



**THE IMPACT OF EMOTIONAL DISPOSITION OF ONLINE
COMMENTS ON CONSUMER PURCHASE INTENTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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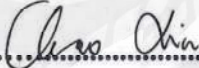
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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ABSTRACT

With the continuous development of e-commerce industry, online shopping has occupied a very important position in people's daily consumption pattern. According to the 49th Statistical Report on Internet Development in China by CNNIC, as of June 2024, the proportion of online shopping users in China to the overall proportion of Internet users was 74.8%, and online shopping has long become an unavoidable trend. In this context, it is particularly important to study the purchasing behaviour of online consumers. Online comments are an important source of reference information for consumers, and since they truly record consumers' impressions and feelings about products, the information they contain has a significant impact on consumer purchase intention. Therefore, this study proposed the following research objectives: 1. To examine the influence of the emotional disposition of online comments on consumers' purchase intention; 2. To examine the influence of the emotional disposition of online comments on consumers' perceived value; 3. To examine the influence of the emotional disposition of online comments on consumers' perceived usefulness; 4. To examine the impact of consumers' perceived value of products on their purchase intention; 5. To examine the effect of the perceived usefulness of online comments on consumers' purchase intention; 6. To explore the mediating role of consumers' perceived value of products in the relationship between the emotional disposition of online comments and purchase intention; 7. To explore the mediating effect of the perceived usefulness of online comments on the relationship between the emotional disposition of online comments and purchase intention.

This study adopted the quantitative research methodology to examine the relationship between emotional disposition of online comments and consumer purchase intention, and analysed the mediating role of consumers' perceived value of goods and perceived usefulness of comments in the relationship between emotional disposition of

online comments and purchase intention. A total of 367 college students from all over the country were selected for the distribution of questionnaires, and after deleting the invalid questionnaires, 310 valid responses were finally obtained. The findings of the study are as follows: 1) Emotional disposition of online comments significantly influences purchase intention. 2) Emotional disposition of online comments significantly influences perceived value. 3) Emotional disposition of online comments significantly influences perceived usefulness. 4) Consumers' perceived value of products significantly influences purchase intention. 5) Consumers' perceived usefulness of online comments significantly influences purchase intention. 6) Consumers' perceived value of products mediates the relationship between emotional disposition and purchase intention. 7) Consumers' perceived usefulness of online comments mediates the relationship between emotional disposition and purchase intention.

Keywords: online comments, emotional disposition, perceived value, perceived usefulness, purchase intention

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HUANG XIULAN

DECLARATION

I, HUANG XIULAN, hereby certify that the work embodied in this independent study entitled “THE IMPACT OF EMOTIONAL DISPOSITION OF ONLINE COMMENTS ON CONSUMER PURCHASE INTENTION” is result of original research and has not been submitted for a higher degree to any other university or institution.

(HUANG XIULAN)

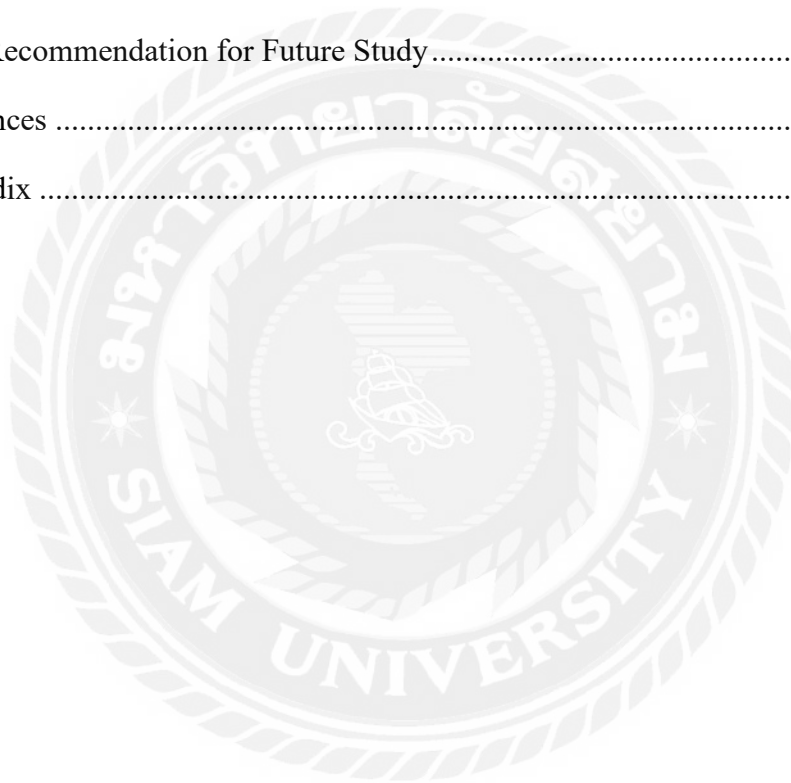
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Chapter 1 Introduction

1.1 Background of the Study

With the continuous development of online information technology and the continuous expansion of the e-commerce industry, online shopping has occupied a very important position in people's daily consumption patterns. According to CNNIC's 49th Statistical Report on the Development of China's Internet, as of June 2024, the proportion of online shopping users in our country was 71.0%, and online shopping has long been an application used by netizens with a high proportion. Unlike physical shopping, it is difficult for consumers to directly understand the various characteristics of goods through their senses in online shopping, and other people's online comments have become an important reference for consumers to understand the image of goods. In online shopping, consumers will not just passively accept product image information, but also become disseminators of product information by posting online comments. Online comments often influence people's impression of the product, which in turn affects their purchasing intentions.

From the perspective of information characteristics, the information contained in online comments not only has cognitive characteristics, but also emotional characteristics (Sweeney& Soutar, 2001). Cognitive characteristics mainly refer to information about the attributes of goods or services, and emotional characteristics mainly refer to the emotional intensity, emotional polarity, language style, vividness and other emotional information expressed in the content of online comments. The emotional characteristics of online comments reflect the reviewers' emotional tendencies towards purchased goods or services. Research on the impact of online comments on consumers' purchasing behavior has only begun to rise in recent years. Chatterjee (2001) first proposed the concept of "online comments". On this basis, scholars began to conduct research on online comments. In the past, research on online comments often started from multiple aspects, which can be divided into the following angles: the characteristics of the online review itself, such as the depth of the review, the star rating of the review, the form of the review (text or picture), the timeliness of the review, etc.; the characteristics of the reviewer, such as the reviewer's reputation level, network centrality, etc. In comparison, there are relatively few studies on the relationship between the emotional inclination of online review content and consumer purchase intention and purchase behavior. At present, most of the studies on the emotional inclination of online comments use word segmentation technology to analyze the emotional inclination. The content of the review is analyzed and mined, and the

emotional inclination of the review content is determined based on the emotionally related words appearing in the sentence. Qian and Yang (2015) investigated the influence of positive content in online comments on users' purchasing behavior from the perspective of emotional tendencies. The results show that the number of positive comments in online comments and the content with positive emotional tendencies significantly positively affect users' purchasing behavior. At present, most of the previous studies on the emotional tendencies of online comments have stayed in the field of economics, and few have explored the psychological mechanisms behind their impact on consumer decision-making.

Unlike brick and mortar store shopping, online shoppers find it more difficult to directly understand the image and characteristics of goods through their senses. Through online comments, consumers can indirectly obtain information about the quality and performance of goods, thus forming an impression, which in turn affects their willingness to buy goods. The emotional disposition of online comments is also the focus of consumers' attention, which often allows consumers to perceive more accurate experience information about products or services. Studying the emotional disposition of online comments will help merchants better meet consumer needs, and guide the reviewers' review tendency to positively affect consumers' purchase behavior. At the same time, it will also help consumers obtain valuable reference information from comments with different emotional tendencies and make purchase decisions more rationally.

1.2 Problems of the Study

1. How does the emotional disposition of online comments influence consumers' purchase intention?
2. How does the emotional disposition of online comments influence consumers' perceived value?
3. How does the emotional disposition of online comments influence consumers' perceived usefulness?
4. How does the consumers' perceived value of online comments impact their purchase intention?
5. How does the consumers' perceived usefulness of online comments impact their purchase intention?
6. Does the consumers' perceived value of products mediate the relationship between the emotional disposition of online comments and purchase intention?

7. Does the perceived usefulness of online comments mediate the relationship between the emotional disposition of online comments and purchase intention?

1.3 Objectives of the Study

1. To examine the influence of the emotional disposition of online comments on consumers' purchase intention.

2. To examine the influence of the emotional disposition of online comments on consumers' perceived value.

3. To examine the influence of the emotional disposition of online comments on consumers' perceived usefulness.

4. To examine the impact of consumers' perceived value of products on their purchase intention.

5. To examine the effect of the perceived usefulness of online comments on consumers' purchase intention.

6. To explore the mediating role of consumers' perceived value of products in the relationship between the emotional disposition of online comments and purchase intention.

7. To explore the mediating effect of the perceived usefulness of online comments on the relationship between the emotional disposition of online comments and purchase intention.

1.4 Scope of the Study

The research subjects were college consumers with online purchase decision-making experience across the country. The study focused on the emotional disposition of online comments. The emotional disposition was quantified and analyzed through textual analyses or sentiment scales. In terms of perceived value, the study examined consumers' subjective judgment of the overall quality and credibility of review content, assessing how emotional disposition influenced perceived value. Perceived usefulness, on the other hand, referred to consumers' evaluation of the usefulness, informational value, and decision-aiding effects of online comments. Purchase intention was defined as a consumer's likelihood of making an actual purchase after being exposed to a review and is measured using a Likert scale.

1.5 Significance of the Study

Theoretical significance: At present, scholars have made great achievements in the research on online comments, some of which focus on the overall characteristics of

comments such as quantity and polarity, some of which focus on the comments themselves as well as the characteristics of the reviewer and the receiver of the review, although some scholars have also studied the impact of the textual content of online comments on consumer behaviour, but there are relatively few studies on how the emotional disposition of online comments affects the purchase intention through certain mediating variables. Although some scholars have also studied the impact of online review text content on consumer behaviour, there are relatively few studies on how the emotional disposition of online comments affects consumer purchase intention through certain mediating variables, and most of the previous studies have explored how the emotional disposition of online comments affects consumer purchase intention by assigning a value to vocabulary ratings. In this study, we investigate the influence of the overall emotional disposition of online comments on purchase intention, and simulate online purchase situations through questionnaire surveys, and explore the relationship between the emotional disposition of online comments and consumer purchase intention by using perceived value and perceived usefulness as mediator variables, which will have a certain contribution to the enrichment and development of related theories.

Practical significance: The practical significance of this study is to enable online sellers to master the characteristics of online comments, so as to grasp the concerns of online consumers, to make them clear about the degree of influence of the emotional disposition of online comments on consumer behaviour, and to provide a theoretical basis and a method for online sellers to guide consumers to post positively affective online comments and to improve the positive influence of online comments. In addition, it is also of significance for online merchants to strengthen the image construction of their goods, establish a good brand image, and improve customers' perception of goodwill and benefits of their goods, thus increasing the perceived value of consumers' goods. This is of great significance for online sellers to guide consumers' purchasing behaviour, gain a competitive advantage, increase sales, and increase operating profits.

Chapter 2 Literature Review

2.1 Online Comments

In 2001, Chatterjee first introduced the concept of online comments, based on which many scholars have developed different understandings and definitions of the concept. Henning-Thurau et al. (2004) argued that online comments are text-based comments of products submitted by consumers via the internet, which include price, performance, and experience with the product information, including price, performance, and experience with the product, that other potential consumers can refer to or ask questions to the reviewer in order to obtain more detailed information about the product. Park et al. (2007) argued that online comments are consumer-created comments about products purchased online, including both positive and negative comments. There are also scholars who give different definitions of online comments based on their own research, such as Mudambi and Schuff's (2010) study which defines online comments as evaluative information about products and services displayed by consumers on retailers or third-party shopping websites. Cai et al. (2018) argued that online comments are an important channel through which potential consumers can obtain a great deal of information about a product, which is an important channel for online word-of-mouth communication about the product. It is an important way to spread word-of-mouth about products online.

Chinese scholars' definitions of online comments also vary. Wang and Dai (2012) believed that online comments are consumers' good or bad evaluations of commodities and their personal feelings about the purchase and use of commodities or services posted on the Internet in a certain form (text-based). According to Mo and Lee (2015), online comments are evaluative information made by consumers about goods that are about multiple aspects of the product. With this information, consumers are able to speculate on the quality of the product based on what others have said about the product, thus saving their personal time as well as reducing the risks involved in shopping. According to Zhang and Zou (2018), online comments are a type of electronic word-of-mouth (eWOM), which are consumers' evaluations of products offered by online shopping venues. Although the definition of online comments varies among scholars, the core is the same, i.e., evaluations issued by consumers. This study adopts Cai et al.'s (2018) definition of online comments: an important channel for potential consumers to obtain a large amount of information about a product, and an important way of spreading word-of-mouth about a product online.

Many scholars have made research on the effect of online comments on consumers' purchase intention. In terms of the content of online comments, the characteristics of reviewers and review recipients, Park et al., (2007) concluded that the quality and quantity of comments are positively related to consumers' purchase intention, and that the effects of the quantity and quality of comments interacted with the degree of consumer involvement: for low-involvement consumers, the quantity of comments had a greater effect on consumers' purchase intention than the quality of comments, and high-involvement consumers were more affected by the quality of comments than the quantity of comments. High-involvement consumers are more influenced by the quality of comments than the quantity of comments. Park and Kim (2008) suggested that the type of review will have a greater effect on the purchase intention of consumers with some expertise, while the quantity of comments posted will have a greater effect on the purchase intention of less experienced consumers. Sparks et al., (2013) argued that consumer comments are more credible compared to managers' comments, that comments of pictures increase credibility, and that credibility works on purchase intention through attitude. Xiao (2012), a Chinese scholar, conducted a study using hotel online comments as an example and proved that there is a positive effect of the quality of comments on consumer purchase decisions. Yu et al. (2014) pointed out that the quantity and quality of online comments, as well as the characteristics of the recipients of online comments (expertise, intake, and perceived risk) have a positive effect on online purchase intention. Du et al. (2017) explored the factors influencing online comments on consumers' purchase intention by constructing a conceptual model, and the results of the study showed that online comments' own factors, as the factors that consumers can most directly access or perceive, have the greatest influence on consumers' shopping decisions. The above findings demonstrate that many dimensions of online comments can significantly influence consumers' purchase intention and play an important role in consumers' purchasing behaviour.

2.2 Emotional Disposition

The concept of emotional disposition was firstly proposed by Erevlles in 1998, and different scholars have different views on this concept. Dube and Menon (2000) believed that consumption emotion is a kind of emotional state that arises when using or consuming goods. The generation of consumer emotion is a dynamic process. In the process of consuming goods (or services), consumers may experience positive emotions, such as satisfaction, pleasure, excitement, or negative emotions, such as disappointment, regret, sadness, anger.

There is a controversy about the relationship between positive and negative consumer emotions. Baker et al. (1992) argued that emotions are bi-level and that consumers cannot experience both positive and negative emotions at the same time. However, there are also studies that suggest that consumers can experience both positive and negative emotions at the same time. Phillips and Baumgartner (2002) suggested that consumers feel several different emotions at the same time during consumption, such as fear and excitement.

Since consumer emotions are emotional responses based on consumers' perceived characteristics of the goods (or services) they have purchased, and the emotional tendencies of online comments tend to convey the reviewer's either positive or negative emotional experience of the goods, potential consumers' processing of emotionally relevant information in online comments can affect the perception of the goods' image.

The emotional disposition of online comments tends to reflect the reviewer's perceptions and attitudes towards various aspects of the characteristics of the purchased goods, and it will have a certain impact on the purchase intention of potential consumers. In recent years, scholars at home and abroad have begun to study the relationship between the emotional disposition of online comments and consumers' purchase intention and purchase behaviour.

Kim (2010) used the experimental method to demonstrate that online comments with a negative emotional disposition have a greater impact on consumers' purchase intention compared to online comments with a positive emotional disposition. Qian and Yang (2015) studied the relationship between the text content of positive comments and purchase intention in online comments from the perspective of emotional disposition. The results showed that the total number of positive comments and the text content of comments with a positive emotional disposition have a positive effect on the behaviour of the user's purchase, and there is a significant interaction between the total number of positive comments and the emotional disposition of the text content of the comments, and the number of positive comments will have a positive impact on the user's purchase behaviour only if the positive text of the positive online comments has a higher emotional disposition. quantity has a significant positive effect on users' purchasing behaviour.

2.3 Perceived Value

Consumer satisfaction with a particular good or service will often depend on the value they can perceive. Consumers' perceived value often plays an important role in driving consumers' purchasing behaviour. Zeithaml (1988) defined perceived value for

the first time, arguing that consumers' perceived value is the evaluation of the overall utility of a product or service by weighing the perceived benefits against its own costs during the purchasing process. Zeithaml's definition of perceived value has been accepted by later scholars. was agreed by later scholars, on the basis of which scholars at home and abroad also put forward their own definitions. Woodruff (1997) argued that perceived value is the comprehensive evaluation and preference of consumers for each performance of a product; Li and Lee (2016) argued that perceived value is the evaluation derived from the comparison of actual consumption with the experienced quality of consumption, and Bai (2001) defined perceived value as the overall feeling that consumers have when they compare what they actually get with what they pay for after purchasing a product or service. From the scholars' definitions of the concept of perceived value, it can be seen that consumers' perceived value is closely related to consumers' subjective feelings.

Based on the above definition, the concept of perceived value in this study refers to consumers' perception of the value that the goods described in the comments bring to them.

Studies have been conducted to show the relationship between the emotional polarity of online comments and consumers' perceived value. Zhao and Tao's (2018) study used structural equation modelling to explore the influencing factors of perceived valueability, and the results showed that the stronger the emotional polarity of online comments, the stronger the user's perceived valueability. Dod et al.'s (1991) study showed that the consistency of the emotional polarity of online comments affects the consumer's perceived value, and that the highest credibility is found when the proportion of positive comments is 80%, and if the proportion of negative comments is high, the consumers generally attribute that the product is really unpopular. From previous studies, the emotional intensity and polarity of online comments have a certain impact on consumers' perceived value of products.

Zeithaml (1988), from the perspective of customers' psychological characteristics, in his study on perceived value on purchase intention, concluded that the higher the customer's perceived value, the more beneficial it is for the goods to sell well. The results of Tam's (2004) empirical study showed that consumers' perceived value is more likely to increase their purchase intention compared to satisfaction. Amini et al.'s (2014) study pointed out that consumers' perceived value based on first impressions affects their purchase intention, and in the subsequent use stage, consumers form new evaluations, which in turn affect their subsequent re-purchase behaviour. Regarding perceived value and purchase intention, Chinese scholars also have some research

results. Wu and Zhou (2012) studied perceived value and 3G users' propensity to continue using the service, and the results showed that some dimensions of users' perceived value have a positive effect on their continued use. Zhong and Zhang (2013) showed that among the dimensions of perceived value, emotional value had the greatest impact on purchase intention, followed by functional value, and social value had the least impact. Xu and Li (2017) studied the mediating role of perceived value and psychological distance between destination image and tourists' behavioural intention in the southern border region as an example, and the results showed that the mediating effect of perceived value between destination image and tourists' behavioural intention was significant. Wang and Huang (2019) took mobile short videos as an example to study the effect of perceived value on consumers' purchase intention, and the results showed that consumers' perceived value of mobile short videos positively affects purchase intention, and user attitude and user participation play a mediating role between the two.

2.4 Perceived Usefulness

The concept of 'perceived usefulness' was first used in the field of information management systems research, and Davis et al. (1989) applied it to the technology acceptance model and proposed the well-known technology acceptance model, in which perceived usefulness refers to the degree of usefulness of information perceived by the system users for themselves. In this technology acceptance model, perceived usefulness refers to the degree of usefulness of the information perceived by the system user. Following Davis et al.'s study, Sussmen and Siegal (2003) proposed the Information Adoption Model. The model suggests that the quality of information and the credibility of its source will have an impact on people's perceived usefulness of information, which in turn affects information adoption and behavioural choices.

With the rapid development of network technology, the concept of perceived usefulness has been gradually extended from the field of information system to the field of marketing. As the concept of 'perceived usefulness' is more and more involved in the field of marketing, its meaning has also begun to change. Currently, the concept of perceived usefulness is more often used in the context of online comments, i.e., the perceived usefulness of online comments to reviewers, and Aitken et al.'s (2008) study drew on the definition of advertising effectiveness to define perceived usefulness as the extent to which readers of online product comments can perceive that the comments are useful. Aitken et al. (2008), drawing on the definition of advertising effectiveness, defined perceived usefulness as the extent to which the reader of an online product

review can perceive the information that the review sender wants to convey, and the extent to which this information can influence the review reader's attitude, emotional state, and willingness to support the product or service. Among Chinese scholars, Pu (2008) and others defined the usefulness of online comments as a subjective perception of whether online comments can help consumers in their own process of obtaining relevant information and assisting in making purchase decisions. According to Hao (2010), online review usefulness refers to the extent to which consumers perceive online comments to be useful for product evaluation and decision-making opinions. In short, whether an online product review is valuable or not is determined based on the recipient of the review.

Based on the above definition, perceived usefulness in this study refers to consumers' perception of the usefulness of online review content. Current research on the relationship between online comments and perceived usefulness is mostly centred on other aspects of comments, and less on affective dispositions. Forman's (2008) study demonstrated that the degree of disclosure of a reviewer's identifying information can have an impact on perceptions of the usefulness of a review. Ghose & Iperiotis (2011), combining text-mining methodology, argued that the readability, informativeness and subjectivity of review language can influence review readers' perception of review usefulness to a certain extent. Liao et al. (2013) argued that the rating and depth of online comments can significantly and positively influence the usefulness of comments. Li et al. (2017) showed that both the potency and type of online comments significantly affect perceived usefulness, and that there are significant differences in the pattern of the effects of review potency and type across different types of consumer moderated focus (facilitative vs. defensive focus).

Today, there is a small body of research that suggests that the emotional disposition of online comments has an impact on consumers' perceived usefulness. Mudambi and Schuff (2010) found that consumers perceive intermediate ratings to be more useful than extreme ratings for experiential products. Hao et al. (2010) used film comments as an example of a study using text mining techniques and found that both positive and negative affective mix and positive emotional disposition in online film comments can significantly and positively influence the perceived usefulness of the comments. Qiao's (2016) study showed that the dimension of sentiment polarity of online comments has a significant positive effect on perceived usefulness. Wu and Liu's (2017) study concluded that the emotional disposition of comments has an inverted U-shaped relationship with perceived usefulness, with consumers perceiving intermediate comments as more useful than extreme comments. On the other hand, it has also been

shown that consumers are more likely to perceive extreme ratings as useful than intermediate ratings (Cao, Duan & Gan , 2011).

Domestic and foreign researchers come in and have addressed the issue of how the perceived usefulness of online comments affects consumers' purchase intentions. In the current study, Kim and Jihyun (2008) showed that when consumers perceive a sales channel to be more useful for product information search, they increase the frequency of searching for product information through that sales channel and purchase products more frequently through that sales channel. A study by Xiao and Wang (2016) demonstrated that the perceived usefulness of online comments has a significant positive effect on purchase intention and consumers' affective and evaluative attitudes toward purchasing. These existing studies proved that perceived usefulness significantly and positively influences consumers' purchase intention.

2.5 Purchase Intention

Regarding purchase intention, different scholars have different definitions in their researches. Hunter et al. (1987) believed that purchase intention represents behaviour, which responds to the likelihood that consumers will generate purchase behaviour for a certain goal (goods or services) in a certain period of time. Dodds et al. (1991) defined purchase intention as The extent to which consumers attempt to purchase a product. According to Han and Tian (2005), purchase intention reflects the likelihood of consumers to purchase a certain product. Overall, researchers generally agree that consumer purchase intention is a process of consumers' own psychological assessment, which represents the likelihood of purchasing behaviour.

According to Kotler (2000), consumer buying behaviour refers to the process activities of searching, selecting, buying, using, evaluating and disposing of a certain product or service that people carry out to satisfy their own needs, including both subjective psychological activities and objective practical activities of consumers. From this definition, purchasing behaviour includes the subjective and objective behaviours at all stages of consumer consumption. With the development of network technology, the concept of purchasing behaviour has also been extended from physical shops to cyberspace.

Consumer buying behaviour is part of consumer behaviour. Consumer behaviour refers to the set of actions, including behavioural decisions, that a consumer undertakes to acquire, use, or dispose of consumer goods or services. Nicosia (1966) was the first to propose the concept of consumer behaviour and initially defined it as purchasing behaviour not for resale. In 2000, the American Marketing Association (AMA) finally

defined consumer behaviour as, ‘emotional, physical, emotional, and emotional behaviour’. In 2000, the American Marketing Association (AMA) finally defined consumer behaviour as ‘the dynamic interaction of emotional, perceptual, behavioural, and environmental factors that underlie human behaviour in the performance of transactional functions in life’. From the changes in the above definition, the concept of consumer behaviour was once almost equivalent to purchasing behaviour, which was gradually expanded to include the determination of needs and information gathering before purchasing, as well as post-purchase behaviours, and post-purchase commenting, which is also a part of consumer behaviour.

The concept of purchase intention is evolved from the concept of intention in psychology. According to Fishbein and Ajzen (1975) definition, purchase intention refers to the subjective probability of customers’ expectation of purchasing a certain product, i.e., the size of their psychological expectation for purchasing a certain product or service, and the size of this probability is affected by a variety of subjective and objective factors, such as customers’ attitudes and external environmental factors. Purchase intention and purchase behaviour are closely linked. Purchase intention is a prerequisite for purchase behaviour, the actual purchase behaviour of customers. The level of purchase intention can play a certain role in predicting. Morrison (1979) first put forward the relationship between customer purchase intention and purchase behaviour, and put forward the corresponding data collection methods. Many scholars' studies have shown that willingness to buy has a positive predictive effect on purchasing behaviour (Fitzsimons & Morwitz, 1996; Fan & Ma, 2009).

2.6 Conceptual Framework

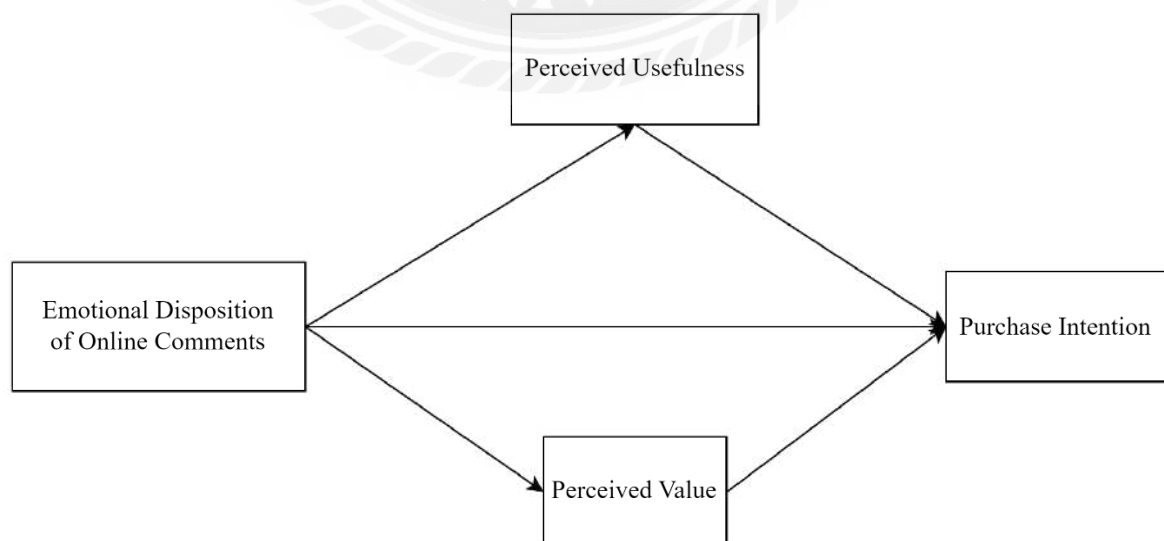


Figure 2.1 Conceptual Framework



Chapter 3 Research Methodology

3.1 Introduction

This chapter presents the research methodology adopted to examine the impact of the emotional disposition of online comments on consumers' purchase intention, with a particular focus on the mediating roles of perceived value and perceived usefulness. The study used a quantitative approach through a structured questionnaire based on simulated online reviews. All variables and constructs are operationalized using validated Likert-type scales.

3.2 Research Design

3.2.1 Emotional Disposition of Online Comments

This variable captures the overall emotional tone of online reviews as perceived by consumers.

Table 3.1 Emotional Disposition Measurement Scale

Variable	Measurement Item	Source
Emotional Disposition	I feel that this review expresses strong emotional feelings.	(Liu & Jian, 2018; Yue et al., 2013)
	The tone of this review seems emotionally intense.	
	The emotional attitude conveyed in this review is easy to perceive.	

3.2.2 Perceived Value

Perceived value reflects consumers' overall assessment of what they gain from the product, as inferred from the online review. It includes functional utility, benefit-worth comparisons, and emotional satisfaction, measured as a unified construct.

Table 3.2 Perceived Value Measurement Scale

Variable	Measurement Item	Source
Perceived Value	I believe the product mentioned in the review is worth purchasing.	(Zeithaml, 1988; Sweeney & Soutar, 2001)
	The product described in the review seems to offer good value for the money.	
	I would feel satisfied with the value this product provides.	
	Based on the review, this product seems to meet my expectations.	

3.2.3 Perceived Usefulness

This variable captures the extent to which the review helps consumers make informed purchasing decisions.

Table 3.3 Perceived Usefulness Measurement Scale

Variable	Measurement Item	Source
Perceived Usefulness	The review helps me understand the product better.	(Davis et al., 1989; Hao, 2011)
	The review provides useful information for making a purchase decision.	
	I find this review helpful in evaluating the product.	

3.2.4 Purchase Intention

Purchase intention represents the likelihood that a consumer would take further purchase-related actions after reading the review.

Table 3.4 Purchase Intention Measurement Scale

Variable	Measurement Item	Source
Purchase Intention	I would consider purchasing this product.	(Dodds et al. 1991; Pope 2008)
	I am willing to try this product in the future.	
	I am likely to buy this product after reading the review.	
	I would recommend this product to others.	

3.3 Hypothesis

H1: Emotional disposition of online comments significantly influences purchase intention.

H2: Emotional disposition of online comments significantly influences perceived value.

H3: Emotional disposition of online comments significantly influences perceived usefulness.

H4: Consumers' perceived value of products significantly influences purchase intention.

H5: Consumers' perceived usefulness of online comments significantly influences purchase intention.

H6: Consumers' perceived value of products mediates the relationship between emotional disposition and purchase intention.

H7: Consumers' perceived usefulness of online comments mediates the relationship between emotional disposition and purchase intention.

3.4 Sampling and Data Collection

This study was quantitative research, distributing questionnaires to a total of 367 college students selected from all over the country. After deleting the invalid questionnaires, 310 valid questionnaires were finally obtained. Statistical analysis of the data was performed using SPSS.

3.5 Data Analysis

This study employed a series of statistical methods to examine the reliability, validity, and structural relationships among the research variables. The analysis was conducted using SPSS, including the following:

1. Reliability Analysis

Cronbach's alpha coefficient was used to assess the internal consistency of each scale. A coefficient value of ≥ 0.70 indicates acceptable reliability. This ensures that items within each scale measure the same underlying construct.

2. Validity Analysis

Kaiser-Meyer-Olkin (KMO) Test was used to evaluate the sampling adequacy for factor analysis. A KMO value > 0.80 is considered meritorious.

Bartlett's Test of Sphericity checked whether the correlation matrix was significantly different from an identity matrix. A p-value < 0.05 indicates that factor analysis is appropriate.

3. Descriptive Statistics

Descriptive statistics (mean, standard deviation) were used to summarize the central tendency and dispersion of each variable, providing a basic understanding of participant responses.

4. Correlation Analysis

Pearson correlation coefficients were computed to assess the linear relationships between the variables. This helped to preliminarily understand the direction and strength of associations between emotional disposition, perceived value, perceived usefulness, and purchase intention.

5. Regression Analysis

The regression analysis aimed to test the strength, direction, and significance of each hypothesized relationship. The standardized regression coefficient (β) indicates the strength and direction of the effect, while the t and p determine the statistical significance of the relationship. A p less than 0.05 is typically considered statistically significant. The R^2 value shows the proportion of variance in the dependent variable explained by the independent variable(s), providing an indication of model fit.

6. Mediation Analysis

To examine the mediation effects of perceived value and perceived usefulness, this study applied Model 4 of the PROCESS macro by Andrew Hayes. An indirect effect is considered significant if the 95% confidence interval does not contain zero.

This method was chosen for its robustness in mediation analysis and ability to test complex indirect relationships between variables without assuming normality.

3.6 Reliability and Validity Analysis of the Scale

The result of the online review emotional disposition measure showed an internal consistency coefficient of 0.66. The result of the perceived usefulness measure showed an internal consistency coefficient of 0.77. The result of the perceived value measure showed an internal consistency coefficient of 0.83. The result of purchase Intention measure showed an internal consistency coefficient of 0.77. The reliability of the questionnaire in this study is good.

Table 3.5 Results of Reliability Analysis for Each Variable

Variable	Number of questions	Cronbach 's α
Emotional Disposition	3	0.76
Perceived Usefulness	3	0.77
Perceived Value	4	0.83
Purchase Intention	4	0.77

From the data in Table 3.6, the KMO value for the overall scale was found to be 0.852, which is greater than 0.80. Bartlett's Spherical Test found that the significance of the scale was 0.000, which is less than the standardised value of 0.05, a figure that indicates that the overall validity of the scale is good.

Table 3.6 KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.852
Bartlett's Test of Sphericity	Approx. Chi-Square	485.097
	df	12
	Sig.	0.000

Chapter 4 Findings

4.1 Descriptive Statistics and Correlation Analysis

Table 4.1 Demographic Characteristics of Respondents (N = 310)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	151	48.71%
	Female	159	51.29%
Residential Area	Urban	164	52.90%
	Rural	146	47.10%

The sample included 151 male students and 159 female students, with 164 from the urban areas and 146 from the rural areas. The age range was 17-25 years old, with a mean of 20.87 years old. The grade range of the subjects was from freshman to sophomore year. All subjects had experience in online shopping.

This study conducted a unified analysis across all responses, treating emotional disposition as a single continuous variable. Descriptive statistics and pearson correlation coefficients were calculated to assess the relationships among all key variables.

Table 4.2 Descriptive Statistics and Correlations between Key Variables (N = 310)

Variable	M	SD	1	2	3	4
Emotional Disposition	16.23	3.25	1			
Perceived Usefulness	21.41	4.27	0.29**	1		
Perceived Value	28.83	6.02	0.42**	0.46**	1	
Purchase Intention	16.93	4.08	0.33**	0.39**	0.59**	1
Note: $p < 0.05$, $p < 0.01$						

As shown in Table 4.2, emotional disposition was positively correlated with perceived value ($r = 0.42$, $p < 0.01$), perceived usefulness ($r = 0.29$, $p < 0.01$), and purchase intention ($r = 0.33$, $p < 0.01$). Both perceived value and perceived usefulness were also positively associated with purchase intention.

4.2 Regression analysis

To examine the relationships among emotional disposition, perceived value, perceived usefulness, and purchase intention, a series of regression analyses were conducted using SPSS. All variables were standardized prior to analysis. The regression models tested the predictive power of emotional disposition on the three key outcome

variables and examined how perceived value and perceived usefulness contribute to purchase intention.

Table 4.3 Regression Analysis Results

Independent Variable	Dependent Variable	β	t	p	R ²
Emotional Disposition	Purchase Intention	0.33	4.62	< 0.001	0.11
Emotional Disposition	Perceived Value	0.42	6.18	< 0.001	0.18
Emotional Disposition	Perceived Usefulness	0.29	4.21	< 0.001	0.10
Perceived Value	Purchase Intention	0.45	7.36	< 0.001	0.26
Perceived Usefulness	Purchase Intention	0.26	3.98	< 0.001	0.15

The regression analysis results indicate that emotional disposition has a statistically significant and positive effect on all three outcome variables. Specifically, emotional disposition predicts purchase intention with a standardized coefficient of $\beta = 0.33$ ($t = 4.62$, $p < 0.001$), explaining 11% of the variance in purchase intention. It also significantly predicts perceived value ($\beta = 0.42$, $t = 6.18$, $p < 0.001$, $R^2 = 0.18$) and perceived usefulness ($\beta = 0.29$, $t = 4.21$, $p < 0.001$, $R^2 = 0.10$). In addition, both perceived value ($\beta = 0.45$, $t = 7.36$, $p < 0.001$, $R^2 = 0.26$) and perceived usefulness ($\beta = 0.26$, $t = 3.98$, $p < 0.001$, $R^2 = 0.15$) significantly influence purchase intention. These findings provide empirical support for hypotheses H1, H2, H3, H4, H5.

4.3 Mediation Analysis

To test the hypothesized mediation effects (H6 and H7), this study employed Hayes' PROCESS macro (Model 4) using bootstrapping. Emotional disposition served as the independent variable, purchase intention as the dependent variable, and perceived value and perceived usefulness as mediators.

4.3.1 Mediation Effect of Perceived Usefulness

Table 4.4 Perceived Usefulness as Mediator

Pathway	Sig.	
	β	t
Emotional Disposition → Purchase Intention	0.33	4.62***
Emotional Disposition → Perceived Usefulness	0.29	4.21***
Perceived Usefulness → Purchase Intention	0.26	3.98***

The Bootstrap 95% Confidence Interval (CI) for the Indirect Effect is [0.06, 0.17], meaning that the estimated indirect effect of perceived usefulness falls within this range with 95% confidence. Since the confidence interval does not include zero, it suggests that the indirect effect is statistically significant. This indicates that perceived

usefulness plays a significant mediating role in the relationship between emotional disposition of online comments and consumers' perceived usefulness.

4.3.2 Mediation Effect of Perceived Value

Table 4.5 Perceived Value as Mediator

Pathway	Sig.	
	β	t
Emotional Disposition → Purchase Intention	0.33	4.62***
Emotional Disposition → Perceived Value	0.42	6.18***
Perceived Value → Purchase Intention	0.45	7.36***

The Bootstrap 95% Confidence Interval (CI) for the Indirect Effect is [0.14, 0.28], meaning that the estimated indirect effect of perceived value falls within this range with 95% confidence. Since the confidence interval does not contain zero, the indirect effect is statistically significant. This finding suggests that perceived value serves as a significant mediator in the relationship between emotional disposition of online comments and consumers' purchase intention.

4.4 Hypothesis Test

The research results provide strong support for all five proposed hypotheses, confirming the significant role of emotional disposition, perceived value, and perceived usefulness in influencing consumer purchase intention. The findings demonstrate that emotional cues embedded in online reviews affect purchase behavior through both direct and indirect pathways, mediated by perceived value and perceived usefulness.

Table 4.6 Hypothesis Test Results

Hypothesis	Statement	Result
H1	Emotional disposition of online comments significantly influences purchase intention.	Supported
H2	Emotional disposition of online comments significantly influences perceived value.	Supported
H3	Emotional disposition of online comments significantly influences Perceived usefulness.	Supported
H4	Consumers' perceived value of products significantly influences purchase intention.	Supported
H5	Consumers' perceived usefulness of online comments significantly influences purchase intention.	Supported

H6	Consumers' perceived value of products mediates the relationship between emotional disposition and purchase intention.	Supported
H7	Consumers' perceived usefulness of online comments mediates the relationship between emotional disposition and purchase intention.	Supported



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study investigated how the emotional disposition of online comments influenced consumers' purchase intention, with perceived value and perceived usefulness as mediating variables.

The key findings of this study are as follows:

The support of H1 shows that the analysis confirms that emotional disposition has a significant and direct impact on purchase intention. Consumers are influenced by the emotional tone of online reviews when forming their purchase decisions.

The support of H2 shows that emotional disposition significantly affects consumers' perceived value. When reviews convey stronger emotional cues, consumers are more likely to perceive the product as being of higher value.

The support of H3 shows that emotional disposition significantly influences perceived usefulness. Reviews with emotionally expressive content are seen as more informative and helpful by consumers.

The support of H4 shows that perceived value significantly predicts purchase intention. When consumers perceive higher value in a product based on review content, their likelihood of purchasing increases.

The support of H5 shows that perceived usefulness also plays a crucial role in shaping purchase intention. Consumers who find online reviews useful in their decision-making process are more likely to proceed with a purchase.

The support of H6 shows that perceived value mediates the relationship between emotional disposition and purchase intention. This suggests that emotional cues in online reviews first shape consumers' perception of a product's value, which then influences their purchase intention.

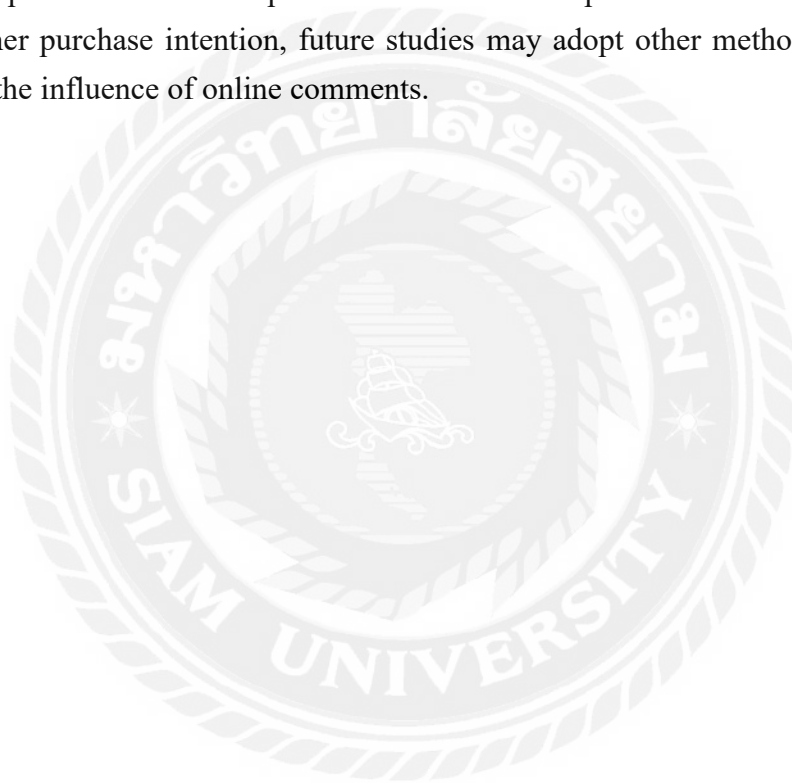
The support of H7 shows that perceived usefulness mediates the relationship between emotional disposition and purchase intention, indicating that consumers' evaluation of the informativeness and usefulness of online reviews plays a significant role in shaping their buying decisions.

These results validate H1, H2, H3, H4, H5, H6, H7 and highlight the central role of emotional disposition in online consumer behavior. By adopting a unified emotional disposition variable and integrated mediation model, this study contributes a more realistic and comprehensive framework for understanding online review impact.

5.2 Recommendation for Future Study

First, the sample targeted in this study was selected from the college student population, and although college students account for a large proportion of the online shopping consumer group, they cannot cover all online shoppers. This has an impact on the external validity of the study. The future study may consider increasing the range of subjects.

Second, this study used a traditional questionnaire to measure online purchase intention, but the questionnaire method has its limitations, for example, the results of the study rely on subjects' self-reports, which may have a tendency to be socially approving and may also have an impact on the external validity of the study. In order to further explore the relationship between emotional disposition of online comments and consumer purchase intention, future studies may adopt other methods to further investigate the influence of online comments.



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Appendix

Survey on the Impact of Online Review Sentiment on Consumers' Purchase Intentions (Partial)

Hello! This is a survey for a study on the impact of online review sentiment on consumers' purchase intentions. Thank you very much for taking the time to fill out this questionnaire. This survey is anonymous, and your responses will only be presented in statistical form. We sincerely appreciate your support and cooperation!

Part 1: Basic Information

1. **Your gender:**

- ☐ Male
- ☐ Female

2. **Your grade level:**

3. **Your age:**

4. **Your hometown:**

- ☐ Urban
- ☐ Rural

5. **Have you ever shopped online?**

- ☐ Yes
 - ☐ No
-

Part 2: Questionnaire

Imagine you are planning to purchase a piece of clothing online. While browsing, you come across the following online review. Please read the review below and answer the subsequent questions based on your true thoughts.

"The style and texture are great. It looks elegant and flattering, with excellent quality. I'm very satisfied. The packaging is nice, and the delivery is fast. The style is simple and fashionable, and the fabric is comfortable. It fits perfectly, and the fabric is soft and comfortable. I love its color, which is exactly as shown with no color difference."

The size is just right, and the craftsmanship is exquisite. The logistics were exceptionally quick. Overall, I'm extremely satisfied."

Answer the following questions:

6. This review expresses strong emotional feelings.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 7. The tone of this review seems emotionally intense.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 8. The emotional attitude conveyed in this review is clear and noticeable.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 9. The product seems to offer good value for the money.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 10. I believe the product is worth purchasing.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 12. I would feel satisfied with the value this product provides.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 13. This product seems to meet my expectations.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 14. The review helps me understand the product better.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 15. The review provides useful information for making a purchase decision.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 16. I find this review helpful in evaluating the product.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 17. I would consider purchasing this product.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 18. I am willing to try this product in the future.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 19. I am likely to buy this product after reading the review.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 20. I would recommend this product to others.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
-