIVERSITY OF PORTSMOUTH
Marta Nieto García
University of Portsmouth
ALI SELCUK CAN
UNIVERSITY OF PORTSMOUTH

Cite as:

DYUSSEMBAYEVA SHYNAR, Nieto García Marta , CAN ALI SELCUK (2022), Humorous response to consumer complaints: an ally or an enemy?. *Proceedings of the European Marketing Academy*, 51st, (107293)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Humorous response to consumer complaints: an ally or an enemy?

Abstract

Using humor to respond to customers' complaints on social media has become a widespread practice. However, is this an effective form of communication? How do humorous responses affect potential customers' (onlookers') perceptions about the company? With a focus on travel and tourism services, the current paper suggests that humorous responses may have a negative effect on onlooker's willingness to engage with the company. This is particularly true for individuals with a deontological (vs teleological) mindset, that is, for those that perceive humorous responses as inappropriate in service failure recoveries. Moreover, we test the psychological mechanism behind this relationship, i.e., the mediating effect of anger. The findings of this work will offer relevant implications for managing customers' complaints in service settings.

Keywords: *humor; mindset; tourism*

Track: Tourism Marketing