

From power to punishment: A moderation analysis of online complaining behaviors

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This study investigated consumer response in a service failure context. Some customers clearly prefer complaining publicly online, an act that could be labeled as a “punishment” behavior because their complaints publicly shame the companies and decrease their appeal to other consumers.

Psychological empowerment

- Intrapersonal Empowerment *- predictor*
 - The manner in which individuals think about themselves, includes perceived control, self-efficacy and perceived competence; *related to online complaining*
- Interactional Empowerment
 - Intellectual understanding of the social environment, knowledge of the resources required to produce social change. *+ offline WOM*

NO moderating effect.

Power → Punishment

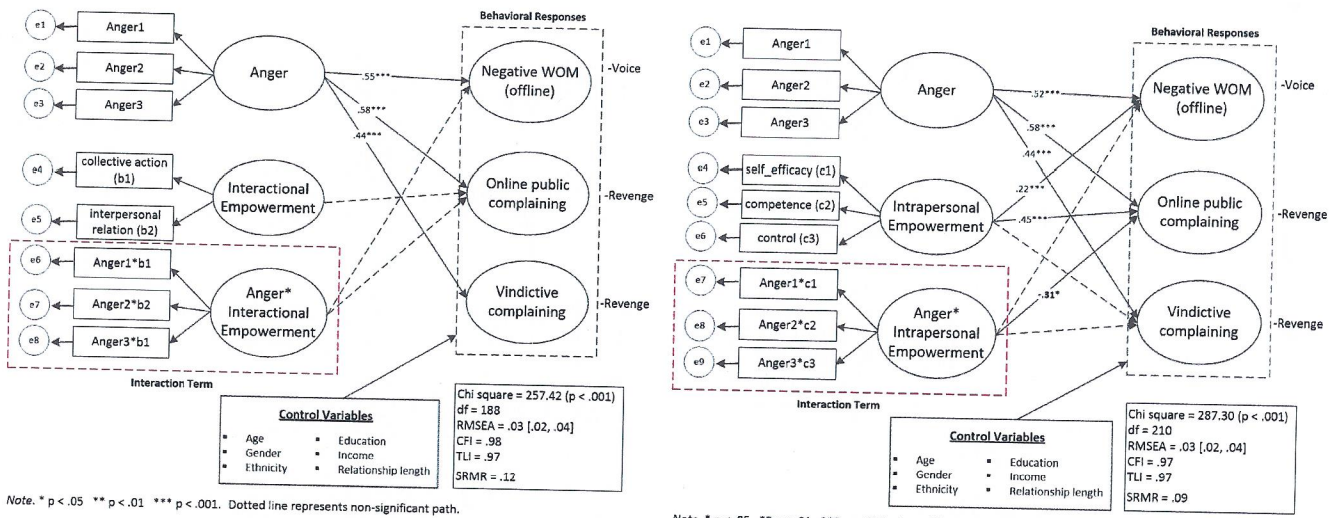
- People’s behavior changes as a psychological consequence of being in power.
- Power increases an action orientation in the power holder.
- This study proposed that there was a direct link between psychological empowerment and punishment behaviors: Individuals of higher power status would be more likely to engage in punishment behaviors when a service failure occurs.

Anger → Punishment

- The study also tested the direct effects of emotion (i.e., anger) with three complaining behaviors — offline negative word-of-mouth, online public complaining, and vindictive complaining. *- complain just to give them a hard time.*

Method: online survey distributed through MTurk (N=371); reflection of past service failure experiences

Results:



Note. * p < .05 ** p < .01 *** p < .001. Dotted line represents non-significant path.

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From 1990 to 1995, a number of studies of crime and delinquency behavior
conducted by the University of South Carolina

The study investigated treatment responses to a 12-week follow-up program
study of the following subjects: (a) the role of the family in the development
of delinquent behavior, (b) the impact of the community and the environment
on other variables

Psychological empowerment
- Improves social functioning
- The authors note that individuals with high empowerment scores are more
likely to seek help and participate in community programs
- Empowerment is a process
- Individual understanding of the social environment
- Resources needed to address the problem

Power - Empowerment
- People's behavior changes as a result of their understanding of their situation
- Power is not a fixed attribute of the power holder
- The study suggests that there are three dimensions of empowerment: personal
empowerment and social empowerment. Individual empowerment is the most
important for the study. In one case, personal empowerment was a significant predictor

Empowerment - Process
- The study also found the direct effect of empowerment on the
empowering behavior - often negative, such as mental health care
seeking and utilization over time
- Empowerment is a process
- Empowerment is a process
- Empowerment is a process

