

**LANGUAGE STYLE MATCHING IN MANAGEMENT RESPONSES TO
NEGATIVE REVIEWS**

Hongfei Liu, University of Southampton, United Kingdom¹
Hai-Anh Tran, University of Manchester, United Kingdom²
Carmen Lopez, University of Southampton, United Kingdom³

ABSTRACT

Building on communication accommodation theory, we examine the effect of language style matching – the degree to which the language style of a response matches the language style of a relevant negative review – on prospective customers’ attitudes toward firms and firms’ sales performance, and the moderating effect of firms’ overall ratings.

Keywords: Management response, Negative reviews, Communication accommodation theory, Language style matching, Sales

¹ hongfei.liu@soton.ac.uk

² hai-anh.tran@manchester.ac.uk

³ c.lopez@soton.ac.uk