

The Impact of Mindful Compassion on Consumer-Brand Relations Following Brand Failures

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It is well-recognized that brands should act with care and compassion toward consumers. However, when brands fail to deliver services (e.g., delayed repairs), do some consumers display mindfulness and compassion by forgiving the brands and maintaining the relationship? In a survey, two experiments, and a textual analysis, we demonstrate that mindful compassion (MC) increases consumers' willingness to continue relationships with failing brands. Consumers high in MC (Study 1) or exposed to brief MC priming through brand apologies encouraging compassionate acts (Study 2) are more forgiving and willing to maintain brand loyalty. Similarly, after exposure to MC priming via consumer reviews (Study 3), consumers showed a higher likelihood of continuing relationships with failing brands. This research contributes to the service failure and mindfulness literature, offering managerial insights. Brands can use MC-oriented apologies and reviews to foster consumer compassion, improving brand-consumer relationships even in challenging situations.

Keywords: *mindfulness, compassion, brand failures*

Track: *Consumer behavior*