

## **Overcompensation and its positive impact on eWOM: the role of surprise and self presentation**

### **Autoria**

Simoni F Rohden - [simonir@unisinos.br](mailto:simonir@unisinos.br)

Prog de Pós-Grad em Admin/Esc de Admin - PPGA/EA/UFRGS - Universidade Federal do Rio Grande do Sul

Graduacao/UNISINOS - Universidade do Vale do Rio dos Sinos

### **Resumo**

Much has already been investigated about service recovery and its impacts on consumer's reactions, mainly when these consequences occur in online environments, such as social networks. However, effects of financial compensation still need to be better understood, specifically when the compensation offered is higher than the loss (overcompensation) and exceeds expectations. In 2 experimental studies, this paper investigates the positive impact of overcompensation on intentions to engage in eWOM. The mechanism that helps explain the main effect, working as a mediator, is surprise feelings triggered by the benefit received from the company. Additionally, individual's self-presentation is found to be a moderator of the main relation. Results suggest that people with lower self-presentation needs will engage more in positive eWOM after receiving overcompensation, while people with higher needs will engage in eWOM even with lower levels of financial compensation. Limitations and future directions of this working paper are also discussed.