

## CONSUMER RESPONSE TO NEGATIVE INFORMATION ON THE WEB

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### ABSTRACT

While consumers have adopted the web to perform a number of pre-purchase activities such as information search, and price comparisons, and purchase-related activities such as shopping, it is also being increasingly used as a means for consumers to express their post-purchase experiences. The web offers a number of outlets for expression of satisfaction or dissatisfaction such as dedicated websites, consumer review sites, and more recently blogs. This paper focuses on consumer responses to negative information on the web about brands. Specifically, consumers may respond to such negative information by adjusting their attitudes, intentions, or modifying their behavior towards such brands. This article investigates conditions under which the effects of negative information on the web are particularly detrimental to the brand.