

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

ABSTRACT

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.