A Review of Negative Word of Mouth
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Abstract. Through combing the research results of negative word of mouth, this paper expounds
the concept of word of mouth and negative word of mouth, analyzes the influencing factors of word
of mouth, focuses on the results and mechanism of negative word of mouth, and points out the
future research direction.

1. Introduction
Arndt first defined the concept of word of mouth. Word of mouth or word of mouth communication
was defined as a process of oral dialogue between a communicator and receiver who had no
commercial intention. He talked about topics such as a brand, product or service. The subsequent
research relaxes the way the word of mouth is spread, not only in oral communication and
communication. Word of mouth has become one of the most widely used and most effective ways
of communication. In the new era of network technology, information dissemination has been
upgraded from a single traditional word-of-mouth mode for the network and traditional
word-of-mouth combination model, the importance of word-of-mouth has long been recognized by
the public, and many other industries are adopted as one of the important means of marketing. This
article mainly expounds the concept and influence factors of word of mouth, and analyzes the effect
and mechanism of negative word of mouth.

2. Word of mouth communication and negative word of mouth
In early academic research, there was no significant distinction between word of mouth and word of
mouth communication. But with the further development and refinement of academic research,
word of mouth and word of mouth communication were gradually differentiated. The definition of
word-of-mouth communication by Anderson is informal communication between individuals on the
view of products and services, including positive and negative views, which is different from the
formal praise or complaint to enterprises[1]. This concept was subsequently many scholars, not only
because the definition accurately explains the true meaning of word of mouth communication,
informal communication views on products and services between individuals, but also because the
definition of extended word-of-mouth communication and express the word-of-mouth
communication in the direction of the reputation information. Scholars have their starting points for
the definition of word-of-mouth and word-of-mouth communication, but they all believe that word
of mouth is a personal view and opinion, while word-of-mouth communication is the informal
communication process of word of mouth information.

There is a polarity difference in the word of mouth. There is a direction in the word of mouth
information in the communication of word of mouth communication, which is positive and
negative. The emergence of negative word of mouth is usually due to consumers' dissatisfaction
with their consumption experience, and they tell others about the product or service's unpleasant
consumption experience. According to the basic view of prospect theory, people get more sensitive
to loss ratio than the same amount of loss. Therefore, negative word-of-mouth is often considered to
be more valuable.
3. Influential factors of word of mouth

The research on the influencing factors of word-of-mouth communication can be traced back to the 50s of last century. In the theoretical research, Hovland, Janis & Kelly will divide the factors that influence the communication effect into three categories: the information source factor, the information itself factor, and the information receiver's factor. Dichter also agree with this classification, factors of information source including the source of expertise, credibility and affinity, religion, social status, race and background factors of relationship; the information itself includes the information point of view, appeal and conclusion; the information receiver factors including information receiver itself the concept of involvement, persuasive and personality. Gilly et al. put forward that the relationship between information source and searcher's professional level, the relationship between information source and searchers will influence the influence of word-of-mouth on the purchase decision of recipients[2]. Bansal and Voyer further expand the research on the influence factors of word of mouth on the basis of Gilly and others' research, and divide the word-of-mouth factors that influence consumers' purchase decisions into interpersonal influence and non-human influence.

Compared with the traditional and online word-of-mouth, impact of the factors such as the quantity, the degree of negative word of mouth, the receiver and the sender of the negative relationship between the strength and the sender purchase intentions of consumers in two different environments, results show that the degree of negative and relationship strength in traditional word-of-mouth and network environment are two kinds of word-of-mouth on consumer purchase will significantly affect the number of negative word of mouth only in the environment of internet word-of-mouth on consumer purchase intention of communicators professional ability only in the context of traditional word-of-mouth on consumer purchase intention influence significantly. When studying the influence of the proportion and quality of the negative network reviews on the consumer's attitude, Lee points out that when the negative network evaluation rate is high, it will often cause the herd effect of the consumers, and it is more likely to produce a negative evaluation of the product[3].

The influencing factors of word-of-mouth include some moderator variable, such as product type, consumer familiarity with retailers, familiarity with product brands, and consumer involvement. Consumers tend to rely on internet word-of-mouth information when buying experience products. At the same time, consumers will pay more attention to the network information resources from other consumers and middle cube when they buy experience products, and use this resource more frequently. The study of Ying shows that the time, quantity, mode and frequency of the search information are very different for consumers in different categories of products. Different types of products are also affected by the Internet word of mouth information. For example, entertainment products such as experiential products and movies are greatly influenced by the Internet word of mouth[4]. Xue F et al. found that the involvement of consumers and the accumulation of traditional word-of-mouth experience also play a moderating role in the consumer effect of negative word of mouth[5].

4. The result of negative word of mouth

Positive word of mouth is helpful to the success of the enterprise, while negative word of mouth communication will damage the interests of the enterprise and destroy the image of the enterprise. Many scholars' research shows that negative word of mouth information has a strong influence and is more likely to attract people's attention than positive word of mouth information. Arndt found that negative word of mouth spread has more than two times more impact on lower sales than the impact of positive sales of word of mouth. Why negative word-of-mouth information will affect more than positive word-of-mouth information, when the consumer receives about a product of negative word-of-mouth, consumers will naturally think that this product is not good, but on the contrary, when consumers have positive information about a product or brand, consumers will therefore not be regarded as good quality products. This is because the consumer believes that the
good performance of quality is the trait that a good product should have. Cheol Park, Thae Min Lee also found that under the Internet environment, the influence of Internet negative word of mouth is much higher than that of the Internet positive word of mouth. Negative comments on the network have a strong negative impact on corporate image compared to face-to-face communication. The influence of negative word of mouth is mainly manifested in the purchase decision of consumers, the formation and transformation of brand attitude.

The influence of negative word of mouth is mainly manifested in the purchase decision of consumers, the formation and transformation of brand attitude. The research shows that negative word-of-mouth significantly affects customer's purchase intention, and the degree of the effect of negative word of mouth on customer purchase intention is influenced by factors such as sender's emotion and customer purchase behavior type. With the development of the network, many scholars have begun to study the impact of negative word of mouth information on consumers' purchase decision and attitude. The research shows that Internet negative word-of-mouth has a significant impact on the change of College Students' brand attitude. Trust, product involvement and professional competence play a mediating role in the change of brand attitude caused by negative word of mouth. The information intensity of the negative word of mouth of the network, the professional ability of the information sender and the intensity of the relationship have a significant influence on the decision and trust of the consumer.

5. The mechanism of negative word of mouth

Based on the attribution theory. The attribution of consumers to dissatisfaction determines whether negative word of mouth is produced or not. Consumers will analyze the causes of their dissatisfaction from the following three aspects: trajectory, stability and controllability, in order to decide whether or not to carry out negative word of mouth. Consumers will be more dissatisfied with the reasons attributed to the external point (such as sales or service personnel) and unstable (such as that similar dissatisfaction could happen again) and controllable (that can control the organization, not satisfied, more could have been avoided) may have a negative word-of-mouth behavior. Chang H H and other studies show that different coping strategies and severity of different service failures have different effects on attribution sources. Attribution sources generate negative word of mouth [by] influencing organizational reputation.

Based on the theory of communication process. The famous "5W" communication model believes that the communication process consists of 5 elements and links, namely information disseminator, communication content, communication channel, receiver and communication effect. Since then, some scholars have added two factors to the situation and motivation, and improve the communication process into the "7W" model. The theory of communication process is the main frame of the research of internet word-of-mouth communication. In the study, scholars have taken all the factors of the communication process as the factors that affect the effect of communication.

Based on the theory of reasoned action. The theory of reasoned action from the perspective of psychology, analysis of the impact of individual cognition to the behavior intention, and the relationship between behavioral intention and actual behavior, the theory that all possible influential factors are through the behavioral intention indirectly influence behavior. Individual behavior intention is determined by three factors: one is the personal inherent factors, take a certain attitude towards the behavior; two is the external influence factors belong to the individual, take personal subjective norms of certain behavior; three factors belong to time and opportunity, that is to complete a difficult behavior perception the degree of control behavior.

Based on the elaboration likelihood model. The elaboration likelihood model proposed by Petty and Cacioppo believes that when consumers are exposed to persuasive information, they will follow two different persuasion routes based on the difference between consumers' motivation and ability at that time. When consumers are in high involvement, they will follow the core route to form an attitude. At this time, the attitude is more lasting and consistent, and it is not easily affected by
external shocks. On the other hand, when consumers are at low involvement level, they will follow the peripheral line to form an attitude. At this time, their attitudes are easily influenced by other situations.

6. Summary
Word of mouth is affected by many factors, and loss of the same number of cases, people are more sensitive to loss than gain, negative word-of-mouth is often considered more valuable, studies have shown that the formation and transformation of negative word-of-mouth will affect the consumer purchase decision, brand attitude. The mechanism of negative word of mouth mainly includes attribution theory, communication process theory, theory of reasoned action and elaboration likelihood model. In the future, scholars can further study the impact of product characteristics and cultural factors on negative word of mouth, and the deep motivation of negative word-of-mouth, and pay attention to the influence of negative word of mouth on consumers.

References