





THE THREE-WAY MODERATION OF VALENCE, LINGUISTIC SIMILARITY, AND HEDONIC CONTENT IN ONLINE REVIEWS ON PURCHASE INTENTION

Melby Karina Zuniga Huertas^{1*} , Carolina Tanasi Oliveira¹ 

¹Fundação Educacional Inaciana Padre Saboia de Medeiros – São Paulo (SP), Brazil.

ARTICLE DETAILS

Received:
April 15, 2024

Accepted:
Nov 11, 2024

Available online:
Dec 19, 2024

Double Blind
Review System

Editor in Chief:
Fernanda Cahen

ABSTRACT

Objective: The aim of this study was to theoretically explore and empirically test the three-way moderation of online review valence, perceived linguistic similarity between the reviewer and the reader, and perceived hedonic content on purchase intention. **Method:** An experiment was conducted with a between-subjects design, manipulating the valence of online reviews (positive vs. negative). The moderating variables, linguistic style similarity and hedonic content, as well as the dependent variable, purchase intention, were measured. Participants were exposed to a scenario of purchasing a streaming service and randomly read either a positive or negative review. The questionnaire was created on the SurveyMonkey platform and distributed through social media. **Main Results:** Positive reviews have a stronger positive effect on purchase intention, especially at higher levels of similarity and hedonic content. In contrast, negative reviews decrease purchase intention only when similarity is low and increase purchase intention as hedonic content increases and linguistic similarity is high. **Relevance / Originality:** This study stands out by addressing a relatively unexplored approach in prior research: the three-way moderation effect of review valence, linguistic similarity, and hedonic content on purchase intention. We provide empirical evidence that as linguistic similarity increases, negative valence and hedonic content reduce the negative impact of the review on purchase intention. **Theoretical / Methodological Contributions:** Our findings advance knowledge by offering more comprehensive explanations of the effect of valence and hedonic content on purchase intention, theoretically incorporating perceived linguistic similarity as an additional moderating factor. Methodologically, the use of an experimental design provides a robust approach for testing the proposed relationships.

Keywords: Hedonic Content, Linguistic Style, Similarity, Online Systems, Online Reviews, Word-of-Mouth.

A MODERAÇÃO TRIPLA DA SIMILARIDADE LINGUÍSTICA, CONTEÚDO HEDÔNICO E VALÊNCIA NAS AVALIAÇÕES ONLINE SOBRE A INTENÇÃO DE COMPRA

RESUMO

Objetivo: Os objetivos deste estudo foram explorar teoricamente e testar empiricamente a moderação tripla da valência de avaliações *online*, da similaridade linguística percebida entre o avaliador e o leitor e do conteúdo hedônico percebido sobre a intenção de compra. **Método:** Foi realizado um experimento entre sujeitos manipulando-se a valência de avaliações *online* (positiva vs. negativa). As variáveis moderadoras, similaridade linguística e conteúdo hedônico, e a variável dependente, intenção de compra, foram mensuradas. Os participantes foram expostos a um cenário de compra de serviço de *streaming* e leram aleatoriamente uma avaliação positiva ou negativa. O questionário elaborado na plataforma SurveyMonkey foi distribuído em redes sociais. **Principais Resultados:** As avaliações positivas têm efeito mais forte na intenção de compra, especialmente em níveis mais altos de similaridade e conteúdo hedônico. Em contraste, as avaliações negativas reduzem a intenção de compra apenas quando a similaridade é baixa e aumentam a intenção de compra à medida que o conteúdo hedônico e a similaridade linguística aumentam. **Relevância / Originalidade:** Este estudo destaca-se por adotar uma abordagem relativamente pouco explorada em pesquisas anteriores: o efeito de moderação tripla entre a valência da avaliação, a similaridade linguística e o conteúdo hedônico na intenção de compra. Oferecemos evidências empíricas de que a valência negativa e o conteúdo hedônico reduzem o impacto negativo da avaliação sobre a intenção de compra à medida que a similaridade linguística aumenta. **Contribuições Teóricas / Metodológicas:** Nossas descobertas ampliam o conhecimento ao fornecer explicações mais abrangentes sobre o efeito da valência e do conteúdo hedônico na intenção de compra, incorporando teoricamente a similaridade linguística percebida como um fator moderador adicional. Metodologicamente, o uso de um *design* experimental oferece uma abordagem robusta para testar os relacionamentos propostos.

Palavras-chave: Comportamento do Consumidor, Consumo, *Marketing*, Sistemas *Online*, Vendas.

DETALHES DO ARTIGO

Recebido:
15 Abr., 2024

Aceito:
11 Nov., 2024

Disponível online:
19 Dez., 2024

Sistema de revisão
“Double Blind
Review”

Editora-chefe:
Fernanda Cahen

*Corresponding author: mhuertas@fei.edu.br

<https://doi.org/10.18568/internext.v20i1.809>

INTRODUCTION

Marketing studies focused on word-of-mouth behavior originated at a time when consumers sought opinions about products (i.e., goods or services) from acquaintances, relatives, and neighbors (Banerjee, Bhattacharyya, & Bose, 2017). With the rise of the internet, word-of-mouth transitioned to the electronic medium, expanding significantly due to its boundless reach. These written opinions about products, also known as reviews, are created by consumers who have purchased, received, and used a product, and they are considered a form of electronic word-of-mouth (Shin, Van Der Heide, Beyea, Dai, & Prchal, 2017). As the world becomes increasingly connected through new channels like social media, word-of-mouth continues to grow. In fact, most buyers now rely on online reviews to make purchase decisions (Donthu, Kumar, Pandey, Pandey, & Mishra, 2021). Consequently, e-commerce sites are utilizing product reviews as a mechanism to generate social interactions between reviewers and potential buyers, who, by reading the reviews, will hereafter be referred to as readers (Cheng & Ho, 2015).

Studies on review valence analyze its influence when reviews are either positive or negative. Recent studies provide valuable insights into how the valence effect is amplified by certain emotional characteristics of the review, such as personalness in narratives (Valenzuela & Galli, 2024), sentiment (Li, Wu, & Mai, 2019), emotional intensity (Zhang, Ma, & He, 2024), emotional arousal (Chou, 2023), and emotional content (Guo, Wang, & Wu, 2020). Nevertheless, Chou (2023) shows that while emotional arousal can initially increase the perceived helpfulness of reviews, excessive arousal, especially in negative reviews, can reduce their effectiveness. Although various terms are used to refer to the emotional content of a review, we base this research on the concept of hedonic review from Islam, Kang, and Haile (2021), defining that the hedonic content of a review is the reader's perception of the emotions, sentiments, and feelings expressed by the reviewer as a result of their experience with a product or service.

From another perspective, evidence suggests that similarity between the reviewer and the reader in terms of demographic traits and personal preferences can significantly enhance the effectiveness of

reviews by making them more relatable and trustworthy (Chan et al., 2017; Fu et al., 2021). A more nuanced approach confirms that linguistic similarity—defined as the alignment of language, vocabulary, and communication style between the reviewer and the reader—as well as the reviewer's reported experience—defined as emotional, subjective, and reflecting reader's feelings—reduces social distance, influencing the effect of valence on the reader's purchase intention (Hernández-Ortega, 2018).

However, the author did not test the interaction effect between these variables on purchase intention. Building on this gap, we argue that linguistic similarity may influence the effect of the reported experience. This is because if the reader perceives the reviewer's writing style as significantly different from their own, the reported experience becomes less important; conversely, if the style is similar, experience becomes more important. For example, a highly literate reader may disregard the reported experience in a review with a linguistic style they would not use. On the other side, a low-literate reader may find reviews written with complex vocabulary or formal grammar difficult to relate to or understand, leading them to dismiss the content. The reader may also attribute more value to a review written in a similar linguistic style. In all these cases, the lack of linguistic similarity may hinder the effectiveness of the review, whether positive or negative, because the reader may not consider the reported experience. Thus, the interaction between linguistic similarity and hedonic content would moderate the effect of review valence on purchase intention.

Thus, the aim of this study was to theoretically explore and empirically test the three-way moderation of valence, perceived linguistic similarity between the reviewer and the reader, and perceived hedonic content on purchase intention.

1. LITERATURE REVIEW

1.1. The valence of product reviews and its effect on purchase intention

When expressing an opinion about a product, the reviewer influences the reader through the valence of the review. The valence—whether the content of a review is positive or negative—affects the read-

er's attitude, leading to significant consequences for their purchase intentions (Purnawirawan, Eisend, De Pelsmacker, & Dens, 2015). Previous research confirms the relationship between the opinion holder (reviewer) and the listener (reader), along with the content conveyed in a review about a positive experience—such as a delightful five-course French dinner or an amazing vacation—creates a social interaction that encourages the reader to learn more about the reviewer, even to the point of wanting to experience the same events described (Cheng & Ho, 2015). Conversely, when the review is extremely negative and filled with strong emotions, such as high levels of fear, this social interaction may decrease, as a state of alert is triggered that discourages the reader from engaging further (Berger, 2014).

The influence of review valence has been extensively studied in the academic literature. This highlights a developing theoretical field where researchers should focus on moderating factors that influence the effect of review valence on consumer behavior, aiming to provide better explanations for its impact. Some recent studies on the valence effect of reviews on consumer behavior and the proposed moderating factors are summarized in Table 1.

There are studies that explore the effects of review valence by considering the strength of characteristics such as personalness in narratives (Valenzuela & Galli, 2024), sentiment (Li et al., 2019), emotional intensity (Zhang et al., 2024), emotional arousal (Chou, 2023), and emotional content (Guo et al., 2020). These studies highlight the power of the emotional content of a review to amplify the effect of review valence on reader behavior. A more detailed approach suggests that while emotional arousal can initially increase the perceived helpfulness of reviews, overly emotional content, especially in negative reviews, can reduce their effectiveness (Chou, 2023). This partially aligns with the research by Zhang et al. (2024), which shows that in composite reviews, a gradual increase in emotional intensity in positive-to-negative reviews fosters empathy, whereas in negative-to-positive reviews, it raises motivational suspicion. These findings highlight the complexity of the relationship between review valence and its emotional content, calling for better explanations.

Further, Liu, Ford, Zhang, and Bonnici (2023) found that loyal customers, who feel strongly com-

mitted to a service provider, are particularly sensitive to negative reviews, highlighting the importance of managing such feedback carefully in maintaining customer relationships. This sensitivity is also reflected in the study by Filieri, Raguseo, and Vitari (2019), which emphasizes that extreme negative reviews are more helpful when they are detailed and posted by credible reviewers, suggesting that the management should focus on clarity and credibility to mitigate the potential damage of negative feedbacks. Valenzuela and Galli (2024) add another layer by indicating that the persuasive power of the positive review content is enhanced by conveying intimacy, though this approach may backfire for socially sensitive or embarrassing products. The findings of Guo et al. (2020) provide a distinction between pleasant and unpleasant online reviews: pleasant reviews often lead to heuristic processing, where emotional content dominates, while unpleasant reviews prompt more systematic processing, where perceived credibility and diagnosticity play a role in purchase decisions. These nuanced understandings of the effect of review valence on consumer responses call for deeper explanations, particularly regarding its emotional content.

While these studies provide valuable insights into how the valence of reviews interacts with various emotional characteristics of the review to influence consumer perceptions and behaviors, the role of similarity between the reviewer and the reader has been relatively underexplored. Previous research shows that similarity in demographic traits and personal preferences can significantly enhance the effectiveness of reviews, by making them more relatable and trustworthy (Chan et al., 2017; Fu et al., 2021). Therefore, understanding the interplay between the emotional content of the review, referred to as the hedonic content in the current research, and the similarity between the reviewer and the reader offers a more comprehensive understanding of the review valence effect.

1.2. Hedonic content of the review

To define the hedonic content of a review, we draw on classic marketing literature. Holbrook and Hirschman (1982) distinguished between utilitarian and hedonic consumption, providing a framework for understanding how these evaluations shape

Table 1. Studies on the effect of valence in online reviews.

Authors	Independent/ Moderator Variables	Mediator Variables	Dependent Variables	Product Category	Claim
Li, Wu, and Mai (2019)	Textual review: overall sentiment, positive and negative aspects	Numerical rating	Sales performance	Tablets	The hedonic experience explains sales performance better than ratings
Filieri, Raguseo and Vitari (2019)	Negative reviews. Review factors: readability and length. Reviewer factors: expertise and identity	-	Review helpfulness	Hotels	Extreme negative reviews are more helpful if they are long and easy to read and if they are posted by expert reviewers, who share some information about their identity
Zhang, Li, Meng, & Li (2019).	Volume, valence, and dispersion of online consumer reviews	Motivating factors; volume of page views by followers; ratings	Product sales	New products	The volume of page views by followers is more influential than reviews by opinion leaders, especially in the early stages of a product's lifecycle, indicating a significant cascade effect
Guo, Wang and Wu (2020)	Positive emotion bias, emotional content, perceived credibility, and diagnosticity	-	Purchase intention and willingness to pay	Toys	Pleasant reviews lead to a higher likelihood of purchase compared to unpleasant ones, due to their ability to engage customers emotionally
Chou (2023)	Valence and arousal/common review features		Review helpfulness	Restaurants and tablets	Considers the optimal level of emotional arousal in reviews to maximize their helpfulness. Suggests that excessively emotional reviews may not be as beneficial as those with a more balanced emotional tone
Liu, Ford, Zhang and Bonnici (2023)	Valence and perceived commitment	Conflict	Benefit and trust	Banking, airline, and hotel industries	The effect of negative reviews on perceived relational benefits and trust is stronger when consumers believe that the service provider is highly committed to the relationship
Valenzuela and Galli (2024)	Positive valence, level of intimacy and engagement with the content	-	Narrative transportation	Embarrassing products	The level of personalness in a narrative can lead to narrative transportation, increasing the likelihood of accepting recommendations, except for embarrassing products where visualization of the scene is undesirable
Zhang, Ma and He (2024)	Emotional valence of the reviews (positive vs negative) and dynamic changes in emotional intensity	Perceived empathy and suspicion of motivation	Consumer's information adoption	Various products and services, masks, and smartphones	Dynamic changes in emotional intensity play a moderating role in the effect of composite reviews on consumers. Emphasizes the importance of considering the fluctuation in emotional intensity when analyzing the impact of composite reviews on consumer behavior

consumer behavior. Batra and Ahtola (1991) further developed this by categorizing consumer attitudes based on hedonic (pleasure-oriented) and utilitarian (functionality-oriented) dimensions. Their work established a foundational framework for classifying products and services along these dimensions, a framework that has since been widely adopted and expanded in subsequent research. For example, a streaming service can be considered both hedonic and utilitarian, depending on its use. When used for entertainment, such as watching movies or listening to music, it serves as a hedonic function, providing emotional gratification. Alternatively, it has a utilitarian value when used for educational or informational purposes, such as streaming documentaries or tutorials to achieve practical goals.

In the context of online reviews, Islam et al. (2021) proposed the concepts of hedonic and utilitarian types of reviews. A hedonic review is characterized by high-arousal emotions, while a utilitarian review emphasizes high utility value. According to these authors, few studies have addressed the hedonic and utilitarian characteristics of online reviews. They explored the impact of matching the type of review (hedonic or utilitarian) with the type of product (hedonic or utilitarian) on review helpfulness and recommended that reviews for utilitarian products should highlight hedonic benefits, whereas reviews for hedonic products should emphasize utilitarian benefits.

However, previous research has shown that emphasizing utilitarian benefits in reviews tends to be perceived as more helpful than focusing on hedonic aspects, particularly for products where functionality is the priority (Pan & Zhang, 2011). A utilitarian review may be sufficient for the reader to make a purchase decision because the reader is highly involved (Park & Lee, 2008). For example, an individual interested in selecting a hotel for an upcoming vacation might read reviews of several options and choose the one with the highest ratings for attributes such as location, cleanliness, and service. However, in situations where the functional characteristics of the alternatives are rated equally, the hedonic content of the review becomes more relevant. In other words, when a person is choosing between hotels with similar ratings for location, cleanliness, and service (utilitarian attributes), they are likely to start considering the hedonic content of the reviews. Therefore, for products

and services that are very similar in their utilitarian attributes, the hedonic content and valence of the review may be more relevant to the purchase decision.

Hedonic content enhances credibility (Chakraborty & Bhat, 2018), provides psychological relief and pleasure (Vieira, Santini, & Araujo, 2018), and fosters greater social interaction (De Keyser, Dens, & Pelsmacker, 2017). Moreover, it is considered an important factor in understanding consumer behavior because it conveys feelings that can influence the reader to the point of altering their responses to the product (Moore, 2015). However, there is no consensus on the influence of hedonic reviews on reader behavior. Some studies suggest that reviews conveying personal experiences with strong emotions are more useful to readers (Mauri & Minazzi, 2013) and that hedonic content can influence purchase intentions by enhancing trust and providing entertainment or emotional appeal (Hazari, Bergiel, & Sethna, 2017). Conversely, the experience described in a review may not significantly affect reader behavior (Klein & Ford, 2003), and while hedonic content can evoke positive emotions, its impact on purchase intentions may not always be as strong as utilitarian content (Silaban et al., 2022).

From another perspective, it was found that the effect of arousal on review helpfulness follows a nonlinear pattern, resembling an inverted U-shape. This means that arousal initially enhances the helpfulness of the review, but beyond a certain threshold, the effect turns negative (Chou, 2023). Therefore, the author explains that for reviews with negative valence, arousal reaches the negative effect sooner than for those with positive valence. As a result, high arousal combined with low valence often leads to perceptions of irrationality, reducing the review's impact on helpfulness and purchase decisions. In the research, the author identifies the nonlinear relationship between emotional arousal, valence, and purchase intention, with particular attention to how arousal enhances or diminishes the impact of negative and positive valence reviews. However, the study does not consider other social and psychological factors that could moderate the interaction between valence and arousal, such as the similarity between the reviewer and the reader, as argued in this research.

When a reviewer shares their experience, they reveal their consumer preferences, prompting the

reader to engage in self-reflection about their own personality and consumption preferences (Moore, 2015). By interacting with a review that describes an experience, the reader not only forms a perception of the product or service but also feels socially and psychologically closer to the reviewer. The psychological-social distance between the reviewer and the reader has been proven to mediate the influence of linguistic similarity and reported experience on behavior (Hernández-Ortega, 2018). The study confirmed that both factors influence the social distance between the reviewer and the reader, and subsequently their behavior.

Nevertheless, the author did not examine the interaction effect between reviewer-reader linguistic similarity and reported experience on purchase intention. Addressing this gap, we propose that both factors may shape the impact of review valence on purchase intention. Specifically, when the reader perceives that the reviewer's writing style is either markedly different or similar to their own, the importance of the reported experience may decrease or increase accordingly. For instance, a poor literate reader may overlook the reported experience in a review written in a style that differs from their own. Due to the refined/scratched style, the reader may either increase or decrease the value of the information on the review. Therefore, we suggest that the review's impact on consumer responses begins when the reader perceives linguistic similarity with the reviewer and subsequently engages with the reported experience, which we refer to as the hedonic content in the current research.

1.3. Similarity and linguistic style of the review

Just as in a face-to-face social context, in the virtual context, the similarity between the reviewer and the reader is a factor that contributes to the review's impact on the reader's behavior. Unlike when seeking information about a product from a friend or family member, in the online environment, the reviewer and the reader do not know each other personally. However, the reviewer's individual characteristics are still present in the information they provide on websites and social media. Examples of this include their profile picture, behavioral profile description, and demographic data. System-generat-

ed information is also available, such as user tenure, number of followers, review usefulness, and reputation relative to other users (Chua & Banerjee, 2015). These elements of the review can be categorized into superficial (e.g., physical appearance, attractiveness of the reviewer) and deep (e.g., the reviewer's values, beliefs, and attitudes), suggesting that various characteristics can influence whether the reviewer is perceived as similar by the reader (Kidwell, Blocker, Lopez Kidwell, & Mas, 2020).

Beyond valence, a review consists of various elements that provide clues about the characteristics and personality of the reviewer (Moore & Lafreniere, 2020). The similarity perceived by the reader in relation to the reviewer influences the effect of the review's valence on their behavior. This occurs because, during the process of reading a review, these clues about the reviewer's characteristics help the reader decide whether to consider or disregard the review (Shin et al., 2017). When a reader encounters a review written by someone who seems similar to them, they begin to perceive the reviewer as socially closer (Hernández-Ortega, 2018), due to the presence of elements beyond valence within the review (Moore & Lafreniere, 2020). Therefore, the relevance of that similarity increases in the complex context of the effect of review valence. In situations where the valence (positive or negative) of the reviews might lead to mixed or unclear effects on consumer attitudes and intentions, the perceived similarity between the reviewer and the reader can provide additional clarity.

To find some similarity with the reviewer, the reader relies on the review's content and the online environment in which it is posted (Banerjee & Chua, 2019). When a reader feels that the reviewer is similar to them, it helps alleviate some of the uncertainty that comes from not knowing the reviewer personally (Pyle, Smith, & Chevtchouk, 2021), thereby increasing their trust in the review (Bhandari & Rodgers, 2018). When seeking information about a product, individuals choose which opinions to consider, typically based on the characteristics of the reviewers that offer them the least uncertainty, such as demographic information, product expertise, personality traits, and contextual factors related to the message (Schiffman & Kanuk, 2009). These selection criteria suggest that high-quality reviews would be more effective, as ob-

served by Shin et al. (2017). However, in their study, the influence of review quality on attitude formation was found to be moderated by the similarity between the reviewer and the reader. This means that the positive effect of a high-quality review on the reader's attitude was stronger when the reader perceived the reviewer as similar to themselves. Therefore, it raises questions about whether the positive effect of the review on attitude and purchase intention is primarily driven by the intrinsic quality of the review or the perceived similarity between the reviewer and the reader, highlighting the need for further explanation.

There are three elements through which a review can generate psychological-social proximity, leading to a behavioral response (Hernández-Ortega, 2018): the reviewer's profile picture, linguistic style, and the experience described. In this framework, psychological-social distance plays a mediating role, linking the effects of the profile picture, linguistic style, and described experience to various outcomes, such as the perceived usefulness and credibility of the review, as well as product-related responses like expectations and purchase intention. In the current study, the focus is on the influence of the similarity of linguistic style between the reviewer and the reader. Given that these are product reviews written by the reviewer and read by the reader, linguistic style similarity—among other factors such as physical, social, or situational similarity—is the dimension that best represents the similarity between the reviewer and the reader.

Linguistic style pertains to the language, vocabulary, and writing style used (Hernández-Ortega, 2018). Therefore, in this research, we consider linguistic style to refer to the manner in which a review is written, rather than its content. Social interaction through written language in reviews can quickly and easily strengthen social bonds, making people feel closer to one another (Berger, 2014). Readers identify components within the written content of the review that provide clues and information about the product, the consumption experience, or the reviewer themselves. This blend of various perceptions causes the review to influence the decision-making process (Hernández-Ortega, 2018). As words and meanings are expressed and opinions shared by the reviewer, the tone and language used can shape the reader's perception (Niederhoffer & Pennebaker, 2002). Linguistic style similarity becomes particularly relevant

when the sender and the receiver of the message do not know each other. Even with limited knowledge about the reviewer, linguistic style similarity between the reviewer and the reader allows the reader to form an impression of the reviewer and reduces the cognitive effort required to understand the review (Brown, Broderick, & Lee, 2007).

The importance of linguistic similarity in marketing has been increasingly recognized, particularly in the context of marketing and consumer behavior. There is evidence showing that linguistic similarity between social media influencers and potential consumers enhances perceived authenticity and the effectiveness of marketing communications, especially in public interactions (Burton, Mosteller, & Hale, 2020). This suggests that when consumers perceive a linguistic alignment with the communicator, they are more likely to trust the message and be influenced by it. In enhancing the effectiveness of word-of-mouth, researchers highlight that the perceived similarity between the communicator and the recipient significantly boosts its impact (Gopinath, Shulman, Chen, & Krishnamurthi, 2020). The findings emphasize that aligning the characteristics of the reviewer with the audience can make word-of-mouth a more powerful tool in shaping consumer decisions.

Nonetheless, most studies on linguistic style in product reviews analyze the message content objectively, often using word classification schemes such as the Linguistic Categorization Model (Huang, Burtch, Hong, & Polman, 2016). Consequently, the reader's perspective is not adequately analyzed, even though it is the reader's perception of the linguistic style that ultimately influences how the review affects their behavior. Addressing this gap, it has been demonstrated that the linguistic similarity perceived by the reader reduces the psychological-social distance between them, and it is through this mechanism of proximity that the direct influence of valence on the dependent variables occurs (Hernández-Ortega, 2018). Additionally, the author confirmed that the reviewer's reported experience (i.e., hedonic content) plays an equivalent role in influencing the effect of valence on behavioral responses.

However, despite the complexity of the relationship between review valence and hedonic content (Fileri et al., 2019; Guo et al., 2020; Li et al., 2019; Liu et al., 2023; Valenzuela & Galli, 2024; Zhang et al.,

2024; Chou, 2023) and the importance of linguistic similarity in public information written exchanges (Brown et al., 2007; Burton et al., 2020; Gopinath et al., 2020), the interaction effect of these variables on purchase intention has not been explored. Addressing this gap, we argue that linguistic similarity may influence the effect of the hedonic content of the review. More precisely, the interaction between linguistic similarity and hedonic content would moderate the effect of review valence on purchase intention. Therefore, the current research suggests that the reader's perceived linguistic similarity with the reviewer and the perceived hedonic content of the review could be determining factors in the overall impact of the review's valence on purchase decisions.

1.4. A three-way moderation model of the effect of online reviews: valence, hedonic content, and linguistic similarity

Based on our literature review, we claim that there is an interaction effect between reviewer-reader linguistic similarity and the hedonic content of the review on the effect of review valence on purchase intention. In other words, the greater (or lesser) the perceived linguistic similarity and hedonic content, the greater (or lesser) the influence of the review valence on behavior. This occurs because the perceived similarity between the reader and the reviewer amplifies the hedonic content impact on the reader's behavior. Thus, positive (or negative) review valence will lead to higher (or lower) purchase intention when the reader perceives greater (or lesser) similarity with the reviewer and greater (or lesser) hedonic content. Based on this logic, we propose a three-way moderation model for the influence of review valence on reader behavior (Figure 1).

Therefore, the hypothesis to be tested in the experimental research is as follows:

H1: The greater the perceived reviewer-reader similarity and hedonic content of the review, the stronger the influence of review valence on purchase intention.

2. METHOD

To test the proposed model and hypothesis (Figure 1), a between-subjects experiment was conducted. The independent variable review valence (X):

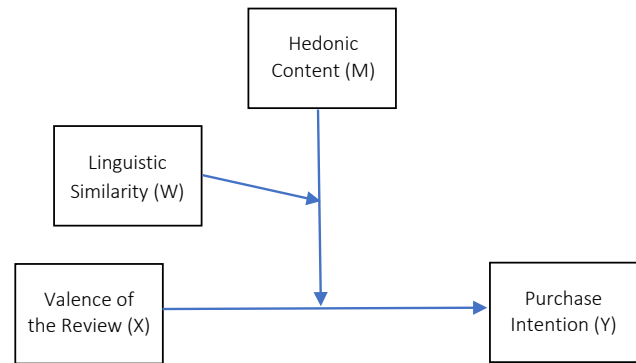


Figure 1. Conceptual diagram for the three-way moderation model of review valence influence on purchase intention: Reviewer-reader linguistic similarity and perceived hedonic content.

positive vs. negative - was manipulated. The moderating variables, hedonic content (M), and linguistic similarity (W), along with the dependent variable (Y) purchase intention, were measured.

2.1 Pretest

The aim of this pre-test was to prepare the reviews that would be used as stimuli in the main study. Two hedonic reviews, with positive and negative valences, were evaluated by respondents who did not participate in the main study. The reviews were identical in terms of the attributes evaluated, style, and length. The only difference was that positive hedonic adjectives were replaced with negative ones, following the approach of Ketelaar, Willemsen, Slevén, & Kerkhof, 2015). The participants (n= 91) received a link via WhatsApp and Facebook to complete a brief questionnaire. The introduction to the questionnaire asked respondents to imagine themselves as a reader of a review that would support a purchase decision. Each participant was shown one of the reviews (Table 2). Subsequently, they answered questions about valence and the credibility of the review.

To assess perceived valence, respondents indicated how many stars corresponded to the review they had read, using a 1-to-5 star ranking commonly employed in e-commerce. As a control variable, the credibility of the review was assessed by the Campbell and Kirmani's (2000) scale. The participants answered the question "How do you perceive the review you just read?" on a 7-point semantic differential scale with the following

Table 2. Reviews for the stimuli in the experiment.**Positive Valence**

"I subscribed to the annual plan, and I'm super happy. The variety of options is amazing! Entertainment and distraction for me and my family. Compared to other streaming services, this one has delighted me with great series and movies. Experiencing many emotions with the service's recommendations. I'm fascinated with my streaming service."

Negative Valence

"I subscribed to the annual plan, and I'm super sad. The variety of options is very basic! It made no difference for me and my family. Compared to other streaming services, this one disappointed me with terrible series and movies. I expected more emotions from the service's recommendations. I'm disappointed with this streaming service."

items: dishonest/honest, insincere/sincere, manipulative/not manipulative, and untrustworthy/trustworthy.

An independent-samples t-test was conducted to compare participants' perceptions of valence and credibility scores between the negative and positive reviews. There was a significant difference in the scores for the negative review ($M_{valnegs} = 1.65$, $SD = 0.83$) and the positive review ($M_{valpos} = 4.40$, $SD = 0.83$); $t(89) = -15.78$, $p < 0.001$. The 95% confidence interval for the difference in means ranged from -3.10 to -2.41, indicating a large and significant difference between the groups. There was no significant difference in the perceptions of credibility for the negative review ($M = 4.45$, $SD = 1.17$) and the positive review ($M = 4.67$, $SD = 1.22$); $t(89) = -0.87$, $p = 0.39$. The 95% confidence interval for the difference in means ranged from -0.72 to 0.28, suggesting that any observed difference in credibility was not statistically significant. These results allow us to use the reviews as the stimuli for the experiment.

2.2 Procedure and measurements

The questionnaire was created using the Survey-Monkey platform and distributed to a convenience sample via WhatsApp. The link to the questionnaire was initially sent to 56 adult contacts of three students from a master's program in Management. These initial contacts were asked to share the questionnaire link with other adults, following a snowball sampling approach. The questionnaire remained open for responses for 2 weeks. Participants provided informed consent to voluntarily participate in the study and were informed that they could withdraw at any time. Data collection took place in November 2020. The first question of the questionnaire asked if the participant is a user of a streaming service. A sim-

ulated online shopping scenario was created, asking participants to imagine that they were considering subscribing to an additional or alternative streaming service (e.g., Netflix, Disney+, GloboPlay) and, in the process of evaluating one of the purchase options, they read a review written by another consumer about the service. Participants were instructed to read the review carefully.

Participants were randomly assigned to one of the two reviews such as positive and negative. The independent moderating variables in the experiment were linguistic similarity and the hedonic content of the review. Both variables were assessed using previously validated scales (7-point Likert scale, where 1 = strongly disagree and 7 = strongly agree). For linguistic similarity (adapted from Hernández-Ortega, 2018), the following items were used: (i) The reviewer uses language similar to mine; (ii) the reviewer uses vocabulary similar to mine; and (iii) the reviewer has a writing style similar to mine ($\alpha = 0.958$). For the hedonic content variable (adapted from Babin, Darden, & Griffin, 1994), the following items were used: (i) For this person, purchasing this streaming service was truly a joy; (ii) this person will continue using the streaming service, not out of necessity, but because it delights them; (iii) while using the streaming service, this person experiences great emotions; (iv) compared to other activities, the time this person spends on the streaming service is not fascinating; (v) this person did not have exciting moments while using the streaming service; and (vi) this person is not enthusiastic about the streaming service ($\alpha = 0.957$). The dependent variable, purchase intention, was measured using three questions on a 7-point scale, as proposed by White, Lin, Dahl, and Ritchie (2016): (i) What is the likelihood that you would subscribe to the same streaming service as the one reviewed? (1 = very un-

likely, 7= very likely); (ii) How inclined or reluctant would you be to subscribe to the same streaming service as the one reviewed? (1 very reluctant, 7= very inclined); (iii) How inclined are you to subscribe to the same streaming service as the one reviewed? (1= not inclined, 7= very inclined) ($\alpha= 0.970$).

3. RESULTS

A total of 207 participants, all current users of streaming services, completed the questionnaire (n= 207) and were included in the analysis. The sample was predominantly female (75%), aged between 19 and 39 years (54%), with a postgraduate/master's level of education (46%), and married or in a stable relationship (52%).

3.1. Manipulation check

The positive and negative valence reviews were perceived as expected. The average rating given to the positive review was higher than the average rating given to the negative review. The difference between the average rating for the positive reviews ($M_{\text{valpos}} = 4.87$) and the average rating for the negative reviews ($M_{\text{valneg}} = 1.63$) was statistically significant ($t=-30.63$; $SD= 0.1055$; $p= 0.000$). The t-test confirms that the stimulus was well understood and that participants accurately perceived the valence of the review to which they were exposed. Therefore, the testing of H1 was carried out.

3.2. Moderation analysis

To analyze the proposed three-way moderation model, we used Model 7 of the PROCESS macro for SPSS (Hayes, 2017). This analysis involves understanding how the valence of a review (positive or negative), perceived linguistic similarity, and perceived hedonic content interact to affect purchase intention. The key aim is to examine how these variables interact, considering that valence is dichotomous, with 0 representing a negative review and 1 representing a positive review. Thus, the variables of the model are dependent variable "Y": purchase intention; independent variable "X": valence (dichotomous: 0= negative review, 1= positive review); moderators: perceived linguistic similarity "M"; perceived hedonic content "W."

The overall model is statistically significant ($F(7,199)= 47.06$, $p< 0.001$). The value $R^2= 0.6234$ indicates that about 62.34% of the variance in purchase intention is explained by the model. All the main Effects and Interactions are significant (Table 3). The increase in R-squared due to the three-way interaction ($\Delta R^2= 0.0224$, $p= 0.0007$) shows that the combined moderation effect is statistically significant. This means that the effect of valence depends on the interaction between both moderators.

Figure 2 shows the three-way interaction between valence (positive vs. negative review), similarity, and hedonic content on purchase intention. Positive valence (solid lines) increases purchase intention, and the effect strengthens as similarity and hedonic content increase. For higher hedonic content and similarity, positive reviews have a strong, favorable impact on purchase intention. For negative valence (dashed lines), the impact on purchase intention varies based on the level of hedonic content. Purchase intention tends to decrease with higher similarity when the review is negative, particularly when hedonic content is low. For high hedonic content, the negative effect of a review is less severe. As similarity increases (from low to high), the effect becomes less negative and even turns positive at high similarity. Thus, when the consumer perceives higher similarity to the reviewer, even a negative review loses its negative impact and may slightly increase purchase intention.

The analysis of the conditional effects is summarized in Table 4. When perceived hedonic content is low, the effect of valence on purchase intention is not significant at low ($\beta= -1.0355$, $p= 0.3292$) and moderate levels of similarity ($\beta= 0.9878$, $p= 0.1101$). However, at high levels of similarity, the effect of valence becomes significant ($\beta= 3.0111$, $p= 0.0023$). Therefore, when perceived hedonic content is low, the valence of the review has a strong positive impact on purchase intention only when similarity is high. When perceived hedonic content is moderate, the effect of valence on purchase intention is significant at low ($\beta= 1.6379$, $p= 0.0206$), moderate ($\beta= 1.9747$, $p< 0.001$), and high levels of similarity ($\beta= 2.3115$, $p< 0.001$). When perceived hedonic content is high, the effect of valence on purchase intention remains significant at low ($\beta= 4.3112$, $p< 0.001$), moderate ($\beta= 2.9616$, $p< 0.001$), and high levels of similarity ($\beta= 1.6120$, $p= 0.0169$). Even at low levels of similari-

Table 3. Overview and effects for the three-way moderation model of review influence on purchase intention.

Effect	Beta (β)	p-value	Interpretation
Valence (Main Effect)	-9.4723	0.0048	A negative review leads to a significant decrease in Purchase Intention compared to a positive review
Similarity (Main Effect)	-0.9814	< 0.001	Higher perceived Similarity decreases Purchase Intention, especially with negative reviews
Hedonic Content (Main Effect)	-1.2915	0.0026	Hedonic Content has a negative effect on Purchase Intention
Valence \times Similarity (int_1)	2.3823	0.0026	Significant interaction between Valence and Similarity. The effect of Valence (positive or negative review) on Purchase Intention changes depending on the level of Similarity
Valence \times Hedonic Content (int_2)	2.6797	< 0.001	Significant interaction between Valence and Hedonic Content. The impact of a positive or negative review is moderated by the perceived hedonic content
Similarity \times Hedonic Content (int_3)	0.3499	< 0.001	Significant interaction between Similarity and Hedonic Content. These two factors jointly influence Purchase Intention
Three-way Interaction (Valence \times Similarity \times Hedonic Content)	-0.5482	0.0007	Significant three-way interaction. The combined effect of Valence, Similarity, and Hedonic Content significantly influences Purchase Intention

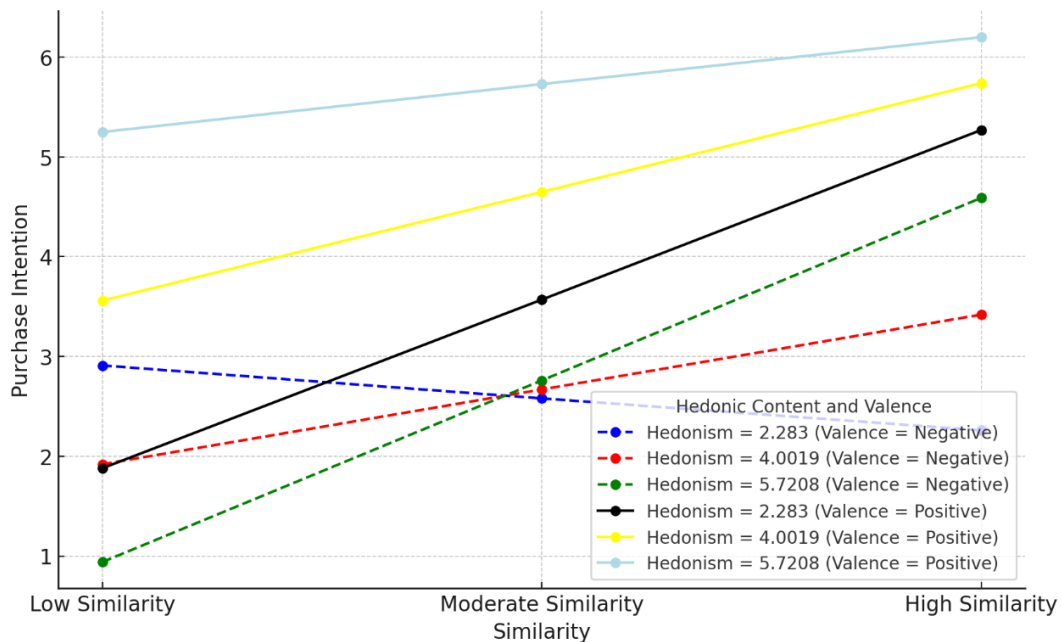


Figure 2. Three-way moderation of similarity and hedonic content on the effect of valence on purchase intention.

ty, high levels of perceived hedonic content lead to a substantial increase in purchase intention.

The Johnson-Neyman technique identified regions where the interaction between valence and similarity becomes significant at different levels of perceived hedonic content. In Figure 3, the blue line represents the conditional effects of valence \times similarity on pur-

chase intention at varying levels of hedonic content. The horizontal black dashed line indicates when the conditional effect is zero. The red dashed vertical line (low hedonic content= 3.0672) and the green dashed vertical line (high hedonic content= 5.3281) mark the Johnson-Neyman significance thresholds. Before low hedonic content and after high hedonic content, the

Table 4. Conditional effect of valence on purchase intention at values of the moderators hedonic content and similarity.

Hedonic Content	Similarity	Effect (β)	Standard Error	t-value	p-value	CI (LLCI)	CI (ULCI)	Interpretation
Low (2.2830)	Low (2.0510)	-1.0355	1.0587	-0.9781	0.3292	-3.1232	1.0522	Not significant
Low (2.2830)	Moderate (3.8406)	0.9878	0.6154	1.6051	0.1101	-0.2258	2.2013	Not significant
Low (2.2830)	High (5.6302)	3.0111	0.9737	3.0923	0.0023	1.0909	4.9312	Significant
Moderate (4.0019)	Low (2.0510)	1.6379	0.7019	2.3334	0.0206	0.2537	3.0220	Significant
Moderate (4.0019)	Moderate (3.8406)	1.9747	0.4320	4.5712	< 0.001	1.1228	2.8265	Significant
Moderate (4.0019)	High (5.6302)	2.3115	0.5925	3.9015	< 0.001	1.1432	3.4798	Significant
High (5.7208)	Low (2.0510)	4.3112	0.9445	4.5644	< 0.001	2.4486	6.1738	Significant
High (5.7208)	Moderate (3.8406)	2.9616	0.6120	4.8390	< 0.001	1.7547	4.1685	Significant
High (5.7208)	High (5.6302)	1.6120	0.6689	2.4100	0.0169	0.2930	2.9310	Significant

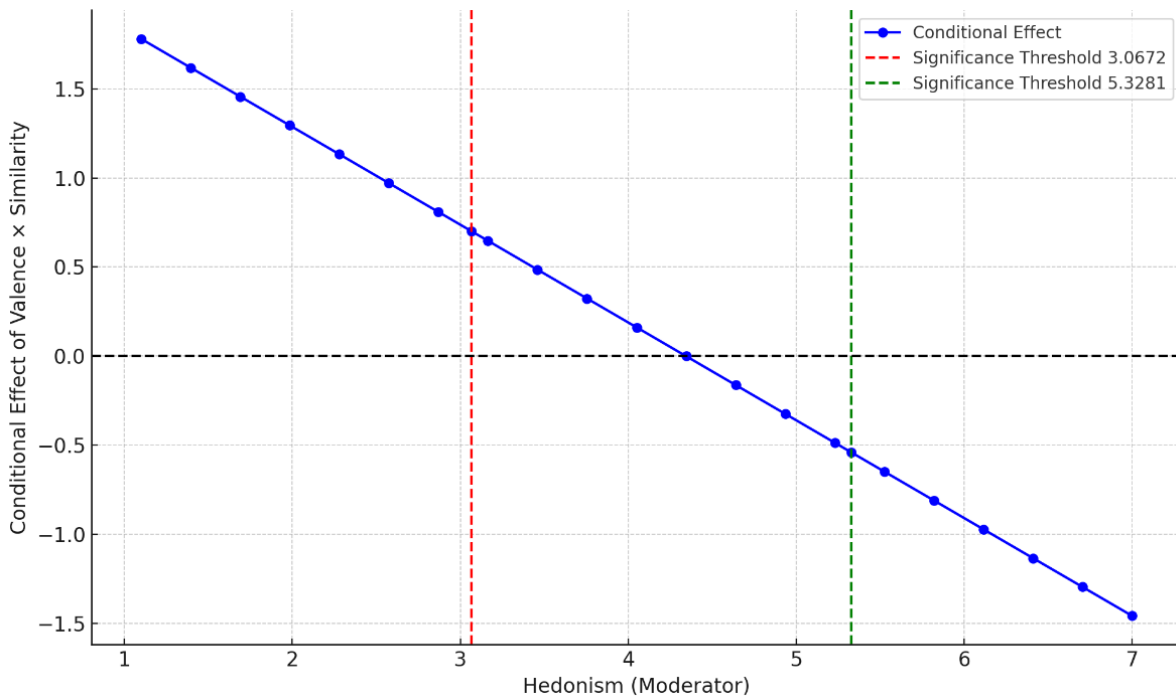


Figure 3. Three-way moderation of similarity and hedonic content on the effect of valence on purchase intention.

effect is significant ($p < 0.05$). Between these thresholds, the effect is not significant. At low hedonic content, the conditional effect of valence \times similarity is positive and significant, meaning higher similarity increases the impact of valence on purchase intention. At moderate hedonic content (between 3.0672 and 5.3281), the conditional effect of valence \times similarity becomes nonsignificant. At high hedonic content, the conditional effect of valence \times similarity is negative

and significant, meaning higher similarity decreases the impact of valence on purchase intention.

4. DISCUSSION

In our analysis using Model 7 of the PROCESS macro (Hayes, 2017), we examine how the interaction between valence (X), similarity (M), and hedonic content (W) influences purchase intention (Y). This mod-

el includes both two-way and three-way interaction effects, explaining 62.34% of the variance in purchase intention. The overall model is highly significant, indicating that the combination of valence, similarity, and hedonic content explains a significant amount of variation in purchase intention. The three-way interaction indicates that the effect of valence on purchase intention changes, depending on the levels of both similarity and hedonic content. The model demonstrates how review valence, linguistic similarity, and hedonic content interact to affect purchase intention. Positive reviews have a stronger positive effect on purchase intention, especially at higher levels of similarity and hedonism, while negative reviews may, at some point, increase purchase intention significantly when similarity is high.

For positive valence purchase, intention increases, and the effect strengthens as similarity and hedonism increase. For higher hedonic content and similarity, positive reviews have a strong, favorable impact on purchase intention. For negative valence, the impact on purchase intention varies based on the level of hedonic content. Purchase intention tends to decrease with higher similarity when the review is negative, particularly when hedonic content is low. On the contrary, for high hedonic content, the negative effect of a review is less severe. As similarity increases (from low to high), the effect becomes less negative and even turns positive at high similarity. Thus, when the consumer perceives higher similarity to the reviewer, a negative review with high hedonic content loses its negative impact and may slightly increase purchase intention. An explanation for this unexpected finding is that high perceived similarity may lead individuals to believe that the reviewer is being overly critical of the product. This could be because high hedonic content may make consumers more skeptical or less trusting of reviewers they relate to, especially when the product offers a consistent value proposition. In this research, the object of the study was a streaming service which, based on market standards, could not be seen as delivering a truly subpar entertainment experience.

5. CONCLUSION

The aim of this study was to theoretically explore and empirically test the three-way moder-

ation of valence, perceived linguistic similarity between the reviewer and the reader, and perceived hedonic content on purchase intention. To achieve this objective, a between-subjects experiment was conducted, in which respondents were randomly assigned to either a positive or negative review of a streaming service, then perceived hedonic content, perceived linguistic similarity, and purchase intention were measured. The results show that positive reviews have a stronger positive effect on purchase intention, especially at higher levels of similarity and hedonic content, while negative reviews decrease purchase intention only when similarity is low and increase purchase intention as hedonic content increases and similarity is high.

The hypothesis regarding the proposed three-way moderation model was partially supported. H1 posits that the greater the perceived similarity between the reviewer and the reader, as well as the hedonic content of the review, the stronger the influence of review valence on purchase intention. As expected, positive reviews generally increase purchase intention, and this effect strengthens as similarity and hedonic content increase. This result aligns with previous research on various nuances of the hedonic content of reviews, which confirms the positive effect of personalness in narratives (Valenzuela & Galli, 2024), sentiments (Li et al., 2019), emotional intensity (Zhang et al., 2024), emotional arousal (Chou, 2023), and emotional content (Guo et al., 2020).

However, contrary to our expectations, for negative reviews, the effect of valence on purchase intention decreases as hedonic content and similarity increase, to the point that, at higher levels of hedonic content and similarity, negative reviews can even increase purchase intention. At moderate levels of hedonic content, the effect of negative reviews is relatively neutral, with a slight negative impact at low levels of similarity. Thus, negative reviews are more damaging when both hedonic content and similarity are low. This finding builds on the explanations provided by Chou (2023), who identified a non-linear relationship between emotional arousal, valence, and purchase intention. Specifically, he found that lower levels of arousal enhance the impact of both negative and positive valence reviews, but as arousal increases beyond a certain point, the effect

declines. According to the results of our research, the declining effect identified by Chou (2023) occurs only when there is a high perceived similarity between the reviewer and the reader and the hedonic content of the review is negative. Thus, our findings advance knowledge by providing better explanations for the effect of valence and hedonic content on purchase intention, theoretically incorporating perceived linguistic similarity as an additional moderator factor, and offering empirical evidence that negative valence and hedonic content reduce their impact on purchase intention when perceived linguistic similarity is high.

In contrast to Hernández-Ortega's findings, our research reveals that when negative hedonic content is combined with high reviewer-reader similarity, psychological social distance may not be reduced and might even increase. While Hernández-Ortega (2018) argued that similarity fosters social closeness, enhancing trust and engagement, our results suggest that in certain contexts, high similarity can foster negative impressions or increase perceptions of irrationality in emotionally charged negative reviews. This confirms the need for emotional resonance between the reviewer and the reader (Zheng, 2021). In our research, within a service product category that generally has satisfied consumers (Chen, Chen, & Leung, 2023), the combination of negative valence, hedonic content, and high similarity may have led respondents to increase psychosocial distance. This dynamic could discourage engagement or undermine the review's credibility, ultimately diminishing its influence on purchase intention.

Methodological limitations must be considered when interpreting the results of this research and identifying opportunities for future studies. The convenience sampling process captured respondents who were predominantly women, highly educated, and married. This profile may be particularly sensitive to the hedonic content of reviews and satisfied users of streaming services. For future studies aiming to generalize the conclusions of this research, representative population samples should be used. This study focused on a streaming service, a category with which respondents were somewhat familiar and satisfied. As a result, they may have assumed that no streaming service currently available is as poor as the one described in the

review, attributing the negative assessment to an overly demanding or picky reviewer. We did not ask participants about their satisfaction with their current services, which should be considered in future studies. Another possible explanation for the observed results is the low variability in quality among streaming services on the market, as they tend to offer very similar intrinsic qualities. A product or service category with greater variation between positive and negative opinions could provide better insights. The characteristics of the product category being reviewed may be potential moderators of this effect. For example, consumer satisfaction with the category, perceived quality variability among category alternatives, and the central benefit of the category, among others. Additionally, other factors that may influence the interaction effects tested in this research should be considered in future studies. For example, the reader's familiarity with the product and involvement might diminish the influence of the review's hedonic content, which tends to be highly subjective.

The results of this research suggest that marketing professionals should operationalize the perception of linguistic similarity between the reviewer and the reader. To achieve this, methods to identify the reader's linguistic style and expose them to reviews with a similar linguistic style would be necessary. Depending on the information the company has about its consumers, this could be a simple or a significant challenge. For example, demographic characteristics could be used to identify reviews from reviewers with similar demographics to the reader. Based on this, readers could be exposed to reviews written by people with similar characteristics in terms of gender, age, education level, and socioeconomic status, increasing the likelihood of perceived linguistic similarity. Once linguistic similarity is achieved, the results of this research suggest prioritizing the hedonic content of the reviews. In other words, in addition to reviews with a linguistic style similar to the reader's, reviews with hedonic content should be highlighted. This would ensure that positive reviews influence consumers positively and negative reviews help attenuate their negative effect. Marketers should recognize that the effect of review valence, hedonic content, and linguistic similarity varies by product category. For categories with little quality variability,

such as streaming services, negative reviews may be perceived as exaggerated or irrational by consumers who identify linguistic similarity with the reviewer. To mitigate the impact of negative reviews, the management should ensure high linguistic similarity between the reviewer and the reader by optimizing review platforms.

This study contributes to the literature by providing new insights into the three-way moderation of review valence, perceived hedonic content, and perceived linguistic similarity on purchase intention. Our findings demonstrate that these factors interact in complex ways, with positive reviews having a stronger impact when hedonic content and linguistic similarity increase, while negative reviews may maintain and increase purchase intention under the same conditions. These results highlight the importance of combining emotional resonance and linguistic alignment between reviewers and readers in shaping consumer behavior, offering practical implications for businesses aiming to optimize the effectiveness of online reviews.

REFERENCES

- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644-656.
- Banerjee, S., Bhattacharyya, S., & Bose, I. (2017). Whose online reviews to trust? Understanding reviewer trustworthiness and its impact on business. *Decision Support Systems*, 96, 17-26. <https://doi.org/10.1016/j.dss.2017.01.006>
- Banerjee, S., & Chua, A. Y. K. (2019). Trust in online hotel reviews across review polarity and hotel category. *Computers in Human Behavior*, 90, 265-275. <https://doi.org/10.1016/j.chb.2018.09.010>
- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2), 159-170. <https://doi.org/10.1007/BF00436035>
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586-607. <https://doi.org/10.1016/j.jcps.2014.05.002>
- Bhandari, M., & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125-141. <https://doi.org/10.1080/02650487.2017.1349030>
- Brown, J., Broderick, A. J., & Lee, N. (2007). Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of Interactive Marketing*, 21(3), 2-20. <https://doi.org/10.1002/dir.20082>
- Burton, J., Mosteller, J., & Hale, K. (2020). Using linguistics to inform influencer marketing in services. *Journal of Services Marketing*, 35(2), 222-236. <https://doi.org/10.1108/jsm-08-2019-0300>
- Campbell, M. C., & Kirmani, A. (2000). Consumers' use of persuasion knowledge: The effects of accessibility and cognitive capacity on perceptions of an influence agent. *Journal of Consumer Research*, 27(1), 69-83. <https://doi.org/10.1086/314309>
- Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*, 41(1), 148-164. <https://doi.org/10.1108/MRR-06-2017-0173>
- Chan, I. C. C., Lam, L. W., Chow, C. W. C., Fong, L. H. N., & Law, R. (2017). The effect of online reviews on hotel booking intention: The role of reader-reviewer similarity. *International Journal of Hospitality Management*, 66, 54-65. <https://doi.org/10.1016/j.ijhm.2017.06.007>
- Chen, S., Chen, Y., & Leung, W. (2023). Analyzing differences in customer satisfaction on the video streaming platform Netflix. *Annals of Management and Organization Research*, 4(3). <https://doi.org/10.35912/amor.v4i3.1554>
- Cheng, Y., Ho, H., & (2015). Social influence's impact on reader perceptions of online reviews. *Journal of Business Research*, 68(4), 883-887. <https://doi.org/10.1016/j.jbusres.2014.11.046>

- Chou, Y.-C. (2023). How much is too much? The nonlinear link between emotional arousal and review helpfulness. *Decision Support Systems*, 175, 114035. <https://doi.org/10.1016/j.dss.2023.114035>
- Chua, A., & Banerjee, S. (2015). Understanding review helpfulness as a function of reviewer reputation, review rating, and review depth. *Journal of the Association for Information Science and Technology*, 66(2), 354-362. <https://doi.org/10.1002/asi.23180>
- De Keyser, F., Dens, N., & De Pelsmacker, P. (2017). Don't be so emotional! How tone of voice and service type affect the relationship between message valence and consumer responses to WOM in social media. *Online Information Review*, 41(3), 905-920. <https://doi.org/10.1108/OIR-08-2016-0219>
- Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, 135, 758-773. <https://doi.org/10.1016/j.jbusres.2021.07.015>
- Filieri, R., Raguseo, E., & Vitari, C. (2019). What moderates the influence of extremely negative ratings? The role of review and reviewer characteristics. *International Journal of Hospitality Management*, 77, 333-341. <https://doi.org/10.1016/J.IJHM.2018.07.013>
- Fu, S., Cheng, X., Bao, Y., Bilgihan, A., & Okumus, F. (2021). Staying in a hotel or peer-to-peer accommodation sharing? A discrete choice experiment with online reviews and discount strategies. *Internet Research*, 31(2), 654-676. <https://doi.org/10.1108/INTR-01-2020-0031>
- Gopinath, S., Shulman, J., Chen, Y., & Krishnamurthi, L. (2020). Investigating the role of online WOM content and sender-receiver similarity in social learning. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.3656742>
- Guo, J., Wang, X., & Wu, Y. (2020). Positive emotion bias: Role of emotional content from online customer reviews in purchase decisions. *Journal of Retailing and Consumer Services*, 52, 101891. <https://doi.org/10.1016/J.JRETCONSER.2019.101891>
- Hayes, A. (2017). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford.
- Hazari, S., Bergiel, B., & Sethna, B. (2017). Hedonic and utilitarian use of user-generated content on online shopping websites. *Journal of Marketing Communications*, 23(6), 572-591. <https://doi.org/10.1080/13527266.2016.1143383>
- Hernández-Ortega, B. (2018). Don't believe strangers: Online consumer reviews and the role of social psychological distance. *Information and Management*, 55(1), 31-50. <https://doi.org/10.1016/j.im.2017.03.007>
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140.
- Huang, N., Burtch, G., Hong, Y., & Polman, E. (2016). Effects of multiple psychological distances on construal and consumer evaluation: A field study of online reviews. *Journal of Consumer Psychology*, 26(4), 474-482. <https://doi.org/10.1016/j.jcps.2016.03.001>
- Islam, M., Kang, M., & Haile, T. (2021). Do hedonic or utilitarian types of online product reviews make reviews more helpful?: A new approach to understanding customer review helpfulness on Amazon. *Journal of Global Information Management*, 29(6), 1-18.
- Ketelaar, P. E., Willemsen, L. M., Sleven, L., & Kerkhof, P. (2015). The good, the bad, and the expert: How consumer expertise affects review valence effects on purchase intentions in online product reviews. *Journal of Computer-Mediated Communication*, 20(6), 649-666. <https://doi.org/10.1111/jcc4.12139>
- Klein, L., & Ford, G. T. (2003). Consumer search for information in the digital age: An empirical study of prepurchase search for automobiles. *Journal of Interactive Marketing*, 17(3), 29-49. <https://doi.org/10.1002/dir.10058>

- Kidwell, B., Blocker, C. P., Lopez Kidwell, V., & Mas, E. M. (2020). Birds of a feather feel together: Emotional ability similarity in consumer interactions. *Journal of Consumer Research*, 47(2), 215-236. <https://doi.org/10.1093/jcr/ucaa011>
- Li, X., Wu, C., & Mai, F. (2019). The effect of online reviews on product sales: A joint sentiment-topic analysis. *Information & Management*, 56(2), 172-184. <https://doi.org/10.1016/J.IM.2018.04.007>
- Liu, R., Ford, J. B., Zhang, W., & Bonnici, J. (2023). Reappraising the roles of review valence and conflict in online relationships. *Journal of Business Research*, 167, 114187. <https://doi.org/10.1016/j.jbusres.2023.114187>
- Mauri, A., & Minazzi, R. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International Journal of Hospitality and Management*, 34, 99-107.
- Moore, S. G. (2015). Attitude predictability and helpfulness in online reviews: the role of explained actions and reactions. *Journal of Consumer Research*, 42(1), 30-44. <https://doi.org/10.1093/jcr/ucv003>
- Moore, S. G., & Lafreniere, K. C. (2020). How online word-of-mouth impacts receivers. *Consumer Psychology Review*, 3(1), 34-59. <https://doi.org/10.1002/arcp.1055>
- Niederhoffer, K. G., & Pennebaker, J. W. (2002). Linguistic style matching in social interaction. *Journal of Language and Social Psychology*, 21(4), 337-360. <https://doi.org/10.1177/026192702237953>
- Pan, Y., & Zhang, J. (2011). Born unequal: A study of the helpfulness of user-generated product reviews. *Journal of Retailing*, 87(4), 598-612. <https://doi.org/10.1016/j.jretai.2011.05.002>
- Park, D., & Lee, J. (2008). eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386-398. <https://doi.org/10.1016/j.elerap.2007.11.004>
- Purnawirawan, N., Eisend, M., De Pelsmacker, P., & Dens, N. (2015). A meta-analytic investigation of the role of valence in online reviews. *Journal of Interactive Marketing*, 31(1), 17-27. <https://doi.org/10.1016/j.inmar.2015.05.001>
- Pyle, M. A., Smith, A. N., & Chevtchouk, Y. (2021). In eWOM we trust: Using naïve theories to understand consumer trust in a complex eWOM marketplace. *Journal of Business Research*, 122, 145-158. <https://doi.org/10.1016/j.jbusres.2020.08.063>
- Schiffman, L. G., & Kanuk, L. L. (2009). *Comportamento do Consumidor* (9ª Ed.). LTC.
- Shin, S. Y., Van Der Heide, B., Beyea, D., Dai, Y., & Prchal, B. (2017). Investigating moderating roles of goals, reviewer similarity, and self-disclosure on the effect of argument quality of online consumer reviews on attitude formation. *Computers in Human Behavior*, 76, 218-226. <https://doi.org/10.1016/j.chb.2017.07.024>
- Silaban, P., Silalahi, A., Octoyuda, E., Sitanggang, Y., Hutabarat, L., & Sitorus, A. (2022). Understanding hedonic and utilitarian responses to product reviews on youtube and purchase intention. *Cogent Business & Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2062910>
- Valenzuela, A., & Galli, M. (2024). Intimate transportation: the persuasive role of personal narratives in online reviews. *Journal of the Association for Consumer Research*, 9(1), 83-94. <https://doi.org/10.1086/727832>
- Vieira, V., Santini, F., & Araujo, C. (2018). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, 35(4), 426-437. <https://doi.org/10.1108/JCM-08-2016-1914>
- White, K., Lin, L., Dahl, D. W., & Ritchie, R. J. B. (2016). When do consumers avoid imperfections? Superficial packaging damage as a contamination cue. *Journal of Marketing Research*, 53(1), 110-123. <https://doi.org/10.1509/jmr.12.0388>

Zhang, D., Ma, J., & He, Z. (2024). The effect of emotional changes in composite reviews on consumers' information adoption from a dual perspective. *Industrial Management & Data Systems*, 124(6), 2205-2229. <https://doi.org/10.1108/IMDS-06-2023-0396>

Zhang, Z., Li, H., Meng, F., & Li, Y. (2019). The effect of management response similarity on online hotel booking: Field evidence from Expedia. *International Journal of Contemporary Hospitality Management*, 31(7), 2739-2758. <https://doi.org/10.1108/IJCHM-09-2018-0740>

Zheng, L. (2021). The classification of online consumer reviews: A systematic literature review and integrative framework. *Journal of Business Research*, 135, 226-251. <https://doi.org/10.1016/j.jbusres.2021.06.038>

How to cite this article:

Huertas, M. K. Z., & Oliveira, C. T. (2025). The three-way moderation of valence, linguistic similarity, and hedonic content in online reviews on purchase intention. *Internext*, 20(1), 16-33. <https://doi.org/10.18568/internext.v20i1.809>