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
  - The manner in which individuals think about themselves, includes perceived control, self-efficacy and perceived competence;
- Interational Empowerment
  - Intellectual understanding of the social environment, knowledge of the resources required to produce social change.

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.

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

Results: