

The Influence of Behavioral and Emotional Traits on The Spread of Negative Word of Mouth

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Abstract

Firms invest substantial resources in creating a positive image through marketing campaigns, and any negative word of mouth undermines these efforts. It is thus crucial to comprehend and address the spread of negative word of mouth (NWOM). NWOM is driven by bad experiences, yet other segments like the consumer's personality and emotional state lead to NWOM. This study aims to elucidate the relationship between bad experiences and NWOM, with a focus on emotional trait (frustration) as mediator and personality trait (moral identity) as moderator through Andrew. F. Hayes's process model. Findings reveal that people who encounter bad experiences are very likely to spread NOWM. This relationship becomes stronger if they are frustrated. Conversely, those people who have high moral identity experience less frustration resulting in a decline in NWOM. The existing literature hardly exhibits the consumer's personality and behavioral aspects to explain consumer behavior in an online environment. This research utilizes a moderated mediation model to examine this multivariant framework. This study utilized a cross-sectional design, future research suggestion is to utilize longitudinal or experimental methodologies. Furthermore, memory-based surveys may possess limitations that could be mitigated through experimental approaches.

Keywords: *bad Experience, negative word of mouth, moral identity, frustration, positive word of mouth, and neutral word of mouth.*

Introduction

In the contemporary world, this modern era, social networking sites (SNSs) are influencing and restructuring every segment of commercial and non-commercial settings. Social networking sites have enabled consumers to voice their concerns and influence change, the change can be either commercial or social (Arya et al., 2021). During and after the pandemic, businesses gradually shifted towards digitalization. The potential for digitalization of businesses of both products and services can be observed. The advent of social networking sites is creating progressive possibilities for businesses to create word of mouth. Voice Behavior is obligatory behavior on the part of either a consumer or an employee to improve the working and progress of a business or organization (Denegri-Knott & Molesworth, 2010). It is a behavior of promotive voices to improve the change in the process enhancing the cause that causes it. Thus, they are the way of constructive opinions, and ideas about an organization (Güngör & Ozansoy Çadırcı, 2022). The promotive aspect deals with the practices and rules to improve the existing working of the organization and the prohibitive aspect of voice deals with the exciting practices and rules that may be harmful to an organization.

Giving opinions about any product on social media is very common nowadays. Consumers traditionally shared personal experiences with a small number of friends but now social networking sites allow consumers to share their experiences with a much wider audience (Moradi & Zihagh, 2022). Individual influence is significant for clients who tend to view acquaintances and family as more reliable sources than any other source. Moreover, information from relatives or closed groups is more reliable. Buying online goods is often preceded by a search for the opinions of friends. These opinions are helpful in decision-making most of the time (Yannopoulou et al., 2019). Word of mouth is a phenomenon that usually refers to the channel of communication among people expressing their feelings and emotions toward a particular idea or a project (Fuller et al., 2006). Social media depends largely on how people connect and communicate with ideas, products, organizations, and brands. Social technological advancement has enabled people to voice their concerns. The strongest tool used in today's world is word of mouth. It is not limited to the family circle because social media has given people a voice having an immediate impact. It's an important source of information for people (Izberk-Bilgin, 2010).

Word of mouth (WOM) is defined as "between consumer communication" as a probable driver of consumer decision-making (Vrontis et al., 2021). Word of mouth may be positive for satisfied consumers and it may be negative for dissatisfied consumers. Word-of-mouth affects the options of people for goods and services (Vrontis et al., 2021). WOM communication can be separated into three types: Product news, the first type, delivers information and personal experience. It is information about the characteristics and product functioning traits of the product. Providing advice, the second type, includes expression of opinion about the product or advice like which model to buy. The third type, Personal experience is a client's (user's) remarks about the use of that product or the reasons for buying. Product news is upfront and unbiased, but advice and personal experience can be positive or negative. Negative word of mouth is the dissatisfied response of consumers. It can be defined as "interpersonal communication among consumers about a marketing organization or product which denigrates the object of the communication" (Khatoon & Rehman, 2021).

Most of the negative word of mouth is related to the consumer's personal experience and as long as the consumer believes that the validity of the information is true, their attitudes will be affected by it (Belk, Devinney, & Eckhardt, 2005). Negative word of mouth could be systematic and random. Random word of mouth denotes a negative experience on the part of a consumer with the product or the company. It has no regular occurrence pattern as it is random. It can be handled by positive word of mouth. Systematic negative word of mouth happens when the same problem with the company or product is experienced by several consumers. The problems could be a quality check, product design, etc. It can have a serious impact on the organization and the image of its products. In today's business community, consumer involvement in product design and development plays a vital role in a company's performance and profit. More often clients are treated as "partial employees" who participate in the operations of organizations (Susskind, 2004).

Moreover, an unpleasant shopping experience can either be physical or virtual. A bad shopping experience can affect the quality of mood as well as future purchase intentions (Joshi & Garg, 2020). A bad experience leads to frustration. From the consumer's point of view, the reasons for their frustration and dissatisfaction are standing in the line, not getting what is ordered or paying for, receiving incomplete orders, having a poor attitude toward the service provider, and so on (Yadav & Chakrabarti, 2022). Every consumer has different expectations and dreams attached to in-store shopping. This online shopping has hitches of its own despite being convenient and time-saving for today's generations. According to Moore (2019), consumers may face several risks like finance, fraud, delivery time, misuse of personal information, and quality of the product. This leads to a bad experience faced by the consumers. A bad experience can be interpreted as a thing that comes about by the consumer doing a shopping transaction and it fails to meet consumer anticipation leading to service failure. Consumer sensitivity and feedback are of utmost importance. This bad experience will produce or lead to dissatisfaction on part of the consumer resulting in frustration and negative word of mouth (Barari et al., 2020).

A positive online shopping experience leads to positive aspects like loyalty and satisfaction for consumers as an unpleasant online shopping experience leads to negative aspects like anger, frustration, and irritation. Consumer's first reaction after dissatisfaction with any product is complaining about the unsatisfactory experience. If this aggression and anger remain unaddressed then it results in physical and verbal anger for the product and service

provider (Lee & Cude, 2011). After being frustrated from a bad experience of online shopping, spreading negative word of mouth online is often the first response. But studies show some people restrain themselves from spreading negative word of mouth even after being a victim of a bad experience. People with high moral identity are less prone to moral disagreement and spreading negative word of mouth (Ghorbani et al., 2022).

An Individual's view about their moral traits (i.e honesty, fairness, kindness, hardworking, etc) is in alignment with his/her self-conception and is defined as moral identity. Moral identity is an individual's recollection of moral values, behaviors, and beliefs (Aquino & Reed, 2002). Aquino et al. (2009) found out that when an individual's moral identity gets aligned with a company it becomes beneficial for both the company and the individual. The moral identity of consumers motivates action in association with their self-conception. The concept of moral identity differs from individual to individual, the reason being is the concept of moral identity is culturally biased. Adding the lens of culture is important while studying moral identity is important. Moral Identity depends on the context, western moral identity is individual-oriented, and eastern moral identity is socially oriented (Khatoun & Rehman, 2021).

Literature Review

The recent literature on the different aspects of negative word of mouth spread is focused on the importance of handling the negative word of mouth as well as its effect on the reputation of the firms (Mirbabaie, Stieglitz and Marx, 2023). The literature on the spread of negative word of mouth after a bad experience indicates that frustration also plays a significant role in creating negative word of mouth. The emotional aspect (frustration) is mentioned, but the behavioral aspect (moral identity) in relationship with the spread of negative word of mouth after a bad experience is a literature gap (Sun et al., 2022).

Bad Experience

A bad experience happens when the consumer gets the wrong product delivered, the consumer did not find the product on unsystematic web pages, and the checkout process is so lengthy and thorny. Bad experience leads to negative reviews that are often considered more important than positive reviews. A bad experience is unpleasant, annoying, and frustrating. In an e-commerce context, a company's failure to provide the expected product or service leads to a bad experience for the consumer (Barari et al., 2020). Unhappy consumers now have a platform to raise their voice and that is social media where they can express their concerns and spread negative word of mouth (Sun et al., 2022).

Bad experiences often lead to disappointment, a sense of discouragement, and a hesitance to form repeat buys. Whereas great encounters indeed surpass what shoppers think and anticipate and regularly lead to fulfillment, which in turn raises or flashes repurchase. Bad experiences and frustration felt by consumers affect their nervousness, long entry period, the quality of the requested merchandise that does not coordinate the demand as promised by the online vendor, harm to the merchandise when it arrives, and the damage had a vital effect on their level of agitation within the number of items (Tan & Chen, 2023). The more frequent online shopping bad experiences encountered by consumers, so more the power to push frustrated buyers to create negative word of mouth online.

Negative word of mouth is the bad or negative opinion of the consumer regarding brands or companies' products. The consumers who had a bad experience had a bad customer relationship with the supplier, that resulted in frustration because of that product. The supplier either sold out-of-stock items online or the product may be having missing functionality that generated bad experience which ultimately led to frustration. This bad experience happened to the consumer leading to negative word of mouth. This negative word of mouth can have a snowball impact on them (Amezcuca & Quintanilla, 2016). Bad experience leads to frustration, a sense of dissatisfaction, and unwillingness for purchasing. It can also have psychological implications for a consumer like Anxiety. Danner and Thøgersen (2021) also found that incidents, where the consumer had bad experiences mainly due to services, will become an active source of negative word of mouth through social channels.

Word of Mouth

Word of mouth refers to the informal communication between consumers regarding the evaluation of goods and services (Murphy et al., 2007). According to Kumar et al. (2022), WOM is the most important source of influence in the decision-making power of the consumer. Pfeuffer and Phua (2021) explained that WOM transfers through different channels like blogs, magazines, or journal posts, recommendations from friends or acquaintances, recommendations from professional groups or societies, and referrals from search engines. According to Slaton and Pookulangara (2021), WOM has a powerful influence and acts as a strong force on consumers' behavior. This informal advice can be positive, negative, or neutral. Positive WOM was driven primarily by the quality of service, while negative WOM was driven by unfulfilled contact between the consumer service provider but negative WOM has a great and direct impact on the consumer's opinion.

Negative Word of mouth

Negative word of mouth (NWOM) is one form of consumer response because of dissatisfaction and frustration that has been received after a bad experience with any product or service. It is a general action, and it occurs without the control of the service/product provider (Song & Im, 2017). It is the sharing of consumers' negative feedback regarding a used product or service with others. According to Kapoor and Banerjee (2020) NWOM is an action reported by a consumer who is disappointed and in anger with the usage of a specific product. Such consumer-aim to tell their experience to different people to advise them to avoid that product. Social networking sites opened a new source for an easy and fast way to spread negative word of mouth. Consumers use social media as their voice to address their issues. Although a lot of research has been done on electronic word of mouth the aspects of negative word of mouth on social networking sites are still an under-addressed issue (Matook et al., 2022). The modern online word-of-mouth interaction system today is known as electronic word-of-mouth or e-word of mouth (Kapoor & Banerjee, 2020). As a result of creative developments, these new means of communication have contributed to changes in the actions of shoppers because of the impact they encourage shoppers to apply to each other by allowing them to access or exchange knowledge about businesses, goods, or brands. In the field of shopper behavior, there have been a few prior beliefs that consumers pay more attention to negative data than positive data (Cheung & Thadani, 2012). The happiest consumers with an item or advantage tend to end up with positive e-word of mouth (Kumar et al. 2022). Which can surrender deeply competitive focal points for firms, companies, or dealers, particularly smaller ones, which tend to have fewer assets. Additionally, (e-WOM) offers businesses a way to recognize consumers' needs and indeed a cost-effective way to communicate with them. A large number of consumers communicate through social media, as a result, it has become the new medium for the spread of word of mouth (WOM). Social media plays a major role in our lives, as advantageous as it is; it has also become easier to spread negative word of mouth. Kumar et al., (2022) noted that consumer-produced negative social media communication can be viral and spread rapidly, destroying the reputation of a business in a short time period. Furthermore, when companies have little control over social media consumer interactions, NWOM can spread rapidly and reach a wide audience of people with a shared interest in the product or service. By this time social media is becoming a powerful medium and cultural phenomenon. Another set of researchers; Lichy et al. (2022) pointed out that social media is different from past communication models because it is an informal way of communication and occurs between and among the marketer and communities of consumers (potential buyers). Balaji, Khong, and Chong (2016) in their study also explained that negative word of mouth in all sense is harmful to business to a larger extent. NWOM can alter a brand image and seriously impact the buying behaviors of consumers. NWOM leads to brand image deterioration and sales decline (Chiosa & Anastasiei, 2017). Most consumers have common motivation for negative word of mouth, some use more positive and polite ways to address their inconveniences while others use more aggressive and offensive methods. The dissatisfaction of consumers leads to consumer retaliation. Understanding the process by which a consumer generates negative word of mouth is critical to creating a positive brand image (Filho & Barcelos, 2020). The dissatisfaction of a consumer becomes the influencer of the spread of negative word of mouth.

H₁: Bad experiences have a significant impact on negative word of mouth on social media.

Frustration

Frustration is a negative feeling associated with dissatisfaction on part of the consumer for a certain product required and product perceived. It is also found that the frustration level generates negative word of mouth for consumers. This frustration generated due to a bad online experience may vary from person to person (Azemi et al., 2020). Azemi et al. (2020) examined the theory of frustration-aggression in online word-of-mouth literature, acknowledging that a higher-order interpretation of marvels can be reinforced. Its bits of information amplified the current theory to a three-fold typology of online negative word of mouth that recognizes the negative effect consumers have on a supplier that is dominated by labels of frustration-aggression. Varieties of frustration-aggression over the online negative word of mouth motivated the creation of three kinds of consumers that lock in online negative word of mouth, to be precise online new consumers in the middle of the lane, detailed online negative word of mouth consumers, and fierce online negative word of mouth consumers.

Consumer frustration has a direct impact on consumer feedback about the products and services. The level of frustration can increase when consumers or consumers are unable to get the desired results of expected satisfaction. Lichy et al. (2022) explained that dissatisfaction arises from circumstances where the aims or desires of individuals for specific results are dissatisfied. Lack of communication between consumer and service provider results in aggression and frustration remains unhindered. For the first time in human history, consumers can share their views, feelings, opinions, and unpleasant experiences freely about goods and services via the Internet. The global network of Internet users is readily available. The Internet is becoming a kind of super-megaphone, giving every person word of mouth (WOM) reach beyond the imagination. Consumer frustration is viewed as a negative response to aversive behavior or environmental inspiration, rather than an effect that may be more properly categorized as an offensive or violent response. It believes that when a company and its agents consistently and honestly take full responsibility for their inability to deliver services to actively minimize consumers dissatisfaction, the negative emotional reactions of consumers can be minimized if they are disappointed.

H²: Frustration mediates the relationship between a bad experience and negative word of mouth on social media.

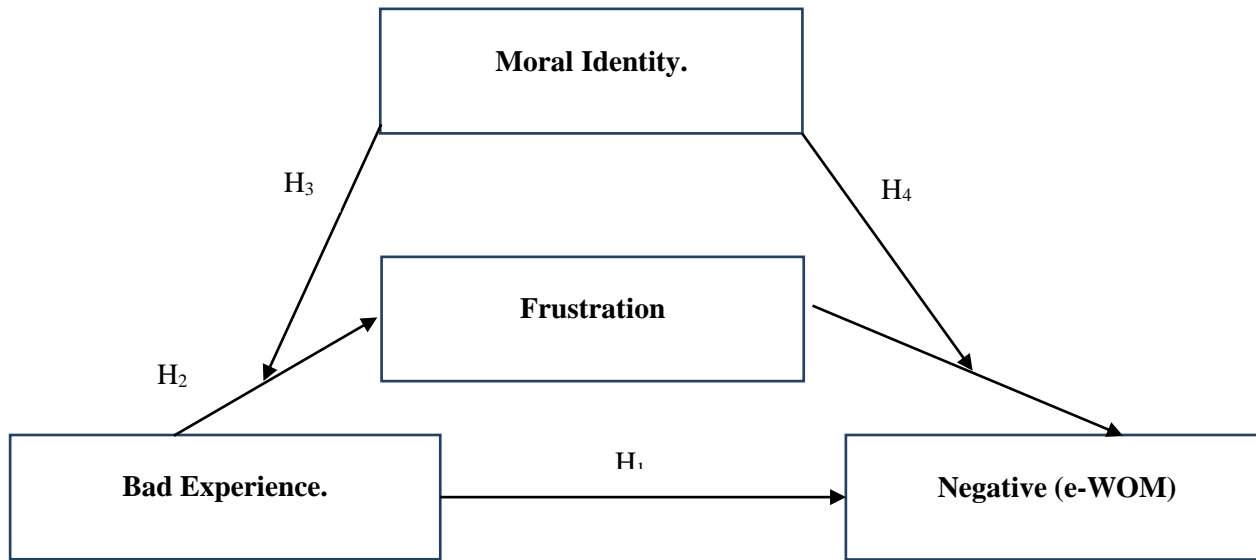
Moral Identity

Moral Identity refers to the degree to which being a moral person is important to an individual. Moral identity concept roots back in Blasi's Self-Model. An individual's action is dependent on moral judgment and the extent to which he/she holds him/herself accountable. That judgment depends upon the self-concept of that individual which is referred to as moral identity (Pinto et al., 2016). Derryberry and Thoma (2005) also define moral identity as a self-regulation mechanism that sets standards for individual actions and motivates a moral action. The impact of character on consumer satisfaction is moderated by participation, another study believes. This research shows that this character increases with positive participation (but does not increase disappointment with a negative) and this influence arises from better performance discernments under positive participation rather than wishes (Hardy & Carlo, 2011).

Widayat, &Irfani (2020) demonstrate that for consumers to use their vote within the business center to decide the way of life they want to be part of, righteous consumers' actions can also be cruel. Prohibition is the most important case of such moral buyer behavior as voting behavior, i.e. endeavor by one or more parties to accomplish such objectives by urging consumers to refrain from making preferred purchases coordinated by going without purchasing inside the commercial center. To impose an influence coordinated by operating out of the consumer's way inside the commercial core. In this way, while consumer preferences for exit and negative word-of-mouth reactions are unambiguously but adversely influenced by the possibility of voice victory, consumer evaluations of the legitimacy of the complaint are not involved in such forms of choice. A conceivable explanation for this finding could be that clients are more likely to lock in exit and negative word-of-mouth operations when they see that if they voice their concerns, reform will not be imminent from vendors. Whether or not consumers are voicing grievances indicates that they have nothing to do with their decision to leave or use negative word of mouth.

H³: Moral identity moderates the relationship between frustration and bad experience, and frustration and negative e-(WOM).

Theoretical Framework



Methodology

The sample size for this research was 612 as by Cochran’s formula any value bigger than 385 represents the right accuracy for a population size bigger than 100k (Heinisch, 1965). Questionnaire is used to collect the data for this research. The questionnaire is adapted from different previous studies and published articles. The questionnaire is distributed among the people around Pakistan. The source of the collection of the responses was online. The questionnaire is attached on the last page. The first question of the questionnaire is if the respondent ever had a bad experience with an online purchase. If yes, the respondent can move further to the questionnaire. If not, the questionnaire offers thanks to the respondent and illustrates that this questionnaire is not for you and restricts the respondents to answer further questions. The questionnaire is adapted from negative (e-WOM), (Liang et al., 2012), Bad Experience (Lee & Turban, 2001), Frustration, (Susskind, 2004), Moral Identity (Aquino & Reed, 2002), and Word of Mouth Positive, Negative and Neutral (Wang & Herrando, 2019).

Descriptive analysis was employed in this study to gather information on the characteristics of this study. The study is cross-sectional and used the software SPSS 26, Macro Andrew F. Hayes, and AMOS for data analysis. A purposive non-probability convenient sampling technique is used in the research. The reason for using the purposive sampling technique is to cancel out the respondents who never had a bad experience or never purchased something online. It is one of the commonly used sampling techniques. In this technique, the researcher collects data from a conveniently available pool of respondents and segregates respondents according to their responses. The purposive sampling technique is often used in quantitative research, but it can also be utilized in qualitative research (Etikan, 2016). According to Valerio et al. (2016), qualitative and quantitative sampling approaches have feasibility when samples are observed purposefully. The participant can be observed purposefully in the qualitative research (Walker et al., 2004). The data analysis consists of the survey for accurateness, outliers, and data significance in the numerical and statistical system database. Percentages and frequency tables give a clearer picture of the collected data. Correlation, Cronbach’s Alpha, and regression analysis with Andrew F. Hayes process model 58 is used for the analysis of the moderated mediation model.

Results

The descriptive analysis of the data includes taking out missing values. 16 respondents provided incomplete and reckless responses that are deducted from the datasheet. The total number of responses was 368. The ages of these respondents were mostly between 18 to 30 years. An average of 69.1% of the respondents were between 18 – 25 years of age, 18.6% were 26 – 30 years of age, 3.4% were less than 18 years of age and 5.9% were between the age of 30 – 35 years. The respondents are 43.5% male and 56.5% female. The scale that is used for the test of

reliability is Cronbach’s Alpha. Cronbach, (1951) explained that the reliability of the test depends upon how the scale will reproduce the same result when used in different scenarios. Utilization of this scale is very common for the test of reliability, it shows the acceptable internal coherence of the scale (Gefen et al., 2000). Table 3 expresses the values of alpha (a) which shows the internal consistency of reliability. All the variables have values above 0.7.

Table 3: Reliability of scales

Constructs	Cronbach Alpha (a)
Bad Experience	0.740
Negative (e-WOM)	0.752
Frustration	0.755
Moral Identity	0.756

Multivariate outliers are deducted through Cook’s and Leverage test which is the most used test to remove outliers. The multivariate outliers are removed from the data for further data analysis. The values that are very far from the center point are 359, 194, 268, 337, 107, 49, and 362. These responses have been removed; the users that are outliers free are 368. Before moving on to hypothesis analysis the validity and reliability of each construct must be analyzed. Table 1 shows the composite reliability of all the variables above 0.7 and the average variance extracted is above 0.5 (Hair et al., 2017). Hence the constructs are valid and reliable.

Table 1: Reliability test of AMOS

Variables	CR	AVE	MSV	MaxR(H)	Bad Experience	Negative (e-WOM)	Moral Identity	Frustration
Bad Experience	0.720	0.531	0.228	0.629	0.658			
Negative (e-WOM)	0.753	0.512	0.229	0.761	0.450***	0.582		
Moral Identity	0.840	0.514	0.229	0.847	0.477***	0.478***	0.717	
Frustration	0.805	0.587	0.202	0.848	0.424	0.408	0.450	0.766

Note: N= 368; CR = Composite Reliability; AVE = Average Variance Extracted; MSV = Maximum Standard Variance.

Confirmatory factor analysis (CFA)

CFA (confirmatory factor analysis) Table 2 is used through AMOS version 23 to analyze the constructs. According to (Lowry & Gaskin, 2014) CR = Composite Reliability; AVE = Average Variance Extracted; MSV = Maximum Standard Variance are the constructs that are to be satisfied for an adequate model. According to Hair et al., (2017), CFI and TLI scores above 0.9 and RMSEA and SRMR below 0.07 in Table 2 are the expressions of good model fit.

Table 2: CFA Model’s Fit

CFA Model's Fit Indicators.								
Model	Measurement (CFA) Model	CFI	GFI	TLI	RMSEA	Chi-Square/df	P-Value	SRMR
		9.37	0.91	0.925	0.053	3.93	0	0.04

Note: N = 368; SRMR = Standardized root mean square residual; CFI = Comparative fit index; TLI = Tucker-Lewis index; RMSEA = Root-mean square error approximation.

Model testing: mediation model (H1 & H2)

The first hypothesis is that bad experience has a positive and significant relationship with negative (e-WOM). To test this hypothesis linear regression model is used

Table 4 shows the value of R and R². The R-value shows a correlation of 0.392 which indicates a moderate correlation between a bad experience and a negative (e-WOM). The R-square value indicated in Table 4 shows that the dependent variable can be explained by the independent variable for hypothesis 1, which is 15.4%. It explains how the regression equation fits the data of the model. Sig value 0.00 which satisfies the condition of P<0.05. Hence it articulates that the model predicts the dependent variable significantly well. Coefficient expresses the information about how the model is fit and predicts the right values of dependent and independent variables. Both Sig. values are 0.000 which satisfies the condition of P<0.05 indicating that the model is fit. Therefore, hypothesis 1 proves correct that there is a positive significant relationship between negative (e-WOM) and Bad Experiences.

Table 4: Model Summary Correlation

Model Summary	R	R Square	F	Sig	B	Beta
1	0.392	0.154	67.918	0	0.427	0.392

Note: Dependent variable = NEWOM, Predictor (constant) = BEV

In this research, the mediation relationship is also expressed through the regression model. To prove frustration has a mediating relationship between bad experiences and negative (e-WOM) Table 5 is to be considered. The value of R is increased from .392 to .551 which shows that the correlation between the dependent (Negative (e-WOM) and independent variable (Bad Experience) increased with the addition of mediating variable (Frustration). R square change expresses the increase of 15%. Now the dependent variable can be explained by an independent variable with the addition of mediation is 30%. Sig. value 0.00, which satisfies the condition of P <0.05. Hence it articulates that frustration mediates the relationship between bad experiences and negative (e-WOM).

Table 5: Model Summary Meditation

Model Summary	R Square	R Square Change	F Change	Sig F Change
1	0.154	0.154	67.918	0
2	0.304	0.15	79.924	0

Note: a. Predictors (Constant) = BEV, b. Predictors (Constant) = BEV, FV

Model testing: moderated-mediation model (H3a and H3b)

The moderation relationship of moral identity between bad experience and frustration and then between frustration and negative (e-WOM) is tested by the method of Andrew F. Hayes moderated mediation model 58 of process macro (Hayes, 2012). The bootstrap was 5000 and Frustration as an outcome variable the results are presented in Table 6. In model Summary R square shows there 33.4% variable explained in this model and P-value is 0.000 which fulfills the condition of P < 0.05, so the model is significant.

Table 6: Model Summary of Andrew F. Hayes

Model Summary	R	R Square	MSE	F Change	P
1	0.578	0.334	0.345	62.03	0

Andrew F Hayes Model 58 of moderated mediation presented in Table 7 shows the values of Bad Experience and Moral Identity as [B=0.8484; t= 4.3461; p=0.000], [B= 1.1547; t=6.282; p=0.000]. These values express that the model fits the test. The interaction term shows that there is a significant indirect relationship between an independent variable (Bad Experience) and a mediator (Frustration). The values of LLCI and ULCI are -0.3086

and -0.3086 do not have ‘0’ in between them. According to Lowry and Gaskin (2014) when the difference between LLCI and ULCI is less than 1 there is a significant relationship between the two variables. The negative sign shows that the relationship is indirect. It can be concluded that Moral identity moderated the relationship between Bad Experiences with Frustration. More explicitly as represented in figure 2. The higher the level of moral identity the lesser will be the chances of the person getting frustrated and vice versa. According to Abdullahi et al. (2016) if ‘0’ does not fall between LLCI and ULCI that means the effect is significant. Figure 2 also exhibits similar properties as the higher the moral identity of the consumers the lesser will be the chances of them getting frustrated by a bad experience.

Table 7: Andrew F. Hayes Model 58

Model 58						
Direct Effect	B	SE	T	P	LLCI	ULCI
Constant	-0.9938	0.5808	-1.7111	0.0879	-2.1359	0.1483
Bad Experience	0.8484	0.1952	4.3461	0.000	0.4646	1.2323
Moral Identity	1.1547	0.1838	6.2821	0.000	0.7933	1.5162
Interaction	-0.1916	0.0595	-3.221	0.001	-0.3086	-0.0746

Hypothesis 4 Moral identity moderated the relationship of frustration with Negative (e-WOM) is proven by the same model (Andrew F Hayes Model 58). Table 8 expresses the values of R, R square, MSE, F Change, and P that indicate that the model is significant. The bootstrap was 5000 and Negative (e-WOM) as an outcome variable the results are presented in Tables 9 and Table10.

Further the values of this model express the values of Bad Experience, Frustration and Moral Identity are [B=0.1911; t= 3.7506; p=0.0002], [B= 0.4934; t=3.1485; p=0.0018] and [B=0.5738; t= 3.4571; p=0.0006]. These values express that the model fits the test. The interaction term shows that there is an insignificant relationship between the mediator variable (Frustration) and the dependent variable (Negative (e-WOM)). The values of LLCI and ULCI as present in Table 9 are -0.1604 and 0.022. According to Lowry and Gaskin (2018) when the difference between LLCI and ULCI is less than 1 there is a significant relationship between the two variables. Hypothesis 4 will be rejected as moral identity does not moderate the relationship between frustration and negative (e-WOM). Figure 3 also indicates the same that moral identity is not moderating the relationship between frustration and negative (e-WOM).

Table 8: Andrew F. Hayes Model Summary

Model Summary	R	R Square	MSE	F Change	P
1	0.6013	0.3616	0.295	52.389	0

Table 9: Andrew F. Hayes Model 58

Model 58						
Direct Effect	B	SE	T	P	LLCI	ULCI
Constant	-0.743	0.4893	-0.1519	0.8793	-1.0365	0.8878
Bad Experience	0.1911	0.051	3.7506	0.0002	0.0909	0.2913
Frustration	0.4934	0.1567	3.1485	0.0018	0.1852	0.8015
Moral Identity	0.5738	0.166	3.4571	0.0006	0.2474	0.9002
Interaction Term	-0.0692	0.0464	-1.4929	0.1363	-0.1604	0.022

Table 10: Indirect effect in Model 58

Indirect Effect

Moral Identity	Effect	BootSE	BootLLCI	BootULCI
2.8038	0.0923	0.0266	0.0459	0.1511
3.362	0.0532	0.0185	0.0202	0.0926
3.9101	0.0221	0.0183	-0.0111	0.0618

Discussion

The notion of bad experience has been studied very thoroughly to observe the reasons for it. The research examines a different prospect of a bad experience in a purchase of goods and services and that prospect is related to emotions (Frustration) and personality (Moral Identity). The first hypothesis expresses that the bad experience leads to negative (e-WOM). There are researchers of similar nature expressing the same relationship in both spreads of negative physical word of mouth and negative electronic or virtual word of mouth on social media. The results showed a strong relationship between the two variables and the results conclude that the Bad experience has a positive significant relationship with negative (e-WOM). The second hypothesis is the introduction of an emotional element that mediates the relationship between bad experiences and negative (e-WOM). It is a common understanding that once a person has a bad experience, the emotions in response will be frustration. The results show that if we add frustration as the mediator in the framework of bad experiences and negative (e-WOM) the relationship becomes more prominent. The relationship between a bad experience and a negative (e-WOM) doubles when the variable of frustration is added to the framework.

It is concluded that a bad experience in the online purchase of goods or services leads to frustration which then leads to negative (e-WOM). But not every bad experience ends up as a social network discussion. Some people restrain themselves from spreading negative (e-WOM). To understand this perspective a personality trait is introduced as moral identity. The third hypothesis that moral identity moderates the relationship between bad experience and frustration expresses that perspective of why after a bad experience people restrain themselves from spreading negative (e-WOM). The results show that people who have a high moral identity will get less frustrated after a bad experience than people who have a low moral identity. This means that the propensity to spread negative (e-WOM) will increase when the moral identity of a person is less. And the spread of negative (e-WOM) will decrease if the person has a higher moral identity as he/she will get less frustrated and that will result in less negative (e-WOM). The moderated mediation model of Andrew F. Hayes was applied and the results show that people with high moral identity spread less negative (e-WOM) than people with low moral identity after a bad experience.

The last hypothesis was administered to see if the moral identity variable is also effective after the person is frustrated. The mediating effect of moral identity between frustration and negative (e-WOM) shows if the personality aspect works the same after the emotions of frustration are developed. The results show that this is not the case. The people who get frustrated will spread negative (e-WOM) regardless of their high or low moral identity. We can conclude that bad experience leads to negative (e-WOM). Where frustration is the emotion that becomes the reason for the spread of negative (e-WOM) and plays an important role in the framework. The people who have a high moral identity will get less frustrated after a bad experience and as a result, will produce less negative (e-WOM) and vice versa. In simple words, people with a high moral identity will be less frustrated after a bad experience than people with a low moral identity. When frustration is created after a bad experience the moral identity will not affect the creation of negative (e-WOM). This study has explored the major reasons for the spread of negative word of mouth and the relationship between these variables. The notion of how people interact on social media and show voice behavior is very intriguing. The study of social media is important at the level of society. The advent of social media was too quick and it is significant to understand its dynamics and how people raise their voices on social media.

This research has some important theoretical contributions concerning moral identity and frustration specifically in the context where it is concerning moderated mediation with negative (e-WOM). Moral identity has been studied by many researchers (Gotowiec & Mastrigt, 2019; Hardy et al., 2015) but the relation of moral identity to the creation of frustration after a bad experience was investigated for the first time in this study. The context of moral identity in the creation of negative (e-WOM) was a gap in the literature and this study attempts to address this missing gap.

The research has shown useful insight about how the moral identity of a consumer interferes as a moderator in making them frustrated, which eventually leads to negative (e-WOM). After conducting the study, the companies can take the following notes to prevent negative (e-WOM). People with low moral identity get more frustrated

and spread negative (e-WOM) after a bad experience, so techniques and modules to counter those kinds of customers can be created. Presence in every online segment should be maintained to monitor and handle responses. Literature exhibits that if a customer after a bad experience is not handled with proper care, will spread more negative (WOM). Experience sharing should be made easier for the customers so they can share their bad experiences with the company instead of social media. The research has shown useful insight about how the moral identity of a customer interferes as a moderator in making them frustrated, which eventually leads to negative (e-WOM).

Recommendations

Following are some recommendations for future researchers who have an interest in the same area or to use the same model for their geographical area. The notion that bad experience leads to negative (e-WOM) is an established phenomenon. This research has shown the moderating effect of moral identity, there must be other moderating constructs that will affect the ability of a buyer to create negative (e-WOM). The other factors that can moderate the study are sub-segments of moral identity (Internalization and Symbolization), proactive personality and geographical location etc. The personality trait like proactive personality can be studied concerning promotive voice behavior and prohibitive voice behavior. Frustration can be subdivided into internal and external frustration. Brand image and brand loyalty do have some mediating effects on creating negative (e-WOM) as well.

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Appendix

Figure 1: Conceptual Framework.

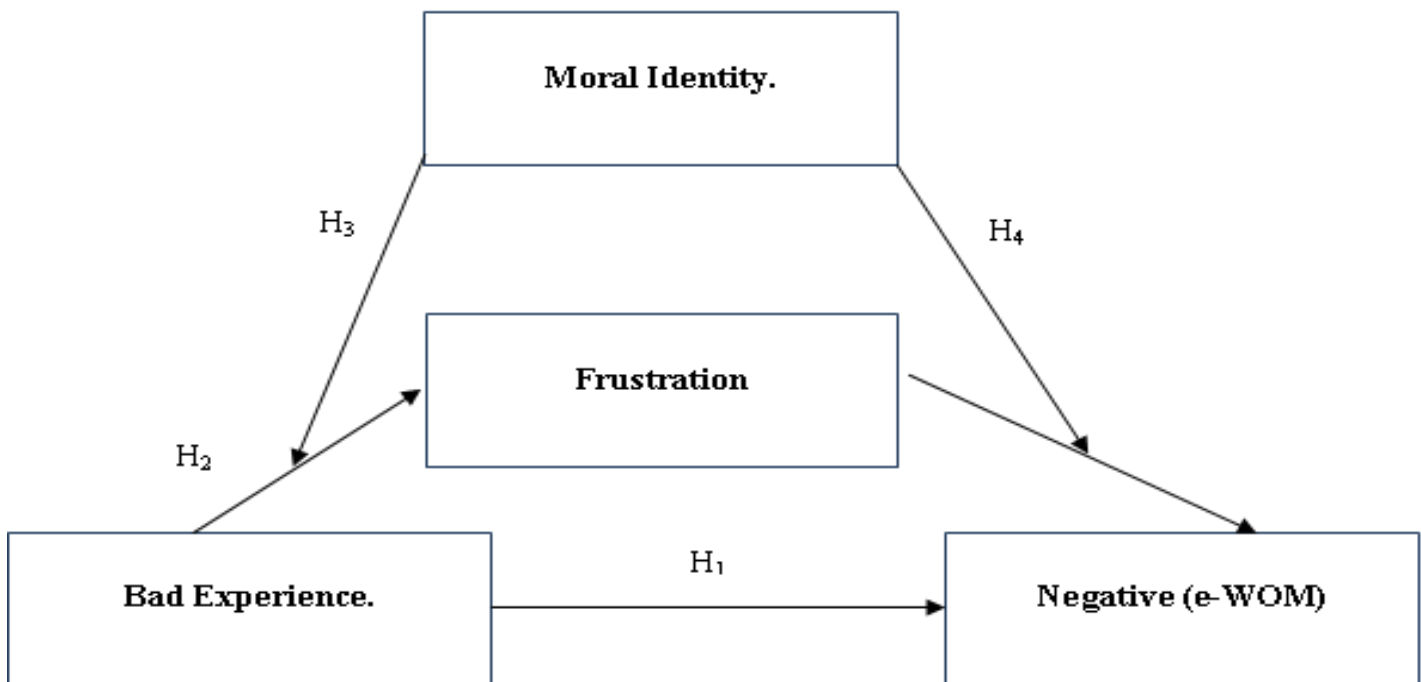


Figure 2: Frustration and Bad Experience Graph.

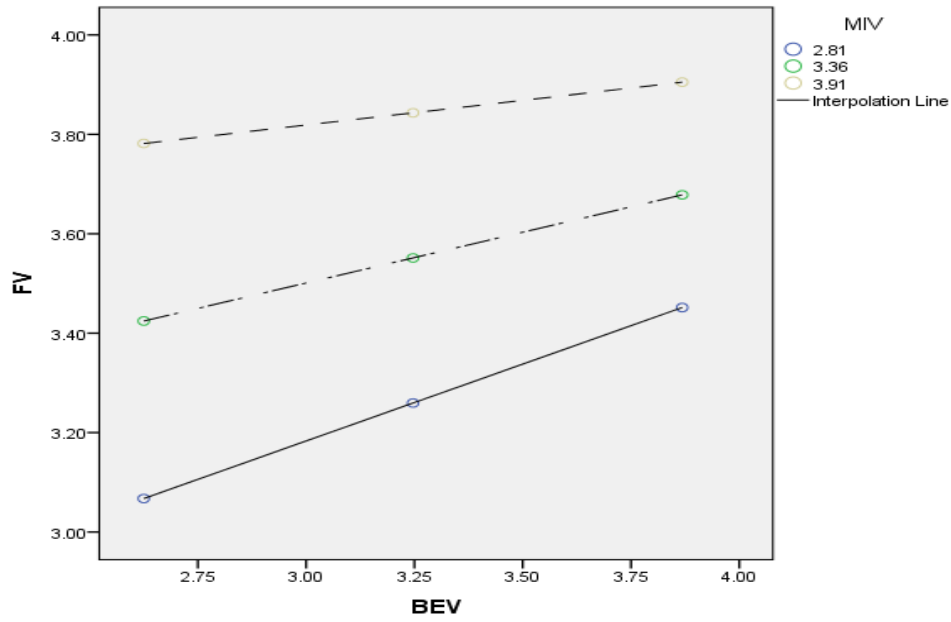


Figure 3: Negative (e-WOM) and Frustration Graph

