

## Abstract

Title: Research on the impact of online comment information on consumer  
Purchasing decisions

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In the rapid development of the Internet, mobile payment gradually into people's daily life, among them, the number of users of mobile phone users accounted for more than 90%, consumers have gradually formed the use of mobile phones to pay the line under the consumer habits. In view of the rapid development of the Internet, especially the mobile phone payment, the competition of the major electric power platforms has also entered the state of white fever. How to break through the shackles of the traditional promotion framework, and strive for more consumers to become the focus of the major electric and network retailers. According to the report of the international renowned research institutions, more than 90% of consumers in the selection of goods or services before the Internet to browse the relevant products or services comments, whether the choice of online or offline consumption, this conclusion is established. Therefore, the text chooses the consumer to be familiar with very high "clothing" as the survey product, the investigation of college students and young people who have just graduated soon, from the point of view of online commentary information features, is to study the impact of their decision-making on consumers ' purchase, thus helping enterprises to attract more customers more efficiently.

Starting from seven dimensions of online comment information, seven dimensions include not only the more common feature variables (valence, length, quantity, quality and type) of online comment information, but also the study of relatively few feature variables (presentation form and timeliness), Then we explore the effect of the seven-dimension variables on the consumer's final purchase decision. In order to satisfy the research goal and the need of testing the research hypothesis, this research is based on the theory analysis, and uses the empirical research method, not only from the qualitative analysis angle, but also from the quantitative analysis aspect, has carried on the research to the related question. First, through the past related literature reading and finishing summary, to draw up the expert interview outline; second, through small-scale group interviews and depth interview methods to form a preliminary questionnaire; third, a small range of online electronic version of the form of questionnaires in advance research, The reliability Analysis and validity analysis (factor analysis) of the sample data collected by the pre-research survey, according to the analysis result of SPSS statistical analysis software, delete the unreasonable title item, revise the question item which needs to be optimized, get the final version of the questionnaire; The formal questionnaire survey is through the online electronic version of questionnaires and offline paper version of the form of the simultaneous distribution of questionnaires, to obtain an effective questionnaire of 310, in line with the basic requirements of the questionnaire survey method.

The research model of this paper relates to the variables of seven dimensions of online comment information features, after analyzing the collected sample questionnaire data, it is found that the five variables have significant effect on the dependent variables except the comment length and the timeliness, and the validity of the model and the hypotheses of the research are verified.

**Keywords: online comments; information characteristics; consumer behavior; buying decisions**

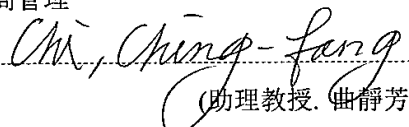
## 摘 要

题目: 在线评论信息特征对消费者购买决策的影响研究

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近年以来, 中国的互联网技术发展迅速, 互联网使用用户数量增加明显, 用户普及程度显著提高, 无论是增速还是普及度都超过亚洲甚至全球平均水平。在互联网发展飞快的同时, 手机支付逐渐走入人们的日常生活, 其中, 网民中的手机使用者数量占比达九成以上, 消费者已经逐渐形成了使用手机进行线下支付的习惯。

鉴于互联网尤其是手机消费支付的迅猛发展, 各大电商平台的竞争也进入了白热化的状态。如何突破传统促销框架的束缚, 争取更多消费者成为各大电商和网络零售商关注的热点问题。根据国际著名调查研究机构的相关报告显示, 超过九成以上的消费者在选择商品或者服务之前都会上网浏览相关产品或者服务的评论信息, 无论是选择线上还是线下消费, 这一结论都成立。因此, 文本选择消费者熟悉程度甚高的“服装”为调查产品, 在各高校在校大学生和刚毕业不久的年轻群体中展开调查, 从在线评论信息特征的角度, 研究其对消费者购买决策的影响效果, 从而帮助企业更高效的吸引更多客户。

本文从在线评论信息特征的七个维度出发, 七个维度不仅包括在线评论信息较为常见的特征变量(效价、长度、数量、质量和类型), 同时包括研究相对较少的特征变量(呈现形式和时效性), 进而探究这七个维度的变量对消费者最终购买决策的影响效果。

为了满足研究目的和检验研究假设的需要, 本研究在采用理论分析的基础上, 同时运用了实证研究的方法, 不仅从定性分析的角度, 同时从定量分析的方

面，对相关问题进行了研究。第一，通过对以往相关文献的阅读和整理总结，拟定本文的专家访谈提纲；第二，通过小规模小组访谈和深度访谈的方法，形成初步问卷；第三，在小范围内通过线上发放电子版问卷的形式进行预调研，对预调研所收集的样本数据进行信度分析和效度分析（因子分析），根据 SPSS 统计分析软件的分析结果，删除不合理的题项，修改需要优化的题项，得到最终版本的调查问卷；第四，正式的问卷调查是通过线上电子版问卷和线下纸质版问卷同时发放的形式进行，获取的有效问卷量为 310 份，符合问卷调查法的基本要求。

本文通过一系列的定性和定量分析，对研究模型和研究假设进行了检验和探究，最终得到了研究结论。本文的研究模型中涉及到在线评论信息特征七个维度的变量，通过对收集到的样本问卷数据分析后发现，除了评论长度和时效性，其他五个变量都对因变量有显著影响，基本验证了研究模型的有效性以及提出的各项研究假设。

**关键字：在线评论；信息特征；消费者行为；购买决策**