



The relationship analysis between online reviews and online shopping based on B2C platform technology

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Abstract

With the continuous development of e-commerce technology, the online shopping volume of Chinese consumers has been increasing year by year, which will rapid development in the future. The emergence of B2C platform allows consumers to exchange shopping information online, which making shopping easier. Online reviews belong to an online sales tool, which influences the shopping behavior of consumers by commenting content, and becomes the main influence means of online shopping. This paper based on the B2C platform technology; take the online review content of Jingdong Mall in 2017 as data, which in order to study the relationship between shopping behavior and online review through classification, sorting and assignment. We based on the conceptual model to propose six research hypotheses, and conduct questionnaires and interviews. The 200 questionnaires were distributed, and 192 valid questionnaires were obtained, the overall effective rate is 82%. The results show that economic-related comments, service-related comments have a significant impact on the online shopping behavior.

Keywords B2C · Online shopping behavior · Online comment

1 Introduction

The slow global economic development make the overall e-commerce market get down. Survey data show that China's e-commerce market trading volume reached 8.1 trillion RMB in 2017, which show a sign of recession [1]. At terms of market structure, online shopping has exceeded one trillion RMB in 2017, which increase of 20% than 2016 [2]. The 2017 year is the most important year for the application of B2C model in China, so the B2C platform will promote the growth of online sales. At present, the main domestic B2C platform is that Dangdang, Amazon and Taobao, which make B2C platform from single mode to multiple magic changes. In addition, many emerging B2C platforms emerge one by another, such as Jingdong, Fanke, Red Kids, which is to further expand the number of B2C platforms in China [3]. These B2C platforms must face the rapid development of e-commerce market, so it

change mode, especially the traditional home appliance sales companies, such as Suning, Gome and so on. The above analysis fully said that the domestic market is increasingly competitive B2C, which show a white-hot situation [4].

The vitality of online shopping is B2C platform insufficient, which makes consumers do not need physical store shopping, and product purchase directly through the network. The vitality greatly improving the convenience of shopping, which make consumers cannot experience the appearance, texture, consumer need to rely on online comments to get the corresponding credit value [5]. This shows that online reviews are consumers of online shopping trust, and promote online shopping behavior of the main factors. Online reviews not only reduce the risk of buying, but also enhance the product's sense of trust, and promote better development of the B2C platform than before. Online reviews have become one of the main means of online purchasing behavior, which make many B2C platforms attach great importance to its development [6]. Network survey data show that 61.7% of consumers will rely on online reviews to buy products, 57.8% of consumers rely on relatives and friends recommended to

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buy products, 67.2% of consumers rely on TV ads to buy products, which is as show in Fig. 1. This shows that online reviews become the main means that trust established B2C platform, the impact of consumer buying behavior is very obvious. Therefore, online virtualization can be compensated by online reviews, which can promote better development of B2C platform [7].

In summary, domestic scholars have in-depth study on the B2C platform for online reviews online purchase behavior, and form the theoretical system. However, domestic scholars mainly focus on website credibility, commenter's professional competence and commentator's reliability, ignoring the content of online commentary. Although some scholars study the contents of online reviews, they only analyze the quality of reviews, the number of reviews, and the strength of reviews, and lack the targeted practical analysis [8]. This paper rely on the above reasons to conducts an in-depth study on the impact of online reviews on online shopping behavior in B2C platform, which analyzes the contents and methods of reviews, and analyzes the results of online reviews on online shopping behavior through empirical analysis.

2 Analysis of online shopping behavior

2.1 Avoidance of online shopping risks

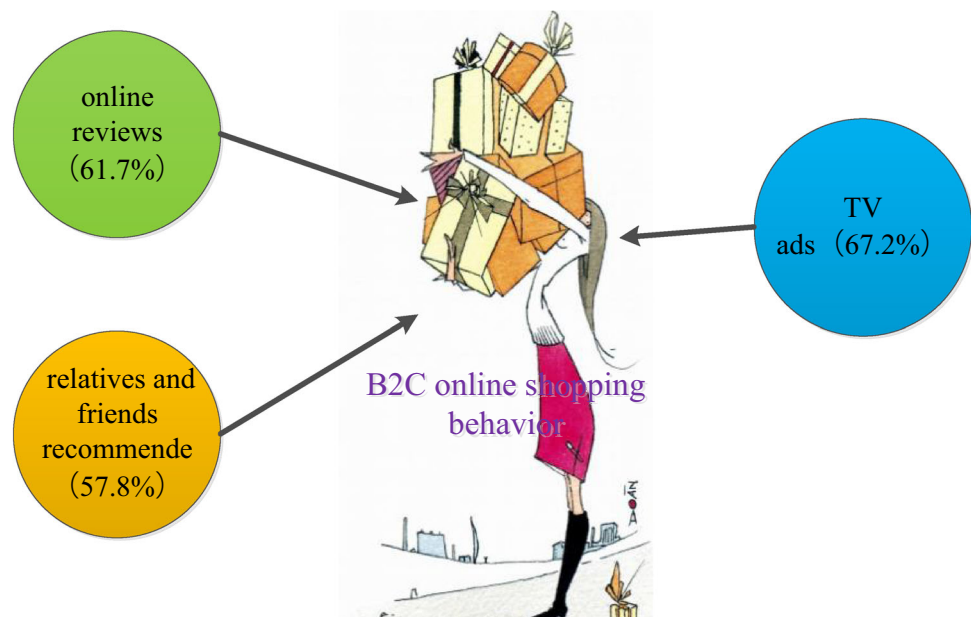
Online shopping is mainly the risk of buy products each shopping, consumers want to compare with others, and then select the smallest transaction costs shop. However, consumers buy products in B2C platform is want to

determine the target product, search the relevant information, compare with prices, read view comments, and choose payment methods [9]. Consumers buy things in B2C platform, who can obtain a lot of information in order to reduce product uncertainty. The online reviews are consumer perceptions and reviews of purchases made after they have purchased the product, and provide guidance to other consumers [10]. Therefore, the consumers purchase products on the B2C platform, which product quality reviews, product reputation reviews and the like are taken into account. In addition, consumers should be clear on the B2C platform product prices, product discounts, product content, logistics, delivery time, return policy, other online shopper's evaluation, which will minimize the uncertainty of consumers shopping on the B2C platform, and increase the success rate of consumption [11].

2.2 Online shopping platform choice

The choice of online shopping platform is mainly for the convenience of consumers for better online shopping, the main shopping platform for 2B, B2C, C2C. B2B platform is mainly for all enterprises to trade, through its own platform to attract sellers and buyers, commission, service fees and information charges. B2C is an electronic platform for business to individual consumers, mainly providing goods and conducting online sales activities [12]. C2C is the consumer transactions to consumers, consumers provide products to other consumers, suitable for product purchase between consumers. The above analysis shows that, B2C platform for the vast number of consumers, so the discovery rate is very fast, and its mode is accepted by

Fig. 1 The online shopping behavior



the majority of users, which is as show in Fig. 2. Currently, in B2C platform pattern, 56.7% market share is Tmall store, 49.0% market share is Jingdong Mall, 13.6% market share is Suning Tesco [13]. In addition, Amazon, Dangdang, easy fast network, the United States and other B2C platform is also growing, which become the main force in the market. Survey results show that: B2C platform market will be “two super-strong and more than strong” change in the pattern, two super-strong is Lynx and Jingdong Mall, more than strong is the Amazon, Dangdang. Therefore, the future of China’s B2C platform market will be more prosperous.

2.3 Mainstream business model

China’s existing online shopping platform is mainly B2C platform and C2C platform, and its shopping methods are accepted by the majority of consumers [14]. However, there are not only similarities but also differences between the B2C platform and the C2C platform. The following compares the advantages and disadvantages between the two, as shown in Table 1.

Table 1 shows that B2C platform and C2C platform have their own advantages, which application scope is also different. Consumers should be based on their purchase behavior, choose the right sales platform.

3 Build the relational model

3.1 Analysis of influencing factors

This paper choose the online consumers is that the individuals and units that purchase online and use the products provided by the operators. Potential online consumers are that have access to online shopping platforms, but no consumers shopping online [15]. At the same time, this



Fig. 2 The shopping platform model

paper takes the online reviews of Jingdong Mall as an example, and the evaluation indicators are product attribute reviews, and product shipping reviews, product price reviews, product satisfaction reviews. The specific model of the model is shown as Fig. 3.

There is that online reviews lack uniform standards, and different people publish different comments. Online reviews involve many aspects that include seller reputation, service attitude, product quality, website security, delivery time, payment process [16]. This paper takes 100 online reviews in Jingdong Mall from quality as object, delivery time, price, and satisfaction analysis. We suppose the above four aspects of consumer online shopping behavior is positively correlated, the assumptions shown in Table 2.

Online comment content have two face, one hand is the represents of the product popularity, other hand shows how much consumers get the information. Consumer buying decisions are related to the creditworthiness of reviews, so the higher the authenticity of the comment represents the more obvious the consumer’s buying decision [17]. The consumers can not directly contact, cannot be found in one of the security level, the external characteristics of the product in the B2C platform, so they must make the appropriate decision by comment. The more the number of reviews represents the more realistic content, the more active consumer buying behavior represents the more the number of purchases in B2C platform. This article analyzes the relationship between the content of the review and the purchase decision by the evaluation of the authenticity, the content of the review.

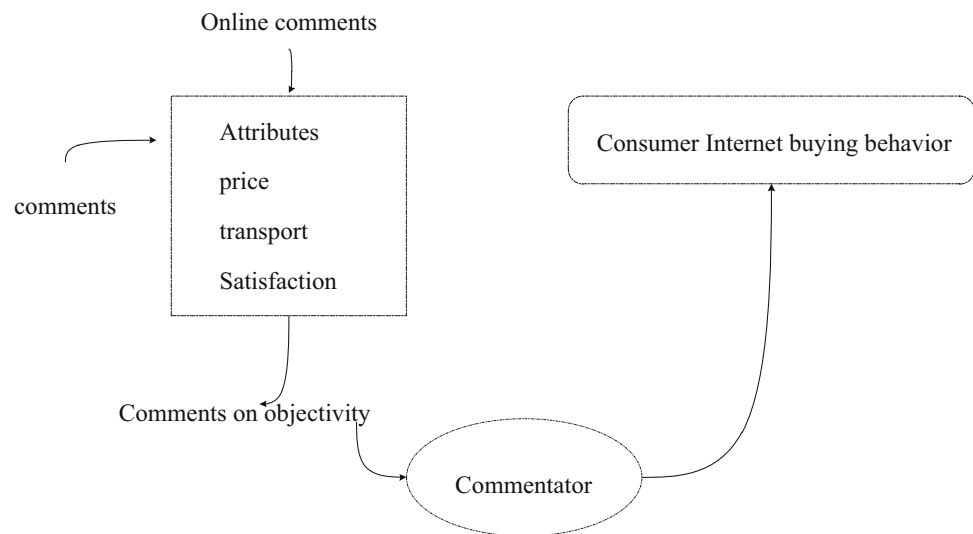
3.2 Relationship analysis

We construct the relevant mode, which can conduct small-scale interviews, surveys and analysis. It is as shown in Table 3.

Table 3 shows that the survey is divided into two parts, mainly including: interview content, scope of interviews, the purpose is to ensure the credibility and validity of the survey. The survey uses Likert 5 scale form, which divided into subjective and objective two parts. We use some discrepancies in the survey, which is in order to make the content of the survey maximize and accuracy. At the same time, the investigators use the anonymous method to fill out the questionnaire, so the content obtained is closer to the real situation. The survey was conducted from August to October in 2012 with 100 copies of paper questionnaires and 280 electronic questionnaires, so the total paper is 246 copies. The recovery rate was about 64%, valid is 211, accounting is 86%.

Table 1 The B2C and C2C model comparison

Project	B2C platform	C2C platform
Advantage	Product quality assurance Easy access to consumer trust	More flexible, more resources, rich products Low cost, low product prices
Disadvantages	Product relative limitations Participate in their own logistics, customer service and other sectors, the cost is higher Product prices higher	Product quality is uneven The seller threshold is too low, who cannot fully guarantee integrity

Fig. 3 The online comment on the impact of online purchasing behavior model**Table 2** The research hypothesis

Hypothesis item	Content
1	The comments on the quality factors positively affect consumers online shopping behavior
2	The comments on the express factors positively affect consumers online shopping behavior
3	The comments on the price factor positively affect consumers online shopping behavior
4	The comments on satisfaction factors positively affect consumer consumers online shopping behavior

Table 3 The visit and survey results

Variables	Definition
Quality factors	Contains product quality, product design related comments
Delivery factors	Including delivery time, delivery accuracy, product packaging is finished Good related comments
Economic factors	Including product prices, delivery costs, transaction payment is simple, pay security-related comments
Satisfied factors	Including product returns processing, after-sales service related comments
Comments and objectivity	The total number of online reviews of a product and a product positive and negative comments online comments
Reviewers credit	The reliability of the content of the commentaries who participated in the comment

3.3 The normal distribution test

The inspection of B2C platform show that the survey data is not repeated multiple tests, which must carry out reliability analysis. This paper take ‘‘Cranach’s alpha (Alpha)’’ coefficient method to test the survey, and the Likert scale was used to analyze the dimensions. The Cranach’s alpha was greater than 0.7, which indicate that the survey results are good and meet the survey requirements. At the same time, we delete the survey item, the value of α is lower than the value that e before uncut, which indicate again that the survey reliability meets the requirements. In addition, Cranach’s α in the test was tested, and we found the overall reliability of the scale is 0.916. Therefore, the overall reliability of the survey results meets the requirements and can analyze the relevant content.

We analyzed the sample by KMO method in this paper, found that the KMO value was greater than 0.767, and Bartlett’s test results and overall survey results were suitable for factor analysis. After the silver analysis, we found that the overall sample meets the normal distribution requirements. The absolute value of skewers is less than 2, and the absolute value of kurtosis is less than 5. Therefore, the sample data is in accordance with the normal distribution requirements. The results are shown in Table 4.

Table 4 shows that the skewness and kurtosis of each indicator which is the data obtained in the questionnaire are all within the range of the reference standard. Therefore, it can be considered that the sample data used in this study are in normal distribution and suitable for statistical analysis.

4 Regression analysis of the model

4.1 Regression equation test

This study uses multiple regression analysis to analyze the relationship between online reviews and online shopping behavior. Among them, the autocorrelation and collinearity results are shown in Table 5.

Table 4 The normal distribution results

Variables	Skewness		Kurtosis	
	Statistics	Standard error	Statistics	Standard error
Quality factors (A)	– 1.581	0.167	– 1.241	0.333
Delivery factors (B)	– 0.642	0.167	– 0.421	0.333
Economic factors (C)	– 0.542	0.167	– 0.241	0.333
Satisfied factors (D)	– 0.521	0.167	– 0.954	0.333
Comments and objectivity (E)	– 0.124	0.167	– 0.210	0.333
Reviewers credit (F)	– 0.942	0.167	– 0.156	0.333

4.2 Online reviews and online shopping behavior analysis

The relationship between online shopping behavior (Y) and product quality factor (x_1, x_2) through Spss 17.0 statistical software is expressed by Eq. 1, and the analysis results are shown is expressed by Eq. 1.

$$Y = \alpha_1 + \beta_{11}x_{11} + \beta_{12}x_{12} + \xi_1 \quad (1)$$

The x_1 representative the quality of the product itself; x_2 representative product design; ξ_1 representative behalf of the residual, said the other elements of the Y impact. The quality of the product itself was not significant, the normalized regression coefficient β was 0.055, the significant value was 0.536, and the product packaging design element was significantly qualified, standardized regression coefficient p was 0.165, significance Sig value was 0.032. F value is 5.787, which are shown in Table 6.

The goodness of fit test value is 0.319, which reflects the explanatory power of the equation. The fitting degree of the model is normal, the quality of the product itself is not qualified, and so the influence of the quality factor of the product itself is excluded.

$$\begin{aligned} \text{Online shopping behavior} &= 0.165 \\ &\times \text{product packaging design} \\ &+ (-0.775 + 0.965) \end{aligned}$$

According to empirical research regression equation has practical significance, comments on product packaging design has a positive impact on consumer online shopping behavior, product packaging design comments each additional 0.165 consumer online shopping will have a unit of influence.

4.3 Product delivery factor regression analysis

The Statistical analysis of the sample data using Spss 17.0 statistical software to analysis online shopping behavior (Y) and product delivery elements (x_{21}, x_{22}, x_{23}) the relationship between regression analysis, which is expressed by Eq. 2.

Table 5 The autocorrelation and collinearity results

Variable	Argument	Autocorrelation statistics		Collinearity statistics	
		D-W value		Tolerance	VIF
Y	Quality factors (A)	2.204		0.586	1.712
Y	Delivery factors (B)	1.952		0.432	1.652
Y	Economic factors (C)	2.021		0.521	1.724
Y	Satisfied factors (D)	1.852		0.627	1.821
Y	Comments and objectivity (E)	1.621		0.421	1.142
Y	Reviewers credit (F)	1.632		0.512	2.011

Table 6 The return results of online shopping behavior and product quality factors

Model	Non-standardized coefficient			t	F	R ²
	B	Standard error	Beta (β)			
Constant	- 0.772	0.257		- 3.000	0.003	
Quality	0.005	0.089	0.052	0.621	0.523	0.315
Package	0.165	0.072	0.192	2.152	0.031	

$$Y = \alpha_2 + \beta_{21}x_{21} + \beta_{22}x_{22} + \xi_2 \quad (2)$$

The x_{21} indicates delivery time, x_{22} indicates delivery accuracy, x_{23} indicates that the package is intact or not, and ξ_2 residual indicates the impact of other factors on Y. The significance of the delivery time element was unqualified, the normalized regression coefficient β was - 0.006, and the significance value was 0.94. The significance of the delivery correctness factor was unqualified, the standardized regression coefficient β was 0.124, and the significant value was 0.226, which are shown in Table 7.

The ξ_2 value is 5.850, the R square value is 0.338, which reflects the explanatory power of the equation, the fitting degree of the model is normal, the saliency of delivery time and delivery correctness factor are unqualified, so excluding the effects of delivery elements and delivery correctness elements.

$$\begin{aligned} \text{Online shopping behavior} &= 0.202 \\ &\times \text{package intact or not} \\ &+ (-1.146) \end{aligned}$$

Comments on the factors that affect the integrity of the product packaging have a positive impact on consumers online shopping behavior, and every 0.202 increase in comments made on the packaging of the product will have a unit impact on consumers online shopping behavior.

Table 7 The return results of online shopping behavior and product delivery factors

Model	Non-standardized coefficient			t	F	R ²
	B	Standard error	Beta (β)			
Constant	- 1.142	0.321		- 3.565	0.000	
Package integrity	0.005	0.089	0.004	- .064	0.924	0.332
Delivery time	0.106	0.088	0.126	1.213	0.224	

4.4 Regression analysis of economic factors

The Statistical analysis of the sample data use Spss 17.0 statistical software for statistical analysis the relationship between online shopping behavior (Y) and product economic factors (x_{31} , x_{32} , x_{33} , x_{34}), which is expressed by Eq. 3.

$$Y = \alpha_3 + \beta_{31}x_{31} + \beta_{32}x_{32} + \xi_3 \quad (3)$$

The x_{31} represents the product price, x_{32} represents the delivery fee, x_{33} represents simple transaction payment, x_{34} represents transaction payment security, and ξ_3 residuals represent the impact of other factors on Y. The significant factor of product price is better, and the normalized regression coefficient β is 0.202, the significant is 0.009. The distribution cost element is significant, and the standardized regression coefficient β is 0.316, the significance. The element of significance is better, and the normalized regression coefficient β is 0.281, the significance is 0.00. The trade safety factor is better, and the standardized regression coefficient β is 0.175, the significance is 0.029, the F value is 13.405, which are shown in Table 8.

Goodness of fit test values, R is 0.569, which is reflecting the explanatory power of the equation.

Table 8 The return results of online shopping behavior and economic factors

Model	Non-standardized coefficient			t	F	R ²
	B	Standard error	Beta (β)			
Constant	- 1.321	0.282		- 4.251		
Product price	0.195	0.072	0.201	2.521	13.345	0.541
Tradesman safety	0.525	0.074	0.306	2.014		

$$\begin{aligned} \text{Online shopping behavior} &= 0.195 \times \text{product price} \\ &+ 0.262 \times \text{delivery fee} \\ &+ 0.252 \times \text{simple payment} \\ &+ 0.161 \times \text{payment security} \\ &+ (-1.394) \end{aligned}$$

We are According to empirical research regression equation has practical significance, and the product economic factors in the comments on the product prices have a positive impact on consumer online shopping behavior. The product price comments every increase of 0.195, the consumer online shopping will have a unit of influence, and comments related to product delivery costs have a positive impact on consumer online shopping behavior, which product delivery cost comments for each additional 0.262 that will have a consumer online shopping behavior of a unit. The involving simple payment of comments online consumer behavior, which will be a positive impact on the relationship the comments every 0.252 increase in consumer online shopping, which will have a unit of influence. The comments related to payment safety of consumers online shopping behavior, has a positive impact on the payment of safety comments every increase 0.161, and will have a unit of consumer online shopping behavior.

4.5 Not satisfied with the regression analysis

The Statistical analysis of the sample data use Spss 17.0 statistical software for statistical analysis the relationship between online shopping behavior (Y) and Not satisfied with the processing factors (x_{31} , x_{32} , x_{33} , x_{34}), which is expressed by Eq. 4.

$$Y = \alpha_4 + \beta_{41}x_{41} + \beta_{42}x_{42} + \zeta_4 \quad (4)$$

The x_{41} represents the return of the product; x_{42} represents the after-sales service of the product; and ζ_4 the residual, indicating the effect of other factors on Y. The return policy factors were not significant, standardized regression coefficient β was 0.009, significant value was 0.896. After-sales service elements significantly affected online shopping behavior, standardized regression coefficient β was 0.561, significance value was 0.000, F value is 49.112, which are shown in Table 9.

The goodness of fit test for significance coefficient R is 0.665, which reflects the explanatory power of the equation. The model is better fitted.

$$\begin{aligned} \text{Online shopping behavior} &= 0.553 \\ &\times \text{After-sales service} \\ &+ (-2.375) \end{aligned}$$

We are According to empirical research regression equation has practical significance, dissatisfied with the processing factors involved in the product after-sales service comment on the online shopping behavior of consumers have a positive impact on the product after-sales service, the comment every 0.553 will increase consumer online shopping behavior to produce a the impact of the unit.

5 Analysis results

5.1 Online comment content and consumer online shopping behavior

Online comment content will positively affect consumer online shopping behavior. This article will be divided into online comment content into product quality, product delivery, and product economy, not satisfied with deal. The regression model can be seen that these four aspects, which have varying degrees of consumer online shopping behavior. In addition, the quality of products, delivery time, delivery accuracy, the impact of return policy are not significant, the other significant, significant probability is below 0.03.

The empirical results and the conclusions are basically the same, which more subdivided online review content, the empirical analysis show that all related online product reviews related online reviews of online shopping behavior, which has the greatest impact after packaging design. The service online reviews are related with shopping behavior, which has a certain impact. The empirical results in this paper show that consumers are concerned about online reviews of product economics in online shopping platforms, which are shown in Table 10.

Table 9 The return results of online shopping behavior and not satisfied factors

Model	Non-standardized coefficient			t	F	R ²
	B	Standard error	Beta (β)			
Constant	- 2.326	0.251		- 9.21		
Return policy	0.007	0.062	0.008	0.132	50.14	0.662
After-sales service	0.552	0.072	0.560	7.72		

Table 10 The outcome of practice

No.	Assumptions content	Outcome of practice		
		R ²	Significance	Practice
H1	The quality of the product itself reviews the positive impact on consumer online shopping behavior	0.318	Yes	Yes
	Product packaging design reviews positive impact on consumer online shopping behavior		No	No
	Comments are more abundant positive impact on consumer online shopping behavior		Yes	Yes
H2	Delivery time reviews positive impact on consumer online shopping behavior	0.335	Yes	Yes
	Product packaging is good reviews positive impact on consumer online shopping behavior		No	No
	Positive comments on the number of positive consumer online shopping behavior		No	No
H3	Product price reviews positive impact on consumer online shopping behavior	0.523	Yes	Yes
	Related comments on transaction security positively influence consumer online shopping behavior		Yes	Yes
	The number of negative comments positively affects consumers' online shopping behavior		No	No
H4	Product returns processing reviews positive impact on consumer online shopping behavior	682	No	No
	Related comments after-sales service positive impact on consumer online shopping behavior		No	No
	The credit rating of commentators positively affects consumers online shopping behavior		Yes	Yes

5.2 Comments and objectivity and consumer online shopping behavior

The number of comments will positively affect consumers online shopping behavior, which can be derived from the regression model. The standardized path for the number of comments is 0.404. The probability of significance is 0.000. The goodness-of-fit reached the optimal level in the model, so it can be concluded that the amount of comment has a significant positive impact on the behavior of online shopping. The amount of comments and objectivity is that consumers are very concerned about shopping online. At this point, the empirical results are consistent with those of previous studies. The number of reviews shows the popularity of the product, the richer the comments, the more popular the product, and the easier it are more consumers to know the product.

This article further analyzes the objectivity of online reviews. The empirical results show that: the consistent comments cannot have a positive impact on the online shopping behavior of consumers, while the reviews of both reviews and comments on the consumer online shopping behavior standardized regression coefficient is 0.177, the probability of significance is 0.002, which indicate that

both reviews and comments on consumer online shopping behavior had a significant positive impact.

5.3 Reviewers creditworthiness and consumer online shopping behavior

The credit rating of the reviewers will positively influence the online shopping behavior of consumers, which affect the consumers online shopping behavior by commentators and the good credit records of reviewers. The empirical results show that the creditworthiness of commentators is related to the influence that written comments on the purchasing decisions of subsequent buyers. The higher the creditworthiness of commentators, the consumer behavior will be more triggered.

6 Conclusions

This article further subdivides the online commentary in the B2C online platform, which analyzes and scores the online commentary on the platform, and determines the related indicators in each dimension of the online commentary. At the same time, B2C online reviews are divided into product quality factors, which product delivery factors,

product economic factors, not satisfied with the treatment. At the perspective of empirical research, this paper verifies the impact of online reviews on consumer buying behavior and deeply studies the impact mechanism of online reviews. At the content of online reviews, online reviews have a great impact on the online shopping behavior of consumers, including product packaging design, packaging intact. At the number of comments, the more the number of products on their online shopping Behavior have a greater impact, consistent praise reviews do not positively affect the consumer online shopping behavior, which will have a negative impact, so consumers are more concerned about the commentary both comments. At the reviewers credit rating, consumer attention the writer that reviewers with rich and detailed comments, as well as commenters with good credit histories.

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