

# Four Types of Information Interplay in Online Reviews and Firm Response

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# **Four Types of Information Interplay in Online Reviews and Firm Responses**

## **Abstract:**

We propose the interplay between new and old information in online product reviews affects sales. We conceptualize four types: Confirmation (new info similar to old and judged similarly), Complementation (new dissimilar but judged similarly), Conflicition (new similar but judged differently), and Competition (new dissimilar and judged differently). Our algorithm classified review attributes into these types and we tested them on two large datasets (different countries, languages, categories, and NLP models). Study 1 showed confirmation and complementation affect sales in their positive or negative direction, but conflicts worsen and competition improve sales independent of the valence. Study 2 found that managers' comments confirming positive aspects or transparently acknowledging negative aspects can improve sales, offering actionable insights. The four interplays extend our understanding of variability in reviews, offering singular explanation for several extant empirical findings.

*Keywords: online product reviews, information interplays, product sales.*

*Track: Methods, Modelling & Marketing Analytics*

