**Negatively-valenced Customer Engagement Behavior (CEB): Forms and Drivers**

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This paper aims at showing how customers engage in negatively-valenced CEB, specifically, in one of its forms, namely, negatively valenced influencing behavior (NVIB) and what drives customers to use different forms of NVIB in an online context. A qualitative study is conducted using an unobtrusive netnography. Data collected comprise of 954 negatively valenced online reviews posted on TripAdvisor to hotels, restaurants, and “things to do”in 12 different destinations worldwide. Drawing on the recent literature relating to CEB, this paper identifies and conceptualizes the relationship between five cognitive (service failure, overpricing, deception) and emotional (disappointment and insecurity) drivers of six forms of direct (dissuading, warning, and endorsing competitors) and indirect (discrediting, expressing regret, and deriding) NVIB. This paper provides managers with knowledge of the specific triggers of NVIB. Additionally, the paper conceptualizes the various forms of NVIB, how customers use them, and what drives them to use each form. Moreover, the paper offers relevant data-inferred recommendations to service managers on how to manage each form of NVIB. This research is the first to identify the forms and triggers of NVIB, classify direct and indirect forms, and conceptualize the relationships between forms and triggers.

**Keywords**: Customer Engagement, Customer Engagement Behaviour, Influencing Behaviour, Negative Valence, Online Reviews, Services Networks, TripAdvisor.

Accepted Author Manuscript for a Conference proceeding

**Conference**: 5TH NAPLES FORUM ON SERVICE, SORRENTO NAPLES ITALY 6 - 9 JUNE 2017