Consumers' negative word-of-mouth is a process of problem-solving when they experience a service failure or feeling of injustice toward a company. Negative word-of-mouth usually presents information about dissatisfaction with service, product complaint and is more dominant among WOM behaviors. Due to the viral capacities of social media communications, it is very easy for negative word-of-mouth to become viral and have a significant impact on a company.

For example, negative perceptions of United Airlines' corporate reputation increased 500 percent after the event regarding the forcible removal of a ticketed passenger on April 9th, 2017, a video that became viral and traveled the world first-class through social media (The Harris Poll 2017). United Airlines' public relations did not stop there, and only a couple of weeks later, the estimated future record-breaking robbery as the biggest story in the world. These incidents and the way they were handled publicly have placed the company in a cloudy situation.

In a research study, we found that consumers' online discussions in this viral negative campaign focused on people and customer service, but also on the company's reaction after the incident. Any negative incident or failure in customer service represents a threat to a company's image, due to the diffusion potential of any negative messages and especially images from consumers on social media. However, this also represents an opportunity for businesses to show their care for consumers and provide solutions to deal with the crisis. It is essential to consider the importance of an organization's brand equity, its customer lifetime value and retention. A better focus on the online brand community can provide an opportunity for an organization to be proactive and manage in a positive manner a negative viral campaign situation.

Reference