Antecedents of Negative Word-of-mouth and Strategies to Extricate from Negative Word-of-Mouth Trap

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ABSTRACT

In the past, previous word-of-mouth studies mainly focused on exploring the causes and effects of positive word-of-mouth marketing. However, negative word-of-mouth has a greater impact on company performance Therefore, the author would like to explore possible antecedents of negative word of mouth, hoping to offer managerial suggestions and make up the gap in the past literature. I collected 144 data and used statistical method to test my hypotheses.

   I found that negative information search, perceived risk, and negative emotions will strengthen consumers' intention to do negative word-of-mouth. In contrast, consumers' professional experience will decrease the effect of negative information on negative word-of-mouth.

Keywords: NWOM, Perceived Risk, Self-brand Connection, NWOM Marketing

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INTRODUCTION

Background

Negative word of mouth can have a major impact on the company. In 2008, a musician took United Airlines, but his $3,500 guitar was broken by the baggage handler, so he filed a complaint against United Airlines, but United Airlines did not respond appropriately. Then after nine months without a satisfaction solution. The musician writes a song to everyone about the actions of United Airlines. Lyrics mentioned that:

> *"…While on the ground, a passenger said from the seat behind me, "My God, they're throwing guitars out there"…When we landed in Nebraska, I confirmed what I'd suspected. My Taylor'd been the victim of a vicious act of malice at O'Hare…So began a year long saga, of "Pass the buck", "Don't ask me", and "I'm sorry, sir, your claim can go no where". Well, I won't say that I'll never fly with you again, 'Cause, maybe, to save the world, I probably would, but that won't likely happen, and if it did, I wouldn't bring my luggage 'Cause you'd just go and break it, Into a thousand pieces, Just like you broke my heart.*

This song has caused United Airlines' share price to evaporate $180 million in just a few days after the release on Youtube. It was like a snowballing phenomenon. When the musicians were just a small snowball, United Airlines did not actively deal with the problem and faced it. They chose to ignore. When the musicians made a song about him and United Airlines and sang it to everyone. People all over the world knew about it. In the end, it evolved into a huge snowball, which gave the United Airlines a heavy blow. Just a negative word-of-mouth can have such an impact on a huge company, showing that the power of negative word-of-mouth is unpredictable.

Another case is that American brand A&F discriminated fat people and even made an advertisement to emphasize they only sell clothes to people who are fitness. People of justice cannot stand it and launched a boycott on the Internet. From that time, A&F's image in the Americans' hearts has gradually collapsed. By 2014, A&F

closed about 60 stores in the United States. It can be seen from the above that the negative word-of-mouth of consumers will have a severe impact on companies. Therefore, this study attempts to understand what factors will make consumers want to do negative word-of-mouth, to help companies prevent negative word of mouth and give companies some practical advices.

Motivation

The motivation for doing this research is to clarify what kind of reasons would cause consumers to do negative word-of-mouth. Consumers are becoming more aware of their rights and pursuing good products. Willemsen, Lotte, Nielsen, and Bronner investigated that consumer word-of-mouth that posted online are trusted more than ads delivered via mass media.

More than two-thirds of consumers also report that they take action after reading other consumers' word-of-mouth messages, showing its potential as a new form of social influence that impacts consumer trust and behavior.[1] This means more than half of the people will use word-of-mouth as an important indicator, and the impact of negative word-of-mouth is far greater than positive word-of-mouth.

Therefore, as I know negative word-of-mouth is an important role in the market world, this study will find out what kind of factors can affect consumers to do negative word-of-mouth.

Since I already know negative word-of-mouth have a great impact on the company, the author wants to know what the company will do if they receive negative word-of-mouth and how will they handle it. The author had seen some cases about

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[1] Lotte Willemsen, Peter C Neijens, and Fred A Bronner, "Webcare as Customer Relationship and Reputation Management? Motives for Negative Electronic Word of Mouth and Their Effect on Webcare Receptiveness," in *Advances in Advertising Research (Vol. Iv)* (Springer, 2013).

company promote its image with word-of-mouth. When it comes to negative word-of-mouth, can they still use it as a tool to promote the company? This research will collect some cases that the company successfully used negative word-of-mouth to change its image.

Research Purpose

The purpose of this research is using quantitative method to explore what factors will cause consumers to do negative word-of-mouth and using case study to understand what kind of strategies can help companies to turn negative word-of-mouth into a positive word-of-mouth.

Research Question

1. What are antecedents of negative word-of-mouth?

2. What kinds of strategies can help a company to turn negative word of mouth to positive word of mouth?

Contributions

In the past research, most of them were focused on positive word-of-mouth, however, this research focus on negative word-of-mouth and attempt to explore what kind of factors will cause consumers to do negative word-of-mouth. Also, this study investigated how company reverse their negative image.

Limits and Delimits

I try to understand why consumers do negative word of mouth and how managers reverse negative image through interview. However, it is difficult for me to access to managers. As a result, I not only collect questionnaires and use statistical method to explore possible factors of negative word of mouth, but also collect secondary data to explore possible strategies that company can use to extricate itself from this unfavorable situation.

LITERATURE REVIEW

Word-of-Mouth (WOM)

The literature defines word-of-mouth as "all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers".[2] Additionally, in Arndt's research, word-of-mouth can be any oral and personal communication, positive or negative, about a brand, product, service, or organization, in which the receiver of the message perceives the sender to have a non-commercial intention.[3]

As a result, the consumer prefers to believe in word-of-mouth because it is an informal review of the product/brand and is usually comes from consumers' honest feelings. When consumers feel satisfied with the product, word-of-mouth can be positive, conversely, unsatisfied feelings can cause consumers to do negative word-of-mouth. No matter what type of word of mouth appears, the power of word-of-mouth is unpredictable. Furthermore, different forms of spreading and receiving word-of-mouth will also affect the strength of word-of-mouth communication. In other words, word-of-mouth can have different influences that depend on the sender's expression.

Word-of-Mouth Marketing

For consumers, word-of-mouth is a crucial and selectable source of information.[4] Because word-of-mouth is the easiest way to impact consumers. Armstrong and Kotler noted that word-of-mouth marketing campaigns are associated with influencer

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[2] Robert A Westbrook and Richard L Oliver, "The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction," *Journal of consumer research* 18, no. 1 (1991).
[3] Johan Arndt, "Role of Product-Related Conversations in the Diffusion of a New Product," *Journal of marketing Research* 4, no. 3 (1967).
[4] Richard L Oliver and John E Swan, "Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach," *Journal of marketing* 53, no. 2 (1989).

strategies in which products are placed with persons who are expected to use, share, and talk about the product with their friends and family; these persons are known as brand ambassadors, buzz agents, or product seeds.[5] Through these kinds of relationships, companies can promote their products to potential consumers.

Fornell and Wernerfelt pointed out that generous complaint management practices can convert a negative consumer experience into positive benefits for the firm, as saved consumers extol the virtues of their service recovery experience and refuse to engage in negative word-of-mouth (NWOM).[6] A company with negative word-of-mouth could manipulate negative word-of-mouth to reverse reputation if they handle it well. Failure to respond well to consumer complaints is thought to be especially influential in creating NWOM.[7]

The literature on pre-purchasing stages in the receiver's decision-making process indicates that receiving word-of-mouth influences the receiver's awareness, attitudes, product evaluations, intentions, and expectations.[8] Hence, for companies, negative word-of-mouth can be an effective tool to increase profits, but it also can be destruction to destroy their reputation, especially nowadays.

Transmission of Negative Word-of-Mouth (NWOM)

Consumers will spread the unsatisfied purchase experience if the company did not handle the situation well. When the company cannot deal with negative information from the consumer immediately, it will cause negative word-of-mouth.

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[5] Gary Armstrong et al., *Introducción Al Marketing* (Pearson Madrid, 2011).
[6] Claes Fornell and Birger Wernerfelt, "Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis," *Journal of Marketing research* 24, no. 4 (1987).
[7] Martin Williams and Francis Buttle, "Managing Negative Word-of-Mouth: An Exploratory Study," *Journal of marketing management* 30, no. 13-14 (2014).
[8] Magnus Söderlund and Sara Rosengren, "Receiving Word-of-Mouth from the Service Customer: An Emotion-Based Effectiveness Assessment," *Journal of retailing and consumer services* 14, no. 2 (2007).

From online reviews to face-to-face word-of-mouth, negative word-of-mouth can spread instantly. Richin noted that the sender's motivation for engaging in negative word-of-mouth may also result in selective emphasis or other distortions. When the motivation is primarily altruistic, the sender may emphasize the seriousness of the dissatisfaction or the marketing organization's role in causing it to strengthen the warning to receivers. If the motivation is primarily that of revenge, exaggeration of the organization's misdeeds may occur.[9] Therefore, negative emotion can regard as an important factor that will influence negative word-of-mouth.

Negative Emotion of Sender and Receiver on Negative information

Emotions have an impact on negative word-of-mouth because emotions are contagious. When the negative emotion of the sender is stronger, the negative emotion of the receiver will be bigger. Seeney and Soutar noted that the sender's transmission of word-of-mouth has emotional antecedents, in the sense that negative emotions contribute to word-of-mouth transmission.[10] Consumers vent negative word-of-mouth with anger to each other. As a result, negative word-of-mouth can be shared through consumers. However, more factors will influence consumers to decide whether to do negative word-of-mouth or not.

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[9] Marsha L Richins, "Word of Mouth Communication as Negative Information," *ACR North American Advances* (1984).

[10] Jillian C Sweeney and Geoffrey N Soutar, "Consumer Perceived Value: The Development of a Multiple Item Scale," *Journal of retailing* 77, no. 2 (2001).

Perceived Risk

A perceived risk is defined as a "subjective expectation of losses".[11] Negative information would be affected by consumers' perceived risk because consumers are more sensitive to the risk of buying the product that they did not experience before. They would be affected by negative information because it strengthens the perceived risk of consumers toward the brand. Moreover, the credibility of positive and negative information is totally different. Richin investigated that when a receiver hears positive information concerning a product recently purchased by the sender, less credibility is placed on that information because the receiver may infer that the source is attempting to justify his or her purchase by saving positive things about it.[12] Which means people usually take positive information as "predictable".

On the other hand, when it comes to negative information, people would like to choose to believe it because negative information is unpredictable. Herr et al, considered that when consumers evaluate products, negative information will be more diagnostic and will be recognized as more useful and correct, as a result, negative information will receive more attention.[13]

Professional Experience

Professional experience in word-of-mouth means consumers have sufficient knowledge of the product category, they will have more information about the product. Gilly investigated that a relation conceivably exists between word-of-mouth receivers' experience in the product category and their perceived risk in its purchase.

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[11] Utpal M Dholakia, "An Investigation of the Relationship between Perceived Risk and Product Involvement," *ACR North American Advances* (1997).

[12] Marsha L Richins, "Word of Mouth Communication as Negative Information," ibid. (1984).

[13] Paul M Herr, Frank R Kardes, and John Kim, "Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective," *Journal of consumer research* 17, no. 4 (1991).

This means that consumers who are less experienced in a particular product category probably will perceive more risk in that purchase and, from the information economics perspective, they will gain more from the information that the word-of-mouth sender provides.[14] Briefly speaking, consumers with low professional knowledge have no advantage in the product information.

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[14] Mary C Gilly et al., "A Dyadic Study of Interpersonal Information Search," *Journal of the academy of marketing science* 26, no. 2 (1998).
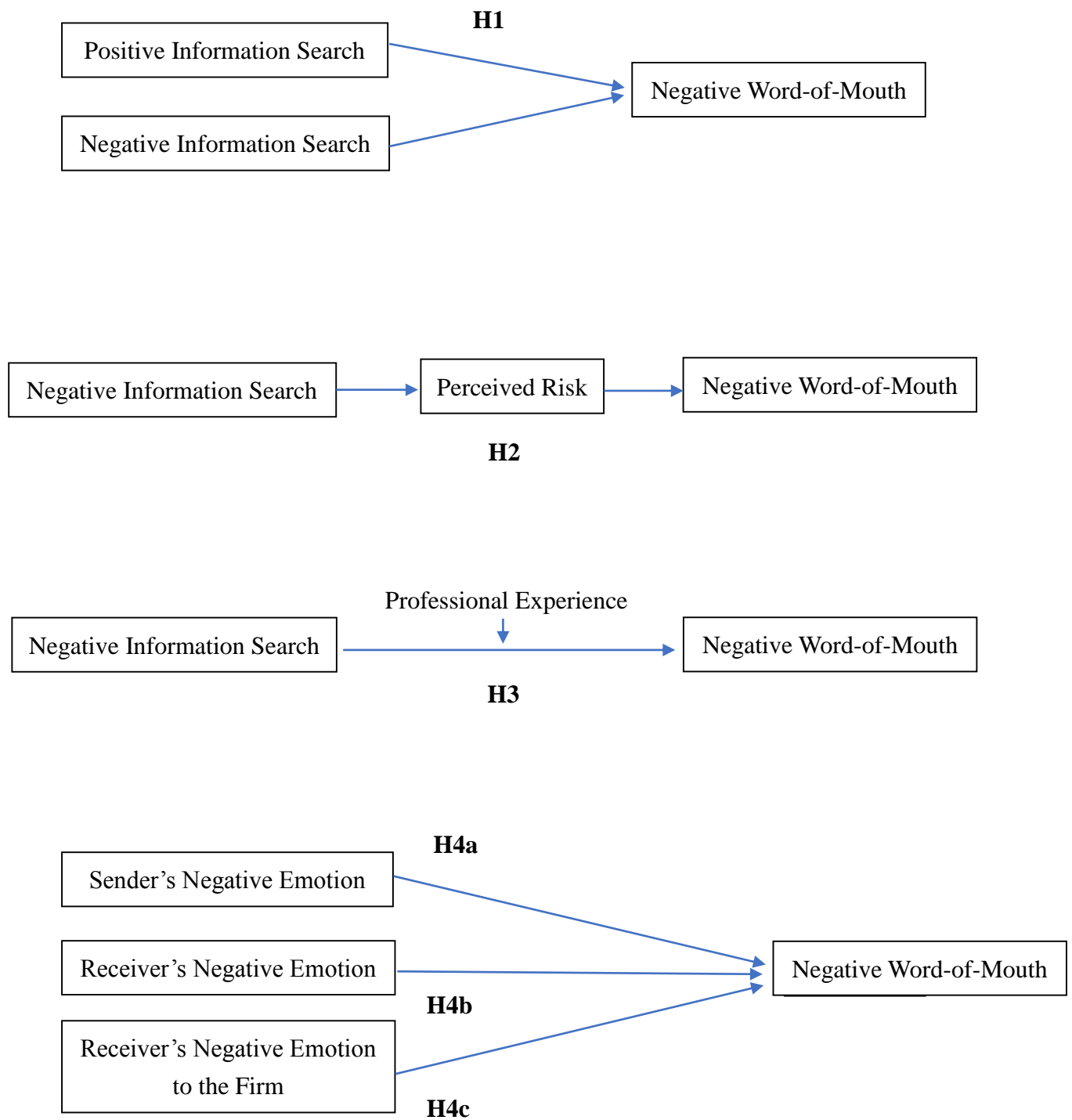
Research Framework

Positive Information Search

Negative Information Search

H1

Negative Word-of-Mouth

Negative Information Search → Perceived Risk → Negative Word-of-Mouth

H2

Professional Experience

Negative Information Search → Negative Word-of-Mouth

H3

Sender's Negative Emotion

H4a

Receiver's Negative Emotion

H4b

Receiver's Negative Emotion to the Firm

H4c

Negative Word-of-Mouth

Figure 1 Research Framework

Kim, Song and Pan found out that consumers who are exposed to negative information are likely to search for further information, especially if the negative information is serious.[15] I assumed that the action of searching information means consumers are curious about the negative information, or they want to confirm the negative information's credibility and severity. Also, there are few researchers found that consumers who are exposed to negative brand information are likely to search for further information.[16] As a result, when consumers receive negative information, the probability of searching negative information will higher the probability of doing negative word-of-mouth. Thus, I hypothesize:

H1: Negative information search positively influences on negative word-of-mouth.

People who perceive more risk in a purchase situation tend to seek information through word-of-mouth more actively than those who perceive a lower risk.[17] Guo examined that word-of-mouth is one of the most effective sources of information for reducing the risk associated with the purchase of a particular product.[18] It means consumers will search for information to reduce the risk of buying the product. Consumers have such behavior mainly because negative information will higher the

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[15] HyeKyoung Kim and Jihoon Song, "The Quality of Word-of-Mouth in the Online Shopping Mall," *Journal of Research in Interactive Marketing* 4, no. 4 (2010); Zhou-Pan Pan, "Research Advances and Prospects on the Effects of Negative Online Review Dissemination" (paper presented at the 2011 International Conference on Information Management, Innovation Management and Industrial Engineering, 2011); Jerry I Shaw and WN Steers, "Negativity and Polarity Effects in Gathering Information to Form an Impression," *Journal of Social Behavior and Personality* 15, no. 3 (2000).

[16] Kim and Song, "The Quality of Word-of-Mouth in the Online Shopping Mall."; Lee-Yun Pan and Jyh-Shen Chiou, "How Much Can You Trust Online Information? Cues for Perceived Trustworthiness of Consumer-Generated Online Information," *Journal of Interactive Marketing* 25, no. 2 (2011).

[17] Arndt, "Role of Product-Related Conversations in the Diffusion of a New Product."

[18] Chiquan Guo, "A Review on Consumer External Search: Amount and Determinants," *Journal of business and psychology* 15, no. 3 (2001).

perceived risk of the consumers, which is a psychological factor. It will affect consumers' behaviors. In other words, if the perceived risk is high, consumers will do negative word-of-mouth because they receive negative information and realize risks. Thus, I hypothesize:

H2: Perceived risk mediate the relationship between negative information search and negative word-of-mouth.

The professional experience of the receiver is an important factor that can have an impact on perceived risk. Gilly pointed out that consumers are more likely to seek other people's opinion before purchasing, when they have less experience and strong involvement in the purchase of the product category.[19] In Rodolfo, Letical and Ana-Belen's research, they found that it is because the expert receiver already possesses sufficient knowledge about the product category and has no need to consult with other people before making a decision.[20] When the consumer's professional experience is high, they will think carefully about the negative information is trustworthy or not. Because consumers with high professional experience have enough knowledge about the product, they do not have to listen to other people's opinions. Consumers with high professional experience have the ability to judge the reliability of negative information. When found out the negative information is true, they will do negative word-of-mouth to protect others encounters bad experiences. Thus, I hypothesize:

H3: The professional experience of the receiver moderates the relationship between negative information search and negative word-of-mouth.

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[19] Gilly et al., "A Dyadic Study of Interpersonal Information Search."
[20] Rodolfo Vázquez-Casielles, Leticia Suárez-Á lvarez, and Ana-Belen Del Rio-Lanza, "The Word of Mouth Dynamic: How Positive (and Negative) Wom Drives Purchase Probability: An Analysis of Interpersonal and Non-Interpersonal Factors," *Journal of Advertising Research* 53, no. 1 (2013).

When consumer receives negative information, the intuitive response is negative emotions. Seeney and Soutar noted that the sender's transmission of word-of-mouth has emotional antecedents, in the sense that negative emotions contribute to word-of-mouth transmission.[21] In this research, I divided negative emotion into three parts: the sender's negative emotion, the receiver's negative emotion and the receiver's negative emotion to the company.

In Hsee's assumption, he assumed that our conscious realization that one person is in one particular emotional state could make us end up in the same emotional state.[22] When the sender sends negative information about the company to the receiver, the negative emotion expressed by the sender will let the receiver do negative word-of-mouth. Because the receiver sensed the sender's negative emotion, they want to help the sender to release the negative feeling. In addition, I assumed that the sender's negative emotion will cause the receiver to do negative word-of-mouth.

When negative information makes receiver feel truly unpleasant, he/she will do negative word-of-mouth, because he/she was unhappy about the negative information. When negative emotion comes from the receiver, the negative emotion toward the company/brand will be reasonable too. Thus, I hypothesize:

H4a: The sender's negative emotion increases receivers' willingness to do negative word-of-mouth.

H4b: The receiver's negative emotion increases receiver's willingness to do negative word-of-mouth.

H4c: The receiver's negative emotion toward the firm increases receiver's willingness to do negative word-of-mouth.

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[21] Sweeney and Soutar, "Consumer Perceived Value: The Development of a Multiple Item Scale."
[22] Christopher K Hsee et al., "The Effect of Power on Susceptibility to Emotional Contagion," *Cognition and emotion* 4, no. 4 (1990).
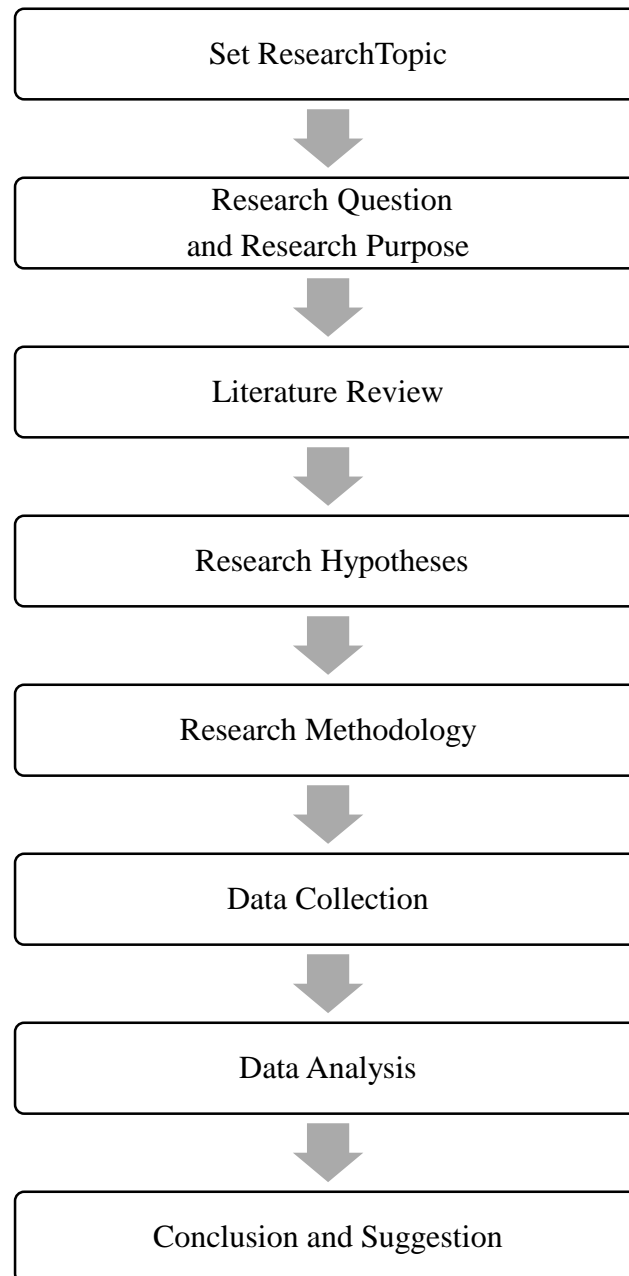
METHODOLOGY

Research Process


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┌─────────────────────────────┐
│       Set ResearchTopic     │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│       Research Question     │
│     and Research Purpose    │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│       Literature Review     │
└─────────────────────────────┘
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┌─────────────────────────────┐
│      Research Hypotheses     │
└─────────────────────────────┘
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┌─────────────────────────────┐
│     Research Methodology     │
└─────────────────────────────┘
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┌─────────────────────────────┐
│        Data Collection       │
└─────────────────────────────┘
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┌─────────────────────────────┐
│         Data Analysis        │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│   Conclusion and Suggestion  │
└─────────────────────────────┘
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Figure 2 Research Process

Research Design

This study includes qualitative and quantitative research. Quantitative research is mainly to study what factors will cause consumers to make negative word of mouth. As for qualitative research, it is mainly to see which strategies that a company can use to turn negative word-of-mouth into positive word-of-mouth.

Data Collection

1. Quantitative Research

For quantitative research, the author selected secondary data from the journal and news on the Internet. In order to figure out what kinds of strategies be used can success. The author collected cases of companies reversed its bad image by using negative word of mouth.

2. Qualitative Research

For qualitative research, the author used questionnaires to collect data. Total of 144 questionnaires were collected, used SPSS to do regression analysis. The study population does not have a restriction. As long as the respondents have the experience of using a smartphone. The questionnaire used questions gave in the literature review and divided into five-part. (1)Basic questions related to the smartphone, (2)product category related questions, (3)negative information related questions, (4)positive information related question, and the last (5)personal information including gender, age, job, educational background, and income. From part one to part four are scaled by Linkert seven-point scale(7=Very disagree; 1=Very agree). (See the appendix)

1. Independent Variables

(1) Negative information Search: The measurement of negative information search referred to Yu and Lee.[23] I used a true story of a "Samsung" Note 7 user(Chang), his Note 7 bombing case to evaluate negative information search:

> Chang has been using Samsung. His last mobile phone is Note3. It is broken. The person who repaired the mobile phone said that it would cost about NT$3,500. He thought, "This mobile phone has been used for more than three years, just buy a new one. I can go out without money, without an ID card, without a key, but I must bring a mobile phone." Three months later, he saved some money and bought a Note7.
> Although Chang had seen the news saying that Samsung had an announcement at the beginning of September and said that China had no problem. "I trust it, so I bought it." However, he bought it on September 8, He received Note7 in the morning and exploded on 26th. Chang was burnt. He didn't care much about it. He was more concerned about the loss of information. "You can ask other people who run business sales. The customer information is very important. The customer information is gone. I can't continue working." Chang called Samsung's customer service phone, but he could not understand Korean. So, he turned to Tmall customer service and contacted Samsung, but he was "very dissatisfied". "Samsung wants to take away my phone, also take away my video, and didn't let me spread it. I don't feel right. I said that what if someone else doesn't know and still taking this phone? So I didn't agree. Although Samsung said that he would give me about NT$26,000 plus a new Note7, I asked them at the time, did Note7 give you a dare to use it?"

Scaled by Linkert seven-point:

1. I will be likely to search more information about this product after being exposed to the news.

2. I will be likely to search more information about Samsung after being exposed to the news.

3. I will be likely to check with my friends if they have any experience with the brand.

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[23] Mingzhou Yu, Fang Liu, and Julie Anne Lee, "Consumers' Responses to Negative Publicity: The Influence of Culture on Information Search and Negative Word-of-Mouth," *Journal of Brand Management* 26, no. 2 (2019).

(2)Negative emotion: The measurements of sender's negative emotion, receiver's negative emotion, and receiver's negative emotion toward the firm referred to Söderlund and Rosengren.[24] Here also used the story of Chang to evaluate respondents' emotional state. Scaled by Linkert seven-point.

- **Sender's negative emotion:**

1. I feel Chang was unhappy.

2. I feel Chang was unsatisfied about this purchase experience.

- **Receiver's negative emotion**:

1. After knowing Chang's experience, I feel sad.

2. After knowing Chang's experience, I feel angry.

- **Receiver's negative emotion to the firm**:

1. I think "Samsung" wasn't handle it well.

2. I don't like "Samsung" that Chang had mentioned.

3. I feel bad about the impression of "Samsung".

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[24] Söderlund and Rosengren, "Receiving Word-of-Mouth from the Service Customer: An Emotion-Based Effectiveness Assessment."

2. Mediator Variables

Perceived risk: The measurements of the questions referred to Vazquez[25], total three questions, here also used the same story of Chang to evaluate perceived risk. Scaled by Linkert seven-point:

1. Thinking about buying this product worries me because of the possibility of taking a risk.

2. I think it would be a mistake if I didn't seek the opinions of other people unconnected to firm to avoid risks.

3. I feel that buying this product is risky and I can avoid these risks if I seek advice from other people unconnected to the firm.

3.Moderator Variables

Receiver's professional experience: The measurements of the questions referred to Vazquez[26], total five questions, respondents were asked to use the brand they are using right now to answer following questions. Scaled by Linkert seven-point:

1. I know this product category very well.

2. I am competent and capable in things concerning this product category.

3. I am very familiar with the current features of this product category.

4. I am very experienced in the purchase of this product category.

5. I think I have enough information about this product category.

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[25] Vázquez-Casielles, Suárez-Á lvarez, and Del Rio-Lanza, "The Word of Mouth Dynamic: How Positive (and Negative) Wom Drives Purchase Probability: An Analysis of Interpersonal and Non-Interpersonal Factors."
[26] Ibid.

4.Dependent Variables

Negative word-of-mouth: The measurements of negative word-of-mouth referred to Yu and Lee[27]. Measured by the same story of Chang to evaluate NWOM. Scaled by Linkert seven-point:

1. Chang's negative experience affect me by a negative way.

2. I will be likely to tell others about this negative news.

3. I will not miss any chance to tell others about this negative news.

4. I will be likely to suggest others not to be a consumer of this brand.

5. I will be likely to write something online to let more people know about this negative news.

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[27] Yu, Liu, and Lee, "Consumers' Responses to Negative Publicity: The Influence of Culture on Information Search and Negative Word-of-Mouth."

DATA ANALYSIS

This part is to analyze the questionnaire, there are 144 questionnaires collected. Among the respondents, there are 45.1% males and 54.9% females. The part of age, under the age of 20 is 18.1%, between 21 to 30 is the most percentage which is 61.8%, then 31 to 40 is 16.7%, and finally, 41 to 50 is 3.5%. The job occupation is mostly students (60.4%), secondly is business service industry. The educational level is mostly university graduates (84%). In terms of income, mostly is NT$20000 (59.6%), secondly is NT$30001 to NT$40000 (12.1%), and then NT$20001 to NT$30000 is 11.3%, the rest are under 10%.

Reliability Analysis

Reliability analysis is an indicator that reflects whether measures are reliable ($\alpha>0.7$=Highly reliable; $0,7<\alpha>0.35$=Acceptable; $\alpha<0.35$= poor reliability .) I used Cronbach' alpha to do reliability analysis. Results show that receiver's professional experience is 0.948, the sender's negative emotion is 0.881, receiver's negative emotion is 0.709, receiver's negative emotion to firm is 0.821, perceived risk is 0.865, negative word-of-mouth is 0.876, negative information search is 0.876, and positive information search is 0.886. Thus, all measures are reliable.

Table 1 Reliability Test

Variables	α	Results
Negative Information Search	0.876>0.7	Reliable
Positive Information Search	0.886>0.7	Reliable
Negative Word-of-Mouth	0.876>0.7	Reliable
Perceived Risk	0.865>0.7	Reliable
Receiver's Professional Experience	0.948>0.7	Reliable
Sender's Negative Emotion	0.881>0.7	Reliable
Receiver's Negative Emotion	0.709>0.7	Reliable
Receiver's Negative Emotion to Firm	0.821>0.7	Reliable

Variables	Mean	S.D.	1	2	3	4	5	6	7	8	9	10	11	12
Pearson Correlation Matrix														
Means, Standard Deviation and Correlation (N=144)														
Gender	1.55	0.499												
Age	2.06	0.697	-0.168*											
Job	1.76	1.251	-0.239**	0.496**										
Education	1.99	0.401	-0.051	0.026	-0.003									
Income	2.01	1.496	-0.385**	0.636**	0.517**	0.163								
Receiver Professional Experience	4.9431	1.41019	-0.335**	0.137	0.072	0.158	0.153							
Sender's Negative Emotion	6.4965	0.97611	-0.125	0.021	-0.004	0.080	-0.069	0.376**						
Receiver's Negative Emotion	6.0347	1.21277	-0.066	0.072	0.077	-0.028	0.094	0.303**	0.518**					
Receiver's Negative	5.5648	1.41546	-0.065	0.001	0.071	-0.112	0.007	0.101	0.381**	0.486**				

	Mean	SD													
Emotion to the Firm															
Negative word-of-mouth	5.0347	1.39074	-0.138	0.035	0.116	0.033	0.059	0.301**	0.383**	0.548**	0.639**			
Perceived Risk	5.6806	1.18975	-0.072	-0.021	0.085	-0.073	-0.008	0.285**	0.342**	0.538**	0.562**	0.749**		
Negative Information Search	5.7222	1.20282	-0.094	-0.004	0.068	-0.043	-0.028	0.308**	0.349**	0.512**	0.314**	0.578**	0.720**	
Positive Information Search	4.5208	1.52203	-0.179*	0.065	0.016	0.121	0.093	0.403**	0.015	0.142	-0.149	-0.035	0.031	0.208*
$p < 0.05$*, $p < 0.01$**, $p < 0.001$***															

Table 2 Pearson Correlation Analysis

Multiple Linear Regression

Table 3 H1 Linear Regression Table

Standardized Regression Coefficient from Analysis Negative Word-of-Mouth (N=144)

Independent Variables	Model 1
Negative Information Search	0.612***
Positive Information Search	-0.162*
Model F	39.562
$\triangle$F	5.523
R^2	0.359
$\triangle R^2$	0.025
Adjusted R^2	0.350
P<0.05*, P<0.01**, P<0.001***	

According to Table 3, Hi is supported (β=.578; p<0.001). In other word, Negative information search has positive influence on negative word-of-mouth. it means when consumers receive more negative information, they have a higher willingness to do negative word-of-mouth. Because negative information will cause consumers to search for further information, and consumers want to protect their friends or families to avoid a negative experience, they will do negative word-of-mouth.

Table 4 H2 Linear Regression Table

Standardized Regression Coefficient from Analysis Negative Word-of-Mouth (N=144)

Independent Variables	Model 1	Model 2	Model3
Negative Information Search	0.578***	0.081	-0.519*
Perceived Risk		0.690***	0.022
Mediator			
NIS*Perceived Risk			1.187**
Model F	71.329	39.562	61.805
$\triangle$F	71.329	5.523	68.443
R^2	0.334	0.359	0.570
$\triangle R^2$	0.334	0.025	0.210
Adjusted R^2	0.330	0.350	0.561

P<0.05*, P<0.01**, P<0.001***

According to Table 4, the results shows that perceived risk can mediate the relationship between negative information search and negative word-of-mouth, H2 is supported. (β=.690; p<0.001). Negative information search boosts the risk of purchasing the product, consumer's perceived risk increases the strength of negative information, which also higher consumer's willingness to do negative word-of-mouth.

Table 5 H3 Linear Regression Table

Standardized Regression Coefficient from Analysis Negative Word-of-Mouth
(N=144)

Independent Variables	Model 1	Model 2	Model 3
Negative Information Search	0.578***	0.536***	0.181
Receiver's Professional Experience		0.136	-0.412
Moderator			
NIS*Receiver's Professional Experience			0.748*
Model F	71.329	38.127	26.812
△F	71.329	3.613	3.066
R^2	0.334	0.351	0.365
△R^2	0.334	0.017	0.014
Adjusted R^2	0.330	0.342	0.351

P<0.05*, P<0.01**, P<0.001***

According to Table 5, the result shows that receiver's professional experience
can moderates the relationship between negative information search and negative
word-of-mouth (β=.748; p<0.05), H3 is supported. When consumer has sufficient
professional experience, he/she has the ability to judge the authenticity and reliability
of the information that they received. When negative information received by
professionally experienced consumers is reliable and true, it will strengthen
consumers' willingness to do negative word of mouth.

Table 6 H4a, H4b, H4c Linear Regression Table

Standardized Regression Coefficient from Analysis Negative Word-of-Mouth
(N=144)

Independent Variables	Model 1
Sender's Negative Emotion	0.051
Receiver's Negative Emotion	0.288***
Receiver's Negative Emotion to the Firm	0.479***
Model F	43.721
$\triangle$F	43.721
R^2	0.484
$\triangle R^2$	0.484
Adjusted R^2	0.473

P<0.05*, P<0.01**, P<0.001***

According to Table 7, the result shows that sender's negative emotion has no significance (β=.051; p>0.05), therefore, the sender's negative emotions will not increase receiver's willingness to do negative word-of-mouth, H4a is not supported. Because sender's negative emotion is not receiver's emotion, receiver will not do negative word-of-mouth if the negative emotion is sender's.

Then model 1 also shows that receiver's negative emotion will increase receiver's willingness to do negative word-of-mouth (β=.288; p<0.001), H4b is supported. Only when the negative information irritates receiver, then consumer will have a high probability of doing negative word-of-mouth. Moreover, since receiver's negative emotion to negative word-of-mouth is significance, certainly receiver's negative emotion to the firm is also significance (β=.479; p<0.001), H4c is supported.

Research Results

Table 7 Hypotheses Results

Number	Hypotheses	Results
H1	Negative information search positively influences on negative word-of-mouth.	Supported
H2	Perceived risk mediates the relationship between negative information search and negative word-of-mouth.	Supported
H3	Receiver's professional experience negatively moderates the relationship between negative information and negative word-of-mouth.	Supported
H4a	The sender's negative emotion increases receiver's willingness to do negative word-of-mouth.	Not Supported
H4b	The receiver's negative emotion increases receiver's willingness to do negative word-of-mouth.	Supported
H4c	The receiver's negative emotion toward the firm increases receiver's willingness to do negative word-of-mouth.	Supported

Case Study

However, when I try to find out from the cases, some companies will turn negative word-of-mouth into positive benefits in some ways when facing negative word-of-mouth. The following cases will discuss that for successful companies, how do they use negative word-of-mouth for positive promotion.

KFC apologizes for chicken shortage with a hilarious hidden message

> *In England, 2018, KFC faced a shortage of chickens, nearly 700 of the 900 stores are closed. A customer in England can't buy chickens even in several KFC stores. He was so angry that he took a video and uploaded it on the Internet. He screamed at the camera and said, "Unbelievable! Too bad, we have to eat chicken!" KFC immediately apologized. They made an advertisement showed an empty bucket with the chain's initials scrambled to say "FCK" on it,*
> *"A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who traveled out of their way to find we were closed," the ad said. After many British people saw this advertisement, they praised KFC's public relations crisis. They said KFC could win the "Best Advertising Award" and some people even said that "I don't like KFC, but I like this ad."[28]*

KFC dodged the crisis with intelligent strategy. They mocked their own brand, produced an ad to entertain customers and handled the problem at the same time. Customers quickly accepted their apology because the ad showed KFC already realized the mistake. Through this case can understand that customers are more easily to accept company's apology through the humiliated way.

Calming a twitstorm: O2's masterclass in dealing with "outage outrage"

> *On 7/11, 2012, O2 encountered a wide range of network problems, affecting hundreds of thousands of users. Affected users have completely lost 2G and 3G network services, causing mobile, landline and favored connections to crash. Angry users immediately vented on Twitter, letting the company know how bad they were, and even threatened to cancel the contract with O2 and transfer to other telecommunications.*

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[28] Alanna Petroff, "Kfc Apologizes for Chicken Shortage with a Hilarious Hidden Message," https://money.cnn.com/2018/02/23/news/kfc-apology-ad-shortage-chicken/index.html.

During the two-day network outage, the number of Twitter fans increased from an average of 155 to 13,500. O2 quickly became a hot topic in Twittersphere with 4,836% of discussions. O2 did not evade the problem, they responded in the most open, honest and humane way.[29]

Such a succeeded move in turning negative word-of-mouth on Twitter into positive word-of-mouth. People appreciate O2's crisis management approach. This positive response effectively diverted attention from negative word-of-mouth about network disruptions. In order to make the transmission of word-of-mouth more influential, each consumer is answered in a very personal way, rather than a single systematic response. O2 responds to consumer attacks in a humorous way, but instead dissipates consumers and softens their attitude toward O2.

iPod's dirty secret

New York filmmaker Casey Neistat bought an iPod in early 2002. However, after 18 months, the battery began to lose its effectiveness and then there was no way to recharge it. He took the dying iPod to the Apple store for repair, but the clerk told him that he could not replace the battery. The only option was to buy a new iPod. Neistat was angered. He dialed Apple's service line and heard the same answer, so he decided to make this experience into a video and put it on the Internet. The video is called "iPod's Dirty Secret", millions of people browse the site, thousands of people download the video, and soon, people around the world are discussing the film, Battery problems, Neistat and Apple brand.

Subsequently, the way Apple handled negative word-of-mouth became the key to their success. First, Apple listened to the problem of Neistat. In the next few days, they not only repaired the problematic battery, but also changed the service policy. Apple began to offer replacement battery service for $99, and extended warranty with $59. Besides, Apple sent a brand-new iPod to Neistat. This action pleases many consumers, also satisfies Neistat.[30]

What drives this negative word-of-mouth is the consumer service staff in the store, the irritating helpline, and the policy of no way to replace the battery. By listening to the negative feedback from the battery and responding quickly and

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[29] Jonathan Lyon and Alex Georgiou, "Calming a Twitstorm: O2's Masterclass in Dealing with 'Outage Outrage'," https://www.wired.co.uk/article/o2-outage-social-media-masterclass.

[30] "化負面口碑為正面效應," https://www.managertoday.com.tw/articles/view/506.

effectively, Apple reversed the possible dangerous situation. Once Apple responded positively, the negative word-of-mouth disappeared. We can also see that negative word-of-mouth can help companies solve the problem of staff deployment more effectively. If part of the negative word-of-mouth comes from the employee's service to the consumer, companies can take those advices from consumers to adjust their employment.

Japan's NISSIN Noodle

Japan's Nissin Ramen launched a new "Black History Trio" in the summer of 2017. The three instant noodles that were sold badly 20 years ago were repackaged and sold again on the market. This time, they do not focus on the advantages of the product, but to tell the world how failed these three previous products. When opened their webpage, a big marquee with the words "self-destruction", "failure", "hell" and so on ran out. They also put a link to the proposal for the three products 20 years ago, and then wrote in red text: "The black paper sealed in hell is now waking up." to mock the products.[31]

Everything seems so ridiculous, but it actually works. It attracts a bunch of Youtuber to try out the box. Probably because NISSIN's marketing techniques have always emphasized on how the product failed, but the result has caused everyone to praise the product because they do not consider those products as a failure. Through negative word-of-mouth marketing, it has raised the topic and attention of NISSIN.

Taiwan's KING CAR

The milk powder produced by China Sanlu Company was tested for adding melamine, caused more than 50,000 infants and young children in China to suffer from kidney stones, health threats and global panic. Many dairy-related industries in Taiwan are also affected by the tainted milk powder incident. However, King Car's solution built a great reputation for them. First, the senior executives gave instructions, and the external standards were the same. They sent high-level personnel who understand the deep operation of the company as spokespersons and faced the news media. They proactively explaining the

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[31] 陳怡秀, "日清泡麵如何利用自我毀滅系廣告，讓滯銷搖身一變成超夯商品？," https://buzzorange.com/2017/08/11/nissin-instant-noodle-ads/.

beginning and end of the matter and showing the sincerity of being responsible. At the moment crisis exploded, King Car immediately pointed out the date of production of the problem product, the place of purchase, the product packaging and content before the media. They even provided a report on the progress of product recycling to the media.[32]

Such an approach not only eliminates public concerns, but also deepens the image of corporate integrity, and further controls the source of news and the dominance of news issues. Since people do not have the approach to receive the information of the brand, they can only receive information from media. So, the information from the media would be the first resource for receivers. This move made by King Car was actually clever. Their honesty wins people's hearts. As a result, I can see that a company with integrity and courage to apologize to people, face negative comments can leave a good image in people's minds.

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[32] 萬蓓琳, "金車六天危機處理 挽回三十年商譽," https://www.businesstoday.com.tw/article/category/80392/post/200809250024/%E9%87%91%E8%BB %8A%E5%85%AD%E5%A4%A9%E5%8D%B1%E6%A9%9F%E8%99%95%E7%90%86%20%20 %E6%8C%BD%E5%9B%9E%E4%B8%89%E5%8D%81%E5%B9%B4%E5%95%86%E8%AD%B D.

CONCLUSION AND SUGGESTION

When the past works of literatures focus on the cause and the result of positive word-of-mouth, I found that negative word-of-mouth is also important, because it can affect companies' performance and survival rate. Through the results of linear regression analysis, I found out that the following reasons will make consumers do negative word-of-mouth:

(1) Negative information search will cause consumers do negative word-of-mouth:

   When consumer receives negative information, they will search for more information about the product/brand. This situation will increase the negative word-of-mouth of consumers.

(2) Perceived risk will cause consumers do negative word-of-mouth:

   Negative information search increases the perceived risk of consumers, when they feel the risk is high, they will use negative word-of-mouth to discourage their family members or friends from buying the brand/company products. In order to prevent those people from encountering negative experiences.

(3) Professional experience increases the probability of consumers doing negative word-of-mouth:

   Consumers with highly professional experience and sufficient knowledge have a high probability of doing negative word-of-mouth. Because they are ability to judge the credibility and authenticity of negative information. If they find out negative information is true, the willingness of doing negative word-of-mouth will increase.

(4) Sender's negative emotion have no influence on negative word-of-mouth:

Sender's negative emotion will not directly motivate receiver to do negative word-of-mouth. Because the negative emotion comes from the sender, not the receiver. No matter how the sender vents his/her anger, if the receiver did not feel it, they will only consider it as an important issue Thus, receivers will not do negative word-of-mouth.

(5) Receiver's negative emotion and negative emotion to the firm have influence on negative word-of-mouth:

In the case where the receiver is infected with negative emotions, the receiver will make negative word-of-mouth because receivers want to protect others who have the same negative experience. Also, receiver's negative emotion will extend to the company/brand.

Next, through case studies, I learned that when companies face negative word-of-mouth, they can turn negative word-of-mouth into positive image publicity in the following strategies:

(1) Face the problem immediately

While receiving negative word-of-mouth, most companies will not accept it and even respond that is not true. Consumers cannot tell the authenticity of negative word-of-mouth. If the content of negative word of mouth is correct, it is best for the company to honestly face mistakes and apologize rather than justify or deny their mistakes, the acceptance of the consumers will be higher.

Therefore, at the first moment, consumers will not accept any explanation. Instead of simply responding to negative word of mouth, the company must explain through the mass media and declare the

improvement and solution of negative word-of-mouth, so that the public can be convinced.

(2) Do not delete negative word-of-mouth

If company did something wrong, admit it and apologize. Do not force the consumer to delete any negative word-of-mouth. It will make the situation even worse. Once the company asks sender to remove negative word-of-mouth, it is indirectly admitting that negative word-of-mouth is a fact. Also, the amount of negative word-of-mouth will be even more and stronger.

(3) Mocking your brand

Sharing the company's mistakes with consumers will make consumers feel that the company has a sense of closeness. Also, using self-mocking to market is always the most effective and influential way, because people would like to share negative news at the psychological level. So, brands do not have to be hyped. They only need a message of self-mocking on their brand, which can be quickly spread through the mass media, and people all around the world will know.

Theoretical & Practical Contribution

The past researches only focus on the positive effect of positive word-of-mouth; however, sometimes negative word-of-mouth has more impact than positive word-of-mouth. In this research, I found out that, first, negative information search will be affected by perceived risks. High perceived risks enhance consumers' negative word-of-mouth of brands because they don't want others to have the same experiences. Second, when the brand has a high connection with consumers, consumers will not

make negative word-of-mouth because this also represents the consumer's own reputation. When they make negative word-of-mouth on products, it means they are the same. Third, when a consumer's professional experience is high, he/she sometimes does not make negative word-of-mouth because he/she will judge whether the information is correct or not. Finally, past research on negative emotions focuses on the impact of negative emotions on word of mouth, but when emotions are subdivided into whose emotions, differences are found. When consumer receives negative information, our intuitive response is negative emotions. But the negative emotions of the sender will not let the receiver make negative word-of-mouth. Only when receiver feels negative emotion will it bring negative word-of-mouth.

We explored through qualitative cases to understand whether the company has any way to turn negative word-of-mouth into positive benefits. Those companies which successfully use negative word-of-mouth to reverse the reputation have something in common. They face the problem immediately after the negative information exposing and use a humorous way to self-mocking their brand. We found people accepted these kinds of solutions quickly.

The research questionnaire was answered by those who had experience of using smartphone. These results not only can be applied to the smartphone category, but all the companies and brands can follow these practices if they do not know how to deal with these kinds of situations.

Future Research Suggestion

Future research can focus on the psychological aspect to explore which psychological factors will affect people to do negative word-of-mouth. After all, emotion is the most real reaction of human beings. The author believes that such

direct and real emotions will have a greater impact on negative word-of-mouth.

Moreover, making an in-depth discussion of the emotional connection between brands

and consumers, to see what kind of emotions will affect negative word-of-mouth.

These can convert more information for people to understand the relationship between

company and consumer.

APPENDIX

親愛的填答者

您好：

　　這是一份學術性的問卷，主題為「負面口碑的前因和擺脫負面口碑陷阱之策略」。在此希望能耽誤您一些寶貴的時間填答，問卷並無絕對的標準答案，請就您個人經驗與想法填答即可。此問卷所取得之資料，將僅用於個人論文分析之用途，不涉及任何隱私上的問題，敬請您放心作答。

誠摯地感謝您的協助。　　　　　　　　文藻外語大學　國際事務系

指導教授：吳紹慈　教授

研究生：蔡宛蓁　敬上

1. 目前使用哪個品牌的手機(擇一)?

　　□蘋果 Apple　□三星 Samsung　□OPPO　□HTC

　　□SONY　□華為 HUAWEI　□其他＿＿＿＿＿

2. 前一款使用的手機的品牌為何(擇一)?

　　□蘋果 Apple　□三星 Samsung　□OPPO　□HTC

　　□SONY　□華為 HUAWEI　□其他＿＿＿＿＿

3. 大約多久更換一次新手機?

　　□半年　□一年　□兩年　□三年　□三年以上

4. 曾經更換過哪些品牌手機(可複選)?

　　□蘋果 Apple　□三星 Samsung　□OPPO　□HTC

　　□SONY　□華為 HUAWEI　□其他＿＿＿＿＿

5. 下一隻手機傾向於購買原品牌還是不同品牌(擇一)?理由為何?

　　□原品牌　□不同品牌

　　原因:＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿

請依照您目前使用的手機品牌依序回答下列問題。

	非常不同意	不同意	稍微不同意	沒有意見	稍微同意	同意	非常同意
1. 如果我需要一個新產品，我會考慮購買這個品牌。	☐	☐	☐	☐	☐	☐	☐
2. 我會告訴我的朋友(如果他們正在尋找新的產品)來考慮這個品牌。	☐	☐	☐	☐	☐	☐	☐
3. 如果有人問我，我會說我可能會考慮購買這個品牌的產品。	☐	☐	☐	☐	☐	☐	☐
4. 我覺得這個品牌與我個人有聯繫。	☐	☐	☐	☐	☐	☐	☐
5. 我用這個品牌向別人傳達我是誰。	☐	☐	☐	☐	☐	☐	☐
6. 這個品牌有助於我成為我想成為的那種人。	☐	☐	☐	☐	☐	☐	☐
7. 這個品牌很適合我。	☐	☐	☐	☐	☐	☐	☐
8. 我對這個品牌有好感。	☐	☐	☐	☐	☐	☐	☐
9. 我喜歡這個品牌。	☐	☐	☐	☐	☐	☐	☐
10. 我相信這個品牌是好的。	☐	☐	☐	☐	☐	☐	☐
11. 我對這個品牌抱持正面態度。	☐	☐	☐	☐	☐	☐	☐
12. 我相信這個品牌可以滿足我的需求。	☐	☐	☐	☐	☐	☐	☐
13. 我認為我可以相信這個品牌。	☐	☐	☐	☐	☐	☐	☐
14. 我非常了解手機產品類別。	☐	☐	☐	☐	☐	☐	☐
15. 有關手機產品類別的事情我很有能力。	☐	☐	☐	☐	☐	☐	☐
16. 我非常熟悉手機產品類別的功能。	☐	☐	☐	☐	☐	☐	☐
17. 我在購買手機產品類別方面非常有經驗。	☐	☐	☐	☐	☐	☐	☐
18. 我認為關於手機產品類別，我有足夠信息。	☐	☐	☐	☐	☐	☐	☐

請閱讀下面訊息，並依照自身想法依序回答下列問題。

老張一直用的是三星，上一部手機是 Note3，壞了，修手機的説修好要 800 人民幣(約新台幣 3500 元)，他想，"三年多了，重買個手機吧。出門可以不帶錢不帶身份證不帶鑰匙，但是必須帶手機"，他攢了三個月的錢，把一些吃穿住的錢省出來，買了一部 Note7。

雖然老張之前也看過 Note7 炸機的新聞，但他看到新聞説三星 9 月初出了公告，説中國沒問題，"信任嘛，所以就買了。"結果，9 月 8 號買，10 號早上收到，26 號爆炸。炸機當天老張燙傷了，他對此倒不是很在意，他更在意的是資料丟失，"你問問跑業務銷售的，客户資料很重要啊，客户資料都沒了，我沒法繼續做下去了。"

老張打了三星的客服電話，但是聽不懂韓語，轉而給天貓客服打電話，聯繫到三星，可結果讓他 "非常不滿意"。"三星説要收走我手機，還要收走我的錄像，並且不讓傳播，我感覺不對，當時我還不知道中國有人炸機了，我説萬一別人不知道，也拿着這手機那不完蛋了嗎？ 我就沒同意，雖然三星説要給我六千塊錢人民幣(約新台幣 26000)再加一部新 Note7，我當時就問他們，Note7 給你你敢用嗎？"

	非常不同意	不同意	稍微不同意	沒有意見	稍微同意	同意	非常同意
1. 我感覺老張很不開心。	☐	☐	☐	☐	☐	☐	☐
2. 我感覺老張很不滿意此次消費經驗。	☐	☐	☐	☐	☐	☐	☐
3. 得知老張的經歷後，我感到難過。	☐	☐	☐	☐	☐	☐	☐
4. 得知老張的經歷後，我心情感到憤怒。	☐	☐	☐	☐	☐	☐	☐
5. 我認為老張提到的三星公司處理的很糟。	☐	☐	☐	☐	☐	☐	☐
6. 我不喜歡老張提到的三星公司。	☐	☐	☐	☐	☐	☐	☐
7. 我對老張提到的三星公司的印象感到很差。	☐	☐	☐	☐	☐	☐	☐
8. 老張告訴我這則負面消息以負面的方式影響了我對該產品的看法。	☐	☐	☐	☐	☐	☐	☐

	非常不同意	不同意	稍微不同意	沒有意見	稍微同意	同意	非常同意
9. 我可能會告訴其他人這則負面消息。	☐	☐	☐	☐	☐	☐	☐
10. 我不會錯過任何告訴其他人這則負面消息的機會。	☐	☐	☐	☐	☐	☐	☐
11. 我可能會告訴其他人我不會購買這個品牌。	☐	☐	☐	☐	☐	☐	☐
12. 我可能會建議其他人不要購買這個品牌。	☐	☐	☐	☐	☐	☐	☐
13. 我可能會在網路上寫些東西讓更多人知道這則負面消息。	☐	☐	☐	☐	☐	☐	☐
14. 考慮購買此產品我擔心有風險。	☐	☐	☐	☐	☐	☐	☐
15. 我認為如果我沒有尋求其他人的意見避免風險，那將會是一個錯誤。	☐	☐	☐	☐	☐	☐	☐
16. 我認為如果我向其他人尋求建議，我可以避免這些風險。	☐	☐	☐	☐	☐	☐	☐
17. 得知此消息後，我可能會搜尋此產品的相關新聞資訊。	☐	☐	☐	☐	☐	☐	☐
18. 得知此消息後，我很可能會主動在網路上搜尋三星產品相關訊息。	☐	☐	☐	☐	☐	☐	☐
19. 我可能會向購買過三星的朋友確認相關訊息。	☐	☐	☐	☐	☐	☐	☐

請依照閱讀完下列文章後的自身想法，依序回答下列問題。

我使用過更新系統後的三星 Note 7 手機，功能都讓我很滿意，電池續航力也很不錯，觸控筆還能當做簡報筆遠端操控，相機畫質也非常清楚，價格也不貴，算是成功的挽回 Note7 爆炸風波後的形象了。

	非常不同意	不同意	稍微不同意	沒有意見	稍微同意	同意	非常同意
1. 我認為他說的話非常有說服力。	☐	☐	☐	☐	☐	☐	☐
2. 看完他的經歷後，我認為他是高興的。	☐	☐	☐	☐	☐	☐	☐
3. 我認為他很滿意此次消費經驗。	☐	☐	☐	☐	☐	☐	☐
4. 看完他的經歷後，我感到心情愉悅。	☐	☐	☐	☐	☐	☐	☐
5. 看完他的經歷後，我也感到滿意。	☐	☐	☐	☐	☐	☐	☐
6. 得知此消息後我認為三星品牌公司很好。	☐	☐	☐	☐	☐	☐	☐
7. 得知此消息後我對三星品牌有良好的印象。	☐	☐	☐	☐	☐	☐	☐
8. 我未來可能會考慮購買三星品牌的產品。	☐	☐	☐	☐	☐	☐	☐
9. 如果他是我的好朋友，比起專家的意見，我更偏向聽取他的意見。	☐	☐	☐	☐	☐	☐	☐
10. 如果他是我的好朋友，當我要購買產品時，他說的話會影響我對產品的選擇。	☐	☐	☐	☐	☐	☐	☐
11. 如果他是我的好朋友，我可能會去搜尋更多有關這個品牌的資訊。	☐	☐	☐	☐	☐	☐	☐
12. 如果他是我的好朋友，我接受他建議的可能性非常高。	☐	☐	☐	☐	☐	☐	☐
13. 得知此消息後，我對了解更多三星品牌的產品有興趣。	☐	☐	☐	☐	☐	☐	☐
14. 得知此消息後，我很可能會主動在網路上搜尋三星產品相關訊息。	☐	☐	☐	☐	☐	☐	☐
15. 我可能會向購買過三星的朋友確認相關訊息。	☐	☐	☐	☐	☐	☐	☐

基本資料

性別：□男性 □女性

年齡：□20 歲(含)以下 □21-30 歲 □31-40 歲 □41-50 歲 □51 歲以上

職業：□學生 □軍公教警人員 □工商服務業 □製造業 □自營企業 □其他
_____

學歷：□國中以下 □高中職 □大專院校 □研究所以上

平均月收入：

□20000 元以下 □20001~30000 元 □30001~40000 元

□40001~50000 元 □50001~60000 元 □60000 元以上

(問卷到此結束，謝謝您的答覆)

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E%E4%B8%89%E5%8D%81%E5%B9%B4%E5%95%86%E8%AD%BD.