

Consumers' reactions to "ignored" forewarnings during joint consumption

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Abstract

This research examines how customer forewarnings—preemptive information about potential service problems—shape attitudes and intentions in joint consumption. Across four experiments, honest forewarnings improved evaluations after failures, even when customers ignored the advice. Even inaccurate warnings outperformed no warning. Forewarnings reduced dissatisfaction by managing expectations and shifting blame away from the firm, and they worked in both individual and group settings. Their effectiveness depended on accuracy (correct > incorrect) but not strongly on personalization. Crucially, forewarnings must be paired with accommodative recovery (e.g., apology/compensation): this combination preserved satisfaction at levels similar to error-free service, whereas defensive responses eliminated forewarning benefits.

Track: Sales Management and Personal Selling