

# An Empirical Study of the Relationship Between Online Comments and Users' Purchasing Behavior in the Social E-commerce

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**Abstract:** Trusted social relationships can shorten users' thinking time when shopping, and social relationships and online comments play an important role in users' purchasing decisions. The mechanism of online comments effect on users' purchase behavior has been theoretically supported, but its mechanism of action in the context of social shopping still lacks empirical testing. Based on the social E-commerce environment, this paper focuses on the relationship between online comments and users' purchasing behavior, constructs a measurement model of the relationship between them, puts forward a research hypothesis, and comprehensively uses factor analysis, correlation and regression analysis methods to test the hypothesis. The empirical findings show that there is a significant relationship between online comments and users' purchasing behavior in the social e-commerce, and online comments mainly affect users' perceived value and trust through the quality of comments, quantity of comments and timeliness of comments. Based on the findings of the empirical study, this paper puts forward specific strategies for social E-commerce to improve online comments, including: paying more attention to the marketing value of online comments and capitalizing on them, paying close attention to the quality and timeliness of online comments and enhance the perceived value of online users, grooming a leader of online comments to increase online users' trust. This study aims at providing decision-making references for social e-commerce merchants on how to effectively use online comments to increase consumers' purchasing behavior.

**Keywords:** Social E-commerce, Online Comments, Purchasing Behavior, Empiricism

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## 1. Introduction

It is an important feature of e-commerce platform to have a bilateral market attribute, which will amplify the network effect of the market in a certain range. The main performance is that the e-commerce platform can make full use of the price mechanism to improve the concentration of the online trading market, but the higher the concentration, the fiercer the competition among merchants in the e-commerce platform, which leads to the rising operation and traffic costs of merchants in the e-commerce platform, and the decentralization of e-commerce has gradually appeared. On the other hand, compared with the traditional platform-based e-commerce model, social e-commerce is trying to innovate in the business model with the help of "new media+ socialization+ E-commerce", and the customer recognition is constantly improving, showing an explosive growth trend.

Unlike traditional E-commerce, social E-commerce is a new E-commerce model integrating social interaction, shopping and entertainment, which realizes the organic integration of social interaction and business through the comprehensive use of various social media and tools. At present, the more commonly-seen social E-commerce modes are joint shopping, community shopping and distribution, and the mainstream social online shops are Buy-together, JD.COM, Mushroom Street and Tiktok Shop.

There are deep-seated reasons behind the development from platform-based E-commerce to the social E-commerce, but the driving force of decentralization comes from users themselves, because sociality is an important feature of shopping. Socialization has always been the basic need of human beings, and great changes have taken place in the social way between people in the era of mobile Internet. Emerging media such as WeChat, QQ, Tiktok and small apps

have become the mainstream social channels, and social shopping has come to stay people's lives. In practice, when people recommend and share "good things" in their moments, they pay more and more attention to the comments and quality of products. Many studies in China and other countries have shown that users' comments exert an important influence on consumers' purchasing behavior [1, 2].

The diversified development of new media has enabled users to have more expression space, and a group of unique online celebrity bloggers have become the earliest leaders. Internet comments has gradually become one of the most important sources for users to obtain commodity information and make consumption decisions. For example, Xiaohongshu, who started from the community, focused on user sharing from the beginning, and attracted a large number of users by sharing information on travel, catering, clothing, beauty and personal care. The success of Xiaohongshu's e-commerce is inseparable from comments marketing. Compared with other ways, good comments can improve the conversion rate. Good comments are the strongest connection between brand and users. For example, through the comments community, Xiaohongshu can not only get a large number of users, but also accurately analyze the needs of users through a large number of basic data generated by these users' browsing, praising and collecting behaviors, so as to ensure that the products sold are highly praised by users.

In the context of social E-commerce, the trusted social relationship greatly shortens the time of considering whether the product is worth buying or trying to buy, and social relationship and online comments play an important role in the customer's purchasing decision [3, 4]. Unlike the traditional shopping environment, there is still a lack of systematic research on how online comments affect users' purchasing behavior in the social shopping environment, and there is still a lack of empirical test on the mechanism and mode of its impact on users' purchasing behavior.

A key question that this paper tries to answer is whether online comments will affect peoples' purchasing behavior in the context of social E-commerce. Therefore, based on the existing literature, this paper constructs a measurement model of the relationship between online comments and users' purchasing behavior in the context of social E-commerce, analyzes the factors that have an important impact on users' purchasing behavior, and makes a study of the ways through which online comments affects users' purchasing behavior, which can enrich the existing theories of users' purchasing behavior in theory. In practice, it can help social E-commerce enterprises to better understand the purchasing psychology and customer characteristics of online shopping, and provides suggestions for enterprises to better implement comments-based marketing in the social environment.

## 2. Literature Reference

### 2.1. Online Comments

Before exploring online comments, we should first define its

concept. Internet comments, also called social media in the West, mean that sellers or users share information about enterprises, goods and services with other netizens through forums, microblogs and other online channels. The communication effectiveness of these comments will ultimately affect the credibility of this enterprise and its goods and services, and also affect the business behavior of enterprises [5, 6].

As early as 1995, when the Internet technology was not mature, the definition of Internet comments had already appeared. The Internet comments were mainly based on information technology and Internet environment, which was different from traditional comments, and it fundamentally changed the information dissemination channel [7]. The carrier of online comments is no longer oral communication, but capitalizes on the openness and recordability of the Internet to further indirectly convey written words, and users on the Internet can access comments from different users at different times [8]. It's found that the higher the quality of comments, the greater the impact on users' purchasing behavior. Those comments which are true and reliable, whose contents are closely related to products and contain a lot of useful information can influence users' purchasing behavior more [9]. Some scholars have concluded through empirical research that the greater the number of online comments, the greater the influence of comments on users' purchasing behavior, it's found that users usually browse information in chronological order due to product upgrading and formula upgrading, and the timeliness of users' online comments will have a positive impact on purchasing behavior.

### 2.2. Purchasing Behavior

Users' purchasing behavior is a personal behavior that occurs when users buy goods, which generally includes five stages [10, 11]: demand confirmation, information collection, evaluation and selection, purchase decision and post-purchase consumption benefit evaluation. The purchasing behavior refers to the action that users exchange money for goods in order to meet certain needs driven by purchasing motivation [12]. Of course, before that, users will first understand and collect information about products according to their own needs, then analyze and compare the products for selection, and finally decide whether to buy them or not.

Previous studies have found that online platform factors, offline factors and personal factors are the three main factors affecting users' purchasing behavior [12]. One of the personal factors is that the degree of trust will affect their purchasing behavior, and trust is a kind of expectation held by users. In the complex network environment, people get a lot of information, but the good and bad information are mixed together, which makes users' decisions full of unknowns, risks and uncertainties. Some studies take trust as an intermediary, and through the final data analysis results, it is concluded that all independent variables positively affect trust, and trust also positively affects users' purchasing behavior [13]. Besides trust, perceived value also influences users' purchasing behavior. Perceived value refers to users' subjective understanding of the value of products or services.

### 3. Research Model and Hypothesis

#### (1) The Influence of the Quality of Internet Comments on Social Users' Perceived Value and Trust

The comments that users publish their evaluation of products or services on social media constitute the decisive part of the quality of merchants' comments. Good comments means that the information describing products or services is objective, which can provide enough useful information for social users, and the information is true and reliable. Social users can pay attention to online comments through searching and make a rational analysis, and finally judge the value of products or services. High-quality online comments can enhance social users' perceived value of products or services, and promote users to generate further value recognition and trust. The higher the quality of online comments, the higher the perceived value and trust of social users to products or services. Therefore, the following assumptions are established:

H1-1a: Good online comments exert a significant positive impact on the users' perceived value (+).

H1-1b: Good online comments exert a significant positive impact on users' trust (+).

#### (2) The Influence of the number of online comments on users' perceived value and perceived risks

The number of comments refers to the total number of products or services recommended by users. In social E-commerce, the social attributes between people are obvious, and the number of users' evaluations will affect the purchasing decisions and behaviors of the other party in social relationships. users tend to view products with more evaluations, because more comments of products mean that this product is widely recognized, which will quickly enhance users' goodwill towards this product or service. When the credibility of a product or service accumulates to a certain extent, users will have a strong tendency to trust the brand. When making a purchasing decision, it is much more likely to choose the brand. The more the comments, the higher the

perceived value and trust that users have in products or services. Therefore, the following assumptions are established:

H1-2a: The number of online comments exerts a significant positive impact on users' perceived value (+).

H1-2b: The number of online comments exerts a significant positive impact on users' trust (+).

#### (3) The influence of timeliness of online comments on users' perceived value and trust

Timeliness of comments is related to the timeliness of information that users publish. Because products or services may be different due to the reasons of updating, upgrading and so on. New evaluation is more easily accepted by users, and the stronger the timeliness of comments, the higher the perceived value and trust of users in products or services. Therefore, the following assumptions are established:

H1-3a: The timeliness of online comments exerts a significant positive impact on users' perceived value (+).

H1-3b: The timeliness of online comments exerts a significant positive impact on users' trust (+).

#### (4) The influence of online comments on users' purchasing behavior

In the context of social e-commerce, online comments are mainly based on information technology and mobile Internet environment to achieve interpersonal communication. Online comments in social environment are different from traditional comments, which fundamentally changes the media and ways of comments. Trusted social relationship greatly shortens the time of considering whether the product is worth buying or trying to buy. Social relationship and brand play an important role in users' purchasing decision. The stronger the online comments, the higher the users' perceived value and trust. Therefore, the hypothesis is put forward:

H1: Online comments exert a significant positive impact on users' purchasing behavior (+).

The conceptual model constructed in this paper is shown in Figure 1:

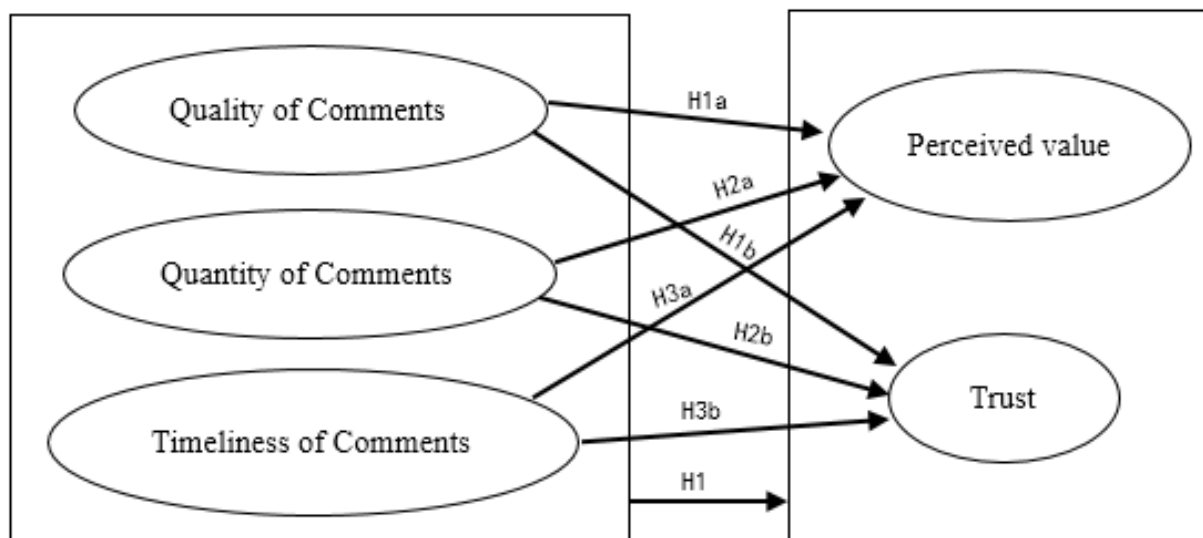


Figure 1. Conceptual Model.

## 4. Questionnaire Design and Sample Data

### 4.1. Selection of Variables

In order to better study the deep-seated relationship between online comments and users' purchasing behavior in the social e-commerce environment, this paper further divides the two constructs of online comments and users' purchasing behavior according to the findings of the above literature research, and combs out the three variables measuring online comments, namely, quality of comments, quantity of comments and timeliness of comments. In this paper, the users' purchasing behavior refers to the purchase decision made by social users through E-commerce under the influence of external factors and on the basis of comprehensive consideration of brand, comments, price and other factors. Some scholars used perceived value as one of the measurement variables of users' purchasing behavior in their research. Trust as one of the measurement variables of user purchasing behavior has been proven effective in the literature, this paper uses the above two dimensions to measure users' purchasing behavior.

#### (1) Quality of Comments

Quality of comments refers to whether the published comments is true and reliable, whether it can objectively describe products or services, and whether it provides enough useful information for other users. Generally speaking, social users pay attention to the comments of products, and their purpose is to know more about the products, and to know whether the products are really suitable for themselves and valuable to themselves. See Table 1 for the selection of variables and measurement items.

*Table 1. Variables and descriptions in quality of comments.*

variables	Descriptions
Quality of comments	It's very important for me to evaluate the goods accurately.
	Low-quality evaluation will make me emotional and reduce my enthusiasm for buying.

#### (2) Quantity of Comments

Quantity of comments refers to the total quantity of evaluations that a product or service has received. Users tend to browse products with more evaluations, because the more comments a product has, the more widely the product is recognized, which will increase users' goodwill towards the product and trust it more. See Table 2 for the selection of variables and measurement items.

*Table 2. Variables and Descriptions in Quantity of Comments.*

variables	descriptions
Quantity of comments	I will give up buying a product because of the small number of evaluations.
	I care about the number of good reviews, middle reviews and bad reviews of a product.

#### (3) Timeliness of Comments

Timeliness of Comments refers to evaluating the new and

old degree of publication, which can reflect the latest relevant information of commodities. Some commodities may be updated, renewed, upgraded, etc., and there will be certain differences in each batch of commodities. Therefore, users are more willing to browse the latest reviews than outdated reviews. See Table 3 for the selection of variables and measurement items.

*Table 3. Variables and descriptions in timeliness of comments.*

variables	descriptions
Timeliness of comments	When browsing the evaluation, I will pay attention to the release time of the evaluation.
	I think the latest evaluation is more worth reference and credible.

#### (4) Perceived Value

Users' perceived value is not the product itself, but the satisfaction that they obtain when they consume it, that is, the value recognition of goods or services. In the research, in some studies, perceived value is divided into functional value, emotional value and perceived cost. Functional value refers to whether the product is worth the money to the buyer, emotional value refers to whether the product leaves a good memory to the user, and perceived cost refers to the pricing of the product. See Table 4 for the selection of variables and measurement items.

*Table 4. Variables and descriptions in perceived value.*

variables	descriptions
Perceived value	Products with higher online evaluation meet my needs
	The price of products with higher online evaluation is within my acceptance range

#### (5) Trust

Users' trust refers to the customer's recognition and trust of evaluation, which is not the user's cognition, but the affirmation, recognition and trust of evaluation based on rational analysis. See Table 5 for the selection of variables and measurement items.

*Table 5. Variables and descriptions in terms of trust.*

variables	descriptions
trust	I will believe other people's comments on a product on social networks and will buy it
	I will often visit and recommend to others social network shops with higher evaluation

### 4.2. Sample Data Characteristics

Generally, the study is made on social e-commerce users, because social e-commerce users cover a wide range. The research adopts the sampling survey method, and the sample selects the mainstream social e-commerce companies with large flow of visitors and high attention, covering Buy-together, Tiktok Shop, Mushroom Street, Toutiao, Xiaohongshu, etc. Questionnaires are mainly based on Wenjuanxing platform and distributed through social networks. The questionnaire is mainly distributed to college students and on-the-job personnel who use social

e-commerce. The survey was conducted from October 2019 to November 2019. A total of 240 questionnaires were collected, and 32 invalid questionnaires were removed according to the pre-established rules. A total of 205 valid questionnaires were obtained, with an effective rate of 85%. Sample statistics show that the proportion of social e-commerce users under 35 years old (including 35 years old) is close to 95%, and social e-commerce is popular among young people. According to the research suggestion of

Jochen [14], more than 170 samples can be accepted, and the sample size obtained in this study meets the above requirements. In addition, in order to solve the problem of non-positive definite data, it is necessary to ensure the normality of sample data, which requires statistical data | kurtosis  $<10$  and | skewness  $<3$ . This paper has passed these two conditional tests, and the standardized histogram (Figure 2) is consistent with the distribution curve and accords with the normal distribution.

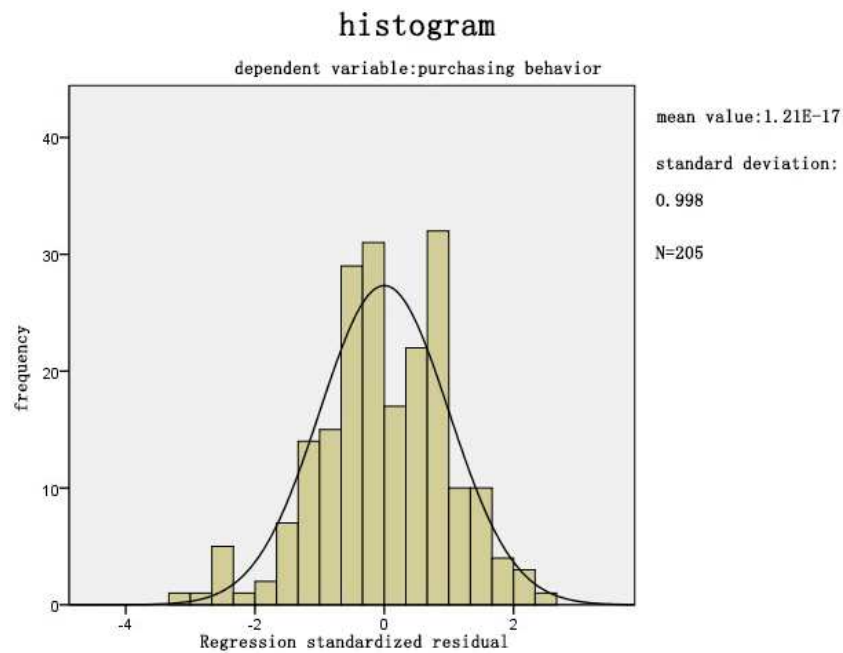


Figure 2. Standardized Histogram.

The P-P diagram (Figure 3) shows that the graph composed of scattered points is closer to a diagonal line, and the data is close to normal distribution. Therefore, the data collected in this paper meet the normality condition of linear regression.

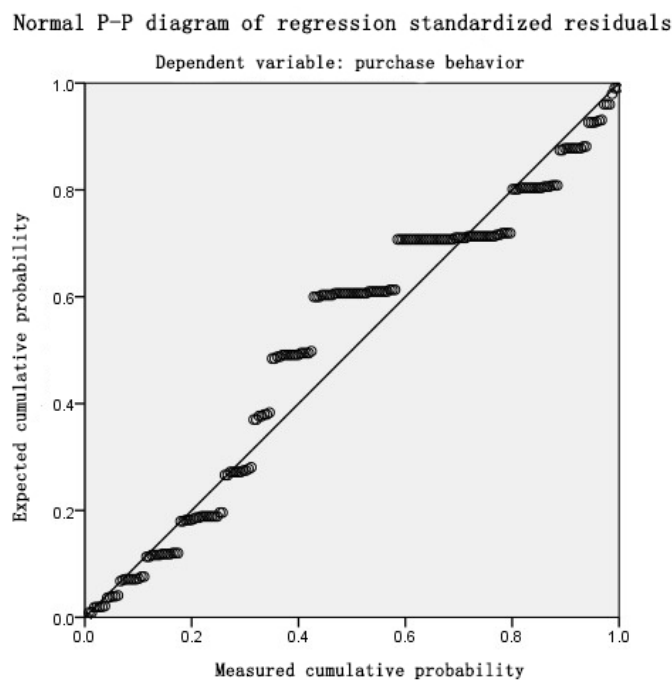


Figure 3. Normal P-P diagram.

Table 6. Correlation indicators.

		Quality of comments	Quantity of comments	Timeliness of comments	Perceived value	Trust
Quality of comments	Pearson correlation	1	.333**	.178*	.424**	.419**
	Sig. (Double tail)		.000	.011	.000	.000
	Number of cases	205	205	205	205	205
Quantity of comments	Pearson correlation	.333**	1	.371**	.351**	.339**
	Sig. (Double tail)	.000		.000	.000	.000
	Number of cases	205	205	205	205	205
Timeliness of comments	Pearson correlation	.178*	.371**	1	.387**	.364**
	Sig. (Double tail)	.011	.000		.000	.000
	Number of cases	205	205	205	205	205
Perceived value	Pearson correlation	.424**	.351**	.387**	1	.546**
	Sig. (Double tail)	.000	.000	.000		.000
	Number of cases	205	205	205	205	205
Trust	Pearson correlation	.419**	.339**	.364**	.546**	1
	Sig. (Double tail)	.000	.000	.000	.000	
	Number of cases	205	205	205	205	205

\*\* . At 0.01 level (Double tail), the correlation was significant.

\* . At 0.05 level (Double tail), the correlation was significant.

## 5. Hypothesis Test

### 5.1. Correlation of Variables

Pearson correlation coefficient is used to test the correlation between variables in this paper. As shown in Table 6, the significance coefficient corresponding to the correlation coefficient of each variable is less than 0.05, indicating that each variable is significantly correlated at the level of 0.01, which can be used for regression analysis.

### 5.2. Reliability Test

Reliability analysis is to measure the same sample repeatedly by a certain method, and observe whether the results converge, so as to judge whether the measurement is reliable. The greater the reliability of the scale, the more reliable the measured data. In this paper, Cronbach  $\alpha$  reliability coefficient method is used to analyze the scale. Cronbach  $\alpha$  reliability coefficient is greater than 0.8 and closer to 1, the higher the reliability. The reliability is good when the coefficient is between 0.7 and 0.8, and it is acceptable between 0.6 and 0.7. After reliability analysis, Cronbach  $\alpha$  coefficients of the questionnaire in this study are all above 0.7 (see Table 7), which shows that the questionnaire has good reliability.

Table 7. Reliability Statistics.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.766	.770	10

### 5.3. Validity Analysis

Validity is a necessary test for scientific measurement, which can test whether an experiment is accurate and useful. In this paper, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) are used to measure the validity.

#### 5.3.1. Exploratory Factor Analysis (EFA)

Exploratory factor analysis in this study mainly uses KMO and Bartlett sphericity test. Generally speaking, the sphericity test Sig<0.01 of KMO and Bartlett indicates that it is suitable for factor analysis. It can be seen from table 8 that KMO = 0.781 (> 0.5), SIG = 0.00 (< 0.01), which can be analyzed by factors. Factor analysis was carried out by principal component analysis, and five components were extracted, and the interpretation rate of cumulative variance after rotation of the five components was 69.372% > 50%, which was basically consistent with the conceptual model constructed in this paper.

Table 8. KMO and Bartlett Test.

Sampling suitability quantity of KMO.		.781
Bartlett	Approximate chi-square	394.485
sphericity test	variance	45
	significance	.000

#### 5.3.2. Content Validity

Mainly used to test the accuracy of the questionnaire concept. The scale of this paper mainly refers to the design idea of Paul [15]. On the basis of systematic literature combing, in-depth interviews with social e-commerce users and suggestions from experts and scholars in the industry, the scale has been repeatedly demonstrated and revised to ensure that contents are scientific and reasonable.

#### 5.3.3. Convergence Validity

This indicator is used to test the relevance between items in the questionnaire, with emphasis on the following conditions [14]:

- (1) factor loading >0.5;
- (2) Composition reliability (CR)>0.7;

$$CR = \frac{\sum \mu^2}{[\sum \mu^2 + \sum (1 - \mu^2)]}$$

- (3) Average Variance extraction (AVE) >0.5.

$$AVE = \frac{\sum \mu^2}{[\sum \mu^2 + \sum (1 - \mu^2)]}$$

$\mu$ : Standardized factor load rate.

In this paper, all factor loads are greater than 0.5 and the residual term is non-negative and statistically significant.

Table 9 Statistics shows the fitting of measurement model data with good convergence validity index.

**Table 9.** Corroborated Factor Analysis (CFA) Results.

	Convergence validity		Fitness index		
	AVE	CR	GFI	AGFI	CFI
Quality of comments	0.79	0.93	.931	.964	.971
Quantity of comments	0.73	0.95	.958	.933	.923
Timeliness of comments	0.85	0.96	.927	.954	.981
Perceived value	0.67	0.90	.912	.971	.908
trust	0.59	0.89	.901	.891	.977

#### 5.3.4. Discriminant Validity

This indicator is mainly used to detect the statistical differences of different variables. The CFA results of the research model constructed in this paper show that RMSEA = 0.057 (< 0.08), and TLI = 0.953 (> 0.9), CFL = 0.928 (> 0.9). In addition, this paper also makes differentiation test on five variables, and constructs four-factor, three-factor and single-factor models through the combination of variables. after testing and comparing several models, the fitting results are ranked as five factors > four factors > three factors > single-factor model, which indicates that the five-factor scale

constructed in this paper has good discrimination validity.

#### 5.4. Regression Analysis

Using SPSS software to further analyze the relationship between the variables, Durbin-Watson (D-W for short) values in the range of 1.8-2.2, indicating that the data are independent of each other and in line with the condition of linear regression independence; When Sig<0.05, the regression model was statistically significant. As can be seen from Table 10, these data meet the condition of linear regression independence, and the regression model constructed is statistically significant.

**Table 10.** Results of Regression Analysis.

Variables	indicators	Perceived value	comments	Purchasing behavior
Quality of comments	Durbin-Watson	2.165	1.901	
	Sig.	0.000	0.000	
	Normalization coefficient	0.424	0.419	
	Constant	1.941	1.833	
Quantity of comments	Durbin-Watson	1.954	1.845	
	Sig.	0.000	0.000	
	Normalization coefficient	0.351	0.339	
	Constant	2.578	2.549	
Effectiveness period of comments	Durbin-Watson	1.865	1.801	
	Sig.	0.000	0.000	
	Normalization coefficient	0.387	0.364	
	Constant	2.760	2.772	
Online comments	Durbin-Watson			1.829
	Sig.			0.000
	Normalization coefficient			0.590
	Constant			1.155

In addition, Table 10 also reflects the coefficients of the regression analysis model. Through the analysis of Table 10, it can be seen that the three dimensions corresponding to online comments all enter the regression model, and are significantly correlated at the level of 0.01.

#### 5.5. Empirical Results

- (1) Quality of comments has a positive impact on perceived value and trust, with path coefficients of 0.424 and 0.419 respectively. Compared with perceived value, quality of comments has a greater impact on trust. Generally speaking, high-quality online comments can reflect the actual situation of commodities more truly and objectively, and describe commodities more accurately and meticulously. If users can't touch the

goods in person, users are more willing to believe the former than the ambiguous, simple and universal online comments.

- (2) Quantity of comments exerts a positive impact on perceived value and trust, with path coefficients of 0.351 and 0.339 respectively. Compared with trust, quantity of comments has a greater impact on perceived value. Most users will look at the number of evaluations when shopping. If the number of evaluations is small, users may jump or give up buying directly. Most users have herd mentality, and the number of comments can directly reflect the user's recognition to a certain extent. At the same time, the number of comments also reflects the sales volume of products to a certain extent. The smaller the number of comments, the lower the sales volume of products. Social users are more inclined to

buy products with a larger number of comments when shopping.

- (3) Effectiveness period of comments exerts a positive impact on perceived value and trust, with path coefficients of 0.387 and 0.364 respectively. Compared with trust, Effectiveness period of comments has a higher impact on perceived value. Online shops usually display user comments in chronological order, and the timeliness of comments reflects the commodity more accurately and truly. Therefore, strong timeliness of comments enhances the perceived value and trust of social users.
- (4) Online comments have a positive impact on social users' purchasing behavior, and its path coefficient is 0.590. At

present, the sociality and interactivity of the network have become important attributes of user relationship, and there is more space for social users to express themselves. Internet comments have gradually become the most important source for social users to obtain commodity information and make purchasing decisions. Because of people's herd mentality, users' social shopping activities are more susceptible to the influence of online comments, and the tendency of online comments affects users' beliefs to a great extent, and then affects users' purchasing behavior.

The influence path of online comments on users' purchasing behavior in the research model constructed in this paper is shown in Figure 4:

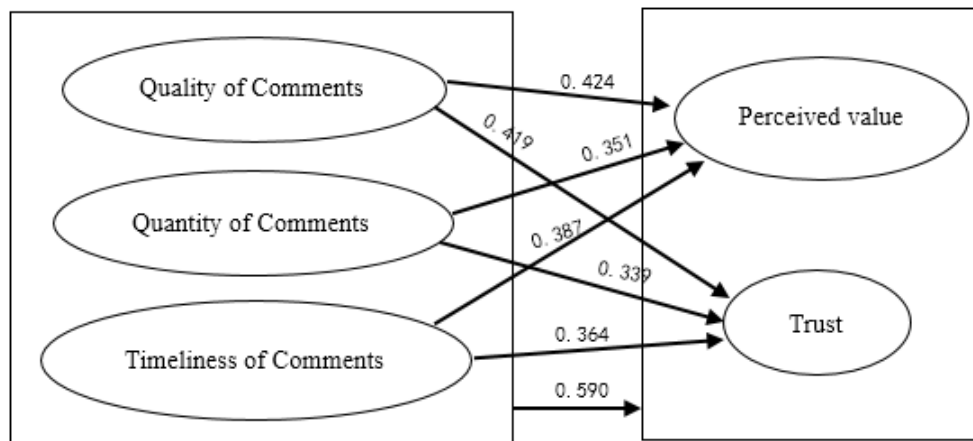


Figure 4. Path diagram of the influence of online comments on users' purchasing behavior.

## 6. Research Findings

According to the above empirical results, how to improve users' purchasing behavior from the level of comments marketing in the social e-commerce environment, the management enlightenment obtained in this paper is as follows:

- (1) Attaching importance to and capitalizing on the marketing value of online comments

Online comments constitute the foundation of long-term development of E-commerce enterprises. In the new media era, users' comments have greatly broken through the limitation of time and space, and E-commerce enterprises need to pay attention to and take advantage of the marketing value of online comments. First of all, the comments generated and spread by many communication channels, such as social media, reduce the promotion cost of E-commerce enterprises, and saves a lot of advertising expenses compared with traditional offline marketing promotion methods. Secondly, the credibility of online comments is high under the strong social relationship, and the communication channel of online comments exists among social users. Compared with the original one-way communication mode of advertising, social users are more willing to believe public comments or friends' recommendations. Third, online comments in social

relationships can pay attention to the differences of user groups, and can be accurately marketed through big data and artificial intelligence algorithms, making online comments more targeted. Therefore, against the background of social E-commerce, E-commerce enterprises must attach importance to and do a good job in comments marketing in order to achieve long-term and healthy growth, which is the basis for the development and growth of E-commerce enterprises.

- (2) Paying attention to the quality and timeliness of online comments and enhancing the perceived value of social users

The empirical results show that the quality and quantity of online comments have a significant positive impact on users' purchase intention. When conducting comments marketing, E-commerce enterprises should pay attention to the quality of online comments, increase the positive evaluation of online shop products or services, and minimize the negative evaluation. Attention should be paid to products or services with problems in online comments, efforts should be made to adjust and improve products and services in time according to users' comments, and enhance the innovation ability of products or services of E-commerce enterprises. Therefore, both positive and negative evaluation should be paid great attention to. Positive evaluation is the premise and foundation of forming good comments, and it is the appreciation and affirmation of users for products or services, which needs to



be maintained for a long time. Negative evaluation is not conducive to the improvement of the quality of comments, but it can help E-commerce enterprises to quickly locate problems and correct them in time. In the process of strengthening content construction, E-commerce enterprises should not only strengthen the control of content of comments, but also use social media to encourage social users to publish high-quality comments, and encourage social users to make comments in time through various ways such as rewards, so as to increase the number of comments and enhance the timeliness of comments. Because good online comments can enhance social users' trust and enhance their perceived value.

(3) Grooming online comments leaders and enhance the trust of social users

Social E-commerce can't improve online comments without the support of good products and users. Because of the obvious social attributes among social E-commerce users, users' personal credit will affect the quality of sharing their good things. Social users with good personal credit can improve their credit status in the social circle by sharing "good things" for a long time, and may grow into "opinion leaders" in the industry. "Opinion leaders" have a strong influence on buyers' purchasing decisions and behaviors in social relationships. When a brand's comments reach a certain level, users will have a strong tendency to trust the brand. When making purchasing decisions, it is much more likely to choose the brand instead of one with bad comments. Therefore, E-commerce enterprises should strengthen the cultivation and cooperation of online comments leaders, and constantly enhance the trust of social users in enterprises or brands through opinion leaders.

## 7. Inadequacy of the Research and Future Research

With the continuous development of social media, how to improve the online comments of social E-commerce has become an important research topic in the process of enterprises expanding their markets. On the basis of existing literature, this paper takes the relationship between online comments and users' purchasing behavior in social E-commerce environment as the research object, selects the corresponding dimensions to establish a measurement model and makes an empirical study, aiming to study the ways through which online comments in social e-commerce affects users' purchasing behavior, and put forward reasonable decision-making suggestions for enterprises to develop comments-enabled marketing.

As an empirical research article, the deficiency of this paper is that it only focuses on the aspect of online comments to explore the influence on the purchasing behavior of social e-commerce users, but the influence of users' purchase behavior will be affected by many factors such as brand, environment, price, etc. The purchasing behavior itself is a complex psychological process, and more observation variables have not been included in the research of this paper,

and the built model has certain limitations. In addition, in the selection of survey samples, the survey objects mainly focus on young social users, and it is necessary to further broaden the scope of the survey, so as to ensure that the conclusions obtained from the study are more universal, which is the direction of the follow-up efforts of this study.

## Conflicts of Interest

The authors declare no conflict of interest.

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