RESEARCH ON THE IMPACT OF ONLINE COMMENT

INFORMATION ON CONSUMER PURCHASING DECISIONS

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RESEARCH ON THE IMPACT OF ONLINE COMMENT INFORMATION ON CONSUMER PURCHASING DECISIONS

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Abstract

Title: Research on the impact of online comment information on consumer
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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消费习惯。

　　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之上，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

Content

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I have been here in Siam University for about 18 months. It is the end of the MBA course and I would like to express my truly appreciation to my school, parents, relatives, teachers and friends. Thanks for my family supports my studying abroad, International college of Siam University provides me the opportunity to keep studying and enhancing myself and the care and encouragement of teachers and friends. I was touched fully by teachers lectured on the stage and even taught a lot after class, and classmates were sincere in learning and passionate action during my study abroad.

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CHAPTER 1
INTRODUCTION

1.1 Research Background

Today's society is experiencing a period of rapid development of the Internet, the trend of the real economy is becoming more and more obvious, and the major enterprises are trying to cater to the increasing consumer demand by means of network. All along, Word-of-mouth marketing is the focus of business attention. The traditional meaning of Word-of-mouth mainly in the online mode, generally occurs in the process of human interaction with people, usually by distance and time constraints, with the increase in distance and time, word-of-mouth spread of the effect and influence also quickly weakened. Therefore, online Word-of-mouth mode of network emerged, it not only overcome the limitations of traditional word-of-mouth, the spread of fast, wide impact, free from geographical space and time constraints, but also has its own unique advantages. For example, under the network background of Word-of-mouth model, Word-of-mouth sender can more easily avoid the risk of revealing real identity information, choose the form of anonymous evaluation in favor of consumers to release more authentic and reliable word-of-mouth information; with the network as the carrier, the form of Word-of-mouth has become diversified, not only through the form of words, can also be through pictures, video and other more intuitive and vivid means of presentation.

Online comment is one of the important forms of Internet word-of-mouth. According to the Professional Research institute data, more than 90% of consumers before the purchase of products or select services, the relevant product or service review information, whether it is the choice of online mode or offline mode, this conclusion is established. It is self-evident that on-line comments compared with the traditional means of promotion, its influence, the spread of the impact of the population and the resulting superposition effect, is the traditional offline evaluation model can not be compared.

Online commentary as one of the important forms of network word-of-mouth, comments content through the Internet to the general public,

businesses and consumers can also be through the Internet Platform for information dissemination and communication. In some specific areas, the study of modern economics and marketing theory has proved that online comments have a much greater impact on consumers ' choice of products or services than traditional television and advertising.

1.2 Research purposes

The online comment information studied in this paper refers to the comments of the products or services created by the online shoppers, which do not include editorial and expert reviews, or comments on economic, social and political issues.

The research direction of online commentary can be clearly seen in Figure 1.1, which is divided into three areas. Compared to the first aspect (information characteristics), the information collection and analysis of the latter two aspects (sender characteristics and receiver characteristics) is less controllable. At the same time, businesses and enterprises can be based on the relationship between the variables, the development of more scientific and reasonable incentive policies and marketing programs, so as to guide consumers to make more favorable online comments. Therefore, this paper intends to study the effect of consumer purchase decision-making on the basis of the first research, that is, the information feature as the independent variable.

Fig. 1.1 Impact of online comments on consumer purchasing decisions
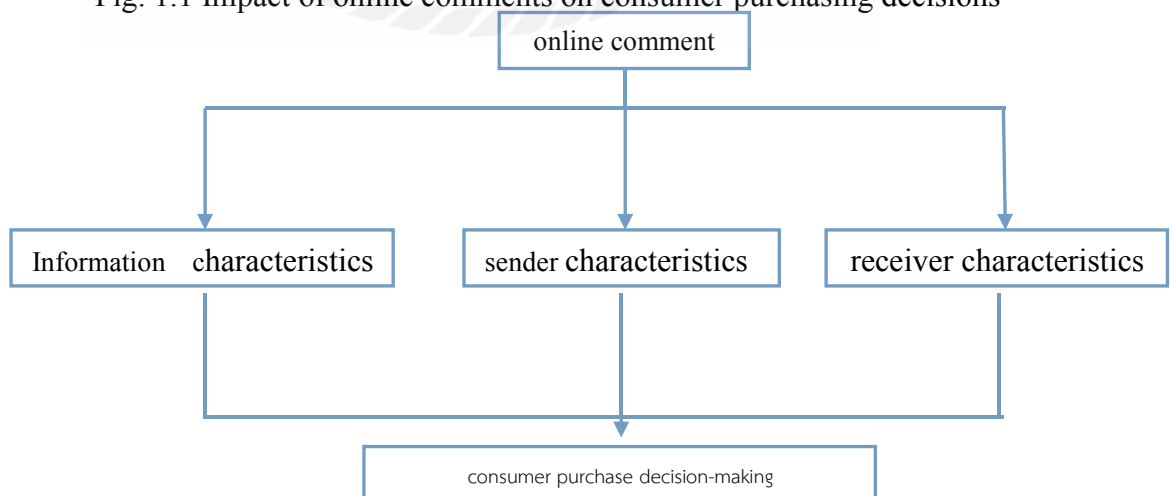
In the past literatures, it is found that the research dimension of online commentary information features is not comprehensive, and only from one or several dimensions, the consideration is incomplete and comprehensive. For example, most of the literature only studies the three dimensions of online commentary information potency, information quantity and information quality. As a result, these three aspects should be part of the study.

However, enterprises can refer to the content and conclusions of this article, combined with their own actual situation, on-line comment on Word-of-mouth marketing to develop more in line with its strategic planning and development strategy. This paper aims to effectively avoid the waste of enterprise resources by combing the relationship between the online comment information and the consumer purchase decision, and provide suggestions and advice for enterprises to establish effective marketing communication strategies.

1.3 Research significance

Online commentary, as the inheritance and development of the traditional Word-of-mouth model, is of great value both in the field of marketing theory research and in practice. Therefore, the research on online commentary is more and more valued by experts and scholars, and also by the attention of entrepreneurs.

Under the traditional consumption pattern, information asymmetry is an important obstacle for consumers to make rational and effective decision, and under the background of the era of Internet technology and mobile payment, the transparency of information is increasing, and the potential purchaser can inquire the information of related products or services through various ways and means. With the improvement of online comment system, consumers are no longer simple to judge the content of the sellers ' propaganda, but through reference to the purchase or experience information released by the previous consumers, it is an objective and effective way to understand the relevant information. Based on the above analysis, it can be found that the online comment system is quietly changing people's purchasing decision-making patterns and consumption habits.

According to the report of the internationally renowned Research institute,

more than 90% of consumers have been browsing online for comments about products or services before choosing a product or service, both in the form of online or offline models. Thus, before buying a decision, consumers can not only take into account that they have not considered the full part, fully understand the various aspects of the product or service information, but also can fully reduce the decision-making process of the non-system risk and uncertainties. In recent years, the major businesses and enterprises have recognized the importance of online commentary in their marketing process, online comments on the significance of sellers has far exceeded the traditional promotional methods brought about by the impact.

From the view of online commentary information features, this paper chooses seven specific dimensions, establishes theoretical models, puts forward research hypotheses, validates models and hypotheses through empirical questionnaires, and finally obtains research conclusions. Based on the features of online commentary information, this paper takes into account as many dimension variables as possible, and takes scientific rigorous research methods and processes, which has some theoretical research significance.

In the process of the research and analysis, the actual demand of each big seller and the enterprise, and its operability in the following practice, the research contents are practical and instructive.

1.4 Theoretical framework

Experts and scholars in the industry to explore the online comments, mainly can be divided into three parts. First, from the perspective of online commentary information features, based on the more common feature variables (potency, length, quantity and quality) that not only include online comment information, but also the study of relatively few feature variables (presentation form, type and timeliness), the study validates how online comments affect consumer purchasing decisions; Starting from the characteristics of the online comment message sender, to explore and test its effect on consumers ' purchasing attitude, willingness and decision-making; Thirdly, from the characteristics of online comment information receivers, the paper studies

the influence mechanism of online commentary according to the customer's familiarity degree and involvement degree of the product. This paper focuses on the first aspect, which is based on the features of online commentary information, from the perspective of the different dimensions of online commentary information features, comprehensively and fully analyzes the effects of variables on consumer purchasing decision-making and purchase behavior.

1.5 concept of the operational definition

The various manifestations of network word-of-mouth have some intrinsic relations and some differences. Many forms of expression rely on the Internet as a carrier to spread, but in the process of transmission have their own unique, there is a certain difference. Online commentary, as one of the most important components of network Word-of-mouth, has its unique advantages and strengths. First, online commentary is more influential than other forms of online commentary, and the impact is greater in scope and field. This is determined by the features and attributes of online commentary, which are mostly from user review sites, which have the features of storage and openness that can be focused on the widest possible audience. Second, different methods and tools are needed to study online reviews and other forms of online commentary. For example, Weibo, forums and other forms of unstructured text information, research is difficult to quantify these information, but the use of qualitative analysis of research methods;online comments are usually divided into 2 components, both quantitative indicators and the information of the culture, Qualitative analysis is also used as an auxiliary analytical research method to comprehensively and objectively examine the information of hypothetical model frame and variables. On the basis of qualitative analysis, the results of quantitative analysis are obtained by analyzing the results. Third, compared to other ways of online commentary, online evaluation from the comments on the content, as well as the release and reading of the number of consumers, have a number of advantages, not specific to a particular category of products or consumer groups, more research value, a wider scope of application. The definition and characteristics of various forms of network word-of-mouth are summarized to table 1.1.

Form	Description	Characteristics of Word-of-mouth
Consumer comment	The platform for consumers to post comments on personal products exists on product websites, commercial sales websites, personal pages or consumer complaint sites	Often lasts more than a year, daily information can be more easily obtained by a consumer
Mail package	Including consumer, reader reviews or feedback, on websites of various organizations such as consumer product manufacturers, service providers, magazines, or news organizations	Sustainable for quite some time
Online comments	Including electronic bulletin boards, news groups, etc., for a specific topic for discussion of the platform	Sustainable for quite some time
Mailing Lists	Send comments, experience, etc. to the members of the mailing list via e-mail	Need to archive for information content
Personal e-mail	Individuals send information to another person or group of people	
chatroom	Members of the online group discuss the pending issues immediately	Information can be obtained during the discussion, after which the information disappears and can not be reviewed
Instant messaging	Instant online conversation between individuals and individuals or groups	Can keep the conversation information

Table 1.1 Characteristics of network Word-of-mouth manifestation

In a word, despite the fact that many online Word-of-mouth forms are different, each has its own unique characteristics, but the essence is consistent, in the final analysis is a form of network Word-of-mouth, is a consumer release of information about products or services, is an informal between individual consumers, not to profit for the purpose of non-commercial exchange behavior. It is worth mentioning that online commentary as one of the most important forms of expression, in the influence of other forms can not be compared, the number of many at the same time, quantitative research and qualitative research combined with the research methods, therefore, was discussed and studied the most extensive and deep.

Brooks first introduced the principle of word-of-mouth dissemination into the field of marketing, to explore how it affects the sale of new products. However, experts and scholars in the field of marketing have paid attention to the value and

significance of Word-of-mouth, and after Arndt's research on Word-of-mouth, Arndt studies have found that consumers ' willingness to buy, attitude and decision-making and the final purchase behavior are significantly influenced by Word-of-mouth. Since then, the study of Word-of-mouth has been widely used in various fields of research, including marketing, consumer behavior and other major areas can be seen in the study of Word-of-mouth. Since the concept of word-of-mouth, not the same industry experts have to define and explain the concept of word-of-mouth. Anderson's research further points out that Word-of-mouth can be positive and negative; Westbrook also recognizes that Word-of-mouth is an informal form of communication, and further details the content can be related to the attributes of the product, applicable feelings and experience, as well as the experience of the service and so on. Tax further will be summed up as consumers positive or negative communication about the product or service information behavior. In foreign experts and scholars on the basis of the research, domestic experts and scholars have also made a more comprehensive and accurate definition of Word-of-mouth. Guo regard Word-of-mouth as a kind of product or service view, this kind of view has the long-term, the unification and the stability and so on characteristic, the view content involves the product attribute, the service attitude and so on many kinds of information. Sankru to describe Word-of-mouth as a use of experience, the strength of Word-of-mouth has a non-commercial character, and is the process of consumers to spread the results of the formation of the potential consumers have a reference role. Ying and Zhu Shunde further define the word of mouth as a two-way interactive behavior, it emphasizes that the sender of Word-of-mouth is independent third party with certain knowledge and information processing ability, which is not controlled and manipulated by other parties, while further broadening the scope of word-of-mouth dissemination content, all things can make people think of a product or service information are included. Although the definition of Word-of-mouth is not exactly the same as that of domestic and foreign experts and scholars, different scholars have a slightly different focus on the definition of Word-of-mouth, but the definition of the essence of Word-of-mouth is consistent. These definitions of Word-of-mouth are all related to the three aspects of Word-of-mouth, that is, word-of-mouth content itself and the link between the two

ends of Word-of-mouth consumers. Summing up the study of the experts and scholars found that the content of Word-of-mouth communication is related to the product or service information, Word-of-mouth information sender and receiver are the general consumer individuals, not a specific field of experts. The spread of Word-of-mouth is not a formal process, does not have any commercial characteristics, nor is it for profit. Word-of-mouth is the process from the sender of information to the recipient of the information, which can spread both positive viewpoints and negative viewpoints. Word-of-mouth from consumers to other consumers, the result is the impact of potential buyers will, attitude, decision-making and behavior. Internet Word-of-mouth is the extension and continuation of traditional word-of-mouth. Network Word-of-mouth has many different names, but the essence is the same. On the basis of traditional word-of-mouth, experts further clarify the concept and characteristics of network Word-of-mouth, and define its specific and accurate concept. Summarize the concept of network Word-of-mouth, you can have a more profound and more explicit understanding of network Word-of-mouth. Traditional Word-of-mouth is the basis of network Word-of-mouth. Network Word-of-mouth is the continuation and development of traditional word-of-mouth. With the continuous progress of Internet technology and more and more accepted by the public, network Word-of-mouth will be injected with new vitality and vitality. The internet Word-of-mouth has changed the old traditional word of mouth to rely on people and people face to mouth of the traditional model, the network as the carrier, to break through the old frame, the line of Word-of-mouth to expand to the line, spread the scope of the wide, the speed of transmission and influence of the traditional line of public praise can not Collate the relevant network Word-of-mouth industry research, which has a high degree of representativeness and recognition of the concept, summed up to table 1.2:

Table 1.2 definition of online word of mouth

Author (time)	Definition
Christiansen and Tax（2000）	Internet users (word of mouth sender) posting articles on the network behavior, is equivalent to word of mouth communication between people, but the form of information presented by the auditory (auditory) into written form.
Newman（2003）	Computer-mediated exchange of text between two or more consumers.
Dellarocas（2003）	Online customer feedback system, also known as reputation system, that is, using the network's two-way communication capabilities, individuals on the network to share experiences and opinions on the company, products, services or even some event.
Hennig-Thurau etc.（2003）	Including the consumer's presentation of the product experience, as well as the evaluation of the product's price, performance and other characteristics.
Hennig-Thurau etc.（2004）	Potentially, the positive or negative comments that current, or previous, consumers make to products or businesses can be made positive or negative through the internet.
Datta etc.（2005）	A large number of potential, current or former consumers use online experience to communicate with context.

1.6 Online comments and consumer buying behavior

In the previous part of the industry study, it has been mentioned that experts and scholars have pointed out that online comments have a certain effect on the decision-making and behavior of potential purchasers, so the relevant research conclusions are widely applied in the field of marketing. In view of the fact that online commentary has the same direction as Word-of-mouth and Internet Word-of-mouth, online commentary in different directions affects consumers ' individual buying behavior differently, and it is worth mentioning that positive online comments and negative online comments are not entirely consistent in their impact on consumer buying behavior. Some experts and scholars have pointed out that there is also a certain amount of effect, compared to positive online comments, negative online comments have a greater effect on the potential buyer's attitude, and once there is a negative comment on the product or service, it is not an equivalent positive comment that can be redeemed and remedied.

Based on the seven dimensions of online comment information, this paper it includes 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), and then explores the effect of the seven-dimension variables on the consumer's final purchase decision.

CHAPTER 2
LITERATURE REVIEW

2.1 Online Comments Related Theory
2.1.1 Online Review and Related Concepts

Internet word - of - mouth has many different forms than traditional word - of - mouth, including online comments, micro blogs and forums, among which online comments are an important way to obtain information from the recipient, and one of its most important forms. With the rapid development of Internet technology and the high popularity of mobile phone payment, the online shopping platforms are increasingly concerned about the marketing value of online comments, such as Taobao, JD.com, Amazon and Dangdang, which have set up online commentary mechanisms that consumers can buy after the transaction is over. The service publishes its own attitude and perspective in the process of product and purchase, which provides reference for potential customers. Research on online comments drew attention from experts, and research on online reviews was also gaining traction.

As an important part of modern network word - of - mouth, online comments have been explored by many scholars. Bickart and Schindler (2001) believe that online reviews are often present in various online shopping platforms, including companies, e - commerce and even personal websites, where online comments are available to consumers about products or services.

Internet word - of - mouth spreads through the Internet, and is no longer as immediacy as traditional word - of - mouth, whereas internet word - of - mouth can be saved by the Internet for easy follow - up by more potential buyers.

Heimig - Thurau (2004) points out that as one of the most important forms of network word - of - mouth, online comments contain all information about the attitude and perspective of the sender and can be divided into positive online comments and negative online comments information.

Ms. Florack (2006) pointed out that online comments were presented in the form of text, using computers as the mass media, using the Internet as a communication channel, providing real representation of information about products

and services that had been purchased and experienced.

Park and Kim (2008) took into account the popularity of the Internet, noting that online comments could not be underestimated by the development of networks. Mr Park and Lee (2009) also endorsed the view in their research.

A study by Mudambi and Schuff (2010) points out that online reviews are generally posted on e - commerce sites or third - party websites, which are related to product - related comments from consumers.

In the relevant literature, experts and academics have used the name of online commentary, including online consumer reviews (online consumer reviews), though orderedThe name is different, but the essence is consistent. It is worth mentioning that online comments must be created by ordinary consumers, not so - called experts and scholars. Much of the online comments related to online comments are similar sources, usually taken from the popular e - commerce platforms.

When you mention online reviews, you have to look back on some of the relevant concepts, such as word - of - mouth and network word - of - mouth, etc.

Word of mouth communication is an informal information exchange and communication behavior, network word of mouth is a special presentation mode of word of mouth, depending on the development of the Internet, can be known by the Internet as a public praise form. Online reviews are one of the most important models of the network word - of - mouth mode, and one of the most important, since online reviews are more accurate and comprehensive than other forms of online comments, which reflect the attitudes and opinions of the sender, and the influence of consumers is even greater and greater. The online comment is called the most valuable part of network word - of - mouth.

By collating and summarizing the above research conclusions, we can study the three aspects of online comment information, and comment on the contents and contents of the communication, namely, two kinds of consumers. On - line reviews, through the Internet, through text, pictures and even video presentation forms, contain potential, actual or past consumer attitudes about products or products, both explicit and invisible information, and both positive and positive information, including attitudes negative information.

2.1.2 online comments feature

Traditional word - of - mouth communication is limited within a certain range, and has synchronism and transitivity. Compared with traditional word - of - mouth, online reviews have overcome the inherent flaws and limitations of the tradition, not only by geographical space constraints, the spread of the spread of the world, but also asynchronous and can be stored. As a result, online comments and traditional word - of - mouth are different from traditional word - of - mouth in terms of impact, scope and manner. In addition to the above features, the relationship between the publishers and recipients of online comments is weak, most of them strangers, which can have different effects on consumer purchasing decisions, losing more social connections, online comments are particularly important, and comments are good or bad. It's an important aspect of the impact of commentary. Beyond that, the measurability, traceability and manageability are other important features of online comments, whether online comments, online comments on what content and how they appear, and when to publish them are issues and factors to be considered by major e - commerce platforms.

Common online reviews are commonly posted on e - commerce platforms or third - party websites, and these online comments are usually made up of two parts. One is the quantitative description, that is to quantify the overall quality of products or services, to taobao.com as an example, the consumer to the product description meets the degree, the seller service attitude and the logistics service situation scoring is divided into 5 points,, a total of 1 - 5 points, five grades; 2 is qualitative description, through the text. The presentation mode of the word, picture or video, the actual attitude and view of the product or service, is also a specific explanation and description of the quantitative part, as a reference for subsequent potential consumers. The general online comment text message does not require a fixed format, but some websites require consumers to comment on a number of aspects of their designation, such as Epinions reviews, and consumers need to comment on three aspects, respectively, about products or services. Advantages, shortcomings and summaries. Also, the site calls for comment on the information sent by the sender to register specific basic information and release time, with the aim of allowing other readers to

read the commentary's more comprehensive knowledge of the product.

2.1.3 Online review information effective price

Online comment information tivalence, that is, the directionality of comments. The effective price of online comment information can be positive or negative or neutral. Different types of comment information effective price for consumer purchasing decision - making is not the same.

Both Lungma and Harmon think positive comments on a positive price show a positive attitude toward products or services that will persuade consumers to make decisions that favour the purchase and increase the likelihood of buying. While Richins points out that negative comments represent a negative attitude toward products or services, it is bad for consumers to make decisions that make them less likely to buy.

2.1.4 Online Review Information Length

Online reviews are one of the network word - of - mouth, and in general, the online comments we see are the presentation ways of the text, so you can measure the length. According to Sun Chunhua and Liu Yizheng (2009), the more words are available online, the more comprehensive and persuasive the content is, the higher the quality of online comments. Chevalier and Mayzlin (2006), Cheung and Luo et al. (2009) delved into questions about the length of online commentary information. With regard to the length of online comment information, it is a relative concept, and there is still no uniform standard in the academic world at present. In some literature, more than 80 words of online comments were considered to be long comments, while less than 20 comments, were short comments; and the literature indicates that comments over 70 words are considered to be long - term reviews, with less than 30 words for short comments. On the basis of comprehensive consideration of relevant literature and combining practice, this article selects the latter, i.e. over 70 words for long comments, less than 30 words for short comments.

Johnson and Payne (1985) point out that if consumers are very low in the search for information, longer comments are better for consumers to make judgments, which means the more useful the online reviews are. The relevant conclusions on the length of comments on the purchase attitude, willingness and decision - making effect

of potential buyers are not exactly the same. From another point of view, Sweller (1988) proposed the concept of cognitive load, and the study found that in a given time, information processing and storage space is a limited, long - term information content that will put pressure on the review reader's cognition and memory. And it is not conducive to the decision - making of the business. If online comments exceed a certain amount of work memory, the phenomenon of cognitive overload will affect the purchase decision sum up, by the upper limit of cognitive load, the length of comments on online comments, the longer the comments, the more conducive to the behavior of consumers in favor of the business, beyond a certain limit, the conclusion is no longer established, will occur cognitive overload phenomenon, but on the purchase summary. The policy disadvantage makes it difficult for consumers to make appropriate and scientific purchasing decisions by reading relevant comments.

2.1.5 Online Review Information Number

The number of online comments represents the concern of whether the product is being paid attention and reflects the actual transaction. The more the number of online comments, the more popular it means, the more people have made the decision to buy the product. At the same time, Buttle notes that, given the public effect, consumers are willing to believe that more people's choices tend to be right, so it can be used as an important reference standard. It is worth mentioning that as the number of online comments increases, the greater the probability that consumers will be able to obtain valuable information from them, the more likely it will be for the reviewer to learn more about the product and the more likely it will be to buy.

2.1.6 Online Review Information Quality

Park and other dimensions test the quality of online comments from the degree of relevance, degree of truth, adequacy, reliability and clarity of comments. The dimensions of these dimensions determine the effect of online comment information and the extent to which information can be met. The high quality review information is a high degree of relevance to the description object, the real, reliable, and understandable content of the information, and the low quality review information corresponding to the description object is low, lack of credibility, insufficient and clear information content with the description object. High - quality comments are

persuasive and, in contrast, low - quality comments lack theoretical support and persuasiveness, mostly comments with emotional and emotional color, and more fake reviews, according to research from Cacioppo. It will seriously affect the purchase decision - making process, which is not conducive to the whole purchase process.

2.1.7 Online Review Information Presentation Form

Traditional word - of - mouth is limited to face - to - face conversations with people, the form of information presented in the form of a single, online comments, compared with traditional word - of - mouth, a variety of presentation forms, not only text and pictures, but also video and audio methods, etc. The text is the most basic form of online commentary, with the help of the development of the Internet and the popularization of mobile phone payment, such as pictures and videos.

In online comments, if there is a new form of commentary such as image information, it can let the information receiver more intuitively and vividly understand the content of the information, save the time to read the text information, and will be more impressed by the comments.

2.1.8 Online Review Information Types

In general, there are two kinds of online commentary information types, but the specific categorization types are not exactly the same. There must be some differences. For example, Duhan and Johnso et al. (1997) classify online comments as emotional online comments and tools - based online comments. Among them, the content of the emotional type mainly refers to the visual perception of the reviewer, and the tool - type content refers to the objective description of the comments, both of which are for the product or service, the online comments on the emotional type, the appearance of the product's appearance, and so on, while the tool - type online comments. Information focuses on properties of the product's performance parameters.

Jin Liyin (2008) defines the type of online commentary as a subjective evaluation type and the other is an objective fact type. In the research of Park and so on (2007), the category of word - of - mouth is divided into two categories: subjective recommendation type and feature evaluation. The subjective recommendation type online comments from the consumer's subjective feelings, mainly include the

consumer's emotional information; and the feature evaluation type from the objective performance of the product, contains a certain objective theory as the argument to support the point of view, thereby verifying the relevant hypothesis.

In this paper, the definition of online comments information types is summarized, and the classification of online comments is recognized in this paper.

2.1.9 Online review information time - effectiveness

The timeliness of online comments reflects the time posted online, reflecting the relevant commentary on products or services in a different time frame.

Some studies have found that the shorter the publication time of the review, the more timely the comments will be, the more the impact will be on the review viewer. The longer the comments will be published, the more timely the comments will be, the less the impact will be on the reviewers.

Guo Man (2010), as the study object, found that the timeliness of online comments had a significant effect on the intention of travel booking.

2.2 consumer purchasing decision - making theory

The effect of study on consumer purchasing decision - making of variable consumer is studied. A consumer is a direct consumer product or service. Buying behavior is the most common type of activity among the consumer's activities. The purchase behavior is the behavior of all purchase products, first produces the will and attitude of consumption, then externalization is the purchase decision - making and behavior. Even if there is a large or small difference in consumer behavior, there are still many things in common. Many experts and scholars have conducted a series of in - depth research, perfect the relevant theoretical system, and based on this, draw up a lot of regularity summary and exposition, then summarize into various models and match to explain, create a universal recognition model theory of consumer behavior.

Marshall, based on economics, is an important founder of consumer buying behavior theory, but his research involves only economic - related variables that do not give rise to enough attention to other variables and do not research. The Niccolea model is proposed by Amosia (1966). In the relevant research, the author expatiates on four aspects of Nikosiya's mode. First, from the attitude of the enterprise to the attitude of the consumers, the information from the enterprise to the consumer, and

then change the consumer's old attitude towards attitude, to form a new attitude towards attitude; second, from the motive to the search for comments, the consumer to seek the relevant content according to the original will, and make judgment on it. The third, from the decision - making process to the actual choice of purchase, based on the purchase intention of the customer, according to the purchase intention to make further purchase decision; Fourth, consumers will buy products or experience service after feeling, stored in the brain, never future purchase behavior has certain guidance. The Nikosiya model stresses the impact of an enterprise's attitude and decision - making by conveying information to consumers and facilitating the formation of consumer attitudes, as well as factors such as product, price, location and promotion.

Consumer buying behavior changes with people's idea, life style also has a certain influence on the consumer's purchase behavior.

Howard and Sheth (1974), on the basis of their predecessors, also put forward Howard - Sheth model, Howard and Sheth important from five variables. Among them, first, input variables, including stimulus, symbolic stimulus and social stimulation, are the products and brands themselves; the symbolic stimulus is stimulated by various advertising, marketing and other means, with language, text, pictures, etc.; social stimulation is related to the purchase of characteristics the routine of day - to - day interactions between consumers. So it can be summarized as a stimulus variable. The second, perceptual process, is the process of processing related purchase decision information. Third, the learning process, mainly the formation of concept. The process of perception and learning process are carried out in the so - called "dark box", after the "dark box", forming the fourth variable, which is the output variable. In addition, the fifth variable is exogenous variables. The above process can be summarized as: from an objective external stimulus to potential

In the case of a buyer, a potential buyer takes note of the stimulus and makes judgment on it and generates awareness and will stimulate the will. Potential buyers in this process formed a certain attitude, and finally prompted the completion and implementation of decision - making behavior. Engel and Kotler also put forward the model theory of consumer behavior.

To summarize the general pattern, the action process is as shown in the

following figure:

Figure 2 .General framework for general mode

| External stimuli | → | External | → | Purchase behavior reaction |

The consumer purchasing decision - making process has always been an important issue in the field of marketing. Experts and scholars both at home and abroad have summarized the theoretical model of the decision - making process of consumer purchasing, and then summarize some of the models mentioned earlier into a list, as shown in Table 2 .1 shows:

Table 2 .1 consumer decision - making classic model

Model name	Purchase decision-making process
General decision model	Identify problems → collect information → alternative evaluation → choose → post evaluation
Howar-Sheth Model	External information input → factor reaction → hypothesis model → consumer response output
Nicosia Model	Flow of information between enterprises and consumers → Consumers collect and process integrated product information to generate purchase intention → Consumers turn from intention to decision to become behaviors → Store this process as memory
Kotler Model	Irritation → Consumer Black Box → Consumer Behavior
EKB Model	(1) Environmental stimulus and information input (2) Central control system(3) consumer decision-making process (4) factors that affect decision-making Environmental variables

2.3 online reviews affect the basic theory of consumer behavior

From the point of view of the theory of signal theory, due to the serious asymmetry of information in the purchase environment, the potential buyers can not judge the quality of the product by relying solely on the direct information about the product when purchasing behavior, when the consumer of the product has already purchased the product. The next review of its purchase experience is an important basis for a potential consumer's judgment and is more persuasive and credible than the content of the company's release. Potential customers, in the process of buying behavior, are not influenced by the information of the enterprise, but according to the

actual needs and attitude of the individual.

From the perspective of social impact theory, clear information influence and consistency effect are important parts of interpersonal influence. The information content of online comments reflects not only the related information of product quality, but also a certain norm, i.e. the evaluation of products made by customers who have already purchased products will have a very important impact on the subsequent will and decision - making behavior of potential buyers[. Consumers in the future are more likely to make choices that are consistent with most people to reduce uncertainty[41]. It is this truth that the sheep effect means that the individual's attitude, willingness and behavior change with the change of attitude, willingness and behavior of the group.

Mudambi and Schuff (2010) believe that in the end, buyers are in the process of purchasing behavior, including six phases, each at a different stage. These six stages are the demand recognition phase, information search phase, alternative product phase, purchase decision - making stage, purchase phase and post - purchase evaluation stage. After defining their own needs, consumers enter the second and third phases to search, collate and analyze the information. After finishing these two stages, consumers will enter the fourth phase and make decisions based on the previous stage. If you choose to buy them, they will enter the fifth stage and actually purchase behavior. After all of the previous five phases are completed, the consumer will comment on the attributes and experience of the purchase product and publish it to the network platform. When other potential buyers browse these reviews, go back to the first stage, and so on, and so on, and then make up a closed loop process[43]. Cheung (2008) focused on the second phase of the process, the search for information, and the effect of the study at that stage[44].

Papathanassis and Knolle (2011) focused on the effect of online comments on information content, based on basic theory, focused on the basic level. [45]Other scholars have looked at other phases of the process, such as Vermeulen and Seegers (2009), focusing on the third phase, paying attention to the types of goods that consumers might choose, and studying online comments. On the effect of information in this stage, the phase III _ alternative product review stage is further divided into

three small stages, respectively.

Through the above literature, this article makes a preliminary arrangement and summary to the relevant theories including word of mouth, network word of mouth, online comments and consumer behavior. Based on the relevant literatures, this paper will make further analysis and research. Follow - up will design the interview outline of qualitative analysis based on the contents of this chapter, as well as the items in the questionnaire.

By summarizing the past data, this paper makes clear the scope of the research problem, and will analyze the argument from the point of view of online comments, not only include the more common feature variables (effective price, length, quantity, quality and type) of online commentary information, but also the relatively less research. To explore the effect of variable on consumer's final purchase decision - making by variables (presentation form and timeliness).

2.4 Research Assumptions

Effective price for online comments

Online reviews, like word - of - mouth and word - of - mouth, can be divided into positive views, including both negative and negative perspectives. When the review attitude is positive, the price is positive and vice versa. When the comments are negative, the price is negative. Both positive and negative effects will have a certain degree of change and influence on potential buyers' attitudes, willingness and decision - making.

After the study, Lundee and Harmon (1995) confirmed the effect of different effective price on purchasing behavior and purchasing decision - making for potential purchasers. When a consumer is satisfied with the purchased product or already experienced service, it will be more willing to introduce modified goods or services to other prospective purchasers; otherwise, the opposite conclusion may be generated. Lee, Park and Han (2008), starting from commentary, focused on negative comments about products or services and how to influence potential buyers.

Based on the above analysis, the following assumptions are presented in this paper:

H1: The effective price of online comments has a significant effect on consumer purchasing decision - making.

The length of online comments

Online reviews are different from traditional word - of - mouth, and can be presented in the form of words, so the length of online comments can be measured and further quantitative analysis can be done.

Park, among other things, sees online comments as a text message that can be measured, and the longer the length of length means that the more comprehensive it is in the information, the more comprehensive and objective summary and description of the product or service can be used to help potential buyers choose. However, the analysis of the impact of online comments on the length of online commentary is not exactly the same. Glide, among other things, concluded that a longer review would be detrimental to a potential buyer's choice.

Based on the above analysis, the following assumptions are presented in this paper:

H2: The length of online comments has a significant effect on consumer purchasing decision - making.

Number of online comments

The number of online comments reflects the popularity of the commodity and whether consumers pay attention. The more online comments are, the more consumers they buy. For most consumers, it's wise to believe that more people make the right choices, and that's the so - called social conformity effects. Through indirect experience from purchased consumer products, potential consumers can reduce the risk and uncertainty of their decision - making and purchase processes.

Bone concludes from a quantitative point of view that, compared to only one person's reference experience, if there are two or more people's opinions as a reference, word - of - mouth effect will be better.

Based on the above analysis, the following assumptions are presented in this paper:

H3: The number of online comments has a significant effect on consumer purchasing decision - making.

Online Review Information Quality

The quality of online comment information is one of the most concerned aspects of potential buyers. The quality of online comment information reflects the credibility of comments and the degree of persuasion. From the point of view quality reviews, you can find a bunch of high qua reviews that will attract your attention. The quality of online comment information is clear and objective, there are arguments to support the argument, the comment information is closely related to the product service, the content is complete; on the contrary, the low quality online comment information is vague, with emotional color, lack of a certain theoretical support, comment information and product service. Contact is not big enough, content is not sufficient, lack of logic.

As a research object, Xiao 'an verifies the effect of online comments on the hotel on potential customers, and probes into how the difference between the quality of the hotel's comments and the quality of the information will affect the decision - making and behavior of potential customers.

Based on the above analysis, the following assumptions are presented in this paper:

H4: Online review information quality has a significant effect on consumer purchasing decision - making.

Form of online comments

On - line comment information is one of the most important forms of network word - of - mouth, compared with the traditional word - of - mouth traditional word - of - mouth that people face to face to face to face to face to face.

Davis and Khazardly connect word of mouth with consumer psychology, linking visual stimuli to consumer psychology and network word - of - mouth, looking for links between them. This is an exploration of the form of online commentary on the visual aspect. A study by Rayner et al. found that images are more attractive to consumers than plain text, and consumers will pay more attention to more intuitive, more vivid images. Through empirical research, this conclusion is proved to show that the average length of advertisement in image form is longer than that of advertising. Chen Yao(2014), through the research of micro - blog platform,

confirmed the presentation of online comment information through empirical study on how to influence the purchase attitude, willingness and decision - making of consumers.

Based on the above analysis, this study presents the following assumptions:

H5: Online review information presents a significant impact on consumer purchasing decision - making.

Types of online comments

There is no complete agreement on the classification of online comment information in the academic world, but there are roughly two types of online commentary information.

Pang and Leedivided the content of text information into objective content and subjective content, which was proposed in the study of machine language learning. Among them, the objective content refers to the elaboration and description of the product attributes and characteristics, and the subjective content refers to the emotional expression of the service attitude and so on. Grown and Ipeirotis focused on the usefulness of review readers, and the study found that if the comments were accompanied by objective comments, they also included subjective comments, which were perceived by the former buyer to comment. The more valuable it is, Nelson argues that only the consumer experience can make a correct and comprehensive judgment on the attributes of experiential goods. Do - Hyung Park and Sara Kim (2009)put word of mouth on the one hand is subjective type of evaluation, on the other hand is objective fact type evaluation. As to the impact of subjective comments and objective comments, experts in the field of research haven't yet reached a complete consensus. In empirical research, Jin Liyin (2008) proved that the evaluation of subjective evaluation has more influence than objective fact types, while some professional scholars have come to the opposite conclusion. Wang Bin, Gu Chunmei(2014) concluded that the objective type of comment information is more convincing than the subjective type of comment information, the effect of consumers is greater.

On the basis of summarizing the literature and research achievements, this paper divides the online commentary information into two kinds, one is subjective

evaluation, and the other is the evaluation of objective fact.

Based on the above analysis, this study presents the following assumptions:

H6: Online review information types have a significant impact on consumer purchasing decision - making.

Time - effectiveness of online comments

The timeliness of online comments meant when the comments were published, and for different products, comments posted at different time stages were somewhat different from the reference role of potential buyers.

Different scholars have found that the timeliness of online comment information plays an important role in the study of film critic and travel booking will.

Based on the above analysis, this study presents the following assumptions:

H7: The timeliness of online comments has a significant effect on consumer purchasing decision - making.

To sum up, summarize this research framework as shown in Figure 2 .As shown in 2:

Figure 2 .In this paper, the framework of the research
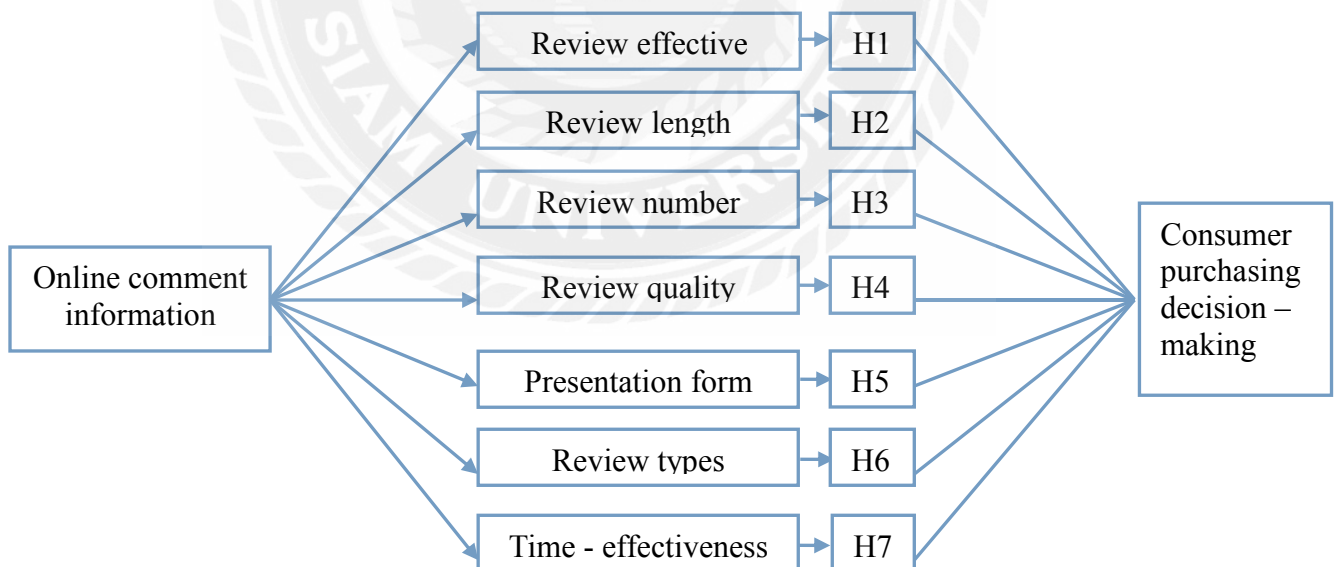
CHAPTER 3
RESEARCH METHOD

3.1 Research Design

In order to satisfy the needs of research purpose and research hypothesis, this paper not only adopts the method of theoretical research, but also combines the method of empirical research, which means that this article is not only from the perspective of qualitative analysis but also from quantitative analysis. In addition to the most basic literature reading method, it also includes follow - up questionnaire method. In the whole process, it also involves qualitative analysis such as depth interview and quantitative analysis of SPSS.

Literature reading method

Based on the definition of the problem and scope of this paper, the literature on the field is widely read, and the relevant problems are gradually understood and analyzed from the concept. Through the extensive collection and reading of the literature, both inside and outside the country, the relevant research results need to be summarized and compiled. First, it is clear the definition and nature of the research problem, and further defines the scope of the research; secondly, through the summary and arrangement of the literature, the preliminary research assumptions and research framework of this paper are put forward; finally, based on the literature reading method, the interview outline and quantitative study in qualitative research are obtained .questionnaires, etc.

Qualitative Analysis

On the basis of literature reading, further qualitative research is needed to clarify the hypothesis and model. On the basis of extensive reading - related literature, this paper gets an outline of qualitative research. This paper carries out qualitative research and analysis in the form of depth interview, including consumer and industry experts from online shopping experience. Industry experts, including those currently working in Alibaba and JD.com, are among those surveyed.

Through interviews, the relevant research variables and items can be set up, and it is of great significance to the research framework and the determination of the

model. Qualitative analysis is one of the most effective ways to form a preliminary questionnaire. Through the examination, further improvement and optimization of the preliminary survey questionnaire, the questionnaire will be further improved and optimized, and the formulation of the questionnaire is not sufficiently clear and objective, thus obtaining the final official version of the questionnaire.

Qualitative research as the premise and foundation of quantitative research has certain necessity and significance. Especially through expert interviews, this paper provides valuable ideas and ideas for the research of this paper.

Questionnaire method

The questionnaire method is widely used in the field of marketing. In this paper, when using questionnaire method, it is mainly studied in the following aspects: first, according to the theoretical model put forward in this paper, the self - variables and the dependent variable of the study are defined; secondly, on the basis of reference country, internal and external mature scale, the relevant research variables are measured, from this article. According to the actual demand, the corresponding questionnaire was designed; thirdly, the reliability and validity of the questionnaires were measured before the questionnaires were carried out, and the validity and validity of the questionnaire were examined, the validity and validity of the questionnaire were deleted, the validity and validity of the questionnaire were deleted. Fourth, the formal questionnaire and the recovery survey questionnaire were investigated through questionnaire, WeChat, and post - mail .Data information needed to be collected by means of online and offline interception and filling in the paper version questionnaire. Fifth, the sample information collected in the formal investigation shall be processed by SPSS, and the research framework and hypothesis shall be verified, and the conclusions of the article will be drawn.

With regard to the selection of the subjects, the college students and the newly arrived white - collar community have a higher homogeneity in the demographic characteristics, and they all have some online shopping experience, so that they can filter out the impact of the demographic variables on the results of the survey .So this paper selects the college students and the newly arrived white - collar group as the investigation object.

On the basis of reading relevant literature and expert interviews, the article conducted group interviews with 10 students and newly graduated students from a university in Beijing, and summarized the options for the investigation of products, and then carried out in a small scale. A random survey, according to the results of the survey, showed that "clothing" is the highest recognition. At the same time, we analyze the data of each big e - commerce, taking into account the transaction amount and transaction frequency. In order to select a suitable survey product, as far as possible to avoid the impact of the product itself on the results of the investigation, the author conducted a depth interview, through the depth interview of seven people, found clothing, food, smartphones, books, cosmetics, "clothing "As a result," garments" are undoubtedly the most representative and research - oriented products, and the article finally determines" garments" as a product of investigation.

Quantitative analysis

After the questionnaires were collected, the data and data were entered and collected, and the data were analyzed and processed. This paper mainly used SPSS statistical analysis software for subsequent data processing and analysis, and then judged whether the hypothesis was founded and whether the theoretical framework was scientific Li.

This paper presents two questionnaires: the first phase is the pre - investigation process. According to the pre - investigation of electronic questionnaire on a small scale, it is reasonable to check whether the problem item setting of the investigation is scientific and reasonable. Through the processing of pre - research data, modify each item and arrive at the final version of the questionnaire. The second stage is the formal investigation process. At this stage, two methods, offline paper version questionnaire and online version of online questionnaires were issued simultaneously.

After the formal investigation phase, the collected sample is filtered and summarized, and the sample information is processed and summarized.

It can be divided into the following aspects: first, a descriptive statistical analysis of the sample data, both male and female, age distribution, knowledge, culture, industry and monthly income range, etc., including the use of Internet

shopping and browsing in terms of frequency and so on, the preliminary judgment on whether the sample meets the requirements. Second, the reliability and validity of the test data can be measured by reliability analysis, the reliability of the questionnaire will be completed, and the consistency of the questionnaire will be measured, and the validity analysis can be used to determine whether the items set in the questionnaire will be able to react reliably to the real situation to be measured status, this is also the significance of the analysis of validity. The higher the validity of the questionnaire, the more the subjects in the questionnaire can actually reflect the variables to be measured. Third, carry on the factor analysis, according to the conclusion extraction factor, preliminary correlation analysis, judge

The correlation between the dependent variable and the dependent variable.

3.2 Research tools

On the basis of reading and finishing the relevant documents, this paper first carried out qualitative research, including seven depth interviews, which included extensive online shopping experience and interviews with industry experts from Alibaba and JD.com. The interview content is of great significance to the establishment of research variables and topic items and the establishment of research framework and model.

By analyzing and summarizing the depth interviews, the vast majority of interviewees have some online shopping experience, and they will look at the product or service's relevant comments before deciding to buy the product. At the same time, the product categories of online shopping involve various aspects, including high frequency and acceptance, mainly in clothing, food, smartphones, books, supplies and other categories.

Different types of products, potential buyers on the online commentary content of the focus is also somewhat different. Through a deep interview, when consumers review comments, the focus is mainly: bad review content, whether it contains pictures, whether it is timely, whether the content is relevant and whether the feelings are strong, the number of the number of. Most interviewees said they would first look at the bad reviews and then review the reviews. Among them, the

interviewees who take office in JingDong said that compared with Taobao, Jingdong's bad comments on network shops are smaller, so you can see more difference content, more conducive to the comprehensive and objective understanding of the product related information. In addition, if take online clothing as an example, the majority of the respondents said, will focus on the relevant comments containing the pictures, think that the buyer's text information is more accurate to reflect the relevant information of the product. For example, as an example, more consumers regard the timeliness of relevant comments as important, taking into account the batch and selling

For the reasons for changing the product category, the recently published comments were more credible.

Summarizing interviewees on several aspects of the characteristics of comments, you can define the independent variables of this article, not only include the more common feature variables (effective price, length, quantity, quality and type) of online commentary information, but also include relatively few feature variables (presenting forms)To explore the effect of the variables' variables on consumer's final purchase decision - making. In addition, respondents also spoke of whether additional evaluations were warranted.

It is worth mentioning that most respondents said they offered less active shopping comments to post comments after the purchase of the product. Some of the interviewees think the reason is lack of incentive mechanism, if the seller has an evaluation to return current activities, will buy experience to publish to the network, but, also a part of the respondents said, even if there is incentive, will not release comments, only in the purchase experience is very good or very bad. The relevant comments will be issued in two extreme cases.

3.3 Data Collection Method

There are two kinds of research methods in this paper: first, scene simulation experiment. Collect investigation data by design specific scenario in different variable dimensions. The experiment environment of scenario simulation experiment is more consistent and can effectively eliminate the many factors that affect the subjects, and

minimize disturbance and influence of independent variables. Second, questionnaire survey method. The use of questionnaire method is common in various industries.

Taking into account the feasibility of the actual operation and the degree and proficiency of the method, this paper selects the questionnaire method as the main research method. The self - variables defined include not only the more common feature variables (effective price, length, quantity and quality) of online commentary information, but also the relatively few features variable (presentation form, type and timeliness), which define the dependent variable as consumer purchasing decision - making, and then explore the seven. The effect of a variable on a consumer's final purchase decision. At the same time, the corresponding survey questions, alternative answers and explanations are designed. After that, the questionnaires and offline distribution of paper - based questionnaires and questionnaires were distributed through online distribution, and the questionnaires were collected, based on the information provided in the questionnaire, and the data of recycling questionnaires were based on the information provided in the questionnaire, and the statistical software was applied to the production follow - up integration and processing of products and services.

Selection of product selection

In this paper, 10 students and newly graduated students from a university in Beijing conducted group interviews, summarized and sorted out the options for investigating the products, and then conducted a random investigation within a small range, according to the results of the survey, people's acceptance of clothing is the highest. Based on the analysis of the data of each big e - commerce, the "costume" is undoubtedly the most representative and research - oriented product on the basis of considering transaction amount and transaction frequency. At the same time, in order to select a suitable survey product, while avoiding the impact of the product itself on the results of the investigation, the author conducted a depth interview, through the depth interview of seven people, found clothing, food, smartphones, books, cosmetics, "clothing "The degree of familiarity and accreditation is very high, so the article selects" garments" as a survey product.

Selection of the investigation object

After selecting the selected product, it is necessary to lock the research object according to the research product. Given that people who often buy clothes on the Internet should have some of the following characteristics: First, age is mainly distributed between 18 and 30 years of age, the age of such groups is small, the pursuit of fashion and novelty, and the desire to buy through the network to the physical storefront is not or rare. Second, income is not high. Online storefront clothing prices are lower than the physical storefront, mostly online shoppers are price - conscious, by buying online in order to save money. Therefore, the investigation object is locked in college students and young people who have just graduated from college. There are other reasons for choosing these groups: this group has not only a wealth of Internet access experience, but also some network shopping experience. At the same time, the sample has certain representativeness. Conformity with the conclusions of the relevant research report is the main force in Internet usage and online shopping.

Whether the selection of objects is scientific and reasonable, the rationality, authenticity and accuracy of data collected are the foundation and prerequisite of scientific research. Finally, in terms of education, this group is better educated, better able to understand the background information of the investigation, and better answers to the questions set in the questionnaire.

Definition of Variables

This paper defines the variables involved in the study, and the specific definitions are shown in table 3 .1 shows:

Table 3 .1 Definition of each variable

variable	definition	references
Review effective	The negative or positive emotions or attitudes expressed in the comment message can be positive or negative	Chan（2000）East，Hammond and Wright（2007）
Review length	Online reviews as a textual information whose length can be measured and the average length of online reviews have an impact on product sales	Chevalier，Mayzlin（2006）
Review number	The total number of online customer reviews for branded product services	Park，Leeand and Han（2007）
Review quality	The authenticity of the content, the reliability, the relevance of the content to the products it evaluates, and the availability of a wealth of useful information to subsequent buyers	Chatterjee（2001）
Review presentation form	Internet word-of-mouth visual cues refer to any image information posted by consumers on the Internet about a specific business, product, or service	Davis，Khazanchi
Review types	The evaluation type is divided into subjective evaluation and objective factual. The subjective evaluation mainly involves the subjective feelings of consumers, while the objective factual mainly involves the aspects of product characteristics	JIN Liyin（2008）
Review time－effectiveness	The level of information contained in the reviews includes information about the latest products	ZHENG Xiaoping（2008）
Consumer purchasing decision - making	The impact of online reviews on the purchasing decision made by the recipient of the information	Hovland，Janis and Killy（1953）；Bansal and Voyer（2000）

There are many variables in the assumptions we have set up to facilitate subsequent research, and we need to clearly define the definitions of these variables. The self - variables defined include not only the more common feature variables (effective price, length, quantity, quality and type) of online commentary information, but also the relatively few features variable (presentation form and timeliness), which define the dependent variable as consumer purchasing decision making, and then explore the sevenThe effect of a variable on a consumer's final purchase decision.

Measurement of variables

Table 3.2 Measurement of variables

variable	item
A Review effective	A1 The reviewer's overall evaluation of this product tends to be correct
	A2 The general advice for online reviews is to purchase this product
	A3 In general, comments on the product evaluation more consistent
B Review length	B1 Most comments are more detailed
	B2 These comments have many words
C Review number	C1 More comments about this product
	C2 The attention of the product is high
	C3 There are many reviews of this product
D Review quality	D1 Most comments are closely related to the product in question
	D2 I think the content of most comments is objective and fair
	D3 I think most comments are clear and easy to understand
	D4 I think the content of most comments is detailed and complete
E Review presentation form	E1 The text of the product description and layout specifications, neat
	E2 I think the video or animation about the product reviews is very impressive
	E3 The comments on the product text, pictures I think it is clear
	E4 Visual image of the product reviews I think is easy to read
F Review types	F1 Commenters primarily provide information related to product attributes
	F2 Commentators primarily provide information related to the consumer experience
	F3 The comments on the product are basically objective evaluation
	F4 The comments on the product are basically subjective feelings
G Review time - effectiveness	G1 Most comments published in more timely comments
	G2 Most comments are newly published
	G3 Most reviews reflect the latest product information
H Consumer purchasing decision- making	H1 Online reviews provide relevant information for my purchase decision
	H2 Online reviews affect whether or not I purchase this product
	H3 Online reviews changed my attitude and thoughts on the product
	H4 Online reviews are a great help to my last purchase decision

The above table is used to measure the variables involved in the text. On the basis of the definition of a variable, not only the variables are required, but also the dependent variables are measured. Set a number of corresponding measurement items for each variable according to different variables. The problem of this paper is based on the depth interview and the summary of the previous literature.

Design of questionnaire

On the basis of depth interview, the questionnaire of this paper is preliminarily formed. At the same time, with interviewee to explore, whether the semantic expression of the questionnaire is clear, unambiguous, easy to understand,

carry on in - depth modification. Interviews were conducted through interviews and online chatting with 12 women, including 5 women and 7 men,, covering management, economics, computer science, forest science and other professions. The interviewee's cultural knowledge was high, and generally understood the purpose of the study and the questionnaire, and never modifications and suggestions are proposed in the same way and perspective.

The questionnaire includes two parts, one for the purpose of the study, the simple structure of the research process, and the other is the body part of the questionnaire.

The structure explanation part introduces the purpose of filling in the questionnaire and the notes on filling out the questionnaire, meanwhile, the filter problem is set up to screen out unqualified respondents, identify effective investigation objects, and control them in a clear investigation.

The primary part of the questionnaire consists of two parts: the first part of the questionnaire is the measurement of seven independent variables and the dependent variable, which includes not only the more common feature variables (effective price, length, quantity, quality and type) of online commentary information, but also the relatively few features of the study variables (presentation form and timeliness) define the dependent variable as consumer purchasing decision making, and then explore the effect of the variables' variables on consumer's final purchase decision - making. To measure the variables in the questionnaire, take the Leket 5 scale,, the lowest score is" completely disagree ", the highest score is" full agreement "There are five different attitude levels. The second part of the questionnaire consists of the information about the basic characteristics of the individual, mainly including the ratio of men to women, age distribution, knowledge cultural level, industry and monthly income scope, etc., and this includes the use of Internet shopping and browsing online comments on frequency of information such as whether the sample meets the requirements for preliminary judgment. In this paper, in the process of designing the questionnaire structure, because of the strong consideration of the self - protection consciousness of the respondent, in order to prevent the basic information from the beginning of the questionnaire, the interviewees resent and fear, the

probability of the visit is higher, therefore, the content is placed in the latter part of the questionnaire body divide.

In addition to the general selection of the individual basic information of the respondent, the remaining items were graded by five levels of Li Kut's scale, with five levels to measure each question. Respondents answered each question based on the actual situation of their own, and scored them on the basis of "1" to "5" respectively five different scores said "completely disagree" to "completely agree" five different attitudes.

This article mainly uses the offline paper edition questionnaire and online version of the online questionnaire two ways to issue a formal version of the questionnaire. The issuance of the offline paper version questionnaire is mainly aimed at college students, such as classroom, library, dormitory and other places to release, and carry on the recovery. The online version of the questionnaire is classmates, friends and family members, through WeChat friends circle, QQ, e - mail and other ways to distribute, and recover the questionnaire. In this paper, the author adopts the method of online issuance questionnaire, and also adopts the method of the offline issuance questionnaire to guarantee the source of the data of the questionnaire.

Pre - study of questionnaire

By conducting small-scale interviews, we have initially received a formal version of the questionnaire. In order to check the quality of the questionnaire, determine whether the questionnaire is true, reliable and effective, this article set up a pre-research link before the formal investigation, so as to ensure the consistency and effectiveness of the questionnaire. This research link, this article first in the micro-letter friend Circle Platform Small scale issue electronic version questionnaire, carries on the preliminary research. A total of 35 questionnaires were released in the pre-research phase, and 100% were all withdrawn, excluding 3 ineffective questionnaires with incomplete answers or overly consistent answers, and the remaining 32 effective questionnaires were 91%. Using SPSS software to further test the reliability of pre-survey sample information, after the factor analysis, we get the reliability and validity of the questionnaire, according to the results of the analysis, the questionnaire set up the unreasonable questions to further improve and modify, to

seriously affect the reliability of the questionnaire to eliminate the problem, and then form the final version

3.4 Data Analysis Method

Reliability Analysis

The purpose of reliability analysis is to set the reliability of the problem item on the questionnaire, and the consistency of the responses to the repetition policy questionnaire can be detected. There are four kinds of means of reliability analysis, according to the research model and the hypothesis demand, select one of them! Reliability coefficient method, the reliability of the test questionnaire. By using SPSS to analyze the recovery of questionnaires, Cronbach α. The value is a measure of the reliability of the questionnaire, Cronbach α, the higher the value is between 0 and 1, the closer the value is, the better the reliability of the questionnaire, the lower the value to 0, the lower the reliability of the questionnaire.

Generally, academia thinks that when the Cronbachαvalue is below 0.6, the questionnaire needs to be significantly modified, if Cronbach αThe value is between 0.6 and 0.7, it is acceptable, the questionnaire needs to be slightly modified, if the cronbach α value exceeds 0.7, it is considered that the reliability of the questionnaire has reached a better level.

After pre - investigation, the reliability of the sample information was obtained, and the online comment information presented in the form of variables was found. The value is less than 0.6. In the original four items, if only the related information of the product is deleted, this item will be deleted. The value will be significantly improved, more than 0.7. Meet the basic requirements of research. Consider eliminating this topic and updating the content and coding information of the questionnaire.

The analysis results of pre - and post - removal reliability analysis are shown in table 3 below.

Table 3 .3 Results of reliability analysis before removal

variable	item	Cronbach α
Online review information effective price	3	.804
Online Review Information Length	2	.769
Online Review Information Number	3	.909
Online Review Information Quality	4	.916
Online Review Information Presentation Form	4	.538
Online Review Information Types	4	.777
Online review information time - effectiveness	3	.931
Impact on consumer purchasing decision- making	4	.945

From Table 3 .As a result of the analysis, the online comment information is presented in the form of form. The value is less than 0.6 standard level, the rest of the variables! The coefficient is above the standard value 0 7. Meet the basic requirements of research to meet the requirements of research on reliability.

Table 3 .4 Results of reliability analysis after removal

variable	item	Cronbach α
Online review information effective price	3	.804
Online Review Information Length	2	.769
Online Review Information Number	3	.909
Online Review Information Quality	4	.916
Online Review Information Presentation Form	3	.738
Online Review Information Types	4	.777
Online review information time - effectiveness	3	.931
Impact on consumer purchasing decision- making	4	.945

From the above analysis, it can be seen that "comments on the product in the form of online comment information presentation" are usually only word descriptions, Cronbachα, the factor is over 0 .7. More consistent with the basic requirements of research.

Table 3 .5 Reliability statistic

Cronbach α	Based on standardization Cronbach α	item
.955	.955	26

Based on the validity analysis of each variable, the reliability analysis of all the items set up in the whole questionnaire is analyzed. According to the above table, the internal consistency reliability coefficient of the questionnaire was 0.956 .This means that the overall reliability of the questionnaire is ideal and does not require major changes to retain all the items set out in the original questionnaire.

Effect Analysis

Based on the reliability analysis of the previous step, we need to further study and test the validity of the questionnaire, to test the extent to which the questionnaire is effective. According to the validity of the questionnaire, it is possible to determine whether the items set in the questionnaire will be able to react reliably to the real situation to be measured, which is also the significance of the analysis of validity. The higher the validity of the questionnaire, the higher the subjects in the questionnaire reflect the variables to be measured, whereas the lower the validity of the sample data is to reflect the true extent of the variables to be measured.

The validity analysis can not only be structural validity, but also can be content validity or other validity index. Based on the research objectives and the needs of the research model, the paper decides to analyze the validity of the questionnaire from the angle of structure validity, and use factor analysis. During this period, we need to meet the requirements of several conditions, the eigenvalues of the factors, the factor load of each item and the total explanation of each other's difference to meet certain criteria and requirements, thus satisfying the research purpose and the requirements of the research model.

Before further research, it is usually not only KMO checking, but also the Bartlett Ball degree test, so that the variables can meet the requirements of further research. In general, if the value of the KMO inspection statistics exceeds 0 .5. This means that the original variables are more suitable for further research. Likewise, the Bartlett's test value is an important criterion to test whether the variables are suitable for further study.

The results of SPSS show that the characteristics of the online comments feature variables and dependent variables of KMO value, among which the KMO value is 0.838 is, greater than 0.7. At the same time, the online comments feature their respective variables and dependent variables, which also pass the Bartlett ball degree test, among which, the significance probability is .000, at 0 .The requirements and standards of the significance level shall be met under the standard of 01. Two test results show that the online comments on their variables and dependent variable are suitable for follow - up factor analysis.

Table 3.6 total variance of interpretation

ingredient	Extract the sum of the square of the total load			The total square sum of the load after rotation		
	Eigenvalues	Explain the variance	Cumulative variance	Eigenvalues	Explain the variance	Cumulative variance
Factor 1	5.689	24.73%	24.73%	3.046	13.24%	13.24%
Factor 2	2.085	9.06%	33.79%	2.752	11.96%	25.2%
Factor 3	1.774	7.71%	41.51%	2.04	8.87%	34.08%
Factor 4	1.537	6.68%	48.19%	1.936	8.41%	42.49%
Factor 5	1.44	6.26%	54.45%	1.668	7.25%	49.75%
Factor 6	1.163	5.05%	59.51%	1.524	6.62%	56.37%
Factor 7	1.15	5%	64.51%	1.456	6.33%	62.70%

According to table 3.6, the eigenvalues of each factor are more than 1, and the cumulative variance is 62.7%, so it can meet the requirement of the research.

Table 3 .7 Factor Analysis Result

variable	Measurement items	Factor load coefficient
Online review information effective price	A1	.918
	A2	.776
	A3	.843
Online Review Information Length	B1	.904
	B2	.904
Online Review Information Number	C1	.908
	C2	.939
	C3	.925
Online Review Information Quality	D1	.914
	D2	.951
	D3	.880
	D4	.835
Online Review Information Presentation Form	E1	.601
	E2	.915
	E3	.911
Online Review Information Types	F1	.854
	F2	.829
	F3	.664
	F4	.750
Online review information time - effectiveness	G1	.907

		G2	.942
		G3	.964
Impact on consumer purchasing decision-making		H1	.859
		H2	.965
		H3	.926
		H4	.956

According to Table 3 .In July, the factor analysis showed that all the variables involved in the questionnaire were all over 0 .In addition to the third issue in the online review information type, all other problems have a total factor load of more than 0 .7. The result of validity analysis means that each item in the questionnaire is reasonable and can effectively measure the true facts and validity of each variable.

Formal investigation

On the basis of pre - investigation, the questionnaire was optimized and improved, and a formal questionnaire was obtained, so formal questionnaire investigation could be carried out.

At the time of paying the formal questionnaire, not only the way to issue an electronic questionnaire on the line, but also the method of using the offline paper version questionnaire, the two are also carried out simultaneously.

The online version of the questionnaire was sent mainly through online questionnaire platform, WeChat and other methods to students, friends and family, in the issuance of questionnaires, to them to explain and emphasize the problems and purposes of the study, request them to carefully fill out the questionnaire, in the condition of permit, use. Based on the merits of an electronic questionnaire, please forward the link to the survey questionnaire to those who meet the conditions of the investigation, thus ensuring that more and more effective questionnaires are collected in the shortest possible time.

The offline paper - based questionnaire survey was conducted on the campus, which included Peking University, Tsinghua University, Zhongguancun, Wudaokou and other places in the school, such as classrooms, libraries, dormitories and high street districts to intercept the requirements of the investigation objects, and explain to them the investigation background and purpose, request the investigation object to read carefully and answer the questions in the questionnaire. It is worth noting that the advantage of offline blocking access is that when the subject or questionnaire is filled

in by the interviewee in question, the investigator may explain and explain to the investigation object in a timely manner, improve the quality of the questionnaire, but in comparison with the issuance of questionnaires on the line, the form of visits will be greater than that of the questionnaire. It takes time and effort, but in order to ensure the quality of research, a certain amount of attention should be given to increasing the proportion of access volumes in all questionnaires.

According to the comprehensive online and offline questionnaire recycling, a total of 358 questionnaires were sent, 158 of them online, 200 copies of offline interception, 335 recovery questionnaires, and invalid questionnaires, including filtering problems that did not meet the requirements and responses. When the time is short, the answer option is too consistent or incomplete, the remaining 93% of the sample information will meet the requirements, with a total of 310 to meet the basic criteria for further research and analysis.

3. 5 Research Process

The study process is shown in the following figure:

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┌─────────────────────────────────────────┐
│  The Influence of Online Review Information │
│     on the Purchase Decision              │
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│         Assumptions for Research          │
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│            research and design            │
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│         Data collection and analysis      │
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────────────┐
│ The conclusions and prospects of this thesis are discussed │
└─────────────────────────────────────────────────┘
```
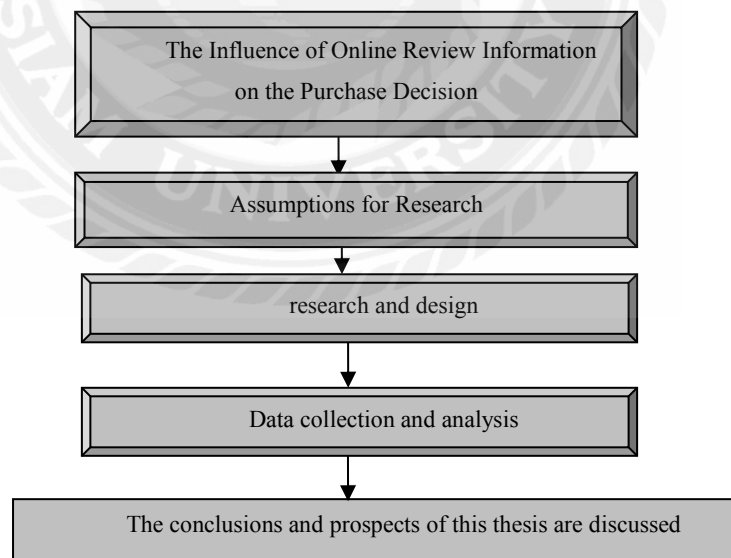
Figure 3. 1 The research process of this thesis

CHAPTER 4

RESULTS

4.1 descriptive statistics

On the basis of pre - investigation, a formal investigation process can be carried out through statistical analysis of sample information in formal investigation, which can verify the hypothesis and get a series of relevant conclusions. These data will be used in this chapter to analyze from various aspects.

Table 4 .1 descriptive statistical analysis

Demographic characteristics	category	Number of person	percentage（%）
gender	Male	148	47.9
	Femail	162	52.1
age	Under 18 years of age	0	0
	18-24 years old	126	40.7
	25-30 years old	155	50
	30 years old and above	29	9.3
education level	High school and below	0	0
	Associate degree	25	7.9
	Undergraduate	221	71.4
	Master	53	17.1
	PhD and above	11	3.6
monthly income	2000 yuan or less	33	10.7
	2001-5000 yuan	144	46.4
	5001-10000 yuan	110	35.7
	10000 yuan and above	23	7.1
Occupation	Student	144	46.4
	Government / public office staff	11	3.6
	Company staff	66	21.4
	Self-employed persons	53	17.1
	Other	36	11.4
Every six months online shopping frequency	0-3 times	33	10.7
	4-6 times	49	15.7
	7-9 times	62	20
	10 times and above	166	53.6
Browse network frequency	Browse frequently	232	75
	Occasional browsing	78	25

The analysis results from Table 4.1 show the information and characteristics

of the individuals surveyed in the formal survey. From the perspective of gender ratio, the proportion of men and women is basically flat, female proportion is about 47.9%, male proportion is about 52.1%, basically equals 1:1; from the age distribution situation, more than 90% of the respondents were under the age of 18-30 years, to meet the requirements of the survey subjects, of which 18 to The proportion of the 24-year-old respondents was 40%; from the perspective of education level, the majority of the respondents are subject to a college degree or above, more than 70% of the undergraduate degree, which is directly related to the choice of respondents; from the perspective of monthly income, most of the sample information shows that the monthly income is concentrated in the middle and low income, This is also determined by the choice of subjects, from the distribution of occupations, the largest proportion of students, followed by government staff and company staff. With regard to the network frequency of respondents, more than half of the respondents said that every six months there will be more than 10 online shopping experience, and, in all the tune.

Based on the above analysis, both the gender ratio of the survey object and the distribution of all ages, or the average educational level of the interviewee, the average monthly income range and the work carried out, the sample information is found to meet the basic needs of the research model and the research assumptions. Finally, it is the basis and premise of further analysis. At the same time, the investigation analysis revealed that the respondents had relatively abundant online shopping experience, and the decision - making process was relatively focused on relevant comments.

4.2reliability validity analysis and factor analysis

4.2.1 reliability analysis

The purpose of reliability analysis is to set the reliability of the problem item on the questionnaire, and the consistency of the responses of the repetition questionnaire can be detected. Usually, the academic community thinks that when Cronbach α. The value is less than 0 .6. You need to make major changes to the questionnaire, if Cronbach α. The value is between 0.6 to 0.7, it is acceptable to make

slight modifications to the questionnaire, if Cronbach α, the value is over 0.7. The reliability of the questionnaire has reached a better level. In formal investigation, the reliability analysis results of each subject set up in the questionnaire are analyzed from Table 4 .It can be seen.

Table 4 .2 reliability analysis

variable	Item	Cronbach α
Online review information effective price	3	.732
Online Review Information Length	2	.709
Online Review Information Number	3	.875
Online Review Information Quality	4	.892
Online Review Information Presentation Form	3	.836
Online Review Information Types	4	.642
Online review information time - effectiveness	3	.902
Impact on consumer purchasing decision- making	4	.925

Table 4 .3 Reliability Statistical Analysis

Cronbach α	Based on standardization Cronbach α	Item
.923	.923	26

From table 4.2. The results of the analysis, can be found that the online comments are dependent on their respective variables and dependent variables! The value is over 0.6 's standard, among which, except for online comment information types, other variables! The value is above 0.7. Meet the requirements of reliability analysis. On the whole of the questionnaire! The value is 0.923 .It also means that the questionnaire has a higher reliability and meets the requirements of follow - up research.

4.2.2 validity analysis

Online Review of Variable Factor Analysis

The results of SPSS show that the variables of online comments feature KMO inspection, among which the KMO value is 0 .800 is, greater than 0 .7. At the same time, the online comments feature their respective variables and dependent variables, which also pass the Bartlett ball degree test, among which, the significance probability is .000. The requirements and standards of the significance level shall be met under the standard of 01. Two tests were adopted to illustrate the suitability of each variable for follow - up factor analysis.

The results of the analysis of statistical information in the official investigation are shown in Table 4 .4:

Table 4.4 total variance of interpretation

ingredient	Extract the sum of the square of the total load			The total square sum of the load after rotation		
	Eigenvalues	Explain the variance		Eigenvalues	Explain the variance	
Factor 1	5.689	24.73%	24.73%	3.063	13.32%	13.32%
Factor 2	2.085	9.07%	33.80%	2.805	12.20%	25.51%
Factor 3	1.774	7.71%	41.51%	1.962	8.53%	34.04%
Factor 4	1.537	6.68%	48.20%	1.907	8.29%	42.34%
Factor 5	1.44	6.26%	54.46%	1.768	7.69%	50.02%
Factor 6	1.163	5.06%	59.51%	1.689	7.34%	57.37%
Factor 7	1.15	5.00%	64.51%	1.644	7.15%	64.51%

From the above table, the variance of each factor and the cumulative variance, the variance of the seven - factor cumulative explanation is 64.51% .So, from the point of view of the eigenvalue, or from the point of view of the cumulative explanation variance, each aspect basically satisfies the requirement of factor analysis.

According to the statistical analysis results of Table 4.5, it is not difficult to find that the features of online comment information are involved in the questionnaire of 26 items, finally the total extraction of 7 factors, and each factor of the factor load is more than 0.5 of the standard, basically meet the requirements of factor analysis.

Table 4.5 Online Review Factor Analysis Result

Measurement items	ingredient						
	1	2	3	4	5	6	7
A1					.569		
A2					.638		
A3					.791		
B1		.829					
B2		.812					
C1			.573				
C2			.693				
C3			.807				
D1							.614
D2							.536
D3							.513
D4							.601
E1	.611						
E2	.646						
F1				.775			
F2				.822			
F3				.661			
F4				.788			
G1						.545	
G2						.711	

						.785	

2. Factor Analysis of Purchase Decision

The results of SPSS show that the variables of online comments feature KMO inspection, among which the KMO value is 0 .83 is greater than 0 .7. At the same time, the online comments feature their respective variables and dependent variables, which also pass the Bartlett ball degree test, among which, the significance probability is .000.The requirements and standards of the significance level shall be met under the standard of 0.01. Two tests were adopted to illustrate the suitability of the purchase decision - making items for follow - up factor analysis.

Table 4 .6 Purchase Decision Factor Analysis Result

variable	project	Factor load
purchase decision - making	H1	.818
	H2	.943
	H3	.909
	H4	.945

Take a factor, and the factor load of each subject is at 0 .8 above,, also basically meet the requirements of research.

4. 3 Correlation analysis and hypothesis verification

After the reliability test and validity test, the correlation analysis of the sample data is needed. We can use the correlation analysis to check whether there is a correlation between the two variables, including how to determine the direction of the relationship and how the relevant relationship is. The statistically significant correlation between Pearson, Spearman and Kendall correlation coefficient is usually statistically significant. According to the study nature and purpose of research, Pearson correlation coefficient is selected as a statistic to check the correlation between variables. Pearson correlation coefficient, as a simple correlation coefficient, can be used to study the linear correlation between two variables.

The correlation between variables of various characteristics of online comments and decision - making factors of purchase decision - making is analyzed. The results are shown in table 4 .7:

Table 4 .7 Variables Related Analysis Result

	effective	length	number	quality	presentation form	types	time effectiveness	purchasing decision-making
effective	1							
length	0.046	1						
number	0.077	.451**	1					
quality	0.111	.489**	.293**	1				
presentation form	.321**	.269**	.273**	.380**	1			
types	.238*	.302**	0.11	.384**	.426**	1		
− time effectiveness	.260*	.398**	.280**	.567**	.458**	.340**	1	
purchasing decision - making	.225*	0.103	.272**	.202*	.369**	.285**	0.114	1

** Indicating significant correlation at the 0.01 level；

* Indicates a significant correlation at the level of 0.05.

From the perspective of this research model and research hypothesis, the relationship between the dimension variable and consumer purchase decision - making is mainly studied. From table 4 .The results shown can be found that, in addition to the length and timeliness of online comment information and the correlation between the time - effectiveness and consumer purchasing decision - making, the other five variables of the online comment information feature are less than 0.01 .The standard has the satisfaction of 0.05 .The requirements of significance level are significantly related to consumer purchasing decision variables, i.e. online comments information tivalence, online comments information quantity, online comments information quality, online comments on presentation of information and online comments, information types and consumer purchasing decisions. But the intensity of the relationship is slightly different.

Based on the above analysis, five of the hypotheses are set up, and the other two are not established. In other words, on - line comment information, online comments, online comments, online comments on the quality of information, online comments on presentation of information and online commentary information types, as we have assumed, significantly affect the decision - making behavior of potential buyers, which means that it can be changed by changing the five. As a matter of fact, to change the final decision - making situation of a potential buyer, this conclusion is in line with the relevant content in previous literature, both theoretically and practically.

At the same time, the number of comments included and when the comments were published were not significant for potential buyers and could not significantly affect their attitudes and their final choices. As for the length of comments, the more consistent with the literature review and the situation referred to in the industry research institute, the larger the number of words that are not commented on, the greater the specific correspondence needs to be investigated and studied. As to the conclusions of timeliness, although there were significant correlations in previous literature, it might have a direct bearing on the choice of product selection, i.e., with a different product as a research object, different conclusions could be drawn. For some products, such as food, potential buyers tend to care more about when the comments come out, but for other products, such as clothing, potential buyers don't pay much attention to the publication time of comment, which is within the context of subsequent research workRong. It is worth mentioning that the above results are related to the depth interview of qualitative research, and it turns out that the research results are consistent with the basic requirements and are true and reliable.

CHAPTER 5

CONCLUSIONS

5.1 Conclusion

Through a series of qualitative and quantitative analysis, the research model and the research hypothesis are examined and explored, and the conclusions of this paper are finally obtained.

Based on the seven dimensions of the online comments feature, the seven dimensions include not only the more common feature variables (effective price, length, quantity, quality and type) of online commentary information, but also the relatively few feature variables (presentation and timeliness)The effects of these seven - dimensional variables on consumer's final purchase decision - making.

In this paper, the study model relates to the variables of seven dimensions of online comment information feature. After data analysis is collected, it is found that, in addition to comments length and timeliness, other five variables have a significant effect on the dependent variable, and the validity of the research model is basically verified and the implications are verifiedand various research assumptions.

It is worth mentioning that both positive and negative online reviews have a significant impact on the consumer's final decision - making when purchasing goods. In contrast, negative comments have more information than positive reviews; the more consumers who buy a particular product, the more about the products comments will also increase accordingly, so that the greater the reference range, the more one - sided view of the less commented quantity may be avoided, and there will be some help to purchase decision making; when the comments are true and objective, the semantics clearly reflect the consumer's purchase and use experience ,The more persuasive and credible, the greater the help of consumer purchasing decision - making; compared with the simple word description, the picture can give rise to the attention of consumers, and the form of the graph can let the consumers understand the product or service information more intuitively, and help eliminate them. The influence of different types of online comments on purchase decision - making is also

different. In the course of actual decision making, consumers pay more attention to the content related to attributes such as product quality.

The study in this article did not complete the formation, the length of online comments and the consumer's final purchase decision did not have a significant correlation. In a certain extent, longer comments can provide more detailed information about the product, and consumers can get more valuable information from them, thereby influencing their purchasing decisions, but potential buyers are more likely to comment on whether they have any other features than on - line reviews many words don't really care, even when the number of words is over a certain range, it is not conducive to the reading and browsing of potential buyers.

The assumptions about timeliness are not set up, which may be related to the choice of research products, and in a depth interview, consumers are less concerned about timeliness than other types of products (such as food). At the same time, as online shopping has become more active, the number of comments on the same product or service is higher, for potential consumers, a number of comments on the front page have been able to help them make final decisions. Clothing has seasonal characteristics, the same clothing will be sold in relative seasonal sales, if non - current quarterly review information, consumers' participation in less value.

5.2 Research Limitations

Although in the research process, the author meticulous, strive to be rigorous, but by the level of knowledge and knowledge and various external in the objective conditions, this article still has many improper points and follow - up need to further improve the improvement of the place.

First, the most prominent research limitations of this article are in locking up research products and objects. Any research study is based on certain conditions, and the conclusion can be established only on the basis of meeting these conditions, and the conclusion is not strictly applied if this scope is exceeded. In this paper, the choice of clothing is typical in a sense, but also has its particularity. Therefore, the research conclusion has certain extent and scope of application. In this paper, the research assumptions about the timeliness of online comment information are not established.

The statistical analysis results are inconsistent with the expected results, and may be subject to investigation product constraints, which may be due to "clothing "This type of product itself attributes to consumers' attention to the timeliness of review information, if it is based on" food "In order to investigate the product, there may be different results, so in the future analysis, it should be carried out on the basis of other different types of products; it may also be due to insufficient sample size, and follow - up research should be collected as comprehensive as possible under the premise of ensuring the quality of the sample. Effect sample improve the accuracy and credibility of the analysis result. In this paper, the choice also exists in the investigation object. Whether this group can truly reflect the actual situation of all online shopping is to be further argumentation and investigation.

Second, in the process of analyzing and constructing the model, only the effects of various factors have been taken into consideration, and other control variables or intermediate variables are not introduced. In the follow - up study, the basic characteristics of consumer information can be used as control variables, excluding the effects of different personal experiences and characteristics; meanwhile, variables such as commentary can be added as an intermediary variable, and the problems can be discussed further from a more microscopic leveland research. Through a series of research work, in the course of the paper progress, a lot of enlightenment and sentiment can be used as the direction and focus of future research work.

In a summary of previous literature, some experts emphasized the concept of online comments, with special emphasis on the emergence of online comments as a spontaneous process, which was created by consumers who had bought a product or experienced a service, which is on the one hand. This paper is not directly involved in the study, but it is also an important factor to be explored. Under the background of growing data, the Internet users gradually develop into the creator of information from the most passive acceptance information. In the information age today, every consumer generates enormous amounts of data on a daily basis, yet, in the field of online commentary, in depth interviews and other studies, most consumers don't get used to unsolicited reviews for the time being. For most consumers, it is often the

online search for the relevant information, but after the end of the purchase process, very Major - General's own attitude and experience actively upload to the relevant shopping platform. Only in extreme conditions, for example, when the product is very satisfied or very dissatisfied, and the return cost is relatively high, consumers will have the intention to offer comments, or if the seller raises a certain cash incentive mechanism, some consumers are willing to cooperate with the relevant mechanisms comment behavior, but this is not applicable to all consumers and, under certain incentives, this review process is not entirely spontaneous.

5.3 Research Proposal

In this paper, through a series of inquiry work, the conclusion is drawn, and the model and hypothesis of the research are verified, and the theoretical value of this paper is demonstrated. At the same time, we should make full use of relevant conclusions based on the conclusion of the research and make full use of relevant conclusions to serve the enterprises and businesses in practice, and embody the practical value.

In this paper, the study model relates to the variables of seven dimensions of online comment information feature. After data analysis is collected, it is found that in addition to comments length and timeliness, other five variables have a significant effect on the dependent variable, and the validity of the research model is basically verified and proposed all the hypotheses of the study.

In practice, enterprises and sellers should make full use of these five aspects, develop a more reasonable marketing method, formulate effective marketing strategy, so as to serve each enterprise.

In the actual purchase process, the seller can only continuously improve the quality of products and services, so as to allow more consumers to actively publish the positive comments about products or services, and the business can also encourage consumers to actively share information about products and products, such as cash refund, etc .Review the experience and encourage the consumer to upload the relevant pictures as detailed as possible about the product, and so on.

Although the conclusions of this article show that the assumptions about

length and timeliness are not established, the business should not be ignored. For example, with regard to the timeliness of comments, the conclusions of this article have certain limitations and scope of application, subject to the limitations imposed by the investigation product and the investigation object, and the conclusion is not universally applicable.

In short, in the field of actual marketing, enterprises and sellers should make full use of relevant research theories, formulate a more scientific and reasonable marketing plan and plan from the scientific point of view, help each big e - commerce to achieve more rapid and sustainable development while saving economic cost and time cost development.
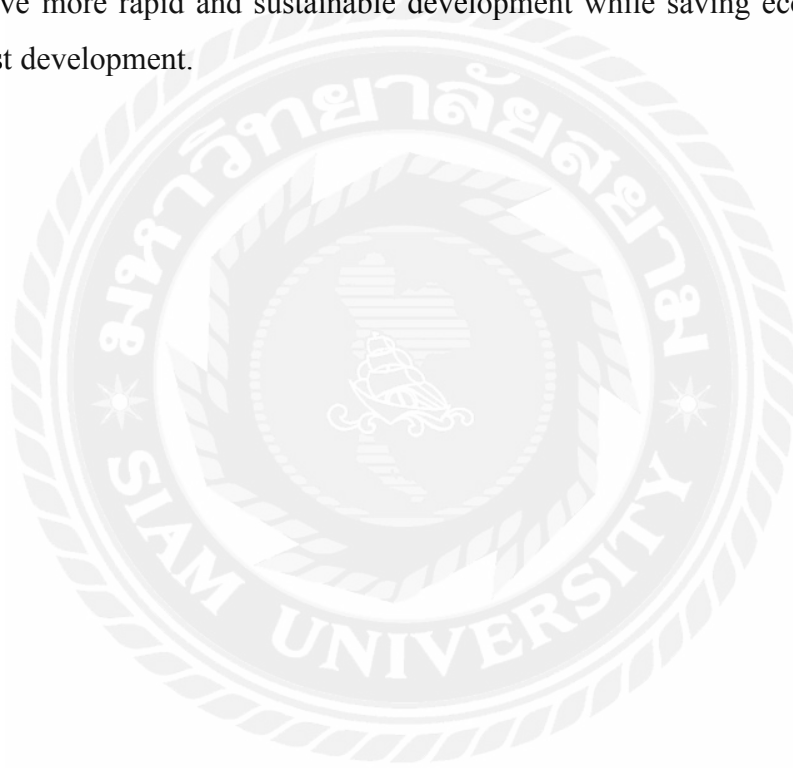
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