

# Reflexive Effects of Negative Word of Mouth: Pilot Study

**Rahul Chawdhary**  
Kingston University  
**Anna Ivanova**  
Kingston University London  
**Arslan Chaudhary**  
Kingston University

Cite as:

Chawdhary Rahul, Ivanova Anna, Chaudhary Arslan (2023), Reflexive Effects of Negative Word of Mouth: Pilot Study. *Proceedings of the European Marketing Academy*, 52nd, (114013)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



# Reflexive Effects of Negative Word of Mouth: Pilot Study

## **Abstract**

Extant literature primarily considers an individual's negative word of mouth behaviour (NWOM) as an outcome of brand hate overlooking the possibility that a reverse effect may exist. Employing an experimental research design our pilot study provides initial evidence that a reverse effect exists wherein articulation of NWOM by the communicator about a brand to their strong ties (vs. weak ties) has a stronger effect on brand hate. These initial findings not only expand our understanding of NWOM-brand hate relationship but also contributes to the nascent word of mouth (WOM) literature that seeks to understand the boomerang effects of articulating WOM on the sender.

**Subject Areas:** *Branding, Consumer Behaviour*

**Track:** Consumer Behaviour