

An exploration of consumers' negative emotions and short-term coping responses in online environments of brands

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Abstract

Although research on negative emotions towards brands has received growing attention in the last decade, a variety of consumers' negative emotions and short-term coping responses in brand contexts are still underexplored. In today's interconnected world, negative online encounters between consumers and brands have become increasingly probable. To prevent and avoid negative brand-relevant outcomes, it is worthwhile for academics and practitioners to investigate negative emotions evoked in the online environments of brands. By applying the critical incident technique, 21 qualitative interviews were conducted, revealing that the most frequently experienced negative emotions in online consumer-brand encounters were disappointment, anger, and rejection. Consumers mainly engaged in specific actions or sought emotional support to immediately cope with the negative emotions.

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