WHY DO CONSUMERS ARTICULATE ELECTRONIC NEGATIVE WORD OF MOUTH? A STUDY ON ONLINE AUTO PORTALS USING THEORY OF REASONED ACTION

RUCHI GARG*; AARTI KATARIA**

*FPM Scholar, Management Development Institute, Gurgaon, India.
**FPM Scholar, Management Development Institute, Gurgaon, India.

ABSTRACT

PURPOSE: This paper aims to investigate the consumers' motive to articulate negative eWOM on auto portals using theory of reasoned action and to identify the effect of negative consumption experience on consumer perception of the product.

DESIGN/METHODOLOGY/APPROACH: Content analysis is employed to examine the reviews articulated by consumers on auto portals. The authors analyzed 250 reviews of car manufacturing companies, Maruti Suzuki and Ford, posted over a period of (2008 to 2012) to auto portal cardekho.com and over a period of (2005-2012) to auto portal carwale.com.

FINDINGS: The results suggest that Altruism, Vengeance, Advice seeking, Suggestion to the company and Anxiety reduction as the main motives for articulating online. The motives of negative eWOM are related to the consumption experiences which resulted into four categories such as product quality, service quality, comparison with other product and price/value perceptions.

PRACTICAL IMPLICATIONS: This study will help the manufacturer’s to understand the reasons for articulating negative eWOM by consumers and assist them in formulating their strategies accordingly.

ORIGINALITY/VALUE: Findings added new insights by providing two novel consumption experiences to the existing literature i.e. 'service quality and
comparison with other product’ and ‘suggestion to the company’ as motive for articulating nWOM and extended the theory of reasoned action to online negative electronic word of mouth.

**KEYWORDS:** Content analysis, Electronic word of mouth (eWOM), Theory of reasoned action.