STUDY ON THE INFLUENCE OF LITTLE RED BOOK'S ELECTRONIC WORD-OF-MOUTH ON CONSUMER PURCHASE BEHAVIOR INTENTION

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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Title: Study on the Influence of Little Red Book's Electronic Word-of-Mouth on Consumer Purchase Behavior Intention

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ABSTRACT

With the development and popularization of the Internet, e-commerce has become an important channel for consumers to purchase goods and services. In the e-commerce environment, consumers often face information asymmetry and uncertainty. Therefore, they seek the evaluations and recommendations of other consumers to reduce purchase risks and increase satisfaction. These evaluations and recommendations are known as electronic word-of-mouth.

This study takes the Little Red Book platform as the research object. The main objective of this study is to explore the influence of information quality, emotional trust, perceived usefulness and social interactivity in the electronic word of mouth on consumers' behavioral intention on the platform. Specifically, this study has the following four objectives: 1) To explore the impact of information quality in the Little Red Book electronic word of mouth on consumer behavioral intention, 2) To explore the impact of emotional trust in the Little Red Book electronic word of mouth on consumer behavioral intention, 3) To explore the impact of perceived usefulness in the Little Red Book electronic word of mouth on consumer behavioral intention, 4) To explore the impact of social interactivity in the Little Red Book electronic word of mouth on consumer behavioral intention. Little Red Book is a content-driven social e-commerce platform where users can share their lifestyles, beauty and skincare tips, travel guides, and directly purchase related products or services on the platform. Little Red Book has a high level of user activity and user stickiness, as well as a large amount of diverse electronic word-of-mouth content, making it a suitable object for this study.

This study adopts a quantitative research method and collects 376 valid data by distributing questionnaires online and analyses the data. This study examines the impact of electronic word-of-mouth on consumer behavioral intentions from both theoretical and practical perspectives. The conclusion of this study that: 1) Information quality in eWOM on the Little Red Book platform has a significant positive impact on

consumers' behavioral intention, 2) Emotional trust in eWOM on the Little Red Book platform has a significant positive impact on consumers' behavioral intention, 3) Perceived usefulness in eWOM on the Little Red Book platform has a significant positive impact on consumers' behavioral intention, 4) Social interactivity in eWOM on the Little Red Book platform has a significant positive impact on consumers' behavioral intention. The study of information quality, emotional trust and perceived usefulness on behavioral intention finds that all four have a positive effect, and social interactivity can increase the impact of these four factors on consumers' behavioral intentions.

Keywords: electronic word-of-mouth, perceived usefulness, social interactivity, behavior intention

题目：小红书电子口碑对消费者行为意向的影响研究

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摘要

随着互联网的发展和普及，电子商务已经成为了消费者购买商品和服务的重要渠道。在电子商务环境下，消费者往往面临着信息不对称和不确定性的问题，因此，他们会寻求其他消费者的评价和建议，以降低购买风险和提高购买满意度。这些评价和建议就是电子口碑。

本文以小红书平台为研究对象，主要目的是探讨小红书平台上的电子口碑中信息质量、情感信任、感知有用性和社交互动性对消费者在该平台上的行为意向的影响。具体而言，本文有以下四个研究目标：1）探讨小红书平台上的电子口碑中信息质量对消费者行为意向的影响，2）探讨小红书平台上的电子口碑中情感信任对消费者行为意向的影响，3）探讨小红书平台上的电子口碑中感知有用性对消费者行为意向的影响，4）探讨小红书平台上的电子口碑中社交互动性对消费者行为意向的影响。小红书是一个以内容为核心的社交电商平台。小红书平台具有较高的用户活跃度和用户粘性，同时也拥有大量丰富多样的电子口碑内容，因此，它是一个适合进行本文研究的对象。

本文采用定量研究方法，通过线上发放调查问卷的方式收集了 376 份有效数据，并进行数据分析。本文从理论和实践两个方面探讨了电子口碑对消费者行为意向的影响。本文结论是：1）小红书平台上的电子口碑中信息质量对消费者行为意向有显著正向影响，2）小红书平台上的电子口碑中情感信任对消费者行为意向有显著正向影响，3）小红书平台上的电子口碑中感知有用性对消费者行为意向有显著正向影响，4）小红书平台上的电子口碑中社交互动性对消费者行为意向有显著正向影响。通过对信息质量、情感信任、感知有用性和社交互动性对行为意向的研究发现四个均有正向影响。

关键词：电子口碑　行为意向　感知有用性　社交互动性

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Declaration

I, WANG YUE, hereby certify that the work embodied in this independent study entitled "Study on the Influence of Little Red Book's Electronic Word-of-Mouth on Consumer Purchase Behavior Intention" is result of original research and has not been submitted for a higher degree to any other university or institution.

Wang Yue

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Chapter 1 Introduction

1.1 Background of the Study

With rapid economic development and technological advancements, e-commerce has become an indispensable part of people's daily lives. According to the 51st Statistical Report on Internet Development in China by the China Internet Network Information Center (CNNIC), as of December 2022, the number of internet users in China reached 1.067 billion, with an internet penetration rate of 75.6%.

In such a vast and active e-commerce market, consumers are faced with a massive amount of complex information about products or services. Consumer shopping decisions are often influenced by various factors, including price, product quality, service quality, and more. Selecting options that meet one's own needs and preferences has become an important and challenging issue. Word-of-mouth, as a means of information transmission, plays a significant role in influencing consumer shopping decisions. Electronic word-of-mouth (eWOM), as a form of evaluation or recommendation about products or services transmitted through internet channels, provides consumers with an effective and convenient solution. eWOM not only helps consumers access more authentic and comprehensive product or service information but also influences their attitudes towards product or service quality, price, brand, and more, thereby affecting consumer behavioral intentions, purchase behavior, and satisfaction. eWOM refers to consumers sharing information or evaluations about products or services through various online media, such as social networks, blogs, forums, review websites, etc. (Hennig-Thurau et al., 2004). As an important form of social media, eWOM has a significant impact on consumer purchase decision-making processes (Cheung & Thadani, 2012). With the development of internet technology and the widespread use of smartphones, the channels, forms, and content of eWOM communication have become increasingly diverse and rich, enabling consumers to conveniently access, publish, and share eWOM information (King et al., 2014). Unlike traditional word-of-mouth, eWOM has a wide dissemination scope and lasting influence, with its speed and reach far surpassing traditional word-of-mouth. Some studies have shown that eWOM can act as a variable when consumers choose e-commerce platforms. For example, Jalilvand and Samiei (2012) found that eWOM on social media affects consumers' trust in e-commerce platforms, thus influencing their choice behavior. Similarly, Zhai and Zhang (2014) discovered that positive attitudes towards e-commerce platforms enhance the impact of eWOM, while negative attitudes weaken it. Additionally, Wu et al. (2017) found that eWOM on social media is moderated by the frequency of social media use and shopping experience in influencing

consumer choice behavior. Among numerous eWOM platforms, Little Red Book, as a social e-commerce platform with a lifestyle theme, has rapidly emerged in recent years and gained popularity among a large number of consumers. Little Red Book, launched in 2013, integrates content sharing, social interactivity, and e-commerce shopping. It primarily targets young female users and provides content such as overseas shopping guides, beauty and skincare tips, fashion advice, along with purchase links for overseas products, allowing users to complete the entire process from obtaining information to placing orders in one platform. eWOM on Little Red Book is mainly presented in the form of notes, and users can share or obtain product information and evaluations by publishing or browsing notes. eWOM on Little Red Book exhibits high authenticity, expertise, and social interactivity, which enables users to trust and accept the information conveyed in eWOM, thus influencing their behavioral intentions (Zhao et al., 2020). Little Red Book not only provides rich product information and purchase links but also aggregates a large amount of user-generated content (UGC) such as notes, videos, live streaming, forming a vast and active social network. eWOM information on Little Red Book not only includes evaluations of products or services but also incorporates consumers' life experiences, feelings, and stories, with a high level of authenticity, emotional appeal, and entertainment value (Zhao et al., 2020). Therefore, eWOM on Little Red Book has a significant and unique impact on consumer behavioral intentions, such as behavioral intentions and recommendation intentions.

1.2 Problems of the Study

When consumers receive word-of-mouth messages about a product or service on social networks, they are influenced by a variety of factors such as the communicator, the communication platform and the form of the message, and it is an important and difficult issue to find the right choice for them from the many complex product or service messages. Currently, there are some existing study blanks on the impact of eWOM on consumers' behavioral intentions, and there is a lack of a framework to systematically analysis consumer eWOM behavior and to consider the combined effect of internal and external factors on consumers (Cheung & Thadani, 2012). There is a lack of comparison and analysis of the impact of different types of eWOM (e.g. positive, negative, neutral) and different forms of eWOM (e.g. text, pictures, videos) on consumers' behavioral intentions (Liu & Shi, 2019). There is a lack of research on the moderating role of consumers' personal characteristics (e.g. gender, age, education, personality, etc.) and situational factors (e.g. purchase purpose, purchase frequency, purchase risk, etc.) in the influence of eWOM on consumers' behavioral intentions(K. Z. Zhang et al., 2014). There is a lack of study on the interaction and combined effects

between eWOM and other marketing factors (e.g. price, brand, promotion, etc.) (Ghose & Ipeirotis, 2010). Therefore, this study will explore the issue of the impact of eWOM on consumer behavioral intentions on Little Red Book, hoping to provide a new research perspective for the related field.

1.3 Objectives of the Study

The main objective of this study is to explore the impact of information quality, emotional trust and perceived usefulness in Little Red Book's e-word of mouth on consumers' behavioral intention on the platform, and to analysis the moderating role played by social interactivity in this. Specifically, this study has the following four research objectives:

(1) To explore the impact of information quality in the Little Red Book electronic word of mouth on consumer behavioral intention.

(2) To explore the impact of emotional trust in the Little Red Book electronic word of mouth on consumer behavioral intention.

(3) To explore the impact of perceived usefulness in the Little Red Book electronic word of mouth on consumer behavioral intention.

(4) To explore the impact of social interactivity in the Little Red Book electronic word of mouth on consumer behavioral intention.

1.4 Significant of the Study

Theoretical significance: This study applies the theory of perception to analyze the impact of the four dimensions in eWOM on consumer behavioral intention. It examines the perceptual process of consumers on eWOM platforms from the perspective of interaction between subjects and objects. This research contributes to the enrichment and expansion of theoretical frameworks and models related to eWOM.

Practical significance: This study analysis the data for Little Red Book, a typical eWOM platform. It reveals the degree and direction of the effects of different dimensions in eWOM on consumer behavioral intention. The study provides management recommendations for Little Red Book platform, such as optimizing eWOM information quality, enhancing consumer emotional trust, improving perceived usefulness, and promoting consumer social interactivity. It also offers references for businesses to formulate effective marketing strategies and improve conversion rates, and guides consumers in enhancing their influence and obtaining better consumption experiences.

1.5 Limitation of the Study

This study partially explores the mechanisms through which the four dimensions of eWOM influence consumer behavioral intention, it still has some limitations, which include the following:

(1) This study analyzes the data on the relationship between the variables in the eWOM, but does not take into account the nonlinear or complexity effects that may be present in the eWOM. Future research can employ more advanced or suitable analysis methods, such as artificial neural networks or complex networks, to reveal deeper or more nuanced mechanisms of influence within eWOM.

(2) The study considers information quality, emotional trust, perceived usefulness and social interactivity as four important dimensions influencing consumer behavioral intention in eWOM. However, it does not account for other factors or variables that may influence consumer behavioral intention. Future research can incorporate additional or more refined factors or variables, such as consumer characteristics, product attributes, brand image, etc., to enrich and enhance the understanding of the mechanisms through which eWOM influences consumer behavioral intention.

(3) The analysis in this study is based on eWOM data from the Little Red Book platform, but it lacks in-depth text analysis or content analysis of the specific eWOM content. Future research can employ more extensive and effective methods of text analysis or content analysis, such as sentiment analysis, topic modeling, semantic networks, etc., to uncover and analyze specific content characteristics and effects within eWOM.

(4) This study focuses on consumer behavioral intention rather than actual purchasing behavior. It does not account for potential differences or biases between behavioral intention and actual behavior. Future research can adopt more direct ways to measure consumers' actual purchasing behavior, such as tracking consumers' shopping carts, orders, payments, etc., to validate the true impact of eWOM on consumer purchasing behavior.

Chapter 2 Literatures Review

2.1 Electronic word-of-mouth

Arndt (1967) defined WOM as any positive or negative oral or personal communication about a brand, product, service, or organization, in which the receiver perceives the communicator to be non-commercial. In Arndt (1967) definition, WOM involves the dissemination of information through personal channels in a positive or negative manner, with no commercial intent. It refers to verbal, person-to-person communication between the receiver and the communicator, where the receiver perceives the communication to be non-commercial and related to a brand, product, or service. Westbrook (1987) expanded the definition by including post-purchase communication, defining WOM as "all informal communications directed at other consumers about the ownership, usage, or characteristics of specific goods and services or their sellers." Westbrook (1987) states that "consumer word-of-mouth includes informal communications directed at other consumers that involve the ownership, usage, or characteristics of specific goods and services and/or their sellers." Bone (1992) conceptualized WOM as a collective phenomenon - the exchange of comments, thoughts, and opinions between two or more individuals, none of whom has a marketing intent. WOM is typically independent of the marketer's sales intentions, making it more trustworthy and credible (Bone, 1992). With the emergence of the internet and new media channels, WOM has transformed into electronic word-of-mouth (eWOM). Barreto (2015) argued that the emergence of digital software with the purpose of information dissemination inevitably changed the traditional form of eWOM, leading to a new definition of eWOM. eWOM refers to the behavior and information where consumers share and spread their shopping or usage experiences online through digital channels such as the internet or social media, evaluating and recommending products or services. eWOM includes various forms such as comments, ratings, likes, shares, recommendations, etc., on social media. Researchers commonly define eWOM as product-related evaluations posted on e-commerce platforms or social media (Mudambi & Schuff, 2010). Early research showed that WOM, like advertising and other mass media, is an important influencer (Katz & Lazarsfeld, 1956).Information exchange and communication through the internet medium also fall under the category of WOM (Gelb & Johnson, 1995). Previous studies have demonstrated the significant role of eWOM in influencing consumer decision-making processes at various stages (Davis & Khazanchi, 2008) and behavioral intentions (Park et al., 2007).

Information quality refers to whether the information contained in eWOM is objective, accurate, timely, relevant, and comprehensive (Park et al., 2007).

Emotional Trust refers to consumers' emotional trust toward eWOM sources or platforms, reflecting their acceptance and reliance on eWOM information (Chen & Chang, 2013).

Perceived usefulness refers to consumers' perception of the extent to which eWOM information can help them solve problems or meet their needs, reflecting their evaluation of the value of eWOM information (Chen & Chang, 2011).

In summary, eWOM is an evolved form of traditional WOM, both being informal information exchange among consumers that influences consumer decision-making regarding a company's products, services, or brand. However, there are some essential differences between them. Traditional WOM is constrained by geographical scope and temporal limitations, whereas eWOM utilizes technologies like the internet to generate broader and more enduring effects among consumers. These differences arise from the evolving societal and technological landscape.

2.2 Behavioral intention

The concept of "intention" originated in psychology and refers to the subjective notion of an individual's purpose or plan for a specific action. Behavioral intention refers to an individual's subjective inclination or plan for a particular behavior (Fishbein & Ajzen, 1975). Behavioral intention is considered to be an important variable in predicting and explaining an individual's behavior, which is influenced by an individual's attitudes, subjective norms and perceptual-behavioral control (Ajzen, 1991). Smith and Swinyard (1982) suggested that behavioral intention primarily refers to the probability of an individual engaging in a certain behavior in the future. Behavioral intention can accurately explain consumer behavioral activities and is an important process preceding actual purchase behavior, arising from the perception of the shopping process. It represents a significant aspect of consumer behavior (Ajzen & Driver, 1991).

Study on behavioral intentions has focused on the following areas:

The relationship between behavioral intentions and behavior. Some studies have found a significant positive correlation between behavioral intention and actual behavior, i.e., the more an individual intends to do something, the more likely he or she is to actually perform the behavior (Sheeran, 2002; Webb & Sheeran, 2006). Other studies have found that the relationship between behavioral intentions and actual behavior is moderated or mediated by factors such as time intervals, planning, self-efficacy, and emotion(Gollwitzer & Sheeran, 2006; Perugini & Conner, 2000).

The relationship between behavioral intentions and attitudes, subjective norms and perceived behavioral control. Several studies have found that attitudes, subjective norms, and perceived behavioral control have a significant positive effect on behavioral intentions, i.e., the more positive an individual's attitudes towards a behavior, the higher the perceived expectations of others towards the behavior, and the lower the perceived barriers to being able to control the behavior, the more likely they are to develop strong

behavioral intentions (Armitage & Conner, 2001; Montano & Kasprzyk, 2015). Other studies have found that the effects of attitudes, subjective norms, and perceived behavioral control on behavioral intentions are moderated or mediated by individual characteristics, situational factors, cultural differences, and other factors (Bagozzi et al., 2003; Cheung et al., 2008).

Relationship between behavioral intention and other variables. Some studies have found that in addition to attitudes, subjective norms, and perceived behavioral control, there are other variables that have a significant effect on behavioral intentions, such as trust, satisfaction, loyalty, risk perception, and social influence (Chen et al., 2011; Kim et al., 2017). Other studies have found that behavioral intention not only predicts actual behavior, but also other related variables such as performance, achievement, and happiness (Locke & Latham, 2002; Lyubomirsky et al., 2005).

Consumer behavioral intention plays a significant predictive role in their behavior to some extent, which has been widely acknowledged by scholars (Bauer et al., 2006; Li et al., 2008). Zeithaml et al. (1996) noted that behavioral intention can be either positive or negative. Positive behavioral intention is characterized by consumers' liking for a product, leading to praise and purchase, while negative behavioral intention reflects consumers' dislike for a product, resulting in criticism and refusal to purchase. Many scholars interpret consumer behavioral intention from the perspectives of behavioral intention and recommendation intention (Van Noort et al., 2012). In online shopping, consumers develop behavioral intention and intention to recommend through a series of product information searches, ultimately influencing their behavior (Zhang & Mao, 2016).

In summary, behavioral intention, as an important psychological concept, has been widely researched and applied, but there are still many issues worth exploring, such as the causal relationship between behavioral intention and other variables, the consistency between behavioral intention and actual behaviors, and the measurement methods and standards of behavioral intention.

2.3 Social e-commerce

Social e-commerce refers to the process in which consumers engage in information exchange, Social Interactivity, and e-commerce activities through social media platforms (Liang & Turban, 2011). Social media platforms are online platforms that utilize internet technology and application software, enabling users to create, share, and disseminate content, as well as communicate and collaborate with other users (Kaplan & Haenlein, 2010). Social media platforms can be categorized into different types, such as social networks, blogs, microblogs, forums, video sharing, photo sharing, question-

and-answer platforms, and more (Xiang & Gretzel, 2010). Social e-commerce platforms, building upon social media platforms, incorporate e-commerce functionalities, allowing users to engage in shopping or selling activities while accessing information and socializing (H. Zhang et al., 2014). Social e-commerce platforms can be classified into two types: one primarily focuses on e-commerce with supplementary social features, such as Taobao and JD.com, while the other emphasizes Social Interactivitys with auxiliary e-commerce functionalities, such as Little Red Book and Meilishuo (Huang & Benyoucef, 2013).

Compared to traditional e-commerce, social e-commerce possesses several distinct characteristics:

User-generated content: Content on social e-commerce platforms is primarily created, shared, and disseminated by users themselves, rather than being provided by the platform or merchants. User-generated content can take various forms such as text, images, videos, audio, etc., and it reflects users' opinions, emotions, experiences, and other information (Cheung & Thadani, 2012).

User interaction: Users on social e-commerce platforms can not only browse and access content but also communicate and collaborate with other users through features like comments, likes, shares, private messages, etc. User interaction enhances user engagement and trust, and facilitates the spread of information and influence(Liang & Turban, 2011).

User personalization: Users on social e-commerce platforms can choose to follow or join different topics, groups, or individuals based on their interests and needs, in order to obtain content and services that align with their preferences and expectations. User personalization improves user satisfaction, loyalty, as well as increases user stickiness and retention (H. Zhang et al., 2014).

User influence: Users on social e-commerce platforms can exert influence on other users by publishing or sharing content, thereby changing their attitudes or behaviors. User influence can be categorized into two types: professional influence, where users gain recognition and trust from others due to their professional knowledge or skills, and social influence, where users attract attention and imitation from others due to their popularity or reputation (Cheung & Thadani, 2012).

2.3.1 Social Interactivity

Social interactivity refers to the level of information exchange and feedback between users or between users and websites in an online environment (Rafaeli, 1988). Social interactivity is considered to be an important factor in influencing users' attitudes and behaviors towards websites (Liaw & Huang, 2003). Some studies have found that

social interactivity increases users' knowledge and trust in products or services, which in turn increases users' willingness to buy (Hajli et al., 2017; Rashid et al., 2022). Other studies have found that the effect of social interactivity on users' purchase intention is moderated by users' shopping motivation and shopping emotion (Wang & Yu, 2017).

2.4 Theory of Reviews

The relationship between eWOM and consumer behavior intention has become a hot topic in research. Scholars have found that eWOM has a significant influence on consumers' behaviors and attitudes towards a brand, and its impact is greater than that of traditional word-of-mouth. Some studies have indicated that eWOM significantly affects consumers' decision-making processes (Baber et al., 2016; Sugiran et al., 2022; Zhao et al., 2020). For example, Gefen et al. (2003) examined the influence of trust and familiarity on perceived usefulness, ease of use, and subsequently, consumers' intention to engage in online shopping. Furthermore, there have been studies exploring the relationship between consumer perceived value, online word-of-mouth, and behavioral intention. In recent research, 93% of consumers stated that online reviews (a form of electronic word-of-mouth communication) significantly influenced their purchase decisions(Ruiz-Mafe et al., 2020). Several empirical studies have confirmed the impact of eWOM on consumers' intentions to purchase products or services (Erkan & Evans, 2016; Plotkina & Munzel, 2016) , such as purchasing cars (Reza Jalilvand & Samiei, 2012), intention to choose a tourism destination (Kanje et al., 2020; Zainal et al., 2017) , and intention to book hotels (Gerdt et al., 2019; Tsao et al., 2015) , among others. Empirical research has found that consumers' perceived functional value and emotional value are significantly positively correlated with behavioral intention, and eWOM can positively moderate this relationship, with a stronger impact as the intensity of eWOM increases. Similarly, consumers' perceived functional value and emotional value are significantly positively correlated with dissemination intention, and eWOM can positively moderate this relationship, with a stronger impact as the intensity of eWOM increases. However, some studies have yielded contradictory results regarding the influence of different characteristics of eWOM on behavioral intention (Reimer & Benkenstein, 2016; Zainal et al., 2017).

There is relatively limited research that helps businesses understand the factors influencing consumers' intention to engage in eWOM dissemination. While existing research has contributed to our understanding of eWOM, most studies have focused on how consumers' eWOM evaluations impact their purchase decisions (Themba & Mulala, 2013; Utz et al., 2012). eWOM influences consumers' perceptions and attitudes (Baek et al., 2012). Schuckert et al. (2015) argue that eWOM is essential in the purchase

process, and when consumers use this eWOM to make purchase decisions and subsequently express their (dis)satisfaction with the purchase, these reviews are regenerated. The characteristics of eWOM, including quantity, quality, value, polarity, consistency, source, and type, can influence consumers' attention, trust, and attitudes towards eWOM, thereby impacting their behavioral intention. Limited attention has been given to investigating two distinct types (positive and negative) of eWOM. eWOM that is perceived as useful has a positive and significant impact on consumers' purchase decisions (Li et al., 2013). Factors influencing eWOM include product or service attributes, consumer individual differences, characteristics of the online platform, and social environment, among others, which can moderate or mediate the relationship between eWOM and consumers' behavioral intention.

2.4.1 Perception Theory

Perception theory originated from sociology, and user perception refers to the subjective understanding that individuals develop after their brains process objective objects. Perception theory suggests that consumers have subjective judgments and evaluations of the quality of information in EWOM, which affects their perceptions and attitudes towards a product or service(Cheung et al., 2008; Zhang et al., 2021). Garrett (2011) states that user perception in the internet environment is the instantaneous and authentic perception generated when individuals interact with various media platforms. It encompasses users' cognitive understanding of platforms, products, information, and overall feelings about services, which are shaped by their own characteristics (emotions, needs, inclinations, etc.) and interactions with system functions and specific environments. Zeithaml (1988) suggests that user perception involves consumers' comprehension of received content and overall evaluations of factors determining product utility. Konstantakis et al. (2017) further categorize user perception into three levels of indicators, which they believe positively contribute to encouraging users' active usage. The first-level indicators are utility and pleasure; the second-level indicators include usefulness, usability, social aspects, and enjoyment; and the third-level indicators encompass usefulness, reliability, ease of use, efficiency, usability, identity recognition, happiness, and stimulation.

Integrating the research of these scholars with the context of social media, user perception refers to the comprehensive experience of users regarding the functionality and service effects of social media, which they directly form through various senses or indirectly form through cognitive processes in the brain.

2.4.2 Trust theory

Trust theory is a theoretical framework that studies how people establish, maintain, and restore trust. It examines the psychological state and behavioral manifestations of trust or distrust in others or in entities based on factors such as reliability, integrity, and competence. The theory encompasses four main elements: trustor, trustee, trust object, and trust outcome. In the field of marketing, Moorman et al. (1993) proposed that trust is related to the confidence and reliance on transaction partners. Trust theory suggests that trust is an important factor influencing consumer behavioral intention. It can reduce consumers' perceived risk, enhance satisfaction and loyalty, and stimulate positive word-of-mouth. Trust theory can help businesses understand consumers' trust needs, mechanisms of trust formation, strategies for maintaining trust, and how to improve consumer behavioral intention by increasing trust levels.

2.4.3 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a model used to explain and predict the degree to which people accept information technology. The model was proposed of Davis (1989) based on the Theory of Reasoned Action (TRA) in the field of information systems. The TAM posits that consumers' perceived usefulness of eWOM is the extent to which consumers believe that using eWOM provides benefits and value, which influences consumers' attitudes and willingness to use eWOM(Chen et al., 2018; Davis, 1989). Perceived usefulness refers to whether consumers believe that eWOM can help them understand the features, advantages and disadvantages, prices and other information about products or services, thus improving the efficiency and effectiveness of their decision-making(Davis, 1989). Perceived usefulness not only affects consumers' attitudes and willingness to use eWOM, but also affects consumers' sense of value and willingness to purchase products or services(Chen et al., 2018).

2.5 Research Relevant

The reasons for selecting the Perception Theory, Trust Theory, and Technology Acceptance Model as the theoretical framework in this study are as follows:

This study focuses on the Little Red Book platform to investigate the effects of the four latitudes of eWOM, namely information quality, emotional trust, perceived usefulness, and social interactivity, on consumers' behavioral intention. Little Red Book is a new platform that combines social media and e-commerce, where users can access and share information related to various products or services and engage in purchasing behavior. This study draws on perception theory and trust theory to argue that users' perceptions of information quality, Emotional Trust, perceived usefulness and social

interactivity in eWOM will influence their attitudes and behavioral intention. Information quality refers to the authenticity, accuracy, completeness, and timeliness of the information in eWOM. Emotional Trust refers to the trust users have in the relationship between the information provider and the information consumer in eWOM. Perceived usefulness refers to the extent to which users perceive the information in eWOM as helpful in solving problems or meeting needs. Social interactivity refers to the degree of user engagement in communication, feedback, and evaluation with information providers or consumers on the Little Red Book platform. The study considers these four dimensions as important criteria for users' evaluation of eWOM and as significant factors influencing users' behavioral intention.

There exists an inherent connection and interaction among the Perception Theory, Trust Theory, and Technology Acceptance Model, which can form a comprehensive and reasonable analytical framework. For example, users' perception of information technology products or services can influence their evaluation of usefulness and ease of use, thereby affecting their intention to use. Users' trust in information technology product or service providers or platforms can affect their evaluation of reliability and security, thus influencing their usage behavior. Users' usage behavior of information technology products or services, in turn, can impact their perception and trust in them.

2.6 Conceptual Framework

Based on Ismagilova et al. (2020) analysis and research on the impact of eWOM on consumer behavioral intentions, four dimensions of eWOM were selected for this study: information quality, emotional trust, perceived usefulness and social interactivity to investigate the mechanisms through which eWOM influences consumers' purchase behavior. The following theoretical framework was designed:

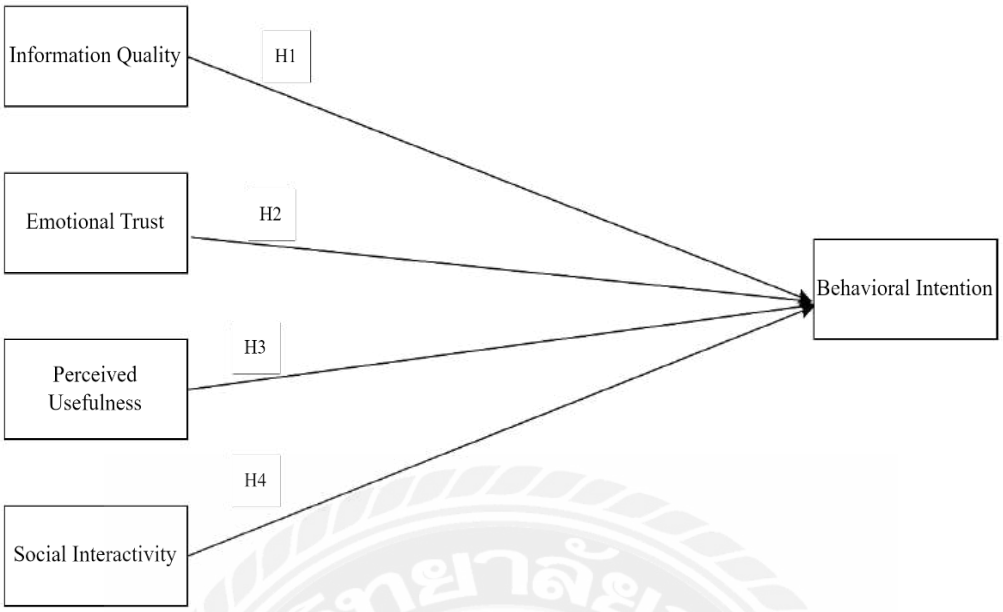

Figure 2.1 Conceptual Framework

2.7 Terms and Definition Used in This Study

Information Quality: Information quality refers to whether the information contained in eWOM is objective, accurate, timely, relevant, and comprehensive (Park et al., 2007). Information quality is a significant factor that influences consumers' cognitive evaluations and the formation of attitudes toward products or services.

Emotional Trust: Emotional trust refers to consumers' emotional trust toward eWOM sources or platforms, reflecting their acceptance and reliance on eWOM information (Chen & Chang, 2013). Emotional Trust is an important factor that influences the formation of consumer attitudes and behavioral conversion toward products or services.

Perceived Usefulness: Perceived usefulness refers to consumers' perception of the extent to which eWOM information can help them solve problems or meet their needs, reflecting their evaluation of the value of eWOM information (Chen & Chang, 2011). Perceived usefulness is a crucial factor that influences consumers' need intensity and purchase motivation toward products or services.

Social Interactivity: Social interactivity refers to the degree of consumers' engagement in activities such as communication, feedback, or evaluation with other participants on eWOM platforms, reflecting the presence of social factors on eWOM platforms (Hennig-Thurau et al., 2004).

Behavioral Intention: Behavioral intention refers to the extent to which a user desires or plans to purchase a product or service. Behavioral intention is a pre-variable

of consumers' purchasing behavior, and it is also the ultimate goal of eWOM influence. Behavioral intention is a core concept in the technology acceptance model, which reflects the user's attitude towards using technology products or services(Davis et al., 1989).

Chapter 3 Research Methodology

In this study, a quantitative method was used to conduct the study. By designing and distributing questionnaires, data were collected and analyzed to test hypotheses and draw conclusions. The study focused on users of the Little Red Book platform and designed a questionnaire that included variables such as information quality, emotional trust, perceived usefulness, social interactivity, and behavioral intention. The questionnaire was distributed and collected through an online platform. Subsequently, the data were cleaned and subjected to descriptive analysis, reliability analysis, validity analysis, correlation analysis, and structural equation modeling using SPSS and AMOS software to test the proposed hypotheses. Based on the analysis results, discussions and recommendations were made.

3.1 Research Design

3.1.1 Information Quality Scale Design

The variable information quality was scaled using Park et al. (2007) scale, which includes five dimensions of objectivity, accuracy, timeliness, relevance and adequacy, and has 5 items. Each item adopts a Likert scale, and the measurement scale of information quality is shown in the table.

Table 3.1 Information Quality Measurement Scale

Variable Name	Code	Measurement items	Reference source
Information Quality (IQ)	IQ1	I think the information related to products or services on the Little Red Book platform is objective.	Park et al. (2007)
	IQ2	I believe that the information on the Little Red Book platform related to products or services is accurate.	
	IQ3	I think the information related to products or services on the Little Red Book platform is updated in a timely manner.	
	IQ4	I think the information related to products or services on the Little Red Book platform is relevant to my needs.	
	IQ5	I think the information related to products or services on the Little Red Book platform is sufficiently detailed.	

3.1.2 Emotional Trust Scale Design

The scale for the emotional trust variable was measured using Chen and Chang (2013) scale, which includes three dimensions of trust feeling, trust degree and trust degree, and has 3 items, and each item uses The Likert scale and the measuring scale of emotional trust are shown in the table.

Table 3.2 Emotional Trust Measurement Scale

Variable Name	Code	Measurement items	Reference source
Emotional Trust (ET)	ET1	I have a sense of trust in the users who publish information related to products or services on the Little Red Book platform.	Chen and Chang (2013)
	ET2	I have a degree of trust in users who publish information related to products or services on the Little Red Book platform.	
	ET3	I have a degree of trust in users who publish information related to products or services on the Little Red Book platform.	

3.1.3 Perceived Usefulness Scale Design

The variable perceived usefulness was measured using Chen and Chang (2011) scale, which includes three dimensions of problem solving, demand satisfaction and efficiency improvement. A Likert scale is used, and the measurement scale of perceived usefulness is shown in the table.

Table 3.3 Perceived Usefulness Measurement Scale

Variable Name	Code	Measurement items	Reference source
Perceived Usefulness (PU)	PU1	I think that information related to products or services on the Little Red Book platform can help me solve problems.	Chen and Chang (2011)
	PU2	I think that information related to products or services on the Little Red Book platform can help me meet my needs.	
	PU3	I think the information related to products or services on the Little Red Book platform can improve my shopping efficiency.	

3.1.4 Social Interactivity Scale Design

The scale of variable social interactivity mainly refers of Hennig-Thurau et al. (2004) , which includes three dimensions of communication, feedback and evaluation, and has 3 items. All items use Likert scale, and the Social interactivity measurement scale is shown in the table.

Table 3.4 Social Interactivity Measurement Scale

Variable Name	Code	Measurement items	Reference source
Social Interactivity (SI)	SI1	I communicate with users who post or browse information related to products or services on the Little Red Book platform.	Hennig-Thurau et al. (2004)
	SI2	I give feedback to users who publish or browse information related to products or services on the Little Red Book platform.	
	SI3	I evaluate users who publish or browse information related to products or services on the Little Red Book platform.	

3.1.5 Behavioral Intention Scale Design

The scale of variable behavioral intention mainly refers to Cheung et al. (2009), which includes two dimensions of purchase possibility and recommendation possibility, with 2 items, each item All the items adopt the Likert scale, and the measurement scale of behavioral intention is shown in the table.

Table 3.5 Behavioral Intention Measurement Scale

Variable Name	Code	Measurement items	Reference source
Behavioral Intention (BI)	BI1	It is possible for me to purchase the product or service I am interested in on the Little Red Book platform.	Cheung et al. (2009)
	BI2	It is possible for me to recommend my satisfied products or services to others on the Little Red Book platform.	

3.1.6 Measurement of Study Variables

Based on the established scales from relevant studies, a subscale design for the five variables involved in this research has been developed to construct the survey questionnaire. The study encompasses the following five variables: Information Quality (IQ), Emotional Trust (ET), Perceived Usefulness (PU), Social Interactivity (SI), and Behavioral Intention (BI).

3.2 Hypothesis

H1: The higher the information quality in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.

H2: The higher the emotional trust in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.

H3: The higher the perceived usefulness in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.

H4: The higher the social interactivity in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.

3.3 Population and Sampling

The target population is Chinese users on the Little Red Book platform. This population is large, diverse, and dispersed. The sampling method used is simple random sampling, which involves randomly selecting a certain number of individuals directly from the population, such as by distributing and collecting questionnaires through online platforms.

3.4 Sample Size

Data collection for this study was conducted from May 2023 to June 2023. A total of 403 questionnaires were distributed, and all 403 questionnaires were successfully collected. After excluding 27 invalid questionnaires, which belonged to users who had not used Little Red Book, the final sample consisted of 376 valid questionnaires. The valid response rate was 93.30%.

3.5 Data Collection

Data collection for this study was conducted through online platforms, primarily utilizing the following two methods:

(1) Posting the questionnaire link on the Little Red Book platform and inviting users to participate by filling it out.

(2) Sharing the questionnaire link on other social media platforms and inviting users to participate. To ensure data quality, only users with previous experience using the Little Red Book platform were invited to complete the questionnaire. Screening questions were implemented, such as "Have you ever used the Little Red Book platform?" and "When was the last time you used the Little Red Book platform?"

3.6 Data Analysis

The data analysis in this study was conducted using SPSS and AMOS, involving the following steps:

(1) Data cleaning: The data underwent procedures such as handling missing values, addressing outliers, and conducting tests for normality to ensure data integrity, accuracy, and usability.

(2) Descriptive analysis: Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to provide an overview of the sample's characteristics.

(3) Reliability analysis: Cronbach's α coefficient was employed to assess the internal consistency reliability of each variable. A coefficient above 0.7 is generally considered indicative of high reliability (Nunnally, 1994).

(4) Validity analysis: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted to examine the construct validity and convergent validity of the variables. EFA involved extracting latent factors through methods such as principal component analysis or maximum likelihood estimation, calculating factor loadings, cumulative variance contributions, and other indicators to evaluate the construct validity of the variables (Hair, 2010). CFA employed structural equation modeling to assess whether the measurement model of the variables matched the data and calculated indices such as Average Variance Extracted (AVE) and Composite Reliability (CR) to evaluate convergent validity (Fornell & Larcker, 1981).

(5) Correlation analysis: Pearson correlation coefficients were used to examine the relationships among the variables, with a coefficient above 0.3 generally indicating a strong correlation (Cohen, 1988).

(6) Structural equation modeling analysis: Structural equation modeling was employed to test the proposed theoretical framework and hypotheses against the data. Path coefficients, significance levels, and fit indices such as goodness-of-fit measures were calculated to assess the overall and local effects of the model (Hair, 2010).

3.7 Reliability and validity analysis of the scale

Reliability and validity analysis of the scale refers to the examination of the scale's reliability and effectiveness to assess whether the scale accurately reflects the variables that the researchers intend to measure.

3.7.1 Reliability Analysis of the Scale

The Construct-Item Total Correlation (CITC) is used to verify the overall correlation between items and, together with Cronbach's α value, serves as a criterion for assessing the internal consistency of each variable. If the CITC value is greater than 0.5, it indicates that the item can be retained. If it is less than 0.5, it suggests weak consistency between the item and other items, and consideration will be given to removing it. If removing a measurement item not only does not decrease but significantly improves Cronbach's α value, it indicates that the item may have a problem. Generally, an α value below 0.6 is considered unreliable, between 0.6-0.7 is marginally acceptable, between 0.7-0.8 is acceptable, between 0.8-0.9 indicates high reliability, and above 0.9 indicates very high reliability. The reliability analysis results for each variable are presented in the table below.

(1) Information Quality Reliability Analysis

From Table 3.6, it can be observed that the CITC values for each item in the Information Quality scale are all greater than 0.5. The overall Cronbach's α coefficient for this variable is 0.880, indicating satisfactory reliability. Additionally, the Cronbach's α if Item Deleted values for all items are lower than 0.880. Therefore, all five items of the Information Quality variable can be retained without deletion.

Table 3.6 Information Quality Reliability Analysis

Variable Name	Code	CITC	Cronbach's α if Item Deleted	Cronbach's α
Information Quality	IQ1	0.649	0.871	0.880
	IQ2	0.770	0.841	
	IQ3	0.723	0.852	
	IQ4	0.710	0.855	
	IQ5	0.731	0.851	

(2) Emotional Trust Reliability Analysis

From Table 3.7, it can be observed that all the items in the Emotional Trust scale have CITC values greater than 0.5. The overall Cronbach's α coefficient for this variable is 0.866, indicating satisfactory reliability. Additionally, the Cronbach's α if Item Deleted values for all items are lower than 0.866. Therefore, all three items of the Emotional Trust variable can be retained without deletion.

Table 3.7 Analysis of Emotional Trust Reliability

Variable Name	Code	CITC	Cronbach's α if Item Deleted	Cronbach's α
Emotional Trust	ET1	0.764	0.794	0.866
	ET2	0.724	0.831	
	ET3	0.748	0.810	

(3) Perceived Usefulness Reliability Analysis

From Table 3.8, it can be observed that all the items in the Perceived Usefulness

scale have CITC values greater than 0.5. The overall Cronbach's α coefficient for this variable is 0.816, indicating good reliability. Additionally, the Cronbach's α if Item Deleted values for all items are lower than 0.816. Therefore, all three items of the Perceived Usefulness variable can be retained without deletion.

Table 3.8 Perceived Usefulness Reliability Analysis

Variable Name	Code	CITC	Cronbach's α if Item Deleted	Cronbach's α
Perceived Usefulness	PU1	0.667	0.749	0.816
	PU2	0.669	0.747	
	PU3	0.669	0.747	

(4) Social Interactivity Reliability Analysis

From Table 3.9, it can be seen that all the items in the social interactivity scale have CITC values greater than 0.5. The overall Cronbach's α coefficient for this variable is 0.856, indicating good reliability. Additionally, the Cronbach's α if Item Deleted values for all items are lower than 0.856. Therefore, all three items of the social interactivity variable can be retained without deletion.

Table 3.9 Social Interactivity Reliability Analysis

Variable Name	Code	CITC	Cronbach's α if Item Deleted	Cronbach's α
Social Interactivity	SI1	0.703	0.824	0.856
	SI2	0.746	0.782	
	SI3	0.741	0.787	

(5) Behavior Intention Reliability Analysis

From Table 3.10, it can be seen that all the items in the social interactivity scale have CITC values greater than 0.5. The overall Cronbach's α coefficient for this variable is 0.898, indicating good reliability. Since the Behavioral Intention scale includes only two items, there is no Cronbach's α if Item Deleted analysis available. Therefore, both items of the Behavioral Intention variable can be retained without deletion.

Table 3.10 Behavior Intention Reliability Analysis

Variable Name	Code	CITC	Cronbach's α if Item Deleted	Cronbach's α
Behavior Intention	BI1	0.815	-	0.898
	BI2	0.815	-	

Reliability analysis is primarily employed to investigate the stability and consistency of the measured outcomes in a questionnaire, aiming to assess the reliability and trustworthiness of the employed scale. In simpler terms, reliability analysis examines the extent to which respondents provide genuine responses in the sample. One commonly utilized method for assessing reliability is the Cronbach's α coefficient,

which ranges from 0 to 1. A higher coefficient value suggests higher scale reliability. The research of DeVellis (1991) indicates that Cronbach's α coefficients between 0.60 and 0.65 indicate poor scale reliability, coefficients between 0.65 and 0.70 indicate acceptable reliability, coefficients between 0.70 and 0.80 indicate good reliability, and coefficients between 0.80 and 0.90 indicate very good reliability.

In this study, the Cronbach's α coefficient is adopted as the criterion for assessing the suitability of the scale. The research collected 376 valid sample data, which were analyzed using SPSS 20. The results are presented in Table 3.11.

Table 3.11 Reliability analysis of each scale

Variable Name	Code	Measure the number of questions	Cronbach's α	Overall Reliability
Information Quality	IQ	5	0.880	0.873
Emotional Trust	ET	3	0.866	
Perceived Usefulness	PU	3	0.816	
Social Interactivity	SI	3	0.856	
Behavior Intention	BI	2	0.898	

Based on Table 3.11, it can be observed that the Cronbach's α coefficients of the five scales used in this survey are all above 0.80, with the lowest being 0.816 and the highest being 0.898. The Information Quality scale has a Cronbach's α value of 0.880, indicating excellent reliability. The Emotion Trust scale has a Cronbach's α value of 0.866, also indicating excellent reliability. The Perceived Usefulness scale has a Cronbach's α value of 0.816, showing very good reliability. The social interactivity scale has a Cronbach's α value of 0.856, indicating strong reliability. Lastly, the Behavioral Intention scale has a Cronbach's α value of 0.898, demonstrating excellent reliability. It can be concluded that all the Cronbach's α values for the various scales are greater than 0.8, indicating a high level of internal consistency among the measurement items. Based on the criteria, it can be concluded that the scales used in this study have excellent reliability, and there is strong internal consistency among the variables. The scale design is reasonable and can meet the study needs in the following sections.

3.7.2 Validity analysis of the scale

Validity analysis is primarily used to examine the effectiveness and accuracy of the scales in a questionnaire, assessing whether the questionnaire items are designed sensibly. Overall, validity analysis includes content validity and construct validity. Content validity refers to the logical relationship between the content of the items and the variables being measured. Construct validity, on the other hand, involves using software analysis to confirm whether the structure of the questionnaire items

corresponds to the professional context and the relationships with the research variables.

Construct validity encompasses both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). EFA is used to explore whether the collected data can be categorized into certain factors for further analysis, examining if the extracted factors align with the theoretical framework and determining the differences between theory and actual data, as well as assessing if the extracted variables can undergo CFA. CFA, on the other hand, is employed to examine the correctness of the relationships between observed variables and their corresponding latent variables, including their accuracy of interpretation and internal consistency among similar variables. Typically, factor loading coefficients greater than 0.4 are considered acceptable levels of validity.

In summary, validity analysis plays a critical role in assessing the adequacy and appropriateness of questionnaire items and their ability to measure the intended constructs accurately and effectively. Both content validity and construct validity are essential aspects of this analysis, employing techniques like EFA and CFA to ensure the reliability and validity of the measurement instruments.

3.7.2.1 Exploratory Factor Analysis (EFA)

3.7.2.1.1 KMO and Bartlett's Test[a]

The data collected was subjected to exploratory factor analysis using SPSS 20 to obtain the results of KMO and Bartlett's Test[a], Total Variance Explained, Rotated Component Matrix, and Scree Plot. Firstly, the collected data was subjected to exploratory factor analysis. The KMO (Kaiser-Meyer-Olkin) measure is calculated based on the difference between the sum of squared correlations among variables and the sum of squared partial correlations. A KMO value closer to 1 indicates better suitability for factor analysis. The following criteria are commonly used to interpret the KMO value: KMO > 0.9 indicates excellent suitability; 0.8 < KMO < 0.9 indicates very good suitability; 0.7 < KMO < 0.8 indicates good suitability; KMO < 0.7 indicates general suitability; KMO < 0.5 indicates unsuitability for factor analysis. Bartlett's Test[a] is used to determine if the statistical data conform to the chi-square distribution and test the correlations between variables to assess the suitability for factor analysis. The prerequisite for conducting EFA is that the chi-square value of Bartlett's Test[a] is sufficiently significant and has a significance level below the reference value of 0.05. The overall KMO value for the measurement variables was found to be 0.837, and the significance of Bartlett's Test was 0.000, indicating high data reliability and conformity to the chi-square distribution, meeting the requirements. The results of KMO and Bartlett's Test[a] for the variables in this study are presented in Table 3.12.

Table 3.12 KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.837

Bartlett's Test of Sphericity	Approx. Chi-Square	3172.857
	df	120
	Sig.	0.000

3.7.2.1.2 Principal Component Analysis

In this study, exploratory factor analysis was conducted on multiple variables using the principal component analysis (PCA) method for factor extraction and the varimax rotation method for factor classification. The criterion for extracting primary factors was based on whether the eigenvalue was greater than 1. The PCA method adhered to the following three principles:

(1) Variables with only one measurement were not subjected to factor analysis, as they were assumed to possess internal consistency. All observed variables in this study had two or more measurements, necessitating factor analysis.

(2) After rotation, each variable's factor loading should exhibit convergence, typically above 0.5, and when there are numerous items, a loading of 0.4 can also be used as a criterion. If all loadings are less than 0.4 or if more than two variables have loadings above 0.4, the corresponding items should be removed. In this study, all factor loadings were above 0.753.

(3) The total variance explained by the extracted factors should not be lower than 60%. Otherwise, the extracted factors may lack representativeness and may not be suitable for subsequent analysis.

Adhering to these principles, the collected data underwent factor analysis with the aim of reducing the dimensionality of numerous observed variables into a few latent variables capable of reflecting the research question. Based on the criterion of eigenvalues greater than 1, a total of five factors were extracted, aligning with the expected theoretical factors. The cumulative total variance explained by these five factors was 76.020%, indicating their suitability for further analysis.

Table 3.13 Total Variance Explained

Component	Initial Eigenvalues[a]			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.583	34.897	34.897	5.583	34.897	34.897	3.434	21.462	21.462
2	2.294	14.340	49.237	2.294	14.340	49.237	2.430	15.188	36.650
3	1.745	10.903	60.140	1.745	10.903	60.140	2.361	14.755	51.405
4	1.531	9.571	69.711	1.531	9.571	69.711	2.235	13.970	65.375
5	1.009	6.309	76.020	1.009	6.309	76.020	1.703	10.645	76.020
6	0.549	3.432	79.451						
7	0.451	2.821	82.272						
8	0.416	2.599	84.871						
9	0.404	2.523	87.395						
10	0.381	2.382	89.776						
11	0.349	2.183	91.959						
12	0.338	2.111	94.070						
13	0.303	1.892	95.962						
14	0.276	1.727	97.689						
15	0.199	1.244	98.933						
16	0.171	1.067	100.00						

Table 3.14 Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
IQ1	0.753				
IQ2	0.840				
IQ3	0.787				
IQ4	0.799				
IQ5	0.803				
ET1		0.877			
ET2		0.839			
ET3		0.886			
PU1					
PU2				0.830	
PU3				0.830	
SI1			0.844	0.809	
SI2			0.849		
SI3			0.855		
BI1					0.865
BI2					0.857

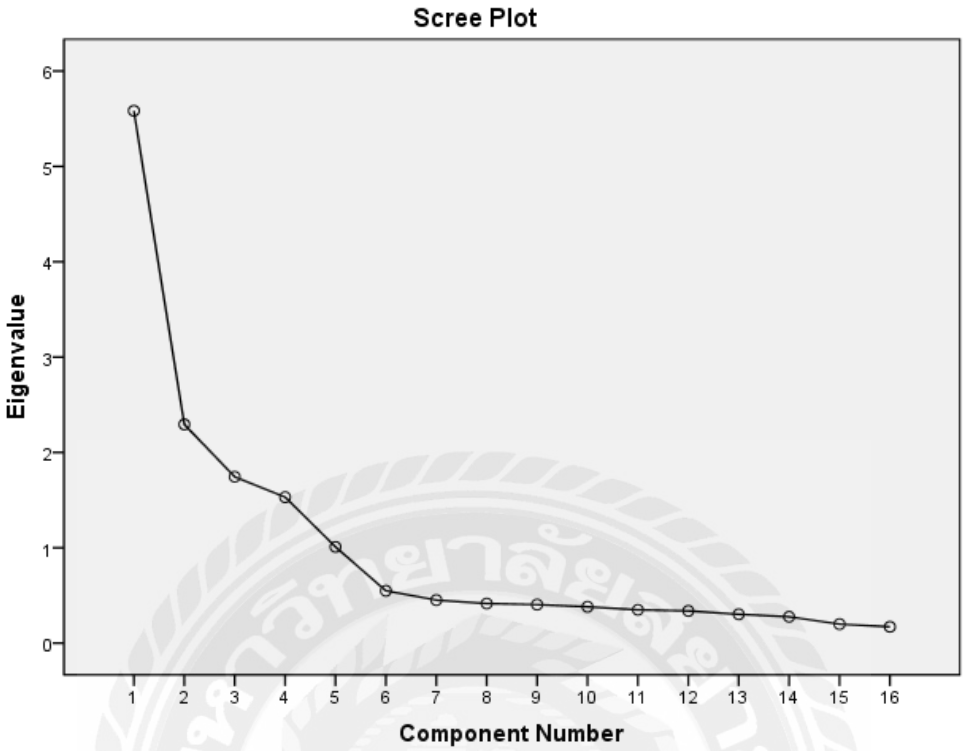

Figure 3.1 Scree Plot

3.7.2.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) places high demands on questionnaire quality and requires a high-quality sample. AMOS 24.0 software is used to analyze the CFA and involves three steps. The first step is model fit analysis, the second step employs two methods to assess the convergence validity, and the third step examines the reasonableness of discriminant validity.

Composite Reliability (CR) refers to the reliability of a latent variable. It accurately assesses the extent to which the observed variables can accurately explain the latent variable.CR should be greater than 0.7, and it is influenced by factor loadings and measurement errors.

Average Variance Extracted (AVE) is the ratio of the amount of variation in a latent variable that can be explained by its measurement variable. The larger the value, the more favourable it is, which directly indicates how much of the variance explained by the latent variable comes from measurement error; the larger the AVE, the more the latent variable can explain the measurement variable and the smaller the measurement error. In general, the mean variance extracted should be greater than 0.5.

3.7.2.2.1 Fit Analysis

In AMOS, the five latent variables of information quality, emotional trust, perceived usefulness, behavioral intention and social interactivity are connected in pairs,

and the confirmatory factor analysis model of the influencing factors of consumer behavioral intention is constructed, as shown in Figure 3.2.

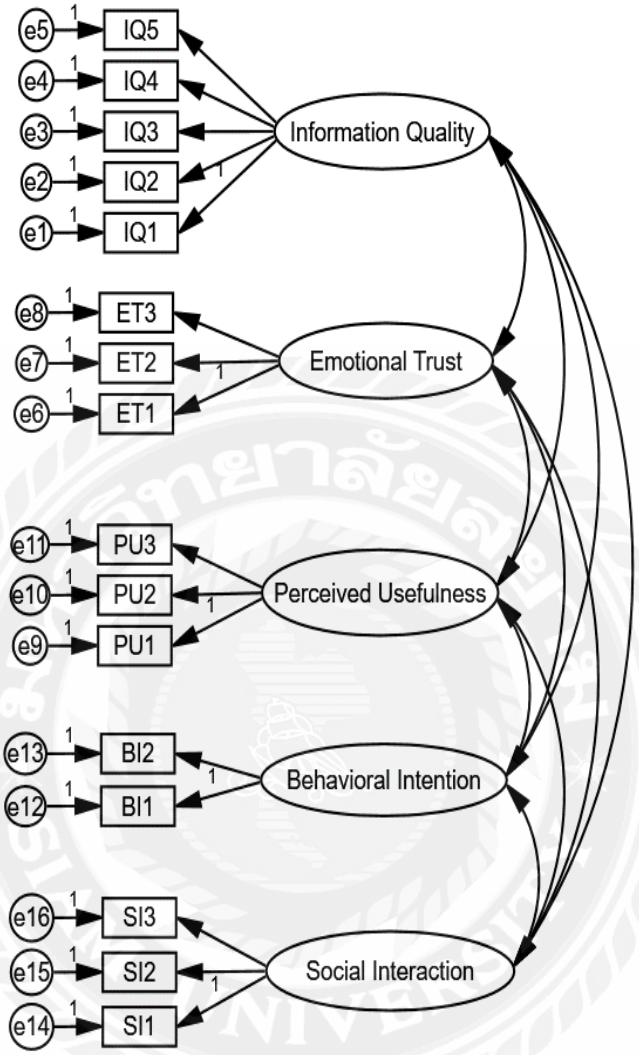

Figure 3.2 Confirmatory Factor Analysis of Influencing Factors of Consumer Behavior Intention—Multi-factor Oblique Intersection Model

In this study, the goodness-of-fit of the model was evaluated using structural analysis methods. The indicators of goodness-of-fit (GOF) include: absolute fit indices such as Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Root Mean Residual (RMR), and Root Mean Square Error of Approximation (RMSEA); incremental fit indices such as Normed Fit Index (NFI), Relative Fit Index (RFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI); and parsimonious fit indices such as $\chi 2/df$ (chi-square divided by degrees of freedom), Parsimony Goodness-of-Fit Index (PGFI), Parsimony Normed Fit Index (PNFI), and R^2 representing the degree of data explanation by the model.

Table 3.15 Evaluation criteria for various fit indices

Fit indices	Evaluation criteria
χ2/df	1-3, the closer to 1, the better
GFI	>0.9, the closer to 1, the better
CFI	>0.9, the closer to 1, the better
AGFI	>0.9, the closer to 1, the better
NFI	>0.9, the closer to 1, the better
RFI	>0.9, the closer to 1, the better
IFI	>0.9, the closer to 1, the better
TLI	>0.9, the closer to 1, the better
RMR	<0.05, the closer to 0, the better
RMSEA	<0.08, the closer to 0, the better
PGFI	>0.5, the closer to 1, the better
PNFI	>0.5, the closer to 1, the better

The results of each fit index are shown in Table 3.16, and all indices are above the standard values, indicating a good fit.

Table 3.16 Confirmatory Factor Analysis-Fit Results

Fit indices	Model Fit values	Model Adequacy assessment
χ2/df	1.535	Yes
GFI	0.956	Yes
CFI	0.771	Yes
AGFI	0.936	Yes
NFI	0.955	Yes
RFI	0.943	Yes
IFI	0 .984	Yes
TLI	0.979	Yes
RMR	0.034	Yes
RMSEA	0.038	Yes
PGFI	0.661	Yes
PNFI	0.748	Yes

3.7.2.2.2 Convergent Validity

Convergent validity refers to the degree of similarity in measurement results when different measurement methods are used to assess the same construct. It ensures that the measurement variables of the same construct can effectively measure a latent variable. In this study, the convergent validity was assessed using two approaches. First, all measurement variables should have factor loadings greater than 0.50. Second, the Average Variance Extracted (AVE) for all latent variables should be above 0.5 (Fornell & Larcker, 1981) , and the Composite Reliability (CR) should be greater than 0.7 (Paul et al., 2016) . The results of the convergent validity are presented in Table 3.17.

As shown in Table 3.17, all measurement variables have factor loadings above 0.5. The AVE values and CR were computed based on the factor loadings of the respective measurement variables. The AVE values for information quality, emotional trust, perceived usefulness, social interactivity, and behavioral intention are 0.600, 0.685, 0.598, 0.666, and 0.816, respectively, all exceeding 0.5. The CR values are 0.882, 0.867, 0.816, 0.857, and 0.899, respectively, falling within the range of 0.816 to 0.899, indicating good convergent validity.

Table 3.17 Convergent Validity Test Results

Variable	Code	Cronbach's α	Factor Loading (λ)	CR	AVE
IQ	IQ1	0.880	0.699	0.882	0.600
	IQ2		0.833		
	IQ3		0.781		
	IQ4		0.765		
	IQ5		0.788		
ET	ET1	0.866	0.855	0.867	0.685
	ET2		0.802		
	ET3		0.825		
PU	PU1	0.816	0.761	0.816	0.597
	PU2		0.768		
	PU3		0.789		
SI	SI1	0.856	0.773	0.857	0.666
	SI2		0.846		
	SI3		0.828		
BI	BI1	0.898	0.885	0.899	0.816
	BI2		0.921		

3.7.2.2.3 Discriminant Validity

The principle of discriminant validity is to ensure that each latent variable can be distinguished from others. The method involves comparing the correlation coefficients between one variable and the other variables with the square root of the Average Variance Extracted (AVE). The square root of AVE must be greater than the correlation coefficients of the variables.

The AVE comparison method is the most commonly used approach to test discriminant validity. If the square root of AVE for each latent variable is greater than the correlation coefficients between the latent variables, it indicates good discriminant validity. As shown in Table 3.18, the diagonal values represent the square root of AVE for each latent variable, including the dependent variable. The other values represent the correlation coefficients between a variable and the other variables except itself. The results indicate that the diagonal values are greater than the correlation coefficients between variables, indicating good discriminant validity.

Table 3.18 Discriminant validity test results

Variable	SI	BI	PU	ET	IQ
SI	**0.816**				
BI	0.436***	**0.816**			
PU	0.281***	0.462***	**0.773**		
ET	0.24***	0.463***	0.291***	**0.828**	
IQ	0.422***	0.428***	0.426***	0.199**	**0.775**

Note: The values on the diagonal represent the square root of AVE for each variable, while the values below the diagonal represent the Pearson correlation coefficients between variables.

*** means P<0.01, ** means P<0.05

Chapter 4 Result of the Study

This chapter presents the empirical analysis of the study, which primarily involves descriptive statistics, correlation analysis, and structural equation model (SEM) using SPSS 20 and AMOS 24.0 software tools. These analyses are conducted on the 376 valid samples obtained from the survey, aiming to validate the proposed model and hypotheses outlined in Chapter 3.

4.1 Description of statistical variables

In this section, descriptive statistical analysis is conducted on the five variables included in the 376 valid questionnaires from the survey. The analysis primarily includes the extreme values, means, and standard deviations of the variables, as shown in Table 4.1 below.

Table 4.1 Descriptive Statistics of Variables in the Valid Sample

Variable Name	Code	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Information Quality	IQ1	1.00	5.00	4.088	0.870	-1.025	0.126	1.122	0.251
	IQ2	1.00	5.00	3.795	1.165	-0.977	0.126	0.249	0.251
	IQ3	1.00	5.00	3.790	1.103	-0.750	0.126	-0.062	0.251
	IQ4	1.00	5.00	3.910	1.084	-0.917	0.126	0.246	0.251
	IQ5	1.00	5.00	3.774	1.152	-0.822	0.126	-0.073	0.251
Emotional Trust	ET1	1.00	5.00	3.886	1.103	-0.959	0.126	0.320	0.251
	ET2	1.00	5.00	3.918	1.056	-0.954	0.126	0.374	0.251
	ET3	1.00	5.00	3.883	1.109	-0.971	0.126	0.343	0.251
Perceived Usefulness	PU1	1.00	5.00	3.907	1.053	-0.957	0.126	0.446	0.251
	PU2	1.00	5.00	3.846	1.118	-0.877	0.126	0.087	0.251
	PU3	1.00	5.00	3.886	1.108	-0.968	0.126	0.346	0.251
Social	SI1	1.00	5.00	3.942	1.029	-	0.126	0.819	0.251

Interactivit y	SI2	1.00	5.00	3.883	1.128	1.036 - 0.991	0.126	0.339	0.251
	SI3	1.00	5.00	3.846	1.126	- 0.833	0.126	- 0.129	0.251
Behavioral Intention	BI1	1.00	5.00	3.880	1.060	- 0.690	0.126	- 0.367	0.251
	BI2	1.00	5.00	3.912	1.083	- 0.799	0.126	-0.117	0.251

From Table 4.1, it can be observed that the mean values of the variables are all above 3.00, and the minimum values are all 1, while the maximum values are all 5. This indicates that the questionnaire items in the survey are reasonably designed, and respondents' ratings for the items are generally above average. The standard deviations of the items are all less than 2, indicating that the ratings are relatively concentrated. In addition, the maximum absolute skewness value is 1.036, and the maximum absolute kurtosis value is 1.122, both of which are much lower than the commonly used thresholds for skewness less than 3 and kurtosis less than 8. Therefore, the sample data satisfies a normal distribution requirement for structural equation model analysis, consistent with the proposed model and hypotheses, and can be further studied.

4.2 Results of the Study

4.2.1 Descriptive Statistics of Sample Information

In this section, demographic analysis was conducted on 376 valid questionnaires collected in the survey. The characteristics of the survey participants included gender, age, city of residence, education level, monthly income/living expenses, usage frequency, and usage purpose. The specific statistics are shown in Table 4.2.

Table 4.2 Descriptive Statistics Analysis of Valid Sample Information

Variable Name	Category	Sample Size	Proportion (%)
Gender	Male	198	52.7
	Female	178	47.3
Age	Below 18	29	7.7
	18-25	75	19.9
	26-30	87	23.1
	31-40	79	21.0
	41-50	57	15.2
	51-60	36	9.6
	60 and above	13	3.5
	First-tier city (Beijing,	84	22.3

	Shanghai, Guangzhou, Shenzhen)		
City	New first-tier city (Chengdu, Chongqing, Hangzhou, Wuhan, etc.)	148	39.4
	Second-tier city (Changsha, Nanjing, Xi'an, etc.)	99	26.3
	Third-tier city (Hefei, Zhengzhou, Qingdao, etc.)	33	8.8
	Fourth-tier city and below	12	3.2
	High school and below	53	14.1
	Associate degree	103	27.4
Education	Bachelor's degree	137	36.4
	Master's degree	61	16.2
	Doctoral degree	22	5.9
Monthly income/Monthly living expenses	Below 3000 RMB	44	11.7
	3000-5000 RMB	65	17.3
	5000-8000 RMB	83	22.1
	8000-12000 RMB	74	19.7
	12000-20000 RMB	60	16.0
	Above 20000 RMB	50	13.3
	Daily	143	38.0
	Within a week	151	40.2
usage frequency	Within a month	63	16.8
	Within half a year	19	5.1
	Browsing or posting content	141	37.5
purpose of usage	Purchasing or recommending products	136	36.2
	Communicating or providing feedback	97	25.8
	Other	2	0.5

Firstly, regarding gender distribution, among the valid respondents, there were 198 males, accounting for 52.7% of the total, and 178 females, accounting for 47.3%. This indicates a relatively balanced gender ratio.

Secondly, concerning age distribution, the age group with the highest number of valid respondents was 26-30 years old, with 87 individuals, accounting for 23.10% of the total. The number of respondents below 18 years old and between 18 and 25 years old was 29 and 75, accounting for 7.70% and 19.90% respectively. There were 79 respondents between 31 and 40 years old, accounting for 21.0%, and 57 respondents between 41 and 50 years old, accounting for 15.2%. There were 36 individuals between 51 and 60 years old, accounting for 9.60%, and 13 individuals above 60 years old,

accounting for 3.50%. Overall, there were relatively fewer respondents in the teenage and elderly age groups.

Thirdly, regarding the cities where respondents are located, 39.40% of the participants were from new first-tier cities, with 148 individuals. There were 84 respondents from first-tier cities and 99 from second-tier cities, accounting for 22.30% and 26.30% of the total respectively. The number of respondents from third-tier cities and fourth-tier cities or below was 33 and 12, accounting for 8.80% and 3.2% respectively. The number of respondents from these cities was relatively small.

Fourthly, concerning educational background, the majority of respondents had a college degree or above, with 103 individuals having an associate degree and 137 having a bachelor's degree, accounting for 27.40% and 36.40% respectively. There were 53 respondents with a high school education or below, accounting for 14.10% of the total. 61 respondents had a master's degree, accounting for 16.20%. The number of respondents with a doctoral degree was the lowest, with 22 individuals, accounting for 5.90% of the total.

Fifthly, regarding monthly income/living expenses, the majority of respondents had a monthly income ranging from 3000 to 5000 yuan, accounting for 22.10% of the total. There were 44 individuals with a monthly income below 3000 yuan, accounting for 11.70%. The number of individuals with monthly incomes ranging from 8000 to 12000 yuan and from 12000 to 20000 yuan was 74 and 60 respectively, accounting for 19.70% and 16.0% of the total. 50 individuals had an income of more than 20000 yuan, accounting for 13.30%.

Lastly, regarding the frequency and purposes of using Little Red Book, 143 respondents reported using it every day, accounting for 38% of the total. 151 respondents used Little Red Book within a week, accounting for 40.20%. 16.80% of the respondents used Little Red Book in the past month, with 63 individuals. 19 individuals used it within the past six months, accounting for 5.10%. Regarding the purposes of using Little Red Book, 37.50% and 36.20% of the respondents used it for browsing or posting content and for purchasing or recommending products respectively. 25.80% of the respondents used it for communication or feedback. Only 2 respondents mentioned using Little Red Book for other purposes. This indicates that consumers are interested in electronic word-of-mouth on social media and are willing to purchase products and exchange opinions on social media platforms.

4.2.2 Inferential Statistical Analysis

4.2.2.1 Correlation analysis

Correlation analysis is commonly used to show non-deterministic relationship

between variables. By analyzing the dependence between variables and identifying their interdependencies in complex relationships among multiple variables, it lays the foundation for further analysis. In order to verify the correlation between the variables, this study used a two-tailed test. The degree of correlation is typically represented using the Pearson correlation coefficient, which is a statistical index of the degree of linear correlation between variables. The closer the absolute value of the coefficient is to 1, the stronger the correlation between the variables; the closer it is to 0, the weaker the correlation.

In this study, SPSS 20 was used to analyze the correlation between the measurement variables in the research model. The Pearson correlation coefficients in the results were used as the measurement indicators, indicating the degree of correlation between variables at the 0.01 or 0.05 significance level. Correlation analysis was performed among the variables of information quality, emotional trust, perceived usefulness, social interactivity, and behavioral intention. The analysis results are presented in Table 4.3:

Table 4.3 Correlations (N=376)

Variable Name	Mean	Std. Deviation	Information Quality	Emotional Trust	Perceived Usefulness	Social Interactivity	Behavioral Intention
Information Quality	3.871	0.888	1				
Emotional Trust	3.895	0.968	0.180**	1			
Perceived Usefulness	3.879	0.935	0.362**	0.245**	1		
Social Interactivity	3.890	0.965	0.366**	0.209**	0.237**	1	
Behavioral Intention	3.896	1.021	0.381**	0.413**	0.390**	0.387**	1

Note: ** Correlation is significant at the 0.01 level (2-tailed).

From Table 4.3, it can be seen that: Information quality and emotional trust are significantly and positively correlated at the 0.01 level. Information quality and perceived usefulness are significantly and positively correlated at the 0.01 level. Information quality and social interactivity are significantly and positively correlated at the 0.01 level. Information quality and behavioral intention are significantly and positively correlated at the 0.01 level. Emotional trust and perceived usefulness are significantly and positively correlated at the 0.01 level. Emotional trust and social interactivity are significantly and positively correlated at the 0.01 level. Emotional trust and behavioral intention are significantly and positively correlated at the 0.01 level. Perceived usefulness and social interactivity are significantly and positively correlated

at the 0.01 level. Perceived usefulness and behavioral intention are significantly and positively correlated at the 0.01 level. Social interactivity and behavioral intention are significantly and positively correlated at the 0.01 level.

4.2.2.2 Structural Equation Modeling

Based on the hypotheses in section 3.3 and the Conceptual Framework constructed in section 2.2, a structural equation model was developed using AMOS 24.0. The standardized coefficients for the paths between variables are shown in Figure 4.1.

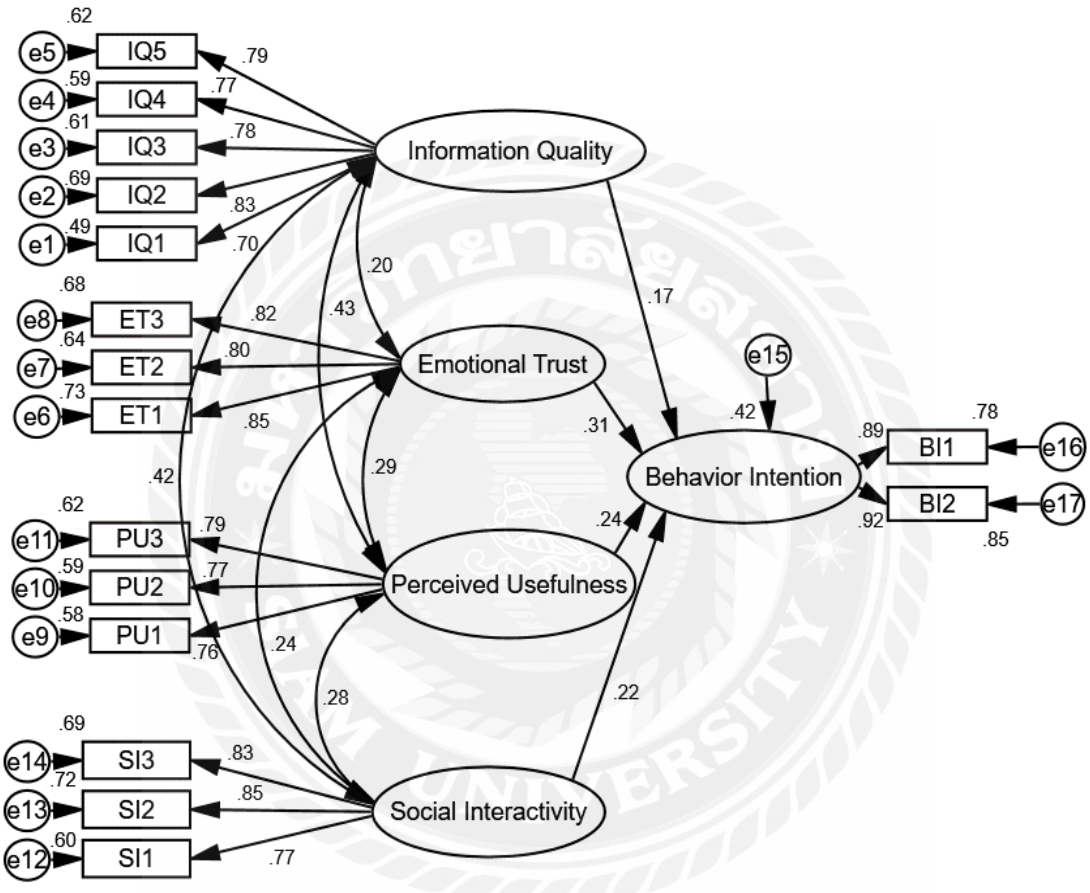

Figure 4.1 Structural equation model diagram

Table 4.4 Fit indices of the structural equation model

Fit indices	Evaluation criteria	Fit values

$\chi 2$	the smaller the better	114.263
$\chi 2/df$	1-3, the closer to 1, the better	1.535
GFI	>0.9, the closer to 1, the better	0.956
CFI	>0.9, the closer to 1, the better	0.984
AGFI	>0.9, the closer to 1, the better	0.936
NFI	>0.9, the closer to 1, the better	0.955
RFI	>0.9, the closer to 1, the better	0.943
IFI	>0.9, the closer to 1, the better	0.984
TLI	>0.9, the closer to 1, the better	0.979
RMR	<0.05, the closer to 0, the better	0.034
RMSEA	<0.08, the closer to 0, the better	0.038
PGFI	>0.5, the closer to 1, the better	0.661
PNFI	>0.5, the closer to 1, the better	0.748

Table 4.4 provides a detailed overview of the main fit indices obtained from the structural model testing. Comparing these fit values with the recommended thresholds, it can be observed that all fit indices exceed the standard values. This indicates that the proposed theoretical model is acceptable.

In order to observe the positive, negative and amplitude of the path coefficients among the variables in the model more intuitively, and further verify the six hypotheses, this study makes a table according to the output results of AMOS software, which reflects the path situation and significance more intuitively.

Table 4.5 Model Path Coefficients and Significance

			Estimate	P	significant
Behavioral Intention	<--	Information Quality	0.266	0.003	significantly
Behavioral Intention	<--	Emotional Trust	0.306	***	significantly
Behavioral Intention	<--	Perceived Usefulness	0.277	***	significantly
Behavioral Intention	<--	Social Interactivity	0.264	***	significantly

Note: *** means P＜0.001

Generally, P<0.05 indicates the significance of the influence between variables. If the significance is present, it implies that the corresponding hypothesis for the path is supported. From Table 4.5, it can be observed that:

The information quality of eWOM on Little Red Book significantly and positively influences consumer behavioral intention (β=0.266, P<0.05). The emotional trust of eWOM on Little Red Book significantly and positively influences consumer behavioral intention (β=0.306, P<0.05). The perceived usefulness of eWOM on Little Red Book

significantly and positively influences consumer behavioral intention (β=0.277, P<0.05). The social interactivity of eWOM on Little Red Book significantly and positively influences consumer behavioral intention (β=0.264, P<0.05).

Based on the significance results in the table, the hypothesis is established or not, as shown in Table 4.6.

Table 4.6 Hypothesis test results

Hypothesis No.	Hypothetical content	Established or not
H1	The higher the information quality in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.	Established
H2	The higher the Emotional Trust in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.	Established
H3	The higher the Perceived Usefulness in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.	Established
H4	The higher the social interactivity in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform.	

Based on this, the direct path research hypotheses H1, H2, H3 and H4 proposed in this study are all supported.

The study utilized SPSS and AMOS to analyze the impact mechanism of information quality, emotional trust, perceived usefulness and social interactivity in eWOM on consumers' behavioral intention. The main findings of this study are as follows:

(1) Information quality in eWOM on the Little Red Book platform has a significant positive impact on consumers' behavioral intention, supporting H1. This suggests that consumers are more inclined to trust and refer to eWOM that is rich in content, reliable, and easy to understand, thereby enhancing their behavioral intention on the platform.

(2) Emotional trust in eWOM on the Little Red Book platform has a significant positive impact on consumers' behavioral intention, supporting H2. This indicates that consumers are more inclined to trust and refer to eWOM that expresses positive

emotions, establishes trust relationships, and conveys social support, thereby enhancing their behavioral intention on the platform.

(3) Perceived usefulness in eWOM on the Little Red Book platform has a significant positive impact on consumers' behavioral intention, supporting H3. This suggests that consumers are more inclined to trust and refer to eWOM that provides valuable information, solves problem needs, and increases their knowledge level, thereby enhancing their behavioral intention on the platform.

(4) Social interactivity in eWOM on the Little Red Book platform has a significant positive impact on consumers' behavioral intention, supporting H4. This suggests that consumers' interactive behaviors such as communication, giving back, or evaluation with publishers or viewers on the Little Red Book platform will enhance their behavioral intention on the platform.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The results of the study show that: The higher the information quality in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform. The higher the emotional trust in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform. The higher the perceived usefulness in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform. The higher the social interactivity in eWOM on the Little Red Book platform, the stronger the behavioral intention of consumers on that platform. Information quality, emotional trust, perceived usefulness and social interactivity all have a positive impact on behavioral intention , indicating that the accuracy, completeness, and timeliness of information, the trust between publishers or viewers, the extent to which information helps consumers solve problems or meet their needs and the interactive behaviors of consumers such as communicating, giving feedback, or evaluating the information with the publisher or viewer on the all influence their willingness to purchase goods or services on the Little Red Book platform.

From a practical perspective, the study findings of this study have implications for the operation and management of platforms like Little Red Book. 1) Little Red Book should emphasize the improvement of information quality in eWOM by setting standards and regulations, monitoring and reviewing user-generated content, ensuring its authenticity, completeness, and clarity, and avoiding false, exaggerated, or ambiguous information. 2) Little Red Book should focus on cultivating emotional trust in eWOM by incentivizing and rewarding users to share positive, sincere, and warm content, establishing and maintaining trust relationships among users, and enhancing social support and emotional resonance. 3) Little Red Book should prioritize enhancing the perceived usefulness in eWOM by guiding and educating users to create valuable, solution-oriented, and knowledge-rich content, satisfying users' information and learning needs, and increasing the reference and applicability of the content. 4) Little Red Book should promote social interactivity in eWOM by designing and optimizing platform functions and interfaces, encouraging and facilitating user interactions such as comments, likes, and shares, and increasing communication efficiency and interaction effects among users, thereby enhancing the impact of eWOM on consumers' behavioral intention.

From a theoretical perspective, this study extends the research on the impact mechanism of eWOM on consumers' behavioral intention. It considers information

quality, emotional trust, and perceived usefulness as four

important dimensions of eWOM and analyzes their effects on consumers' behavioral intention from cognitive, emotional, and behavioral perspectives. The research findings of this study show both consistency and divergence from relevant studies conducted domestically and internationally. On one hand, the results support theories such as trust theory and the technology acceptance model, validating the positive impact of information quality, emotional trust, and perceived usefulness in eWOM on consumers' behavioral intention, which is consistent with previous studies (Cheung et al., 2009; Park et al., 2007). On the other hand, the study also reveals the positive moderating role of social interactivity in eWOM on the relationships between information quality, emotional trust, perceived usefulness, and consumers' behavioral intention. The research conclusions of this study enrich the theories of eWOM and social media marketing, providing new perspectives and insights for future study.

5.2 Recommendation

While this study partially explores the impact mechanisms of the four dimensions in eWOM on consumers' behavioral intention, it still has some limitations and areas for improvement that need to be addressed in future research. The following suggestions are proposed for future studies:

(1) The quantitative analysis methods used in this study examine the relationships between variables in eWOM but do not consider potential non-linear or complex effects within eWOM. Future research can employ more advanced or suitable analysis methods to reveal deeper and more nuanced impact mechanisms in eWOM. Additionally, utilizing more effective and scientific data collection methods such as experiments, in-depth interviews, and content analysis can enhance the authenticity and validity of the data.

(2) This study focuses on eWOM data from the Little Red Book platform but does not account for potential differences or heterogeneity across different platforms or industries. Future research can expand the scope or conduct comparative analyses across platforms or industries to test the generalizability or specificity of the findings from this study. At the same time, more factors that may influence consumer behavioral intentions can be considered, such as social influence, risk perception, satisfaction, etc. Constructing more comprehensive and in-depth theoretical models and proposing meaningful hypotheses can further expand the theoretical perspectives of eWOM research.

(3) While this study considers information quality, emotional trust, and perceived usefulness as four important dimensions influencing consumers' behavioral intention in

eWOM, it does not account for other factors or variables that may affect consumers' behavioral intention. Future research can introduce additional or refined factors or variables such as consumer characteristics, product attributes, brand image, etc., to enrich and improve the understanding of the impact mechanisms of eWOM on consumers' behavioral intention.

(4) This study empirically analyzes eWOM data from the Little Red Book platform but does not conduct in-depth text analysis or content analysis of the specific content within eWOM. Future research can utilize more or more effective text analysis or content analysis methods such as sentiment analysis, topic modeling, semantic networks, etc., to explore and analyze specific content characteristics and effects in eWOM.

Based on the research findings of this study, the following recommendations are proposed for Little Red Book platform:

(1) Enhance information quality: Little Red Book should establish a robust content review mechanism to rigorously screen and filter user-generated content, eliminating false, exaggerated, or ambiguous information to ensure the authenticity, completeness, timeliness, and clarity of the content. Improving the credibility and reliability of information will enhance consumers' acceptance and trust. Additionally, Little Red Book should implement effective incentive mechanisms to reward or recognize users who consistently publish high-quality content, encouraging users to elevate the overall content quality.

(2) Foster emotional trust: Little Red Book should create a supportive environment that provides positive feedback and evaluations on user-generated content, expressing acknowledgment and support for users' emotions and attitudes. Strengthening the trust-building process between content creators or viewers in eWOM, encouraging sincere, friendly, and helpful exchanges and interactions, can enhance trust and a sense of belonging among content creators or viewers, thereby increasing consumers' reliance and dependence on the information. Furthermore, Little Red Book should cultivate a healthy community culture that advocates mutual respect, understanding, and assistance among users, discouraging negative, malicious, or offensive comments to protect the trust relationships among users.

(3) Enhance perceived usefulness: Little Red Book should emphasize the value and utility of information in eWOM by highlighting how the information addresses consumers' problems or fulfills their needs. Enhancing the practicality and usefulness of the information will strengthen consumers' identification and appreciation of it. Establishing an efficient information service mechanism that categorizes and tags user-generated content facilitates users to search and filter based on their own needs and

interests, improving the accessibility and utility of the content. Additionally, Little Red Book should implement a professional knowledge-sharing mechanism that provides certification or recommendations for users with expertise or experience, encouraging users to share valuable, solution-oriented, and knowledge-rich content to enhance the reference and applicability of the content.

(4) Promote interactivity: Little Red Book should establish a rich set of social interactivity features that offer various forms and channels for users to engage with user-generated content, such as commenting, liking, sharing, and private messaging. Stimulating the willingness and frequency of interactions between content creators or viewers enhances communication efficiency and interaction effects among users. Moreover, Little Red Book should develop a flexible social network mechanism that provides multiple forms and levels of connections between users, such as following, bookmarking, and recommending, increasing the density of relationships and frequency of interactions among users.

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Appendix A Questionnaire

Dear Little Red Book User,

Hello! We are conducting a research study on the influence of electronic word-of-

mouth on consumer purchase behavior on the Little Red Book platform. We sincerely invite you to participate in our survey, as your answers will greatly assist our research. Please provide honest responses based on your experience and perception of using Little Red Book platform. This questionnaire is for academic research purposes only, and all responses will be collected anonymously and treated confidentially. The questionnaire consists of two parts. Please select the option that best represents your situation and tick or fill in the corresponding box. The questionnaire will take approximately 10 minutes to complete. If you are willing to participate in our survey, please click the "Start" button below. Thank you very much for your support and cooperation!

Part 1: Basic Information

1. Gender:

□ Male □ Female

2. Age:

□ Below 18 □ 18-25 □ 26-30 □ 31-40 □ 41-50 □ 51-60 □ 60 and above

3. City:

□ First-tier city (Beijing, Shanghai, Guangzhou, Shenzhen)

□ New first-tier city (Chengdu, Chongqing, Hangzhou, Wuhan, etc.)

□ Second-tier city (Changsha, Nanjing, Xi'an, etc.)

□ Third-tier city (Hefei, Zhengzhou, Qingdao, etc.)

□ Fourth-tier city and below

4. Education:

□ High school and below □ Associate degree □ Bachelor's degree□ Master's degree

□ Doctoral degree

5. Average monthly income/living expenses:

□ Below 3000 RMB □3000-5000 RMB □ 5000-8000 RMB □ 8000-12000 RMB

□ 12000-20000 RMB □ Above 20000 RMB

6. Have you used the Little Red Book platform before?

□ Yes □ No

7. When was the last time you used the Little Red Book platform?

□ Daily □ Within a week □ Within a month □ Within half a year □ Never used

8. The main purpose of using the Little Red Book platform is:

□ Browsing or posting content □ Purchasing or recommending products

□ Communicating or providing feedback □ Other:_____

Part 2: Electronic Word-of-Mouth and Consumer Behavior Intention

Please evaluate the following questions based on your experience browsing or posting product- or service-related information on the Little Red Book platform. Please select the option that best represents your situation and tick or fill in the corresponding

box.

Serial Number	Topic	Strongly disagree 1	Disagreed 2	Uncertain 3	Agree 4	Totally agree 5
1	I think the information related to products or services on the Little Red Book platform is objective.					
2	I believe that the information on the Little Red Book platform related to products or services is accurate.					
3	I think the information related to products or services on the Little Red Book platform is updated in a timely manner.					
4	I think the information related to products or services on the Little Red Book platform is relevant to my needs.					
5	I think the information related to products or services on the Little Red Book platform is sufficiently detailed.					
6	I have a sense of trust in the users who publish information related to products or services on the Little Red Book platform.					

7	I have a degree of trust in users who publish information related to products or services on the Little Red Book platform.					
8	I have a degree of trust in users who publish information related to products or services on the Little Red Book platform.					
9	I think that information related to products or services on the Little Red Book platform can help me solve problems.					
10	I think that information related to products or services on the Little Red Book platform can help me meet my needs.					
11	I think the information related to products or services on the Little Red Book platform can improve my shopping efficiency.					
12	I communicate with users who post or browse information related to products or services on the Little Red Book platform.					

13	I give feedback to users who publish or browse information related to products or services on the Little Red Book platform.					
14	I evaluate users who publish or browse information related to products or services on the Little Red Book platform.					
15	It is possible for me to purchase the product or service I am interested in on the Little Red Book platform.					
16	It is possible for me to recommend my satisfied products or services to others on the Little Red Book platform.					

Thank you for your participation! Please click the "Submit" button below to complete the survey. Once again, thank you for your support and cooperation!