Webcare Framing: How Small Changes Make a Significant Difference in Bystanders' Minds

Wolfgang Weitzl
University of Applied Sciences Upper Austria
Clemens Hutzinger
Seeburg Castle University, Department of Management
Udo Wagner
University of Vienna
Robert Zimmermann
University of Applied Sciences Upper Austria

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023

EMAC
EUROPEAN MARKETING ACADEMY

Webcare Framing: How Small Changes Make a Significant Difference in Bystanders' Minds

Abstract

By conducting three experimental studies, this research contributes to the scientific knowledge about the effects of different forms of webcare framing (classic, non-classic) on complaint bystanders. Initial findings of the first study on classic framing indicate that by-standers' webcare judgments and brand attitude are affected by goal framing. However, the effect of attribute framing appears to be ambiguous. Two subsequent scenario-based experi-ments show that both bystanders' level of empathy towards fellow shoppers and perceived failure size strongly affect their reactions to different forms of webcare framing.

Keywords: *Online Complaining; Online Service Recovery; Framing*