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USERS SAY NEGATIVE WORDS FOR DIFFERENT REA-SONS: DISTINGUISHING THE SOURCES OF RATIONAL AND EMOTIONAL NEGATIVE EWOM AT PEER-TO-PEER ACCOMMODATION PLATFORM

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USERS SAY NEGATIVE WORDS FOR DIFFERENT REASONS: DISTINGUISHING THE SOURCES OF RATIONAL AND EMOTIONAL NEGATIVE EWOM AT PEER-TO-PEER ACCOMMODATION PLATFORM

Research paper

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Abstract

With the development of Internet technology, people tend to judge the quality of products and services through electronic word-of-mouth (eWOM), especially the negative eWOM. Although existing studies have investigated various antecedents of negative eWOM, they treat it as a whole without classification. In this study, we distinguish rational negative eWOM (RNW) from emotional negative eWOM (ENW) and explore different motivations for these two types of negative eWOM drawing on the consumer value perspective. Specifically, we propose a model to verify the impacts of functional, emotional, and social values (i.e., self-presentation, emotion release, and altruism) on RNW and ENW under the context of peer-to-peer accommodation platform (PPAP). The results suggested that self-presentation and emotion release had different levels of influences on RNW and ENW while the effects of altruism on RNW and ENW were reverse. Theoretically, the study contributes to extant literature by engendering new research directions as well as providing a different insight on the effect of altruism on negative eWOM. Practically, this paper reminds PPAP hosts and further, e-commerce retailers to improve the quality of their product or service considering different sources of RNW and ENW.

Keywords: Sharing economy, Peer-to-peer accommodation platform, Rational negative electronic word-of-mouth, Emotional negative electronic word-of-mouth, Consumer value.

1   Introduction

Since the concept "sharing economy" was first introduced in 2008 (Kim et al. 2015), this type of peer-to-peer business has grown continually (Zhang et al. 2018). Particularly, the rise of sharing economy fuels the transformation of hospitality industry and a batch of peer to peer accommodation platforms (PPAPs), for instance, *Airbnb* and *Xiaozhu*, have emerged as a "disruptive innovation" (So et al. 2018). It was reported that *Airbnb*'s valuation had reached 31 billion dollars till the middle of 2017 (Thomas 2017). Recent data also indicates that the annual growth rate of Chinese PPAP market scale is 86.83%, which will stand at 17 billion RMB by the end of 2018 (China Business Information Network 2018). Compared to traditional hotel consumption, PPAP can provide abundant accommodations, satisfactory discount, and personalized services (Zervas et al. 2017).

As PPAP enables users to compare, communicate, and decide on the Internet and experience their accommodations in real life, it represents an online-to-offline (O2O) mode. Hence, users mainly rely on others' reviews (i.e., electronic word-of-mouth, eWOM) at the PPAP to estimate the quality of accommodation and service provided by the host. Despite the considerable research on positive eWOM, existing study has shown that negative eWOM is far more destructive than positive eWOM because of its superior capability to attract users' attention (Aggarwal et al. 2012). Due to the anonymity and low-cost of negative eWOM, many users are willing to express their true feelings and thoughts or release dissatisfaction toward products or services (Harrison-Walker 2001). Once the negative eWOM resonates with other users, it spreads rapidly like virus and causes enormous damage to the PPAP economically and socially. For these reasons above, it is vital to clarify the mechanism of posting negative eWOM.

Among previous studies, although much effort has been made to validate different motivations toward negative eWOM in various contexts (Sánchez-García and Currás-Pérez 2011, Verhagen et al. 2013), they regarded negative eWOM as a whole without distinguishing different types of negative eWOM. However, in the PPAP context, after an unpleasant accommodation experience, some users may post detailed information about what they encountered following a rational way; while others could not stand it and directly express their dissatisfaction in an emotional manner. Hence, we categorize negative eWOM into rational negative eWOM (RNW) and emotional negative eWOM (ENW). RNW can provide essential references for others but ENW may do damage to the host and even the whole PPAP. Therefore, ascertaining different antecedents of RNW and ENW is crucial. Our research question is: *What are the factors influencing RNW and ENW and whether the degree of their impact varies?*

To address this question, we draw on consumer value perspective to identify three consumer values including functional value (self-presentation), emotional value (emotion release), and social value (altruism) for RNW and ENW. Then we propose a research model about the different impacts of these values on two types of negative eWOM and empirically tests it using the survey data from Chinese PPAP users. In general, this paper contributes to the research on negative eWOM by categorizing it into RNW and ENW, demonstrating the different levels of impacts that functional, emotional and social values have on RNW and ENW as well as the opposite effects of altruistic value exerts on the two dimensions under the context of PPAP. The paper concludes by outlining the implications and limitations.

2   Literature Review

2.1   Peer-to-Peer Accommodation Platform (PPAP)

The development of information technologies alongside the growth of Internet facilitates the emergence of online platforms which encourage user-generated content, sharing, and collaboration (Hamari et al. 2016). More recently, PPAP flourishes as an important branch of sharing economy. It represents a mode in which the owners rent out idle houses to gain economic benefits through the online platform (Mao and Lyu 2017). PPAP provides people with novel accommodation options and has broken the

monopoly of conventional hotels, thereby catching great attention in both academia and industry.

Prior research on PPAP is mostly about *Airbnb*. With regard to its business model, extant study has identified four characteristics, namely serendipity, localness, communities, and personalization where *Airbnb* exceeds other hotels (Mody et al. 2017). In addition, *Airbnb* accommodations are generally located in the center of city and cover a wider area than the major hotels (Gutierrez et al. 2017). Besides, dozens of literatures have validated different factors influencing different behaviors at PPAP. A recent study has provided an excellent summary and empirically examined several motivations (price value, authenticity, novelty, enjoyment, social interactions, and home benefits) and constraints (perceived risk, distrust, and insecurity) of Airbnb adoption (So et al. 2018). Under the PPAP context, although many scholars explore various mechanisms, little effort has been made to examine eWOM (Mao and Lyu 2017), especially the negative dimension. Since the critical effect that negative eWOM exerts on both consumer and host, it deserves more considerations.

2.2   Negative eWOM

Generally, eWOM refers to "*Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet*" (Hennig‐Thurau et al. 2004). In this regard, eWOM can be either positive or negative in nature, implying that people either encourage or discourage the consumption of a particular product or service (East et al. 2007). Specifically, positive eWOM is defined as "informal, positive communication about a product or service with other consumers" (Westbrook 1987). Conversely, negative eWOM refers to "consumer response to dissatisfaction in the form of negative opinions or comments over peer-to-peer accommodation platform" in this study (Ahmad and Sun 2018, Alexandrov et al. 2013). Despite a large body of literature on the benefit of positive eWOM (Hussain et al. 2018, Harrison-Walker 2001), several studies have manifested the more significant effect of negative eWOM (Aggarwal et al. 2012, Zhang et al. 2010) due to its ability to widely spread and the fact that people prefer to believe dissatisfactory experiences (Herr et al. 1991).

Prior research has suggested that some negative eWOMs are objective statements based on the fact, while others are irrational comments to defame the merchant (Hanson 2000). In light of psychology and sociology research, human's decision making depends on dual process reasoning of sensibility and rationality (Evans 2008). Emotional mode pursues hedonic value while rational process stresses utilitarian one (Babin et al. 1994). Under the PPAP context, negative eWOM is classified as ENW and RNW. When consumers suffer dissatisfactory accommodation experience, they usually express strong disappointment and anger at the platform out of emotional values; meanwhile, some consumers add negative eWOM aiming to solve the problem or prevent other from getting into the same trap. Based on the foregoing discussion, we regard it essential to identify the key factors affecting RNW and ENW.

Realizing its inevitable destructiveness, many researchers have been devoted to investigating consumer's motivations to post negative eWOM (as summarized in Table 1). Basically, negative eWOM stems from consumers' dissatisfaction, which then leads to their sharing the unpleasant consumption experiences about certain product or service with others (Singh 1990). Consumers share these experiences with others for several reasons. On one hand, consumers may post negative eWOM for themselves, for example to draw attention to the cause of their dissatisfaction so as to get a solution (Thøgersen et al. 2009) or as a mechanism to vent negative feelings in order to reduce anxiety (Verhagen et al. 2013). On the other hand, consumers may disclose unfavorable experiences to prevent others from enduring the similar bad cases (Litvin et al. 2008). The latter is often observed in situations where consumers' social relationships with others are developed through sharing and discussing interest in products or services (Brown et al. 2007). Thus, consumer post negative eWOM mainly due to the consideration of self- and other-oriented values. Next, we will disentangle the corresponding factors under the context of PPAP.

Literature	Context	Antecedents	Outcomes
Verhagen et al. (2013)	Telecom service	Positive emotion; Negative emotion	Negative online WOM
Sánchez-García and Currás-Pérez (2011)	Tourism service	Anger; Regret	Complaining behavior; Negative WOM
Bavik and Bavik (2015)	Restaurant service	Psychological contract betrayal	Vindictive complaining; Third-party complaining; Negative WOM
Grégoire et al. (2010)	Service failure	Desire for revenge	Vindictive complaining; Negative WOM;
Balaji et al. (2016)	Social media	Feeling of injustice	Negative WOM
Luo and Chea (2018)	E-service	Positive affect; Negative affect; Satisfaction	Complaint
Kim and Park (2016)	Air service	Anger; Uncertainty; Acceptability	Negative WOM
Moon et al. (2016)	Eco-labeling product	Consumer confusion; Negative emotion	Negative WOM

Table 1.   Relevant Literature on Negative eWOM

2.3   Consumer Value Perspectives

Stemming from marketing research, consumer value has drawn extensive attention since 1980s and was defined as "the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given" (Zeithaml 1988). Borrowing this conception, some scholars set out from a utilitarian view and solely focused on cognitive factors (e.g., price and quality) (Dodds et al. 1991, Tellis and Gaeth 1990). Nevertheless, utility theory is too narrow to capture a complicated, multifaceted connotation of value because it conceptualizes value as a simple trade-off between benefits and costs (Lee and Min 2012). Thus, later works conceived consumer value as a multidimensional, holistic representation of complicated phenomena (Sheth et al. 1991, Sweeney and Soutar 2001, Sweeney et al. 1996). The well-known Sheth-Newman-Gross Consumption Value Model proposed five dimensions of perceived value that influenced consumer behavior, including functional, conditional, social, emotional, and epistemic values (Sheth et al. 1991). Building on this taxonomy, Sweeney et al. (1996) developed measures to assess functional, social, and emotional value, excluding epistemic and conditional values because they are too transient. Afterwards, in order to assess the value of durable goods at the brand level, Sweeney and her colleague proposed the PERVAL that established four dimensions of consumer value: two functional values (quality/performance and price/value for the money) accompanied with emotional value and social value (Sweeney and Soutar 2001).

The tourism and hospitality field are also witnessing the wide exploration of consumer value (Choi et al. 2018, Gursoy et al. 2006). For instance, Gursoy et al. (2006) explored the effects of utilitarian (functional) and hedonic (emotional) value when investigating festival visitors' behaviors, finding that compared to utilitarian value, hedonic value was more influential in festival attendance. In another study, Choi et al. (2018) tested the impact of trust on the PERVAL-based destination values (i.e., quality value, price value, emotional value, and social value) and the results indicated that all the hypotheses were confirmed. With regard to information system (IS) research, a number of scholars have contextualized the PERVAL-based values (e.g., information quality, interactivity, transaction value, entertainment, etc.) and validated their influence on the behavioral intention, satisfaction, loyalty and eWOM toward social networking sites, gamification website, and mobile instant messages (Chow and Shi 2015, Deng et al. 2010, Hsu et al. 2017). Since our research integrates the two disciplines above, we as well adopted functional value, emotional value, and social value as the potential elements affecting negative eWOM under the PPAP context. It is worth noting that this paper did not split the functional value into two pieces for the fact that consumer posts negative eWOM mainly on account of the service and experience offered by the PPAP, which is rather different from prior cases about goods purchase or IS use.

First, functional value is the utility gained from the expectation that a product or service will perform as desired (Lee et al. 2014). In our research context, after experiencing an unpleasant accommodation or service, user may post negative eWOM to record their own experience and highlight their personal identity. This shares a similar taste with the concept of self-presentation which can act as functional value in the negative eWOM setting because it enhances the status of focal consumer and help build relationship for self-interest. Previous studies have proved the crucial role of self-presentation in eWOM behavior (Farías 2017, Lee et al. 2013). As self-presentation theory explains, people desire to express their own images or opinions regarding their identities and characteristics (Kim et al. 2012). Hence, self-presentation refers to "selectively presenting information to control how the individual is perceived by others" (Wright and Webb 2011).

Second, emotional value represents various affective states or feelings (e.g., pleasant, excited, and disappointed) aroused with consumption (Sheth et al. 1991). Emotions can result from different reasons: some certain person, timing or surroundings may affect our moods. Past literature has indicated the fact that user's dissatisfaction will give rise to negative emotions (e.g. anger, regret, etc.) (Sánchez-García and Currás-Pérez 2011). When the person's affective state is influenced by external stimulus, he may try to fix it through the common manner, emotional expression (Luminet et al. 2000). As is summarized in the previous section, emotions have been playing a vital part in negative eWOM. Under the PPAP context, while encountering unpleasant experience, some users can directly release their negative emotion and thus post negative eWOM. Hence, this study considers describes emotion release as "the user's conveying his or her intuitive feeling after an unfavorable accommodation experience".

Third, social value focuses on the utility associated with one or more specific social groups (Sweeney and Soutar 2001), indicating that it is more interpersonally oriented. Altruism embodies user's social responsibility and a sense of mission and represents a sort of prosocial motivations (Chang and Chuang 2011). Typically, altruistic action contains three features: (1) benefiting others, (2) voluntariness, and (3) with the aim of action itself, not the profit (von Krogh et al. 2012). Prior scholars have confirmed the critical role of altruism in facilitating content sharing (Plume and Slade 2018) and knowledge contribution behavior (Lee and Hyun 2016). In the same vein, altruism has been examined to affect eWOM intention because helpful user regards eWOM as the contribution to public interests and would not allow the tragedy to repeat (Hennig‐Thurau et al. 2004). Thus, altruism is deemed as a sort of social value and can be defined as "the act of doing something for others without anticipating any reward in return" (Sundaram et al. 1998).

Above all, this study extends previous research by investigating whether different types of consumer values are the major catalysts in producing ENW and RNW toward the PPAP and further, how their effects differentiate.

3 Research Model and Hypotheses

Based on the preceding review, this study proposes the research model as depicted in Figure 1. Next, we provide detailed justifications for these hypotheses in the given model.
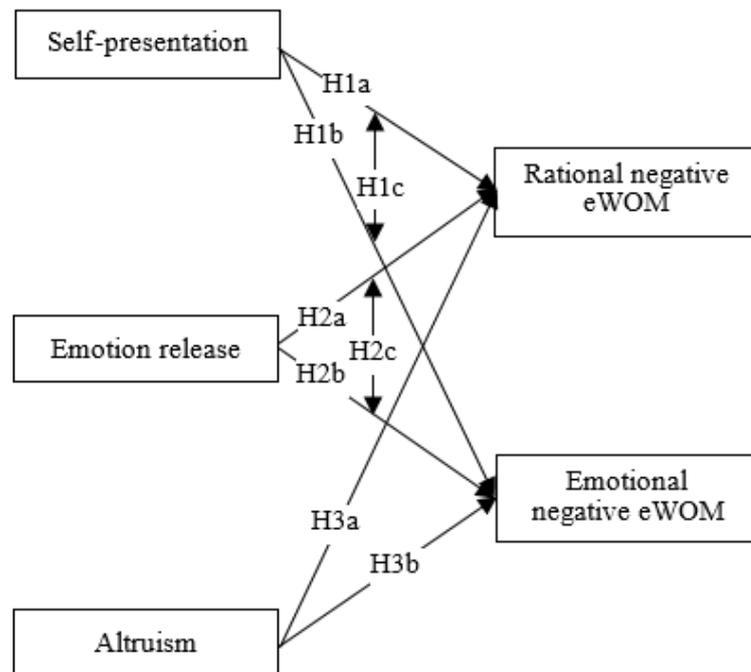
Figure 1.   Research Model

3.1   Functional Value for Negative eWOM

Extant studies have revealed various goals for self-presentation including personality manifestation and self-image management (Jensen Schau and Gilly 2003, Leary 1996). Foundationally, individuals have a need to express an ideal self-image to others (Kim et al. 2012). This could affect eWOM because people's decision to share comments may be prohibited or boosted by the importance they place in self-presentation (Farías 2017). Taking a step further, Cheung and Lee argue that the socialization of the Internet facilitates consumers to share and exchange consumption-related advice through online reviews (Cheung and Lee 2012), which represents RNW. Hence, we hypothesize:

H1a: Self-presentation will have a positive effect on consumer*'s rational negative eWOM.*

Self-presentation theory propose two main motives that govern self-presentation (Schlenker 2003). First, people want to exert an influence on others and obtain rewards through self-presentation. Second, individuals present an image to assert a personal identity and use it to associate with similar people (Kim et al. 2012). In the PPAP context, when suffering dissatisfaction, user may post negative eWOM which encompass his firsthand experience and immediate feelings. This conforms to the latter motive of self-presentation for that ENW is more dramatic and can strike a chord with others who have suffered the similar experience. Hence, we propose:

H1b: Self-presentation will have a positive effect on consumer*'s emotional negative eWOM.*

Since the Internet offers a unique way for consumers to present themselves, generally this kind of self-presentation shows "true self", emphasizing the parts that are important to self-identity or do not often exhibit (Teichmann et al. 2015). As explained before, self-presentation records the authentic experience and embodies a cognitive process; RNW reflects consumer's elaboration of the information and opinions about the accommodation. Hence, self-presentation meets the value for RNW. ENW, however, is out of emotional appeal and contains violent dissatisfaction. It apparently contains fewer value than RNW. Therefore, when consumers encounter dissatisfaction and intend to present themselves, RNW is their priority choice. Formally, we hypothesize:

H1c: Self-presentation has a stronger impact on rational negative eWOM than on emotional negative eWOM.

3.2   Emotional Value for Negative eWOM

In the case of service failure, dissatisfaction can bring about negative emotions such as anger and regret. User then desires to release them (Sánchez-García and Currás-Pérez 2011). Emotion release is viewed as a primary driver to alleviate the dissatisfaction caused by unpleasant experience (Hennig‐Thurau et al. 2004). Past studies has indicated that sharing personal experience helps people to mitigate emotional burden (Pennebaker et al. 2001). In other words, users will release anger and relieve anxiety and depression through posting negative review (Sundaram et al. 1998). Despite the fact that RNW contains more descriptive information than ENW, it remains to be the consequence of dissatisfaction and inevitably results from emotion release. Therefore, we hypothesize:

H2a: Emotion release positively relates to rational negative eWOM.

Owing to the aggressiveness and perceived injustice that negative emotions embody, user may not be able to rationally control the speech. Some users can even defame the provider (Grégoire and Fisher 2008). In other words, affected by negative emotions, users tend to express dissatisfaction to the host seeking psychological balance. Therefore, at the PPAP, in order to maintain the emotional balance, dissatisfactory users will largely abreact their negative emotions through ENW. The following hypothesis is put forward:

H2b: Emotion release positively relates to emotional negative eWOM.

Prior research has identified emotion release as an inherent interpersonal action which involves two person at least: one expresses particular feeling and another receives it (Frédéric and Bernard 2012). Besides, emotion release denotes an intensive eruption, in which user think highly of personal feelings and ignore others as a rule. In social media, more and more users post emotional negative information to vent their feelings to express dissatisfaction (Yen 2016). Hence, during this affective process, the releaser may relieve their negative emotions temporarily, but the receiver draws a blank or suffer more. Earlier in this study, we argue that RNW stems from the motivation to solve or avoid problems, while ENW is exactly adverse. Therefrom, ENW seems to be more attribute to emotion release compared with RNW. So, we hypothesize:

H2c: Emotion release has a stronger impact on emotional negative eWOM than on rational negative eWOM.

3.3   Social Value for Negative eWOM

Altruism suggests that people feel responsibility and are willing to remind and support others (Chang and Chuang 2011). Past researcher has demonstrated that a user is prone to sharing negative information out of altruism (Dubois et al. 2016). Actually, reminding other users of the potential defects through negative eWOM can avoid another person from confronting the same dissatisfaction (Sundaram et al. 1998).

In view of the arguments above, Altruistic value also applies to the PPAP context. When user just underwent an unfavorable accommodation, he may share the genuine experience about a particular house by means of negative eWOM, hoping to provide some valuable references. RNW is the objective statement concerning dissatisfaction that can reflect true pictures of the house and assist user to make decision (Grégoire et al. 2010). From this perspective, altruism facilitates user to post RNW. Hence, we propose:

H3a: Altruism is positively associated with rational negative eWOM.

Likewise, altruism is aimed to safeguard others' interests and belongs to prosocial behavior (Sundaram et al. 1998). Thus, in addition to aiding other users, this altruistic value guides people to consider for the host. However, what ENW expresses is the unpleasant experience, the accusation, complaint, and even defamation toward the host with individual's subjective feelings. As a consequence, ENW will hurt the host's interests and go back on altruism. On account of the discussion above, we hypothesize:

H3b: Altruism is negatively associated with emotional negative eWOM.

4 Methodology

4.1 Data Collection

In order to collect data, current study conducted an online survey using *wjx.cn*, a professional questionnaire survey agency that has the largest number of online panels in China. We did a pilot test first among 50 random PPAP users of each age groups to pre-test the instruments and leave comments on length, wording and instruments which helped us to improve the quality of the final questionnaire and ensure the clarity, reliability, and validity of it. The participants were assessed with screening questions including "*What's your most commonly used peer-to-peer accommodation platform?*" and "*Have you ever engaged in information gathering and decision making at the platforms above*" to ensure that they were current active users of PPAP. Our formal survey lasted for one week and received 1291 initial responses. Then we excluded invalid samples based on the time to complete the questionnaire (The pilot test revealed that it would take at least nine minutes) and that there were no more than 7 repeated continuous answers (Repetition indicates that the subjects did not answer the questionnaire carefully). After this procedure, 437 responses were obtained and used in the data analysis finally. The demographics of the respondents was summarized in Table 2.

The female participants obviously outnumbered the male participants. The age of most respondents ranged from 19 to 44. More than 80% of the participants were undergraduates. Over 90% of the respondents have used the PPAP for more than 3 months. Lastly, *Xiaozhu*, *Airbnb*, *Mayi*, and *Tujia* were the most popular PPAPs.

Criteria	Frequency	Percentage
Gender		
Male	164	37.53
Female	273	62.47
Age		
<= 18	3	0.69
19-24	104	23.80
25-34	261	59.73
35-44	65	14.87
45+	4	0.92
Education		
Below	7	1.60
Junior College	42	9.61
Undergraduate	354	81.01
Above	34	7.78
PPAP experience		
< 3 months	41	9.38
3-6 month	79	18.08
6-12 month	141	32.27
> 12 months	176	40.27
Commonly used PPAP		
Xiaozhu	127	29.06
Mayi	92	21.05
Airbnb	107	24.49
Ziroom	27	6.18
Muniao	1	0.23
Zhenguo	21	4.81
Youtx	6	1.37
Tujia	56	12.81

Table 2.   Demographics

4.2 Measures

All the measures were adapted from previous research and had been proved to be reliable and valid. Seven-point Likert scales anchored with "strongly disagree" to "strongly agree" were used for multiple items of all latent constructs. Specifically, self-presentation was measured with the items adapted from Ma and Agarwal (2007). Emotion release was measured with three items adapted from Yen (2016). Altruism was measured with the items adapted from Zhang et al. (2017). RNW and ENW were measured with the items adapted from Grégoire et al. (2010). Table 3 summarized the constructs and items we used in this study.

Constructs	Measures	
Self-presentation (Ma and Agarwal 2007)	*After experiencing unfavorable accommodation or service of PPAP*	
	SP1	I conveyed my own opinions
	SP2	I recorded my temporal feelings
	SP3	I shared my stories with other consumers
	SP4	I presented the "true self"
Emotion release (Yen 2016)	*After experiencing unfavorable accommodation or service of PPAP*	
	ER1	I voiced discontent
	ER2	I got anger off my chest
	ER3	I fought back against something that was unfair
Altruism (Zhang et al. 2017)	*I posted negative comments at the PPAP because*	
	ALT1	I am willing to help other consumers
	ALT2	I like to help other consumers
	ALT3	I feel happy to support other consumers to solve problems
	ALT4	I enjoy helping other consumers since it results in my own achievements
Rational negative eWOM (Grégoire et al. 2010)	*I posted negative comments at the PPAP to*	
	RNW1	make public the behaviors and practices of the host
	RNW2	report my experience to other consumers
	RNW3	spread the words about my misadventure
Emotional negative eWOM (Grégoire et al. 2010)	*I posted negative comments at the PPAP*	
	ENW1	to give a hard time to the host
	ENW2	because I was unpleasant with the host
	ENW3	to make the host pay for his poor services

Table 3.   Constructs and Measures

5 Data Analysis and Results

Partial least squares (PLS) was used in the data analysis. As a second-generation statistic or structural equation modeling (SEM) approach, PLS can estimate the measurement model and structural model simultaneously and systematically. Further, compared to covariance-based SEM approach, PLS is more appropriate to deal with small sample size, and non-normal data distribution (Hair et al. 2011). In our study, given the relatively small sample size, PLS was used in the analysis.

5.1 Measurement Model

All the constructs were reflectively measured, so the measurement model for the constructs was assessed by examining their reliabilities, convergent and discriminant validities. The reliability of a construct can be assessed by checking its composite reliability, average variance extracted (AVE) and Cronbach's Alpha (Fornell and Larcker 1981). As shown in Table 4, the composite reliabilities for all the constructs were greater than 0.8 and the AVEs were greater than 0.6; meanwhile the minimum value of Cronbach's Alpha is 0.734. They all exceed the suggested threshold values of 0.7, 0.5, and 0.7 respectively (Fornell and Larcker 1981). Hence, all of these constructs were with appropriate reliabilities.

Construct	AVE	CR	Alpha	SP	ER	ALT	RNW	ENW
Self-presentation (SP)	0.642	0.877	0.814	**0.801**				
Emotion release (ER)	0.743	0.897	0.827	0.236	**0.862**			
Altruism (ALT)	0.569	0.840	0.753	0.661	0.336	**0.754**		
Rational negative eWOM (RNW)	0.649	0.844	0.734	0.434	0.367	0.431	**0.806**	
Emotional negative eWOM (ENW)	0.708	0.879	0.794	-0.068	0.321	-0.120	0.220	**0.841**

Table 4. Constructs Reliabilities and Correlations (Boldfaced diagonal elements denote the square roots of AVEs)

Convergent validity can be assessed by checking whether or not the item loadings on their respective constructs were high enough while discriminant validity can be assessed by checking whether or not the item loadings on their respective constructs were higher than the loadings on other constructs (i.e., cross-loadings). As shown in Table 5, the item loadings on their respective constructs were higher than 0.7 and these loadings were higher than cross-loadings too, suggesting that these constructs had adequate convergent and discriminant validities.

Latent Variable	Item	SP	ER	ALT	RNW	ENW
Self-presentation (SP)	SP1	**0.817**	0.213	0.519	0.349	-0.028
	SP2	**0.793**	0.249	0.541	0.357	-0.043
	SP3	**0.807**	0.172	0.514	0.370	-0.029
	SP4	**0.786**	0.129	0.505	0.362	-0.115
Emotional release (ER)	ER1	0.233	**0.863**	0.336	0.338	0.232
	ER2	0.141	**0.863**	0.208	0.228	0.322
	ER3	0.233	**0.859**	0.320	0.357	0.269
Altruism (ALT)	ALT1	0.575	0.285	**0.902**	0.426	-0.108
	ALT2	0.586	0.318	**0.885**	0.386	-0.130
	ALT3	0.310	0.140	**0.689**	0.164	-0.065
	ALT4	0.314	0.186	**0.686**	0.221	-0.031
Rational negative eWOM (RNW)	RNW1	0.354	0.323	0.415	**0.908**	0.187
	RNW2	0.462	0.332	0.412	**0.908**	0.125
	RNW3	0.122	0.190	0.102	**0.602**	0.252
Emotional negative eWOM (ENW)	ENW1	-0.177	0.174	-0.197	0.016	**0.844**
	ENW2	-0.112	0.221	-0.178	0.072	**0.864**
	ENW3	0.093	0.386	0.023	0.319	**0.814**

Table 5. Cross-Loadings

5.2 Structural Model

PLS results of the structural model were shown in Figure 2. The results showed that self-presentation exerted a significant positive effect on RNW (β=.260, t=4.617) while an insignificant effect on ENW (β=.016, t=0.226). Hence, H1a was supported but H1b was rejected. Additionally, emotion release was positively related to both RNW and ENW (β=.246, t=4.780; β=.407, t=9.869), Therefore, H2a and H2b were confirmed. Besides, altruism had significant but reverse effects on RNW (β=.176, t=3.125) and ENW (β=-.267, t=4.058). Consequently, both H3a and H3b were supported.

We further compared the impact of self-presentation and emotion release on RNW and ENW following the method proposed by Keil et al. (2000). The results showed that self-presentation ($\Delta\beta$=0.244, $t_{spooled}$=2.700) and emotion release ($\Delta\beta$=0.161, $t_{spooled}$=2.444) exerted significant differential effect on RNW and ENW, lending support for H1c and H2c.
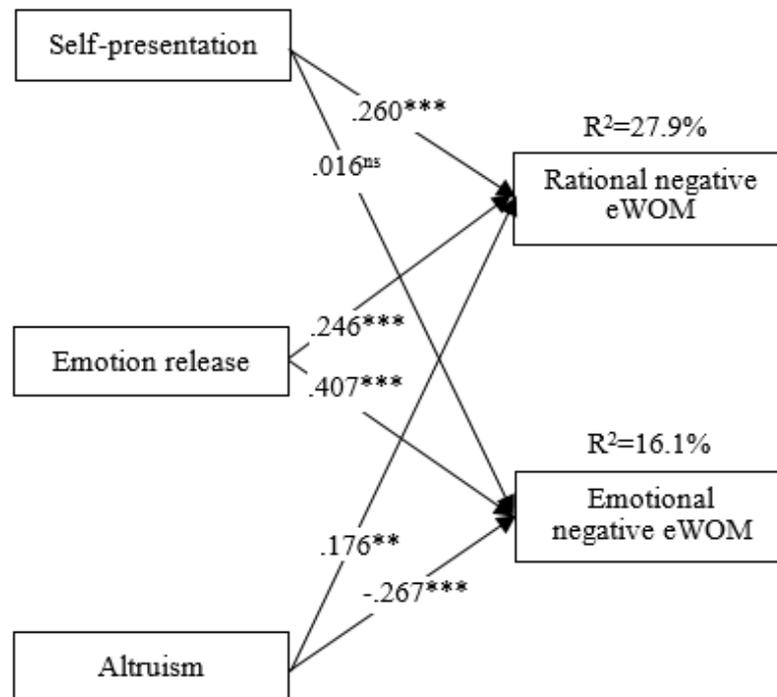
*Figure 2.   PLS results (** p<0.01; *** p<0.001; ns: p>0.1).*

6   Discussion

Some interesting findings can be derived from this paper. First, self-presentation is positively related to RNW, indicating that when this functional value works, people tend to express their thoughts and opinions rationally. By contrast, self-presentation has an insignificant relationship with ENW. Although self-presentation has been proved to motivates eWOM in online settings (Farías 2017), ENW may be an exception since it conveys negative feelings and damages user's self-image, which exactly conflicts with the connotation of self-presentation. In addition, self-presentation has a stronger influence on RNW than on ENW. Since self-presentation aims at stressing user's unique identity (Teichmann et al. 2015), RNW meets this need due to the authentic and descriptive information it contains. On the contrary, ENW merely contains negative feelings. Therefore, self-presentation should be more relevant to RNW.

Second, emotion release exerts a significant positive impact on ENW, proving our previous argument that when user vents negative emotion, it will commonly be involved in negative eWOM and convert to the complaint or even abuse toward the host. Then emotion release also positively influences RNW. Poor experience will irritate user in most cases. Hence RNW inevitably contains a handful of emotions despite its objectivity and authenticity compared to ENW. Moreover, emotion release exerts a stronger impact on ENW than on RNW, confirming our hypothesis. When individuals are to release their emotions, sensibility domains rationality as a rule. Hence, in the PPAP context, after experiencing a poor accommodation, they are more likely to express dissatisfaction instead of posting useful comments.

Third, altruism positively affects RNW while negatively affects ENW. This demonstrates that individual with social consumer value will rationally narrate his unpleasant experience for the reference of others to remind them; simultaneously, user will also avoid emotional critique and complaint standing at the host's perspective.

6.1   Theoretical Implications

This study contributes to existing knowledge in several ways. First, negative eWOM is divided into RNW and ENW in this paper. To our knowledge, no previous study research has categorized negative

eWOM in such manner. In the PPAP context, RNW can provide essential reference for other users while ENW may do harmful for the host to varying degrees. Hence, this classification offers new directions for future research to investigate different motivations shaping RNW and ENW.

Second, we empirically validate the effects of consumer values on negative eWOM at the PPAP. Although previous literature has verified the vital role that consumer value plays in shaping eWOM under the context of retailing (Kim et al. 2016) and online community (Teichmann et al. 2015), whether it is suitable for the PPAP setting remains unknown. Current work extends this theory to the PPAP context and proves its applicability and significance.

Third, we distinguish the effects that three consumer values exert on RNW and ENW as well. Due to the fact that self-presentation exhibits user's unique characteristics but emotion release only conveys the negative feelings, the two consumer values have opposite impact intension on RNW and ENW. In addition, prior scholars have attempted to examine the influence of altruism on negative eWOM (Dubois et al. 2016, Hu and Kim 2018), the relationship revealed positive or insignificant though. This study confirms that the effects of altruism on RNW and ENW are significant but reverse, which updates the understanding about the role of altruism and provides new insights for WOM researchers.

6.2   Practical Implications

This study can provide important implications for practitioners. The emergence of PPAP enables people to experience a novel accommodation service. Basically, eWOM, especially the negative eWOM at PPAP exerts crucial effects on consumer's decision making and transaction volume. Hence, this study hopes to lend a hand to the hosts from the source. More concretely, we reveal the causes of negative eWOM at PPAP, which can remind practitioners to improve facilities condition and service quality, thus concentrating more on consumer experience. Only in this way can the host establish a good image and attract more consumers.

Additionally, this study provides some insights to reduce the possibility and impact of negative eWOM. For peer-to-peer accommodation industry, consumer's unpleasant experiences are inevitable at times. If they turn a blind to these cases, consumers will post negative eWOM to share their unfavorable experiences or even criticize and defame the host. We suggest that the practitioner must discriminate RNW from ENW and ascertain the corresponding solutions to remedy service failure and comfort consumers. Thereby, negative eWOM can be under control and the practitioner's reputation and profit will get boosted.

Further, our findings about the effects of altruism can offer e-commerce retailers some extra thoughts. Owing to the altruistic traits, consumers may feel more empathic for the sellers than for other consumers, regarding the unpleasant shopping experience as an accidental turnover. Thus, they may not post ENW but rather publish euphemistic reviews. This phenomenon often happens on large-scale e-commerce sites such as Amazon.com and Taobao.com, resulting in the excessively favorable rate. Retailers should become aware of these comments modify their mistakes timely.

6.3   Limitations

Current study also suffers some limitations which should be addressed in future research. First, as our study was based on the samples drawn from an online panel in China, the findings cannot be generalized to all PPAP users. Since previous research indicated that persons with different cultural background may have different behavioral motivations (Hofstede 1980). Future research could sample users from different countries or cultures to validate whether the model is equally valid and useful. Second, this study used survey method which mainly measured respondents' subjective perceptions without control variables. Further scholars can attempt experimental design or gather objective secondary data to control the qualification of consumers and test whether the findings still hold. Third, since this study only investigated respondents with negative eWOM experiences, whether they post positive eWOM for the similar or opposite reasons is unknown. It may be interesting to explore the different mechanisms shaping positive and negative eWOM in the future research. Finally, although this study

ascertained several sources for RNW and ENW, we did not consider the subsequent influence of these two negative eWOMs. Thus, future research could leverage suitable measures to study the impacts of negative eWOM on other consumers' decisions to reach more meaningful conclusions.

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