

Summary

Thank You, You Have a Nice Day, Exploring Uncivil Consumer Behavior Online, Effects on Third Parties and Company Reactions

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The online environment has become a popular medium for consumers to engage in uncivil behavior. This research demonstrates how observing other consumers' incivility through indirect media communication causes witnesses to (a) support the company rather than the consumer, and (b) show a larger support for civil- than for uncivil consumer behavior. The results also illustrate that a polite or reprimanding reaction by the company mitigates the negative effects on witnesses, while ignoring the consumer solely induces negative consequences on witnesses. The effects consist of (a) attitude towards the focal brand, (b) future purchase intention, (c) consumer support, and (d) engagement of the witness in the interaction between the consumer and company. Fairness perception about the consumer behavior is identified to moderate the relationships. The findings make theoretical contributions to the services- and incivility literature as well as to fairness theory literature. The implications suggest that businesses provide trainings and guidelines for service employees and keep a statistical database of all service interactions. Managers should be aware that proactive reactions to uncivil consumer behavior help to enhance the overall performance on the business.

Facebook is becoming a more and more important tool for CRM. It's efficient, very transparent and free for a company, hence there is a shift towards relying more on Facebook nowadays.