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Hubristic pride & prejudice: The effects of hubristic pride on negative word-of-mouth

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Prior research has demonstrated how negative emotions influence negative word-of-mouth (NWOM). However, what if there exist certain positive emotions that influence consumers to spread NWOM? This research develops and tests a novel prediction that shows how a discrete positive emotion – hubristic pride – can increase intention to engage in NWOM following a service failure. Results from six experiments support this prediction. Further, this research shows that psychological entitlement drives the effect of hubristic pride. Moreover, this effect is attenuated when consumers are nudged to focus on helping others. This research builds on current theory involving emotion and NWOM, presents a number of areas for future research, and discusses managerial implications stemming from the findings.

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Humans love to talk and when they do, others love to listen. In fact, over 80% of consumers are willing to accept and follow suggestions made by other individuals (Nielsen, 2013) because unlike brand messages, they offer a high level of source credibility (Ho and Dempsey, 2010). As a result, the profound influence of consumer word-of-mouth (hereafter, WOM) accounts for over \$6 trillion in global consumer spending each year (Cardona, 2015). In particular, negative WOM (hereafter, NWOM) is a significant issue since consumers are twice as likely to spread negative as positive WOM (Anderson, 1998; Chevalier & Mayzlin, 2006). This is even more relevant in service settings such as restaurants, hotels, and airlines, where the complexity of service and delivery processes creates many opportunities for service failure (Boston Consulting Group, 2013). Not surprisingly, a large body of literature has sought to investigate the antecedents of NWOM (Antonetti & Maklan, 2018; Richins, 1983; Wetzer, Zeelenberg, & Pieters, 2007; Zhang, Feick, & Mittal, 2013).

Much of the research (Kalamas, Laroche, & Makedessian, 2008; McColl-Kennedy & Nguyen, 2003; Soscia, 2007; Wetzer et al., 2007) on the antecedents and drivers of NWOM has focused on examining how a firm's negative performance can give rise to negative emotional reactions, thus leading to NWOM. Further, other studies have demonstrated that consumers' personal and social characteristics (e.g., need for uniqueness, social ties) can influence NWOM (Alexandrov, Lilly, & Babakus, 2013; Zhang et al., 2013). Although there might be different reasons for consumers to spread NWOM (e.g., impression management; Alexandrov et al., 2013; Kamins, Folkes, & Perner, 1997; Schlosser, 2005), it seems that the main driver of NWOM is negative emotions stemming from a dissatisfactory consumption experience (see Berger, 2014 for a review). But what if positive emotions somehow made a person more likely to engage in negative WOM?

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This notion might seem counterintuitive, given prior research in this area typically demonstrates positive emotions will lead to favorable consumer evaluations (Pham, 1998; Yeung & Wyer, 2005). However, a growing literature on discrete positive emotions has showed that different positive emotions can lead to distinct influences on consumer judgments and decisions (Cavanaugh, Bettman, & Luce, 2015; Griskevicius, Shiota, & Nowlis, 2010; Septianto & Chiew, 2018; Sung, Vanman, Hartley, & Phau, 2016). Thus, it is plausible that some specific 'positive' emotions might lead to 'negative' influences. For instance, *schadenfreude* (pleasure at another's suffering or misfortune) is positively associated with intentions to purchase a counterfeit product (Marticotte & Arcand, 2017). Another positive emotion that is often associated with negative effects (e.g., arrogance, narcissism, and self-aggrandizement) is hubristic pride – a facet of pride arising when an accomplishment is attributed to one's ability or traits (e.g., "I am successful because I am great"; Huang, Dong, & Mukhopadhyay, 2014; Tracy & Robins, 2007).

Across six experimental studies (and two additional studies reported in the Appendix), the current research examines how hubristic pride can increase the intention to engage in NWOM following a service failure. Importantly, this effect is unique to hubristic pride, as compared to other positive emotions such as authentic pride and happiness. We argue the emotion effect (the effect of hubristic pride) is driven by psychological entitlement. That is, because hubristic pride increases psychological entitlement, consumers are more likely to engage in NWOM following a service failure. However, the effect of hubristic pride can be attenuated when consumers are nudged to think about others (vs. self) using a donation-promotion (vs. discount-promotion).

The present research has several theoretical and managerial implications. First, this research contributes to the emotion and WOM literature by demonstrating how positive emotions that are unrelated to a firm's negative performance can influence NWOM following a service failure. Second, in addition to establishing psychological entitlement as the underlying process driving the effect of hubristic pride, the current research also seeks to test the boundary condition for the emotion effect; namely, that by directing consumers' attention to helping other people, the hubristic pride effect is attenuated. Managerially, because customer prioritization strategies such as loyalty programs can potentially elicit hubristic pride (Septianto, An, Chiew, Paramita, & Tanudharma, 2019; Steinhoff & Palmatier, 2016; Wetzel, Hammerschmidt, & Zablah, 2014), these findings are beneficial for firms and service providers to understand how to minimize the potential backlash of using positive emotions in their marketing communications, especially when service failures occur.

1. Theoretical background

1.1. Antecedents of NWOM

Because WOM in general is social in nature, individuals tend to consider the personal benefits (Ryu & Feick, 2007) and costs (Zhang et al., 2013) of engaging in such activity. In fact, WOM is arguably goal-driven, and the different motivations and functions of this activity have been reviewed (Berger, 2014). In particular, while consumers may spread NWOM for different reasons (e.g., impression management; Alexandrov et al., 2013; Kamins et al., 1997; Schlosser, 2005), it seems that the main driver of NWOM is a dissatisfactory consumption experience (see Berger, 2014 for a review).

This is because an experience associated with a firm's negative performance can give rise to negative emotions, thus motivating NWOM (Kalamas et al., 2008; Verhagen, Nauta, & Feldberg, 2013; Wetzer et al., 2007). Thus, while these effects might be influenced by distinct contexts (Heath, Bell, & Sternberg, 2001; Soscia, 2007; Wetzer et al., 2007), it is clear that NWOM can help consumers to regulate their negative emotions (Berger, 2014). This is consistent with past research suggesting that consumers can find comfort in talking with others after a negative experience (Rimé, 2009).

There is a growing body of literature examining the antecedents of NWOM. As can be seen in Table 1, many studies focus on product characteristics, firm actions that lead to negative performance (Blodgett et al., 1993; Chen, Wang, & Xie, 2011; Richins, 1983), or firm responses to such performance (Casidy & Shin, 2015; Noone, 2012). Other studies investigate how negative emotional reactions to a firm's negative performance drive NWOM (Lee & Wu, 2015; Wetzer et al., 2007; Xiao et al., 2018). Recent studies also highlight how consumers' individual differences and personal characteristics can further influence NWOM (Alexandrov et al., 2013; Lau & Ng, 2001; Zhang et al., 2013). It is clear that NWOM is a complex activity and can be influenced by different factors.

While these studies are informative, what is less clear is whether an emotional factor that is seemingly unrelated to a firm's negative performance, might further influence NWOM. Consider, for instance, the standard practices used by firms and marketers to evoke positive emotions in their marketing communications (Cavanaugh et al., 2015; Septianto & Pratiwi, 2016) and retail settings (Hennig-Thurau, Groth, Paul, & Gremler, 2006; Septianto, 2016; Ngo, Northey, Duffy, & Thao, 2016). Further, customer prioritization strategies such as loyalty programs can also elicit such emotions (Septianto et al., 2019; Steinhoff & Palmatier, 2016; Wetzel et al., 2014). Given that recent research has demonstrated how different, discrete positive emotions can lead to distinct influences on consumer judgments and decisions (Cavanaugh et al., 2015; Griskevicius et al., 2010; Septianto & Chiew, 2018), what if positive emotions somehow make a person more likely to engage in NWOM? The current research seeks to extend the literature in this area by examining how a specific positive emotion such as hubristic pride can influence consumer intention to engage in NWOM following a service failure (even after controlling for negative emotions that arise from the service failure).

1.2. Pride and consumer decision making

Pride is a positive emotion felt by an individual when achieving something of value (Griskevicius et al., 2010). In a consumer context, feeling proud can enhance the desirability of products that can be used in public or somehow positively differentiate the

Table 1
Summary of key research examining antecedents of NWOM.

Study	Antecedent of NWOM	Nature of the factor	Main findings
Current paper	Hubristic pride	Emotions	<ul style="list-style-type: none"> • Individuals with hubristic pride are more likely to have a higher intention to engage in NWOM. • Hubristic pride increases psychological entitlement and subsequently leads to a higher intention to engage in NWOM. • Consumers will be more likely to spread NWOM against a corporation when the victims of corporate social irresponsibility (CSI) share the same nationality (with consumers) than when the victims are foreign.
Antonetti and Maklan (2018)	National identity	Individual differences	<ul style="list-style-type: none"> • This is because consumers have positive feelings of sympathy towards the victims who are perceived as more similar (because they share the same nationality). • Individuals engage in negative WOM is motivated by the need to affirm identity, social intentions (i.e., to help others and to share social information), and the need for social comparison.
Alexandrov et al. (2013)	Self-affirmation, social comparison, and social intentions	Individual differences	<ul style="list-style-type: none"> • Customers who with strong face concern, strong ties with another network, and actively use SNS are more likely to use NWOM using SNS. • Customers who perceive that the firm is responsible for a service failure and experience a negative service experience in an excellent reputation firm are less likely to engage in NWOM using SNS.
Balaji, Khong, and Chong (2016)	Firm attribution, firm image, face-concern, reappraisal regulation	Firm performance, individual differences	<ul style="list-style-type: none"> • Consumers are more likely to engage in NWOM when they dissatisfied with products that they feel are important and when the firm's willingness to remedy the problem is low. • Customers' perception of companies' stability and controllability of problems, companies' likelihood of failure to deal with problems, and importance of product to customers activate perceive injustice and subsequently increase NWOM.
Blodgett, Granbois, and Walters (1993)	Stability/controllability, firm's willingness to remedy problems, product importance	Firm's performance, product characteristics, individual differences	<ul style="list-style-type: none"> • Customers who are directly (vs. indirectly) affected by the service failure demonstrates a higher NWOM when no apologies and compensation are offered. • Consumers who attribute a problem as related to the service provider are more likely to engage in NWOM, even if they do not experience the failure personally.
Casidy and Shin (2015)	Apologies, compensation	Firm's response	<ul style="list-style-type: none"> • Customers are more likely to spread NWOM when they perceive a service provider to have a poor reputation. • Individuals with more positive attitude towards negative WOM are more likely to engage in NWOM.
Chang, Tsai, Wong, Wang, and Cho (2015)	Attributions of problem, organizational reputation	Individual differences, firm performance	<ul style="list-style-type: none"> • Individuals with high subjective norm are more likely to engage in NWOM when such communication is seen as a common and righteous behavior by their significant others. • Individuals with perceptions of high behavioral control are more likely to engage in NWOM.
Cheng, Lam, and Hsu (2006)	Attitude, subjective norm, and perceived behavioral control	Individual differences	<ul style="list-style-type: none"> • The intention of spreading NWOM is stronger when consumers are disloyal to the firm, as compared to when they are simply dissatisfied with the firm. • Customers who feel irritated, angry, frustrated, and a low level of affective commitment are more likely to engage in NWOM.
De Matos and Rossi (2008)	Satisfaction, loyalty	Individual differences	<ul style="list-style-type: none"> • Regardless of different region, Singaporean and Canadian customers who are more self-confidence, have more negative attitudes towards complaining, with higher product involvement, and are highly involved in purchase decision are more likely to engage in negative WOM.
Jones, Reynolds, Mothersbaugh, and Beatty (2007)	Affective commitment, negative emotions	Individual differences, emotions	<ul style="list-style-type: none"> • Singaporean customers who have more negative attitudes towards the business in general and negative perceptions of the reputation of the firm are more likely to engage in negative WOM. However, Canadian customers who are more socially responsible are more likely to engage in negative WOM.
Lau and Ng (2001)	Self-confidence, sociability, attitude towards complaining, attitude towards the business in general, perceived reputation of the firm, and product involvement	Individual differences	<ul style="list-style-type: none"> • Negative emotions can affect online NWOM (venting, advice search, helping receiver, and revenge).
Lee and Wu (2015)	Negative emotions	Emotions	

(continued on next page)

Table 1 (continued)

Study	Antecedent of NWOM	Nature of the factor	Main findings
Noone (2012)	Overcompensation	Firm's response	<ul style="list-style-type: none"> • People who experience uncertainty will spread NWOM in order to vent and seek external advice. • People intend to revenge against the service provider when they have a disappointing experience. • People with anger and regret will engage in NWOM in order to prevent others from experiencing bad experiences. • Overcompensation activates perceive distributive justice and subsequently affect consumers' NWOM.
Richins (1983)	Problem severity, attributions of problems, retailer responsiveness	Individual differences, firm's response	<ul style="list-style-type: none"> • Consumers are more likely to spread NWOM when the severity of problem associated with the dissatisfaction is high, when the problem is more related to the service provider, and when more negative perceptions of retailer responsiveness to consumer complaints happen.
Verhagen et al. (2013)	Positive and negative emotions	Emotions	<ul style="list-style-type: none"> • Consumers with positive emotions will reduce online NWOM, whereas consumers with negative emotions will increase online NWOM.
Wangenheim (2005)	Product involvement, market mavenism, perceived risk, and the reason of switching	Individual differences, firm's performance	<ul style="list-style-type: none"> • Customers are more likely to give NWOM about their (previous) service provider when the level of product involvement, market mavenism, and perceived risk increases. • Customers who switch due to dissatisfaction or poor service provider are more likely to give NWOM compared to those who switch because of a better deal. • Customers experiencing negative emotions similarly engage in NWOM. However, depending on the specific negative emotions, their motives are distinct. • Anger, frustration, and irritation increase NWOM in order to vent and revenge.
Wetzer et al. (2007)	Negative emotions	Emotions	<ul style="list-style-type: none"> • Regret increases NWOM in order to bond, entertain and warn others. • Disappointment increases NWOM in order to search for comfort, advice, or warn others. • Uncertainty increases NWOM in order to search for comfort or advice. • In the case of a victim's crisis, a frame with mixed emotions (vs. anger frame) lead to less perceived sincerity and less empathy to the spokesperson, leading to NWOM.
Xiao, Hudders, Claeys, and Cauberghe (2018)	Emotional framing in crisis communications	Firm's response, emotions	<ul style="list-style-type: none"> • In the case of a preventable crisis, a frame with mixed emotions (vs. anger frame) increase sincerity and empathy to the spokesperson, thus reducing NWOM.
Zhang et al. (2013)	Image-impairment concern	Individual differences	<ul style="list-style-type: none"> • Females with strong image-impairment concern are more likely to spread NWOM to social network that has weak (vs. strong) ties.

owner (Griskevicius et al., 2010). Effectively, pride can motivate individuals to seek out attention from others. Similarly, pride can motivate individuals to reward themselves by choosing indulgent options (Wilcox, Kramer, & Sen, 2011) or self-gifting (Mick & Faure, 1998). Williams, Coleman, Morales, and Cesareo (2018) also found that pride can increase self-brand connection towards luxury brands because it enhances the feeling of self-superiority.

Although from a universal perspective, pride focuses on the 'self' relative to others (Tracy & Robins, 2004), depending on the attribution, it can have different facets (Tracy & Robins, 2007). Authentic pride emerges when an accomplishment is attributed to controllable, unstable factors such as effort (e.g., "I am successful because I worked hard"), while hubristic pride emerges when an accomplishment is attributed to uncontrollable, stable factors such as ability or traits (e.g., "I am successful because I am great"; Huang et al., 2014; Tracy & Robins, 2007).

Notably, while authentic pride is based on some underlying (supposedly) objective occurrence or rationale, hubristic pride occurs because of an individual's own interpretation of self. Because of this, authentic pride is associated with a genuine sense of accomplishment, while hubristic pride is often associated with arrogance, narcissism, and self-aggrandizement (Tracy, Cheng, Robins, & Trzesniewski, 2009; Tracy & Robins, 2007). Each facet of pride, then, has the potential to differentially influence the consumer's decision-making process along with any subsequent preferences and evaluations.

For example, Huang et al. (2014) showed hubristic pride (but not authentic pride) can increase the motivation to show uniqueness, leading individuals to choose options that will allow them to differentiate themselves from others. By extension, consumers who purchase luxury products are seen by others as exhibiting hubristic pride (McFerran, Aquino, & Tracy, 2014). In addition, while authentic pride increases the motivation for delayed gratification, hubristic pride undermines it and enhances

the motivation for immediate gratification. What is more, recent research has found that hubristic pride undermines delay of gratification (Ho, Tong, & Jia, 2016), potentially because it is associated with a sense of entitlement (Ho et al., 2016; Septianto et al., 2019; Tracy et al., 2009).

1.3. Hubristic pride effects on NWOM

Because hubristic pride is directly related to an individual's self-identity and their perceived notion of social status (McFerran et al., 2014; Williams et al., 2018), we argue that it has the potential to influence consumers' willingness to share knowledge or information with others. In a consumer setting, this would mean hubristic pride has the potential to influence a consumer's willingness to engage in WOM. In particular, individuals who feel proud tend to perceive themselves as the responsible agent for a positive outcome in that situation (Agrawal, Han, & Duhachek, 2013).

Further, because pride typically emerges after a valued self-achievement, this emotion signals a positive valuing of self (Griskevicius et al., 2010). In particular, hubristic pride is closely associated with arrogance, narcissism, and self-aggrandizement (Carver, Sinclair, & Johnson, 2010; Septianto et al., 2019; Tracy et al., 2009; Tracy & Robins, 2007). What is more, when individuals feel arrogant and narcissistic, they also feel more entitled (Corry, Merritt, Mrug, & Pamp, 2008; Emmons, 1987; Pryor, Miller, & Gaughan, 2008). Entitlement is a psychological state where an individual feels that they are entitled to and deserve more than others (Campbell, Bonacci, Shelton, Exline, & Bushman, 2004; Stronge, Cichocka, & Sibley, 2016).

In a marketing context, this translates to 'consumer entitlement', where the entitled consumer not only believes they deserve "adulation" and additional service, but also that they have the right to feel this way (Boyd & Helms, 2005; Lacey, Suh, & Morgan, 2007). Entitled consumers also have higher expectations of a service provider (Boyd & Helms, 2005; Fisk & Neville, 2011). Notably, when such expectations are violated (e.g., a service failure), they tend to react with more intensely negative behaviors (Butori, 2010; Fisk & Neville, 2011). Consequently, it is likely that consumers who display this entitlement are more likely to engage in NWOM when experiencing a service failure (Albrecht, Walsh, & Beatty, 2017).

Note that psychological entitlement activated by hubristic pride is distinct from what is simply self-focus. In fact, both authentic pride and hubristic pride are associated with high levels of self-focus because they emerge from a self-achievement experience (Huang et al., 2014; Tracy & Robins, 2007). This distinction is important because of possible concerns that the effects of hubristic pride on NWOM can be explained by self-focus, rather than psychological entitlement. This is in line with prior research that shows consumers with high levels of self-focus are more likely to attribute a failure to others (Folkes, 1984; Richins, 1983), leading to NWOM (Richins, 1983). In other words, we argue that only hubristic pride (but not authentic pride) leads to NWOM due to psychological entitlement (and not merely self-focus) following a service failure. As such, in a service failure context, the following hypotheses are proposed:

Hypothesis 1a. Hubristic pride, as compared to authentic pride, happiness and neutral emotion states, will increase intention to engage in NWOM.

Hypothesis 1b. Psychological entitlement will mediate the relationship between hubristic pride and intention to engage in NWOM.

To provide further evidence on the underlying process driving the hubristic pride effects, we employ a 'moderation-of-process' approach (Spencer, Zanna, & Fong, 2005). Specifically, if the relationship between hubristic pride and NWOM occurs due to increased psychological entitlement, manipulating levels of psychological entitlement should moderate this effect. That is, when consumers experience heightened entitlement, they should have similar levels of intention to engage in NWOM, regardless of their emotion states. In contrast, when their psychological entitlement is not heightened, only hubristic pride (vs. neutral) should lead to intention to engage in NWOM, because this emotion can enhance psychological entitlement. Formally, we propose that differentiating the level of psychological entitlement will attenuate the emotion effects, such that:

Hypothesis 2. Hubristic pride (vs. neutral) will increase the intention to engage in NWOM among consumers whose psychological entitlement is not heightened.

Given the potential problems associated with hubristic pride in relation to NWOM outlined above, we also seek to investigate the boundary condition that might inhibit such effects. In fact, it is managerially important that marketers not only understand the drivers of NWOM and why such effects might occur (i.e., the mediator), but also the condition under which such effects can be attenuated (i.e., the moderator). Surprisingly, very few studies have examined moderators of the antecedents of NWOM (see Table 1).

Past research has demonstrated psychological entitlement is characterized by a high level of focus on the self (Campbell et al., 2004; Stronge et al., 2016). As a result, we can expect that when a consumer's focus is shifted to others (instead of the self), they should feel less entitled and be less likely to engage in NWOM when experiencing a service failure. To do this, we investigate how marketers can employ different types of promotion to shift consumers' self-focus. Specifically, we examine different promotion types: discount promotions and donation promotions.

We chose different promotion types because promotional activities account for a significant proportion of firms' marketing budgets (Ailawadi, Harlam, Cesar, & Trounce, 2006), thus also offering strong managerial implications. Traditionally, firms have relied on discount-promotions; however, there is an emerging trend for firms to use donation-promotions (Henderson & Arora,

2010; Winterich & Barone, 2011). The critical distinction between these two types of promotion is their benefit focus. While discount-promotions provide benefits to consumers who purchase the product or service, donation-promotions highlight benefits to charities, not the purchasers (Arora & Henderson, 2007; Winterich & Barone, 2011).

Building on this differentiation, we argue that when consumers are presented with donation-promotions (vs. discount-promotions), they are 'primed' to think about others (vs. self), which may reduce their sense of entitlement. Consequently, while the hubristic pride effect will still emerge when consumers view a discount-promotion, consumers presented with a donation-promotion should feel less entitled, thereby attenuating the hubristic pride effect. Formally, we propose that different types of promotion will moderate the emotion effects, such that: (See Fig. 1.)

Hypothesis 3a. Hubristic pride, as compared to authentic pride, happiness, and neutral emotion states, will increase intention to engage in NWOM among consumers presented with a discount-promotion (vs. donation-promotion).

Hypothesis 3b. Psychological entitlement will mediate hubristic pride effects on the intention to engage in NWOM among consumers presented with a discount-promotion (vs. donation-promotion).

1.4. Overview of studies

We test our predictions across six experimental studies (see Table 2 for a summary). Study 1a aims to test Hypothesis 1a using dispositional emotions and a behavioral proxy for NWOM. Study 1b then provides causal evidence by manipulating emotion states using a scenario. Studies 2a and 2b extend the findings of Studies 1a and 1b by establishing the mediating role of psychological entitlement (Hypothesis 1b). Studies 1b and 2a use the context of a service failure in a hotel, whereas Studies 1a and 2b examine a context in which participants recall their own experience to provide convergent evidence and increase confidence in our findings. Study 3 tests Hypothesis 2 to further examine the underlying mechanism driving the emotion effects using a 'moderation-of-process' approach. Studies 3 and 4 explore a different service failure case in a restaurant to increase the robustness of the results. Finally, Study 4 investigates the boundary condition and examines the moderating role of different promotion types (Hypotheses 3a and 3b). We also report two additional replication studies (for Studies 1a and 4) in Appendix E.

2. Study 1a

Study 1a seeks to provide initial evidence for our predictions by examining dispositional emotions. Specifically, we examine the association between dispositional emotions and a behavioral proxy of NWOM (i.e., writing about a service failure experience). Consistent with Hypothesis 1a, we predict that higher traits of hubristic pride will be associated with a higher probability of consumers choosing to write and share NWOM.

The examination of dispositional emotions is significant for two reasons. First, prior research suggests that dispositional and state emotions should lead to similar downstream effects (Agrawal & Duhachek, 2010; Cavanaugh et al., 2015; Lerner & Keltner, 2001; Septianto et al., 2019). Secondly, the use of dispositional emotions also allows us to test our predictions in "a more ecologically valid setting" (Agrawal & Duhachek, 2010, p. 271).

2.1. Method

2.1.1. Participants and design

To accomplish the aim of Study 1, we employed a one-factor, three-level (dispositional emotion: hubristic pride, authentic pride, happiness) within-subjects design. Two hundred and five participants (44% female, $M_{\text{age}} = 37.42$, $SD = 11.39$) were recruited via an online research panel to participate in this study.

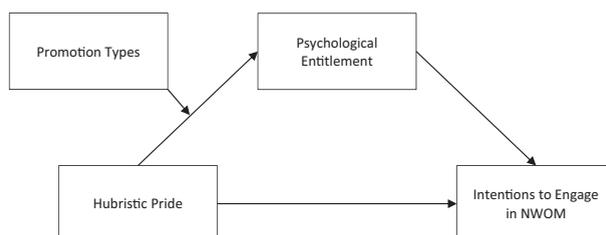


Fig. 1. Conceptual model.

Table 2
Study of results by study condition.

DV: NWOM Choice	Dispositional Hubristic Pride	Dispositional Authentic Pride	Dispositional Happiness	
Study 1a (N = 205, 44% female, M _{age} = 37.42, SD = 11.39, U.S. Online Research Panel): Main Effect (Nagelkerke R ² = 0.118)				
	B = 0.38, p = .026	B = -0.21, p = .273	B = 0.22, p = .209	
Negative Affect	B = 0.30, p = .002			
Main Findings	Increasing dispositional hubristic pride is associated with increasing probability of writing a service failure experience (a behavioral proxy of NWOM).			
Study 1b (N = 234, 45% female, M _{age} = 38.47, SD = 11.51, U.S. Online Research Panel): Main Effect (R ² = 0.414)				
DV: NWOM Intent	Hubristic Pride (N = 117)		Neutral (N = 117)	
	5.13 (1.42)		4.58 (1.75)	
Negative Affect	B = 0.55, p < .001			
Main Findings	Hubristic pride (vs. neutral) increases intentions to engage in NWOM.			
Study 2a (N = 189, 83% female, M _{age} = 20.62, SD = .99, Malaysian Students): Mediation Effect (R ² = 0.148)				
DV: NWOM Intent	Hubristic Pride (N = 45)	Authentic Pride (N = 49)	Happiness (N = 52)	Neutral (N = 43)
	5.15 (1.26)	4.62 (1.32)	4.54 (1.23)	4.39 (1.59)
Negative Affect	B = 0.31, p < .001			
Main Findings	Hubristic pride (vs. authentic pride, happiness, neutral) increases intentions to engage in NWOM. This is mediated by psychological entitlement.			
Study 2b (N = 201, 48% female, M _{age} = 32.31, SD = 10.04, U.S. Online Research Panel): Mediation Effect (R ² = 0.322)				
DV: NWOM Intent	Hubristic Pride (N = 46)	Authentic Pride (N = 54)	Happiness (N = 49)	Neutral (N = 52)
	4.93 (1.79)	4.14 (2.21)	4.06 (1.96)	4.07 (1.97)
Negative Affect	B = 0.51, p < .001			
Main Findings	Hubristic pride (vs. authentic pride, happiness, neutral) increases intentions to engage in NWOM. This is mediated by psychological entitlement. Attribution of failure and severity of failure do not explain the effect.			
Study 3 (N = 184, 40% female, M _{age} = 21.00, SD = 1.58, Malaysian Students): Moderation-of-Process (R ² = 0.192)				
DV: NWOM Intent	Hubristic Pride (N = 92)		Neutral (N = 92)	
Control (N = 92)	5.37 (1.27)		4.58 (1.18)	
Heightened Entitlement (N = 92)	5.27 (1.43)		5.45 (1.24)	
Negative Affect	B = 0.39, p < .001			
Main Findings	In the control condition, hubristic pride (vs. neutral) increases intentions to engage in NWOM. However, when entitlement is heightened, intentions to engage in NWOM are increased, regardless of emotion conditions.			
Study 4 (N = 400, 40% female, M _{age} = 32.21, SD = 9.52, U.S. Online Research Panel): Boundary Condition (R ² = 0.122)				
DV: NWOM Intent	Hubristic Pride (N = 100)	Authentic Pride (N = 101)	Happiness (N = 101)	Neutral (N = 98)
Discount-Promotion (N = 195)	5.89 (1.80)	5.00 (1.79)	5.22 (1.81)	4.93 (2.14)
Donation-Promotion (N = 205)	5.06 (2.01)	5.27 (1.71)	5.43 (1.56)	5.26 (1.90)
Negative Affect	B = 0.30, p < .001			
Main Findings	In the discount-promotion condition, hubristic pride (vs. authentic pride, happiness, neutral) increases intentions to engage in NWOM. However, in the donation-promotion condition, intentions to engage in NWOM are decreased, regardless of emotion conditions.			

2.1.2. Procedure and measures

The study consisted of two (ostensibly) unrelated tasks. In the first task, participants completed a questionnaire to measure their dispositional emotions (see Appendix A for full scales). Specifically, we used a seven-item authentic pride scale (α = 0.94) and a seven-item hubristic pride (α = 0.96) scale from Tracy and Robins (2007). Participants indicated the extent to which items on the respective scale described them on a 7-point scale (1 = not at all, 7 = extremely). To measure happiness, we used a four-item Subjective Happiness Scale (α = 0.88) (Lyubomirsky & Lepper, 1999).

In the next task, participants were instructed to recall a specific service failure (costing at least \$50) that they had experienced in the previous six months (Zhang et al., 2013). Afterwards, we explicitly told them that the next task was optional. We asked them to think of a friend or relative to whom they wanted to relate this experience, and write their name or initial. They were then asked to write about their experience as a warning to this person, or to complain about the experience. Hence, we coded the dependent variable 1 (or 0) to reflect whether participants chose (not) to write the name of their friend or relative and their service failure experience.

In addition, we asked participants about their negative emotional reactions to the service failure (Romani, Grappi, & Dalli, 2012; Wetzer et al., 2007) as measured according to six negative emotions (i.e., anger, disappointment, frustration, irritation, regret, and uncertainty; Wetzer et al., 2007). We collapsed these measures into an index of negative affect (α = 0.87), and then incorporated this factor in all our analyses.

2.2. Results and discussion

To test [Hypothesis 1a](#), we conducted a logistic regression analysis using hubristic pride, authentic pride, and happiness to predict participants' choice with regard to writing about a service failure experience. We also controlled for negative affect in the model. The results revealed that participants with higher levels of negative affect were more likely to report their service failure experience ($B = 0.30$, $SE = 0.10$, $Wald = 9.94$, $p = .002$). Importantly, we found significant effects of hubristic pride such that an increase in dispositional hubristic pride was associated with an increased likelihood to report their service failure experience ($B = 0.38$, $SE = 0.17$, $Wald = 4.93$, $p = .026$). However, as expected, there were non-significant effects of authentic pride ($B = -0.21$, $SE = 0.19$, $Wald = 1.20$, $p = .273$) and happiness ($B = 0.22$, $SE = 0.18$, $Wald = 1.58$, $p = .209$). Hence, by using a behavioral proxy for NWOM, these findings provide initial evidence on the association between hubristic pride and intention to engage in NWOM ([Hypothesis 1a](#)). Furthermore, we also replicated these findings in another study using a measure of intention to engage in NWOM as the dependent variable (see [Appendix E](#)).

3. Study 1b

Study 1b aims to extend Study 1a and provide causal evidence for the relationship between hubristic pride and intention to engage in NWOM. Hence, we elicit hubristic pride using a scenario where a customer is given preferential treatment ([Septianto et al., 2019](#); [Steinhoff & Palmatier, 2016](#); [Wetzel et al., 2014](#)) and then measure NWOM following a service failure.

3.1. Method

3.1.1. Participants and design

This study employed a one-factor, two-level (emotion: hubristic pride, neutral) between-subjects design. Two hundred and thirty-four participants (45% female, $M_{age} = 38.47$, $SD = 11.51$) were recruited via an online research panel to participate in this study.

3.1.2. Procedure

Participants in this study were initially told to imagine themselves as a platinum member of a five-star hotel (hubristic pride condition). Participants in the neutral condition did not receive such information. As emotion manipulation checks ([Huang et al., 2014](#)), participants indicated the extent to which they felt proud (1 = not at all, 7 = extremely), and the extent to which they felt their success was due to their personal traits ("I truly feel that I am superior to others"; "I feel my success is due to something born to me"; 1 = not at all, 7 = extremely; $r = 0.85$).

Participants were then asked to read and evaluate a service failure scenario in a hotel (see [Appendix B](#); [Sparks & Fredline, 2007](#)). For the dependent variable, they indicated their intention to engage in NWOM for three items on a 7-point scale (1 = strongly agree, 7 = strongly disagree) ([Jones et al., 2007](#)). The items were: "I will warn my friends and relatives not to do business with this service provider"; "I will complain to my friends and relatives about this service provider"; and "I will tell my friends and relatives not to use this service provider" ($\alpha = 0.92$). Participants also indicated their negative affect using the same six negative emotions as in Study 1a ($\alpha = 0.86$).

3.2. Results and discussion

3.2.1. Emotion manipulation checks

Independent sample t -tests showed that participants in the hubristic pride condition ($M_{hubristic} = 3.70$) reported higher levels of pride than those in the neutral condition ($M_{neutral} = 3.15$; $t(232) = 2.25$, $p = .025$). In addition, participants in the hubristic pride condition ($M_{hubristic} = 2.64$) were more likely to attribute their experience to their traits, as compared to those in the neutral condition ($M_{neutral} = 2.20$, $t(232) = 2.07$, $p = .039$).

3.2.2. Intention to engage in NWOM

We examined differences in intention to engage in NWOM between two emotion conditions, controlling for negative affect. We found that increasing negative affect was associated with increasing intention to engage in NWOM ($B = 0.55$, $SE = 0.05$, $t(231) = 12.33$, $p < .001$). Furthermore and as predicted in [Hypothesis 1a](#), participants in the hubristic pride condition reported higher intention to engage in NWOM than those in the neutral condition ($M_{hubristic} = 5.13$, $M_{neutral} = 4.58$, $t(231) = 2.08$, $p = .039$). Thus, these findings provide further support for [Hypothesis 1a](#) such that hubristic pride (vs. neutral) increases intention to engage in NWOM.¹

¹ There might be concerns that hubristic pride might influence how participants experience a service failure. For instance, they might experience higher levels of negative affect in response, since the manipulation of hubristic pride came first. To address this, we conducted additional analyses in all studies where we manipulated emotion states (Studies 1b–4). Results showed that the levels of negative affect were not statistically different across emotion conditions ($p = .114$ in Study 1b; $p = .582$ in Study 2a, $p = .522$ in Study 2b, $p = .361$ in Study 3, and $p = .138$ in Study 4).

4. Study 2a

Study 2a has two important purposes. First, it seeks to replicate the findings of Study 1b using a different emotion elicitation method that includes two other positive emotions (authentic pride and happiness [a general positive emotion]). This is because we want to demonstrate that our predicted emotion effects are unique to hubristic pride alone. Moreover and more importantly, Study 2a tests the underlying process driving the emotion effects (*Hypothesis 1b*).

4.1. Method

4.1.1. Participants and design

This study employed a one-factor, four-level (emotion: hubristic pride, authentic pride, happiness, neutral) between-subjects design. One hundred and eighty-nine undergraduate students (83% female, $M_{\text{age}} = 20.62$, $SD = .99$) from a public university in Malaysia participated in this study.

4.1.2. Procedure and measures

Participants were asked to complete two (ostensibly) unrelated tasks. In the first task, participants were instructed to recall and write about a specific situation when they had experienced a specific emotion. Following Huang et al. (2014), participants in the hubristic pride condition described a situation in which they felt proud due to “who they are” (i.e., their traits), while those in the authentic pride condition wrote about a situation in which they felt proud due to “what they did” (i.e., their effort). Participants in the remaining conditions were either asked to describe a situation that made them happy (happiness condition), or a typical day (neutral condition).

For the second task, participants were instructed to evaluate a service failure scenario in a hotel (identical to that of Study 1b) and indicate their intention to engage in NWOM on a three-item measure ($\alpha = 0.87$). We also asked participants about six negative emotions in response to the service failure ($\alpha = 0.91$). To measure the proposed mediating variable – psychological entitlement – we used a three-item measure ($\alpha = 0.84$) from Campbell et al. (2004), with each item rated on a 7-point scale (1 = strongly disagree, 7 = strongly agree). The items were: “I demand the best because I’m worth it”; “I deserve more things in my life”; and “I feel entitled to more of everything”.

As manipulation checks for emotion, participants indicated how happy and proud they felt about the recalled situation, along with four other filler emotions (calm, upset, ashamed, and sad), on a 9-point scale (1 = not at all, 9 = extremely) (Huang et al., 2014). As manipulation checks for authentic and hubristic pride, they responded to four items assessing their attributions for the emotions on a 7-point scale (1 = not at all, 7 = extremely). For hubristic pride, they indicated the extent to which they felt it was due to their personal traits (identical to the two statements used in Study 1b; $r = 0.60$). For authentic pride, they indicated the extent to which they felt it was due to their effort (“I feel my success is due to my hard work”; “I truly feel that if other people devote the same amount of effort, they can be as successful as me” ($r = 0.79$) (Huang et al., 2014).

4.2. Results and discussion

4.2.1. Emotion manipulation checks

As expected, we found participants in the hubristic ($M_{\text{hubristic}} = 7.00$) and authentic pride ($M_{\text{authentic}} = 7.06$) conditions reported higher levels of pride than those in the happiness ($M_{\text{happiness}} = 6.21$; hubristic vs. happy: $t(185) = 2.03$, $p = .044$; authentic vs. happy: $t(185) = 2.84$, $p = .027$) and neutral conditions ($M_{\text{neutral}} = 5.09$; hubristic vs. neutral: $t(185) = 4.68$, $p < .001$; authentic vs. neutral: $t(185) = 4.93$, $p < .001$). Notably, there were non-significant differences between participants in the hubristic and authentic pride conditions ($p = .877$), indicating that the intensity of pride did not differ. Similarly, participants in the happiness condition ($M_{\text{happiness}} = 7.17$) reported higher levels of happiness than those in the hubristic pride ($M_{\text{hubristic}} = 5.78$, $t(185) = 3.02$, $p = .003$), authentic pride ($M_{\text{authentic}} = 5.98$, $t(185) = 2.64$, $p = .009$), and neutral conditions ($M_{\text{neutral}} = 5.44$, $t(185) = 3.70$, $p < .001$). There were no differences for the other filler emotions.

In addition, participants in the hubristic pride condition ($M_{\text{hubristic}} = 4.53$) were more likely to attribute their experience to their traits, as compared to those in the authentic pride ($M_{\text{authentic}} = 3.30$, $t(185) = 4.48$, $p < .001$), happiness ($M_{\text{happiness}} = 3.78$, $t(185) = 2.77$, $p = .006$), and neutral conditions ($M_{\text{neutral}} = 3.48$, $t(185) = 3.70$, $p < .001$). On the other hand, participants in the authentic pride condition ($M_{\text{authentic}} = 5.60$) were more likely to attribute their experience to their efforts, as compared to those in the hubristic pride ($M_{\text{hubristic}} = 4.74$, $t(185) = 2.64$, $p = .009$), happiness ($M_{\text{happiness}} = 4.87$, $t(185) = 2.35$, $p = .020$), and neutral conditions ($M_{\text{neutral}} = 4.70$, $t(185) = 2.75$, $p = .007$). These results provide evidence the task successfully elicited the intended emotion states.

4.2.2. Intention to engage in NWOM

To test our prediction, we ran a one-way ANOVA examining intention to engage in NWOM. Consistent with Study 1, we also controlled for negative affect. We found significant effects of negative affect, such that higher levels of negative affect were associated with higher intention to engage in NWOM ($B = 0.31$, $SE = 0.07$, $t(184) = 4.64$, $p < .001$). Importantly and as predicted, there were significant differences in intention to engage in NWOM among the emotion conditions ($F(3, 184) = 3.02$, $p = .031$). That is, participants in the hubristic pride condition ($M_{\text{hubristic}} = 5.15$) had higher intention to engage in NWOM, as

compared to those in the authentic pride ($M_{\text{authentic}} = 4.62$, $t(184) = 2.01$, $p = .046$), happiness ($M_{\text{happiness}} = 4.54$, $t(184) = 2.36$, $p = .019$), and neutral conditions ($M_{\text{neutral}} = 4.39$, $t(184) = 2.78$, $p = .006$), thus supporting [Hypothesis 1a](#). (See [Fig. 2](#).)

4.2.3. Mediation analysis

We have proposed that entitlement mediates emotion effects on intention to engage in NWOM ([Hypothesis 1b](#)). Consistent with this prediction, we conducted a series of mediation analyses using PROCESS Model 4 with 10,000 resamples ([Hayes, 2017](#); [Hayes, Montoya, & Rockwood, 2017](#)). As expected, a one-way ANOVA examining entitlement showed that participants in the hubristic pride condition ($M_{\text{hubristic}} = 4.80$) reported higher levels of psychological entitlement than those in the authentic pride ($M_{\text{authentic}} = 4.07$, $t(185) = 3.06$, $p = .003$), happiness ($M_{\text{happiness}} = 4.26$, $t(185) = 2.28$, $p = .024$), and neutral conditions ($M_{\text{neutral}} = 4.02$, $t(185) = 3.18$, $p = .002$).

Because emotion is a multi-categorical variable, we set up PROCESS to examine the indirect effects of hubristic pride relative to the other emotion conditions ([Hayes, 2017](#)). The indirect effect of hubristic pride versus authentic pride on intention to engage in NWOM via psychological entitlement was significant, with $B = -0.3948$, $SE = 0.1436$, and 95% CI excluding zero (-0.6955 to -0.1311). The indirect effect of hubristic pride versus happiness was also significant, with $B = -0.2898$, $SE = 0.1312$, and 95% CI excluding zero (-0.5609 to -0.0456). Lastly, the indirect effect of hubristic pride versus neutral was significant, with $B = -0.4232$, $SE = 0.1540$, and 95% CI excluding zero (-0.7542 to -0.1478 ; see [Appendix D](#) for full results). These findings provide support for [Hypothesis 1b](#).

4.2.4. Discussion

Study 2a provides further support for [Hypothesis 1a](#) by showing that participants in the hubristic pride condition had higher intention to engage in NWOM as compared to those in the authentic pride, happiness, and neutral conditions. Furthermore, it establishes the underlying mechanism driving the emotion effects; that is, psychological entitlement mediated the effects of hubristic pride on intention to engage in NWOM ([Hypothesis 1b](#)).

5. Study 2b

Study 2b replicates the findings of Study 2a and extends them in two meaningful ways. First, we use a different method in which participants recall their own service failure experience ([Zhang et al., 2013](#)) to increase confidence on our predictions. Second, past research shows that consumers may engage in NWOM when they attribute the responsibility for a failure to the service provider ([Folkes, 1984](#); [Richins, 1983](#)). In addition, the severity of a service failure might influence the levels of psychological entitlement. Hence, we want to rule out these alternative plausible explanations.

5.1. Method

5.1.1. Participants and design

This study employed a one-factor, four-level (emotion: hubristic pride, authentic pride, happiness, neutral) between-subjects design. Two hundred and one participants (48% female, $M_{\text{age}} = 32.31$, $SD = 10.04$) were recruited via an online research panel to participate in this study.

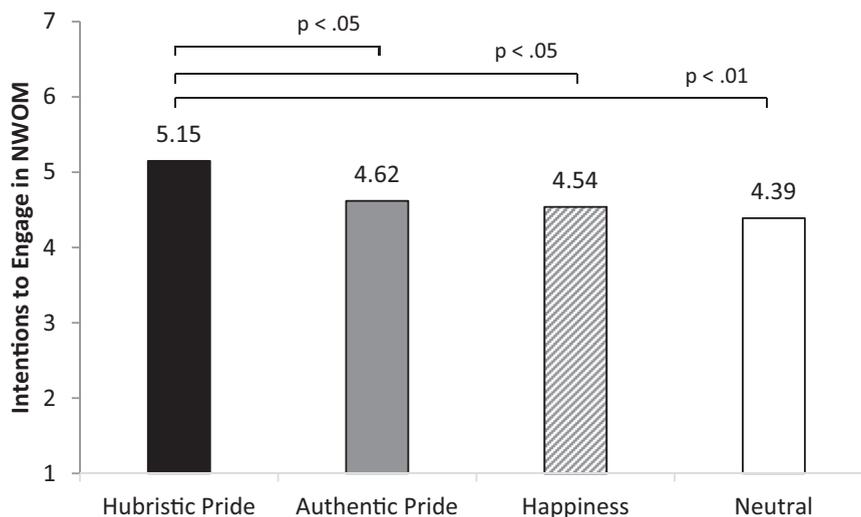


Fig. 2. Intentions to engage in NWOM by emotion conditions (Study 2a).

5.1.2. Procedure and measures

Study 2b employed similar procedures to those of Study 2a with some exceptions. First, after completing the emotion manipulation task and manipulation checks, we asked participants to think about and describe a specific service failure (costing at least \$50) they had experienced in the previous six months (Zhang et al., 2013). Afterwards, they rated the severity of the service failure. They also rated the service provider's responsibility for the failure, and the extent to which they attributed the failure to the service provider (the two items were then collapsed to form an index of attribution; $r = 0.78$). These items were measured on a 7-point scale (1 = not at all, 7 = extremely).

5.2. Results and discussion

5.2.1. Emotion manipulation checks

As expected, we found participants in the hubristic ($M_{\text{hubristic}} = 8.50$) and authentic pride ($M_{\text{authentic}} = 8.41$) conditions reported higher levels of pride than those in the happiness ($M_{\text{happiness}} = 7.69$; hubristic vs. happy: $t(197) = 2.50$, $p = .013$; authentic vs. happy: $t(197) = 2.30$, $p = .023$) and neutral conditions ($M_{\text{neutral}} = 5.90$; hubristic vs. neutral: $t(197) = 8.15$, $p < .001$; authentic vs. neutral: $t(197) = 8.19$, $p < .001$). Notably, there were non-significant differences between participants in the hubristic and authentic pride conditions ($p = .767$), indicating the intensity of pride did not differ. Similarly, participants in the happiness condition ($M_{\text{happiness}} = 8.37$) reported higher levels of happiness than those in the hubristic pride ($M_{\text{hubristic}} = 7.46$, $t(197) = 2.29$, $p = .023$), authentic pride ($M_{\text{authentic}} = 7.52$, $t(197) = 2.22$, $p = .028$), and neutral conditions ($M_{\text{neutral}} = 6.10$, $t(197) = 5.88$, $p < .001$). There were no differences for the other filler emotions.

In addition, participants in the hubristic pride condition ($M_{\text{hubristic}} = 4.49$) were more likely to attribute their experience to their traits, as compared to those in the authentic pride ($M_{\text{authentic}} = 3.06$, $t(197) = 4.58$, $p < .001$), happiness ($M_{\text{happiness}} = 3.15$, $t(197) = 4.20$, $p < .001$), and neutral conditions ($M_{\text{neutral}} = 2.91$, $t(197) = 5.03$, $p < .001$). On the other hand, participants in the authentic pride condition ($M_{\text{authentic}} = 6.05$) were more likely to attribute their experience to their efforts, as compared to those in the hubristic pride ($M_{\text{hubristic}} = 5.30$, $t(197) = 2.29$, $p = .023$), happiness ($M_{\text{happiness}} = 4.53$, $t(197) = 4.76$, $p < .001$), and neutral conditions ($M_{\text{neutral}} = 4.78$, $t(197) = 4.04$, $p < .001$). These results provide evidence the task successfully elicited the intended emotion states.

5.2.2. Intention to engage in NWOM

To test our prediction, we ran a one-way ANOVA examining intention to engage in NWOM. Consistent with Study 1, we also controlled for negative affect. We found significant effects of negative affect such that higher levels of negative affect were associated with increased intention to engage in NWOM ($B = 0.51$, $SE = 0.06$, $t(196) = 9.03$, $p < .001$). Importantly and as predicted, there were significant differences in intention to engage in NWOM among the emotion conditions ($F(3, 196) = 2.94$, $p = .035$). Participants in the hubristic pride condition ($M_{\text{hubristic}} = 4.93$) showed higher intention to engage in NWOM, as compared to those in the authentic pride ($M_{\text{authentic}} = 4.14$, $t(196) = 2.32$, $p = .021$), happiness ($M_{\text{happiness}} = 4.06$, $t(196) = 2.51$, $p = .013$), and neutral conditions ($M_{\text{neutral}} = 4.07$, $t(196) = 2.52$, $p = .013$), thus supporting Hypothesis 1a. (See Fig. 3.)

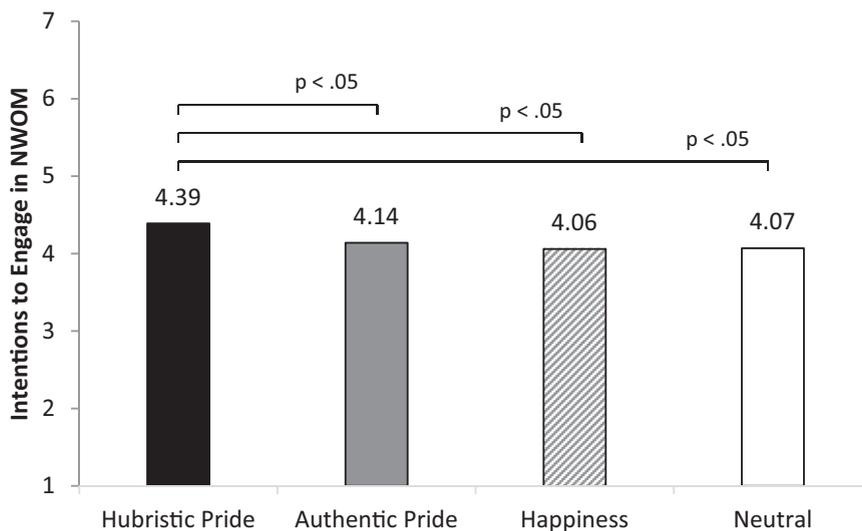


Fig. 3. Intentions to engage in NWOM by emotion conditions (Study 2b).

5.2.3. Alternative explanations

Because the severity of a service failure and the extent to which consumers attribute their negative experience to the service provider may explain intention to engage in NWOM, we conducted a two-way ANOVA and included these two variables as covariates. The results show the more participants attributed a service failure to the service provider, the greater their intention to engage in NWOM ($B = 0.22$, $SE = 0.08$, $t(194) = 2.89$, $p = .004$). However and more importantly, our predictions held true as participants in the hubristic pride condition ($M_{\text{hubristic}} = 4.86$) showed higher intention to engage in NWOM, as compared to those in the authentic pride ($M_{\text{authentic}} = 4.16$, $t(194) = 2.10$, $p = .037$), happiness ($M_{\text{happiness}} = 4.07$, $t(194) = 2.30$, $p = .023$), and neutral conditions ($M_{\text{neutral}} = 4.10$, $t(194) = 2.24$, $p = .027$). Hence, while these factors may influence intention to engage in NWOM, they did not significantly explain our predictions.²

5.2.4. Mediation analysis

We conducted a series of mediation analyses using PROCESS Model 4 with 10,000 resamples (Hayes, 2017).³ As expected, a one-way ANOVA examining entitlement showed that participants in the hubristic pride condition ($M_{\text{hubristic}} = 4.22$) reported higher levels of psychological entitlement than those in the authentic pride ($M_{\text{authentic}} = 3.33$, $t(197) = 3.07$, $p = .003$), happiness ($M_{\text{happiness}} = 3.23$, $t(197) = 3.30$, $p = .001$), and neutral conditions ($M_{\text{neutral}} = 3.51$, $t(197) = 2.41$, $p = .017$).

The indirect effect of hubristic pride versus authentic pride on intention to engage in NWOM via psychological entitlement was significant, with $B = -0.2006$, $SE = 0.1221$, and 95% CI excluding zero (-0.4896 to -0.0142). The indirect effect of hubristic pride versus happiness was also significant, with $B = -0.2207$, $SE = 0.1308$, and 95% CI excluding zero (-0.5184 to -0.0162). Lastly, the indirect effect of hubristic pride versus neutral was significant, with $B = -0.1588$, $SE = 0.1046$, and 95% CI excluding zero (-0.4041 to -0.0028 ; see Appendix D for full results). These findings provide support for Hypothesis 1b.

5.2.5. Discussion

Study 2b offers stronger evidence for Hypotheses 1a and 1b by showing that participants in the hubristic pride condition had greater intention to engage in NWOM as compared to those in the authentic pride, happiness, and neutral conditions. We also showed that this effect is mediated by psychological entitlement and ruled out alternative explanations such as attribution of a service failure and severity of the failure.

6. Study 3

Study 3 has two main purposes. First, it further examines the underlying process of emotion effects by testing Hypothesis 2 using a ‘moderation-of-process’ approach (Spencer et al., 2005). As such, Study 3 directly manipulates psychological entitlement to test Hypothesis 2’s prediction that the differential emotion effects should be attenuated when entitlement is heightened (vs. control condition). Second, Study 3 uses a different service failure context (i.e., a restaurant scenario).

6.1. Method

6.1.1. Participants and design

This study employed a 2 (emotion: hubristic pride, neutral) \times 2 (entitlement: heightened, control) between-subjects design. One hundred and eighty-four undergraduate students (40% female, $M_{\text{age}} = 21.00$, $SD = 1.58$) from a public university in Malaysia participated in the study.

6.1.2. Procedure and measures

This study consisted of three ostensibly unrelated tasks. First, similar to Study 2a, we asked participants to recall and describe a past experience. However, we tested only two emotion conditions (hubristic pride and the neutral condition).⁴ Following the emotion manipulation checks, we included a task to manipulate psychological entitlement. In this task, participants were asked to evaluate a quote and provide their opinions about the quote.⁵ For the manipulated entitlement condition, the quote was, “Feeling entitled is a normal part of human lives.” By contrast, in the control condition, the quote was, “We are creatures of habit.” Participants then completed a psychological entitlement measure ($\alpha = 0.86$) as a manipulation check. Finally, we asked participants to evaluate a service failure in a restaurant (see Appendix 2; Du, Fan, & Feng, 2010). As before, participants indicated their intention to engage in NWOM ($\alpha = 0.85$) and negative affect ($\alpha = 0.88$) in response to the scenario.

² Because hubristic pride might also influence how participants attributed the responsibility of a service failure and perceived the severity of a service failure, we conducted additional analyses and found that there were non-significant differences on the levels of attribution and perceived severity across emotion conditions ($p = .339$ for perceived severity and $p = .361$ for attribution).

³ Because we found a significant effect of attribution, we also conducted additional mediation analyses by including attribution as a potential mediator. We found non-significant effects of emotion on intention to NWOM via attribution.

⁴ The primary purpose of this study is to test the mediation via a moderation effect; thus, we only focus on examining hubristic pride versus the neutral condition because we have already established that the predicted emotion effects are unique to hubristic pride and also to simplify the model.

⁵ As an additional analysis, we examined the content of participants’ responses to check whether they disagreed with the statement that “feeling entitled is a normal part of human lives”. We found 15 participants disagreed with this statement and they were then excluded from the analysis. Nonetheless and as expected, the interaction effects remained consistent with our predictions.

6.2. Results and discussion

6.2.1. Emotion manipulation checks

We ran a two-way ANOVA to examine whether the emotion manipulation task successfully evoked the intended emotion. The results show that only the main effect of emotion was significant ($F(1, 180) = 10.29, p = .002$), as participants in the hubristic condition ($M_{\text{hubristic}} = 6.26$) reported higher levels of pride than those in the neutral condition ($M_{\text{neutral}} = 5.19, t(180) = 3.21, p = .002$). Moreover, there were no differences for the other filler emotions. Thus, the emotion states were successfully manipulated.

6.2.2. Entitlement manipulation check

A two-way ANOVA found the entitlement manipulation task was successful in eliciting different levels of psychological entitlement ($F(1, 180) = 5.60, p = .019$). Specifically, participants in the manipulated entitlement condition ($M_{\text{entitlement}} = 4.61$) reported higher levels of psychological entitlement than those in the control condition ($M_{\text{control}} = 4.10, t(180) = 2.37, p = .019$). Thus, these results show the tasks successfully manipulated the intended psychological entitlement.

6.2.3. Intention to engage in NWOM

Consistent with [Hypothesis 2](#), we expected the emotion effects should be attenuated in the heightened entitlement condition. We conducted a two-way ANOVA with emotion, entitlement, and their interaction as the independent variables, and intention to engage in NWOM as the dependent variable. We also included negative affect as the control variable. We found significant effects of negative affect such that higher levels of negative affect were associated with greater intention to engage in NWOM ($B = 0.39, SE = 0.07, t(179) = 5.52, p < .001$). The results also revealed a marginally significant main effect of entitlement ($F(1, 179) = 3.48, p = .064$). Importantly, this was qualified by a significant interaction between emotion and entitlement ($F(1, 179) = 5.54, p = .020$). (See [Fig. 4](#).)

Specifically, the results show that in the control condition, participants in the hubristic pride condition ($M_{\text{hubristic}} = 5.37$) had greater intention to engage in NWOM than did those in the neutral condition ($M_{\text{neutral}} = 4.58, t(179) = 2.70, p = .008$). However, these differences were non-significant in the manipulated entitlement condition ($M_{\text{hubristic}} = 5.27, M_{\text{neutral}} = 5.45, t(179) = 0.63, p = .531$). The patterns within each emotion condition were also consistent with our predictions. Participants in the neutral condition showed higher intention to engage in NWOM in the manipulated entitlement condition ($M_{\text{entitlement}} = 5.45$) than in the control condition ($M_{\text{control}} = 4.58, t(179) = 2.98, p = .003$). However, these differences were non-significant for those in the hubristic pride condition ($M_{\text{entitlement}} = 5.27, M_{\text{control}} = 5.37, t(179) = 0.34, p = .738$). These findings provide support for [Hypothesis 2](#).

6.2.4. Discussion

The results of Study 3 provide stronger support for the underlying mechanism of emotion effects using 'moderation-of-process' approach. Specifically and consistent with [Hypothesis 2](#), we found that hubristic pride (vs. neutral) led to greater intention to engage in NWOM in the control condition. By contrast, when entitlement was manipulated, participants in both the hubristic pride and neutral conditions showed similar levels of intention to engage in NWOM.

7. Study 4

We have established the emotion effects and the underlying process driving them in Studies 1–3. Study 4 aims to extend the findings of Studies 1–3 by investigating the boundary condition of the emotion effects. Given that psychological entitlement is linked with self-focus ([Campbell et al., 2004](#); [Stronge et al., 2016](#)) and it mediates the emotion effects, we argue that directing consumers' attention to others (e.g., using donation-promotions) should reduce psychological entitlement⁶ and thus attenuate its effects.

7.1. Method

7.1.1. Participants and design

This study employed a 4 (emotion: hubristic pride, authentic pride, happiness, neutral) \times 2 (promotion: discount, donation) between-subjects design. Four hundred participants (40% female, $M_{\text{age}} = 32.21, SD = 9.52$) were recruited via an online research panel.

⁶ We conducted a separate test to examine this assumption. One hundred and thirty participants were recruited and randomly assigned to evaluate either a discount- or donation-promotion condition (identical to the one used in Study 4). Participants were also primed to think about how the promotion could be beneficial to them (discount) or to other people (donation). Afterwards, participants completed a measure of other-focus (identical to the one used in Study 4; $r = .94$) and psychological entitlement ($\alpha = 0.85$). Results showed that participants evaluating a donation-promotion ad reported higher levels of other-focus ($M_{\text{donation}} = 4.45; M_{\text{discount}} = 3.45, t(128) = 3.29, p = .001$) and lower levels of entitlement ($M_{\text{donation}} = 3.53; M_{\text{discount}} = 4.17, t(128) = 2.45, p = .015$) than those evaluating a discount-promotion ad.

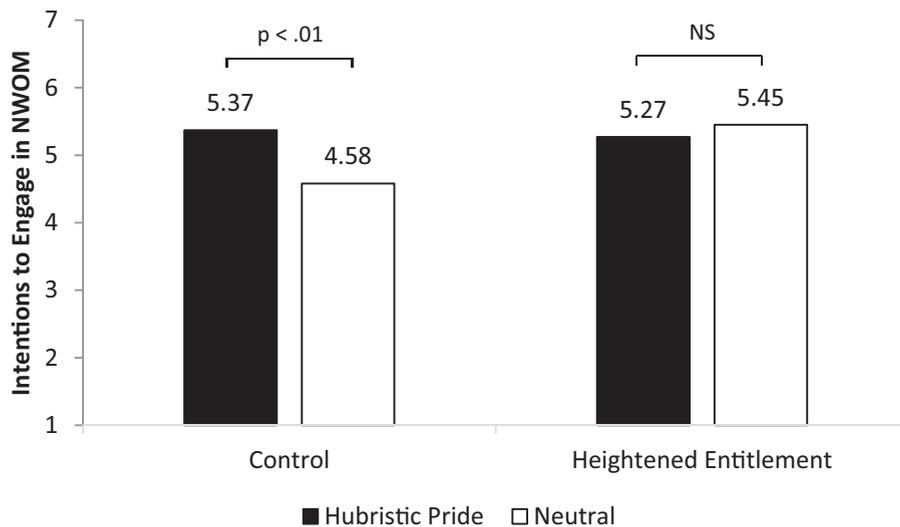


Fig. 4. Intentions to engage in NWOM by emotion and entitlement conditions (Study 3).

7.1.2. Procedure and measures

Participants were asked to evaluate an ad using specific emotional appeals and promotion type (see Appendix C). Following prior research (Cavanaugh et al., 2015; Septianto, Sung, Seo, & Tugiman, 2018), we manipulated emotions using the taglines for the ads. All ads had identical images and in all conditions participants read, “Enjoy the best dining experience.” In addition, we included additional taglines in each emotion condition. Specifically, the tagline for hubristic pride was, “Be proud of who you are”; for authentic pride it was, “Be proud of what you have done”; and for happiness, “Be happy”. We also manipulated the promotion type. In the discount (donation) condition, the body copy was: “For a limited time, get 10% off (10% will be donated) for each dish purchased”. Participants were also instructed to think about how the promotion could be beneficial for them (discount) or for other people (donation).

As manipulation checks, they were asked about the emotional appeals of the ad they evaluated using the same items as for Studies 2–3, and psychological entitlement measures ($\alpha = 0.90$). They also completed two items to measure the degree of other-focus on a 7-point scale (1 = not at all, 7 = extremely). The items were: “To what extent do you focus on... (1) the benefits for others; and (2) the interests of others” ($r = 0.86$; adapted from White & Peloza, 2009). Finally, participants were instructed to read about a service failure in the restaurant whose ad they had just evaluated (identical scenario to that of Study 3). They then indicated their intention to engage in NWOM ($\alpha = 0.94$) and their negative emotions in response to the service failure ($\alpha = 0.90$).

7.2. Results and discussion

7.2.1. Emotion manipulation checks

Two-way ANOVAs to examine emotion scores revealed that only the main effects of emotion were significant for levels of pride ($F(3, 392) = 4.50, p = .004$) and happiness ($F(3, 392) = 2.85, p = .037$). As expected, we found that participants in the hubristic ($M_{\text{hubristic}} = 6.10$) and authentic pride ($M_{\text{authentic}} = 6.24$) conditions reported higher levels of pride than those in the happiness ($M_{\text{happiness}} = 5.25$; hubristic vs. happy: $t(392) = 2.52, p = .012$; authentic vs. happy: $t(392) = 2.92, p = .004$) and neutral conditions ($M_{\text{neutral}} = 5.34$; hubristic vs. neutral: $t(392) = 2.23, p = .026$; authentic vs. neutral: $t(392) = 2.63, p = .009$). Further, participants in the happiness condition ($M_{\text{happiness}} = 6.74$) reported higher levels of happiness than those in the hubristic pride ($M_{\text{hubristic}} = 6.02, t(392) = 2.31, p = .021$), authentic pride ($M_{\text{authentic}} = 6.07, t(392) = 2.25, p = .025$), and neutral conditions ($M_{\text{neutral}} = 5.97, t(392) = 2.55, p = .011$). There were no differences for the other filler emotions.

In addition, participants in hubristic pride condition ($M_{\text{hubristic}} = 3.77$) were more likely to attribute their experience to their traits, as compared to those in authentic pride ($M_{\text{authentic}} = 3.17, t(392) = 2.27, p = .024$), happiness ($M_{\text{happiness}} = 3.12, t(392) = 2.44, p = .015$), and neutral conditions ($M_{\text{neutral}} = 3.00, t(392) = 2.88, p = .004$). Participants in the authentic pride condition ($M_{\text{authentic}} = 5.04$) were more likely to attribute their experience to their efforts, as compared to those in the hubristic pride ($M_{\text{hubristic}} = 4.39, t(392) = 2.46, p = .014$), happiness ($M_{\text{happiness}} = 4.42, t(392) = 2.33, p = .020$), and neutral conditions ($M_{\text{neutral}} = 4.50, t(392) = 2.02, p = .044$).

7.2.2. Promotion manipulation check

As expected, a two-way ANOVA on the degree of other-focus also revealed a significant main effect of promotion type ($F(1, 392) = 4.26, p = .040$). Specifically, participants who viewed a donation-promotion ($M_{\text{donation}} = 4.77$) focused more on others than those who viewed a discount-promotion ($M_{\text{discount}} = 4.45, t(392) = 2.06, p = .040$).

7.2.3. Intention to engage in NWOM

We conducted a two-way ANOVA with emotion, promotion type, and their interaction as independent variables, and intention to engage in NWOM as the dependent variable. As before, we found that increasing negative affect was associated with greater intention to engage in NWOM ($B = 0.30, SE = 0.05, t(391) = 6.42, p < .001$). Importantly and as predicted, the results revealed a significant interaction between emotion and promotion type ($F(3, 391) = 2.67, p = .047$). (See Fig. 5.)

Specifically, in the discount-promotion condition, participants in the hubristic pride condition ($M_{\text{hubristic}} = 5.89$) showed greater intention to engage in NWOM, as compared to those in the authentic pride ($M_{\text{authentic}} = 5.00, t(391) = 2.63, p = .009$), happiness ($M_{\text{happiness}} = 5.22, t(391) = 1.98, p = .048$), and neutral conditions ($M_{\text{neutral}} = 4.93, t(391) = 2.80, p = .005$). However, these differences across emotion conditions were non-significant in the donation-promotion condition ($M_{\text{hubristic}} = 5.06, M_{\text{authentic}} = 5.27, M_{\text{happiness}} = 5.43, M_{\text{neutral}} = 5.26$).

The patterns within each emotion condition were also consistent with our predictions. Participants in the hubristic pride condition showed higher intention to engage in NWOM in the discount-promotion condition ($M_{\text{discount}} = 5.89$) than in the donation-promotion condition ($M_{\text{donation}} = 5.06, t(391) = 2.46, p = .014$). However, these differences were non-significant for those in the authentic pride ($M_{\text{discount}} = 5.00, M_{\text{donation}} = 5.27, t(391) = 0.82, p = .415$), happiness ($M_{\text{discount}} = 5.22, M_{\text{donation}} = 5.43, t(391) = 0.64, p = .520$), and neutral conditions ($M_{\text{discount}} = 4.93, M_{\text{donation}} = 5.26, t(391) = 0.95, p = .345$). These results support Hypothesis 3a.

7.2.4. Moderated mediation analysis

Hypothesis 3b proposes that in the donation-promotion condition, emotion effects will be attenuated because participants' level of psychological entitlement is reduced. To test this prediction, we ran a two-way ANOVA on psychological entitlement. The results revealed a significant interaction between emotion and promotion type ($F(3, 392) = 2.98, p = .031$). As expected, in the discount-promotion condition, participants in the hubristic pride condition ($M_{\text{hubristic}} = 4.72$) reported higher levels of entitlement, as compared to those in the authentic pride ($M_{\text{authentic}} = 3.98, t(392) = 2.11, p = .036$), happiness ($M_{\text{happiness}} = 3.70, t(392) = 2.93, p = .004$), and neutral conditions ($M_{\text{neutral}} = 3.84, t(392) = 2.52, p = .013$). However, these differences across emotion conditions were non-significant in the donation-promotion condition ($M_{\text{hubristic}} = 3.65, M_{\text{authentic}} = 4.06, M_{\text{happiness}} = 3.99, M_{\text{neutral}} = 3.55$).

Next, we ran a moderated mediation analysis using PROCESS Model 7 with 10,000 resamples. Specifically, we examined the indirect effect of hubristic pride versus authentic pride, happiness, and the neutral condition (automatically calculated using PROCESS) on intention to engage in NWOM via psychological entitlement and moderated by promotion type. The results

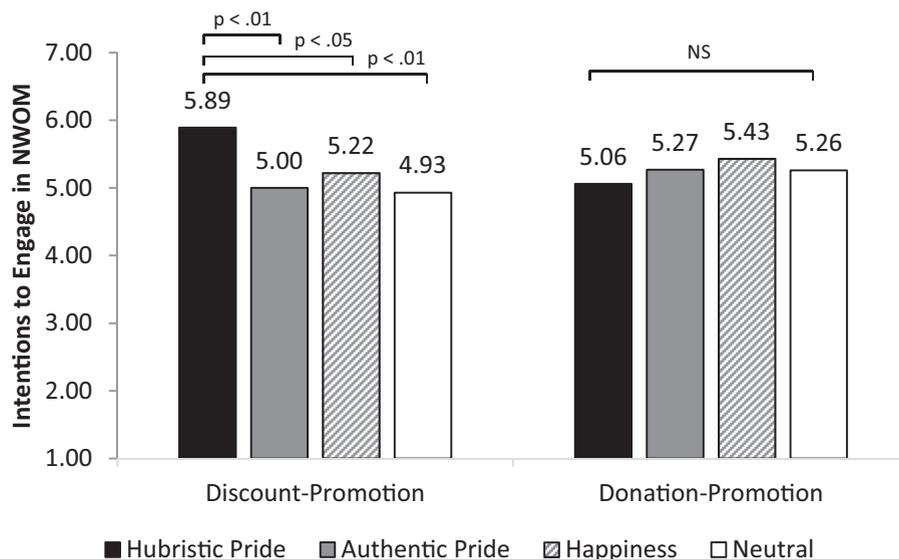


Fig. 5. Intentions to engage in NWOM by emotion and promotion type conditions (Study 4).

show that in the discount–promotion condition, the indirect effect of hubristic pride versus authentic pride was significant, with $B = -0.2079$, $SE = 0.1083$, and 95% CI (-0.4453 to -0.0222), but non-significant in the donation–promotion condition (95% CI: -0.0767 , 0.3298). Similarly, the indirect effect of hubristic pride versus happiness was significant, with $B = -0.2888$, $SE = 0.1209$, and 95% CI (-0.5528 to -0.0809) in the discount–promotion condition, but non-significant in the donation–promotion condition (95% CI: -0.1074 , 0.3211). Lastly, the indirect effect of hubristic pride versus neutral was significant, with $B = -0.2493$, $SE = 0.1119$, and 95% CI (-0.4971 to -0.0617) in the discount–promotion condition, but non-significant in the donation–promotion condition (95% CI: -0.2430 , 0.1869 ; see [Appendix D](#) for full results). These findings provide support for [Hypothesis 3b](#).

7.2.5. Discussion

Study 4 provides convergent evidence for our prediction after testing its boundary condition. We found that while emotion effects were replicated in the discount–promotion condition, they were attenuated in the donation–promotion condition ([Hypothesis 3a](#)). Further, a moderated mediation analysis demonstrated that psychological entitlement only mediated emotion effects in the discount–promotion condition ([Hypothesis 3b](#)). We also replicated the findings of Study 4 using a different sample and emotion manipulation task (see [Appendix E](#)).

8. General discussion

The current research investigated the effects of hubristic pride on intention to engage in NWOM. The results of six experimental studies (and two additional studies reported in [Appendix E](#)) provide strong evidence that when consumers experience a service failure, hubristic pride can increase intention to engage in NWOM. Study 1a demonstrated that increasing dispositional hubristic pride (but not dispositional authentic pride or happiness) is associated with increased probability participants will write to someone about their past service failure experience. Study 1b established the causal relationship between emotion (hubristic pride) and intention to engage in NWOM by manipulating emotion states. Studies 2a and 2b established the underlying process for the relationship to show that hubristic pride (as compared to authentic pride, happiness, and neutral states) increased psychological entitlement, leading to increased intention to engage in NWOM. Study 2b also ruled out alternative explanations, including severity of service failure and participants' attribution.

Study 3 further tested the underlying process of emotion effects using a 'moderation-of-process' approach. Specifically, the results suggest that emotion effects only occurred in the control condition. However, when psychological entitlement was heightened, both the hubristic pride and neutral conditions increased intention to engage in NWOM. Study 4 then investigated the boundary condition of emotion effects and examined emotion effects in a more real-world context by manipulating emotion states using ad appeals. More importantly, we tested and found when participants are presented with donation–promotions (vs. discount–promotions), emotion effects are attenuated. This is because psychological entitlement decreases when consumers are nudged to think about helping others (vs. self).

8.1. Theoretical implications

The findings from this research have several important theoretical implications. First, this research tested a novel prediction for how a discrete positive emotion such as hubristic pride can result in NWOM following a service failure. This is significant because prior research has mostly demonstrated that negative (but not positive) emotions lead to NWOM ([Kalamas et al., 2008](#); [Soscia, 2007](#); [Wetzer et al., 2007](#)). We add to this literature by showing how a seemingly unrelated specific positive emotion can lead to NWOM following a service failure.

Second, the current research establishes the underlying process driving emotion effects. We show that hubristic pride can increase psychological entitlement, leading to NWOM. These findings are consistent with prior research outlining how entitlement can lead to NWOM in a service failure context ([Albrecht et al., 2017](#)). More importantly, we extend prior research by showing that consumer entitlement can be activated by hubristic pride. This is significant because while past research has speculated and suggested a positive association between hubristic pride and self-entitlement ([Ho et al., 2016](#); [Tracy et al., 2009](#)), to the best of our knowledge there is little empirical evidence supporting this. Moreover, our findings establish that this effect is unique to hubristic pride, as compared to other positive emotions such as authentic pride and happiness (a general positive emotion).

This research also tests the boundary condition of emotion effects – different promotion types – by building on the process underlying emotion effects. Specifically, because intention to engage in NWOM is driven by psychological entitlement, which is associated with self-focus ([Campbell et al., 2004](#); [Stronge et al., 2016](#)), our findings show that presenting a donation–promotion to consumers and nudging them to think about helping others can attenuate the emotion effects. This is particularly important because very few studies have explored the boundary condition and how we can attenuate drivers of NWOM (see [Table 1](#)). The present research investigated the effects of hubristic pride on NWOM to establish a theoretically grounded mediator and moderator.

8.2. Managerial implications

The findings of this research could be beneficial for marketers and service providers in three important ways. First, the findings suggest managers need to use caution if they are to employ positive emotions in their advertising and communication strategies. Indeed, most marketers focus on cultivating positive emotions in consumers because they believe that positive emotions typically lead to favorable outcomes (Pham, 1998; Schwarz & Clore, 1983). However, we show that when consumers feel proud of ‘who they are’ (hubristic pride) and experience a service failure, they are more likely to engage in NWOM. In other words, seemingly unrelated positive emotional appeals such as hubristic pride could create a backlash.

Second, the results of this research indicate that consumer entitlement is the underlying reason why hubristic pride can increase NWOM. Hence, marketers and service providers need to devise effective marketing programs to minimize such entitlement. Prior research suggests customer prioritization strategies may induce consumers to feel entitled and become overly demanding (Wetzel et al., 2014). Such strategies may also have negative effects on bystanders (Steinhoff & Palmatier, 2016). Moreover, some advertisements might elicit hubristic pride (Septianto et al., 2019). Our findings show that a specific type of promotion (i.e., donation-promotions) can reduce consumer entitlement. This is because consumers are nudged to focus on helping others rather than themselves.

Lastly, this research suggests that not only emotion states but also personality traits (i.e., dispositional emotions) related to hubristic pride can affect NWOM (Study 1a and an additional study in Appendix E). Traditionally, it has been very difficult to identify and segment personality traits to target a specific market. However, recent research has indicated computer-based predictive analysis can identify personality based on language used in social media such as Facebook (Park et al., 2015; Youyou, Kosinski, & Stillwell, 2015). In this respect, particularly in the context of online marketing and service delivery, managers can use data mining techniques to accurately identify consumers with high hubristic pride (and psychological entitlement) traits.

8.3. Limitations and future research

The findings of the current research suggest several interesting directions for future research. First, the current research tests and differentiates two facets of pride: authentic and hubristic pride. Notably, these facets focus on the self (Tracy & Robins, 2004, 2007). Although previous research on pride has mostly examined pride as a self-focused emotion (Huang et al., 2014; Tracy & Robins, 2004), pride can emerge when focusing on others (e.g., “I am proud of my child”) (Septianto et al., 2018). Thus, it would be of interest to explore how the focus of pride (self vs. others) can lead to a differential influence on NWOM. Second, it investigates how a positive emotion can influence NWOM even when controlling for negative affect arising from a service failure. However, from the mixed emotions perspective, the ‘combination’ of positive and negative emotions might uniquely influence consumer judgment process (Chowdhury, Olsen, & Pracejus, 2008; Olsen & Pracejus, 2004). Third, this paper only investigates intention to engage in NWOM; thus it is important that future research replicate these findings in a real-world situation (e.g., measuring NWOM behavior, modeling secondary data). Fourth, this research focuses on NWOM. Hence, it is important to investigate when and how hubristic pride can lead to more positive WOM following a positive experience. Lastly, this research uses a generalized donation-promotion, without specifying the recipient of that donation. However, recent research indicates that different recipients (e.g., in-group vs. out-group) can influence consumer prosocial behavior (Cavanaugh et al., 2015). Therefore, future research could test how this factor may also influence intention to engage in negative or positive WOM.

Appendix A. Dispositional emotion scales (Study 1)

Authentic pride scale (adapted from Tracy and Robins, 2007)

I generally feel ... (1 = not at all, 7 = extremely)

1. Accomplished
2. Like I am achieving
3. Confident
4. Fulfilled
5. Productive
6. Like I have self-worth
7. Successful

Hubristic pride scale (adapted from Tracy and Robins, 2007)

I generally feel ... (1 = not at all, 7 = extremely)

1. Arrogant
2. Conceited

3. Egotistical
4. Pompous
5. Smug
6. Snobbish
7. Stuck-up

Subjective happiness scale (Lyubomirsky & Lepper, 1999)

1. In general, I consider myself: (1 = a very unhappy person, 7 = a very happy person)
2. Compared with most of my peers, I consider myself: (1 = much less happy, 7 = much more happy)
3. Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you? (1 = not at all, 7 = a great deal)
4. Some people are generally not very happy. Although they are not depressed, they never seem as happy as they might be. To what extent does this characterization describe you? (1 = not at all, 7 = a great deal)

Appendix B. Service failure scenarios

Studies 2a (and replication of Study 1a): Hotel

Following a two-hour flight, you have just arrived at a hotel in a city center where you will be attending a High School reunion for the next two days. The hotel is a nice five-star property but you haven't stayed there before. It is 4 pm in the afternoon and you are looking forward to getting to your room so you can change and get to the reunion drinks at 6 pm. You make your way to the front desk and stand in queue about five minutes before being greeted by the front desk clerk. You go up to the desk and provide your name and indicate that you are checking in. The desk clerk seeks out your booking and responds as follows:

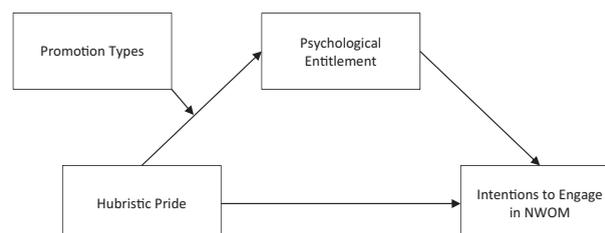
"I'm terribly sorry but the hotel room is not ready, as we are overbooked. The room is not ready just yet, as we are overbooked. It seems the room won't be ready until tomorrow morning." The clerk goes on to explain. "Look, I'm really sorry this has happened to you, we have to overbook as so many people cancel these days. If we didn't do this we'd go broke."

Studies 3 and 4: Restaurant

You and three other friends went to have lunch in a high-profile restaurant. You were the person giving the treat. You were seated at a table with your friends. After making your orders, you chatted and ate amidst the good ambience. Halfway through the meal, you saw a worm in your dish, you were all utterly disgusted. You asked the waitress to come over. The waitress looked at the worm expressionlessly, after which, she carried the dish up and said that she was going to consult the manager. Your three friends were horrified.

A short while later, the restaurant manager walked towards you, and replaced the dish with a new one on the table. The manager was expressionless. Before waiting for any reply, the manager left the table. The surrounding patrons turned back to look, evidently concerned about the situation.

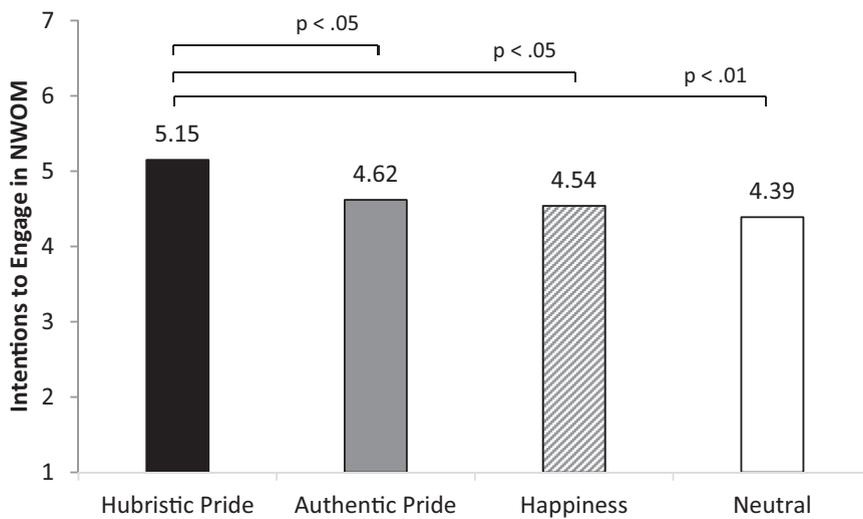
Appendix C. Sample stimuli (Study 4)





Hubristic Pride – Discount Promotion

Hubristic Pride – Discount Promotion





Neutral – Donation Promotion

Neutral – Donation Promotion

Appendix D. Full mediation results

Emotion Coding	X1				X2				X3
Hubristic Pride	0				0				0
Authentic Pride	1				0				0
Happiness	0				1				0
Neutral	0				0				1

STUDY 2a	Consequent				Intentions to Engage in NWOM (Y)			
	Entitlement (M)				Intentions to Engage in NWOM (Y)			
Antecedent	Coeff	SE	t	p	Coeff	SE	t	p
Constant	4.800	0.173	27.827	< 0.001	2.618	0.408	6.417	< 0.001
X1	-0.732	0.239	-3.064	0.003	-0.241	0.254	-0.948	0.344
X2	-0.537	0.236	-2.280	0.024	-0.418	0.248	-1.683	0.094
X3	-0.785	0.247	-3.179	0.002	-0.350	0.263	-1.330	0.185
Entitlement (M)	-	-	-	-	0.539	0.076	7.064	< 0.001
Model Summary	R ² = 0.066 F(3,185) = 4.33, p = .006				R ² = 0.252 F(4,184) = 15.48, p < .001			

STUDY 2b	Consequent				Intentions to Engage in NWOM (Y)			
	Entitlement (M)				Intentions to Engage in NWOM (Y)			
Antecedent	Coeff	SE	t	p	Coeff	SE	t	p
Constant	4.217	0.213	19.768	< 0.001	4.050	0.503	8.049	< 0.001
X1	-0.890	0.290	-3.067	0.003	-0.719	0.406	-1.773	0.078
X2	-0.979	0.297	-3.297	0.001	-0.568	0.417	-1.364	0.174
X3	-0.705	0.293	-2.406	0.017	-0.918	0.406	-2.263	0.025
Entitlement (M)	-	-	-	-	0.225	0.097	2.317	0.022
Model Summary	R ² = 0.064 F(3,197) = 4.46, p = .005				R ² = 0.066 F(4,196) = 3.45, p = .010			

STUDY 4	Consequent							
	Entitlement (M)				Intentions to Engage in NWOM (Y)			
	Antecedent	Coeff	SE	t	p	Coeff	SE	t
Constant	4.721	0.246	19.168	< 0.001	4.375	0.269	16.294	< 0.001
X1	-0.735	0.348	-2.109	0.036	-0.345	0.241	-1.426	0.155
X2	-1.020	0.348	-2.929	0.004	-0.167	0.242	-0.688	0.492
X3	-0.881	0.350	-2.516	0.012	-0.410	0.245	-1.672	0.095
Promotion Types (W)	-1.068	0.345	-3.095	0.002	-	-	-	-
X1 × W	1.139	0.487	2.340	0.020	-	-	-	-
X2 × W	1.354	0.487	2.783	0.006	-	-	-	-
X3 × W	0.780	0.490	1.592	0.112	-	-	-	-
Entitlement (M)	-	-	-	-	0.283	0.050	5.719	< 0.001
Model Summary	R ² = 0.038 F(7,392) = 2.20, p = .034				R ² = 0.088 F(4,395) = 9.53, p < .001			

Appendix E. Replication of Studies 1a and 4

Replication of Study 1a

Method

This study employed a one-factor, three-level (dispositional emotion: hubristic pride, authentic pride, happiness) within-subjects design. Two hundred and six participants (47% female, $M_{\text{age}} = 31.81$, $SD = 8.59$) were recruited via an online research panel to participate in this study. This study used similar procedures and materials to those of Study 1a with two exceptions. First, instead of asking participants to recall and write a service failure experience as the dependent variable, we asked them to read and evaluate a service failure scenario in a hotel (identical to Study 2a; see Appendix B). For the dependent variable, they indicated their intentions to engage in NWOM.

Intentions to engage in NWOM

We conducted a regression analysis using hubristic pride, authentic pride, and happiness to predict intentions to engage in NWOM. We also controlled for the negative affect in the model. Results revealed that participants with higher levels of negative affect also had higher intentions to engage in NWOM ($B = 0.36$, $SE = 0.07$, $t(201) = 4.91$, $p < .001$). Importantly, we found significant effects of hubristic pride such that increasing dispositional hubristic pride was associated with increasing intentions to engage in NWOM ($B = 0.19$, $SE = 0.08$, $t(201) = 2.48$, $p = .014$). However and as expected there were non-significant effects of authentic pride ($B = -0.06$, $SE = 0.09$, $t(201) = -0.06$, $p = .547$) and happiness ($B = 0.02$, $SE = 0.10$, $t(201) = 0.21$, $p = .837$). These findings provided support for Hypothesis 1a.

Replication of Study 4

Method

This study employed a 2 (emotion: hubristic pride, neutral) × 2 (promotion: discount, donation) between-subjects design. Two hundred and thirty-nine undergraduate students (76% female, $M_{\text{age}} = 20.51$, $SD = .91$) in a public university in Malaysia participated in this study. This study consisted of three tasks. In the first task, participants completed an emotion recall task (identical to Studies 2a, 2b, and 3). In the second task, participants were asked to evaluate a restaurant ad with either discount- or donation-promotion. Each ad has an identical image, with a different body copy. In the discount (donation) condition, the body copy was, "For a limited time, get 10% off (10% will be donated) for each dish purchased." In the third task, participants were told to read about a service failure in a restaurant which the ad they just evaluated (identical to Studies 3 and 4).

Intentions to engage in NWOM

We conducted a two-way ANOVA with emotion, promotion type, and their interaction as independent variables, and intentions to engage in NWOM as the dependent variable. As predicted, results revealed a significant interaction between emotion and promotion type ($F(1, 234) = 4.06$, $p = .045$). Specifically, in the discount-promotion condition, participants in the hubristic pride condition ($M_{\text{hubristic}} = 5.24$) had higher intentions to engage in NWOM than did those in the neutral condition ($M_{\text{neutral}} = 4.42$, $t(234) = 2.59$, $p = .010$). However, these differences were non-significant in the donation-promotion condition ($M_{\text{hubristic}} = 4.55$, $M_{\text{neutral}} = 4.64$, $p = .775$). These results supported Hypothesis 3a.

Moderated mediation analysis

We also ran a moderated mediation analysis using PROCESS Model 7 with 10,000 resamples. Specifically, we examined the indirect effect of hubristic pride versus neutral on intentions to engage in NWOM via psychological entitlement and moderated by promotion types. Results showed that in the discount-promotion condition, the indirect effect was significant, with $B = 0.7342$, $SE = 0.1956$, and 95% CI excluded zero (0.3710 to 1.1399). However, this effect was non-significant in the donation-promotion condition, with 95% CI included zero (-0.5399 to 0.2039). These findings provide support for Hypothesis 3b.

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