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The Influence of Negative Emotions on Negative Word Of Mouth: Evidence from Consumers of Fashion Brand



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Declaration

I hereby declare that this study is my own work and has not published, submitted and printed as thesis or research work in any form in any university in Pakistan or abroad.

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Abstract

This study investigates the influence of negative emotion on negative WOM. A quantitative research method is used in this study. The sample consists of 170 consumers of fashion/clothing brand in Rawalpindi and Islamabad. Questionnaire was used for data collection. From results it can be seen that the value of Cronbach's alpha is 0.739 hence greater than 0.70, which means that the instrument is reliable. Results show that mean value of Negative WOM is 3.37 with standard deviation of 0.40 and min and max values of 2.6 and 5.0. Furthermore, Anger, regret and sadness has a mean value of 3.27, 3.22 and 3.45 respectively. The regression results show that anger results in higher Negative WOM. More specifically, an improvement of one unit in anger results in an increase of 0.14 in Negative WOM. Regression results show that Regret results in higher Negative WOM. More specifically, an improvement of one unit in Regret results in an increase of 0.51 in Negative WOM. The results indicate that Sadness and Negative WOM have insignificant association.

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List of Symbols and Notation

Negative WOM: Negative Word-of-Mouth

eWOM: Electronic Word of Mouth

NWOM: Negative WOM

PWOM: Positive WOM