



The influence of online comments on college students' online purchase intention in China

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Abstract

With the advent of Web 2.0 eras, users not only can get information from the corporate website and their advertisement, but also can browse the information and pose various opinions on websites without the limitations of time and space. With Internet, users either get information from others or provide information to others as authors.

CNNIC (2016)'s report showed that in the professional structure of netizens, the proportion of students is 25.2%, which is the highest; in the educational structure of netizens, the proportion of undergraduates and above was 11.2% in 2015. This shows that the number of undergraduates and above in China's netizens can not be underestimated; college students are the main force in the development of China's online shopping as well as an important force which cannot be ignored to promote the development of online shopping.

This research takes the 18-25 years old college students in China as the research object and studies the relationship between online comment and college students' purchase intention. A total of 210 questionnaires were distributed in this research, and random sampling methods were used for investigation.

This study adopts the positivism research paradigm. Through empirical research, researchers can get accurate results. However, positivism research is based on a certain theoretical premise including certain empirical facts and assumptions, and these assumptions and facts have the possibility of error. This research focuses on studying the impact of online comments on college students' purchase intention in China. Based on online comment and consumer decision-making process, this research focuses on how online comment information affects purchase intention.

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1.0 Introduction

1.1 Background and overview

Because of the Word of Mouth, it is as a valuable source of information for consumers and marketers. On the one hand, consumers share the feels and experiences of using products, brands or services through WOM information. On the other hand, WOM information can help potential consumers to understand products or brands better (Chen & Xie, 2008). WOM information not only affect consumer's decision of shopping, but also can impact the company's sales performance. Previous scholars have confirmed that WOM information has the more impact than the public media ads on consumers purchasing decisions (Grewal, Cline & Davies, 2003; Cheung, Lee & Rabjohn, 2008). General speaking, consumers think the WOM information is more reliable, especially compare with other commercial ads. So, people maybe more accept WOM information.

Nawaz, Vveinhardt & Ahmed (2014) have a research of the impact of WOM on consumer's purchase decisions. The results show that most consumer purchase decisions are based on WOM information. The influence of the Internet is becoming more and more wide and deep for people's lives. Consumers are more and more like to ask other consumers about the products on Internet. Due to the big influence of the Internet, it gives a free platform for WOM recommendations. Whatever consumer or company, they can influence others through WOM. Online comment is more and more important as a important factor to directly influence company sales, brand image, consumer satisfaction and consumer purchase intention for consumer purchase decision. (Doh & Hwang, 2009).

In the background of online purchase, consumers face more risks and uncertainty. Currently, B2C and C2C websites both have product comment functions, it gives enough right to speak for consumers, enhance the interaction interact between users

and websites, and between users and users, and help users to choose products and increase their dependence for websites. Online comments become a key factor of affect online shopping.

Online comments are great significance to consumers and businesses. For consumers, text and images posted online can provide consumers with more complete information, reduce the uncertainty and risk of purchasing products, and help consumers make more satisfying decisions (Park, Lee & Han, 2007). After purchasing the product, consumers can also publish their shopping experience and opinions on the website for other consumers to refer to. For companies, higher-quality, higher-quality online comments can attract more consumers' attention and enhance consumer trust in the company, thereby increasing the company's visibility and sales (Utz, Kerkhof & van den Bos, 2012).

According to the research report of CNNIC (2016), the first point of consumer concern is the product itself, and the second point is online commentary. According to the survey, 82% of consumers will use online comments as a reference when shopping online, and only 18% will purchase products based on their own judgment (CNNIC, 2016). In addition, the report also shows that among various factors affecting consumers' purchase intentions, online comments posted on the website are the most important, their influence is far greater than advertising and promotion activities, and even more important than the advice of friends and family (CNNIC, 2016). When shopping online, you can learn about the product through a variety of ways, such as viewing product pictures and descriptions, asking friends and family for suggestions, browsing online comments, etc. The latter is the most important method. However, the need to further study how many factors online comments will affect the consumer's willingness to buy and its influence. On this basis, this paper designed the questionnaires needed for the study according to scholars' research. Based on the data obtained, this article discusses what factors of online comments will influence consumers' purchasing intentions, and how they make influences, so as to draw

conclusions and make recommendations.

1.2 Problem definition

CNNIC (2016) report shows the number of Internet users in China is 688 million, and 413 million are online shopping users, increase 51.83 million and 14.3% over 2014. The data also shows that the number of Chinese mobile phone Internet users is 340 million, an increase of 43.9% over 2014 (CNNIC, 2016). These data show that with the popularity of the Internet and the in-depth development of E-commerce, online shopping is accepting by people.

The report of CNNIC (2016) shows that in the professional structure of Internet users, the student is the highest, it is 25.2%; in the education structure of Internet users, the proportion of undergraduate and higher education in 2015 is 11.2%, that means the number of undergraduate degree or above in Chinese Internet users can not to be underestimated; college students are the main part in the development of online shopping in China, and also important part to promote the development of online shopping.

Due to the higher level of education, higher level of network technology, college students usually have high information search ability, they can get more information. So, in the online shopping, college students always like to view other consumer's comments for more product information. On the other hand, because college students have lower income and the perceived risk of online shopping is high, online comments can reduce the uncertainty of the products. Therefore, the online comments have a big influence for college students online shopping. Based on the relationship between online comments and purchase intention, this research will find out the influence of online comment on college students' purchase intention.

1.3 Justification for the research

Although WOM can increase the company's sales, brand loyalty and brand image, but more importantly, it has a very important influence on the attitude and behavior of consumers. Online comment is a basic form of online WOM and usually refers to positive or negative opinions of potential or actual consumers posted on the website, such as e-commerce or third-party comments (Chen & Xie, 2008). Online comment, as the basic mode of online WOM expression, is more popular and influential than other WOM forms (Vermeulen & Seegers, 2009). It is great significance to research the influence of online comments on effective guiding of online comments development trends and taking effective measures. As an important form of WOM, online comments are of great significance to the development of consumers and e-commerce companies and the online shopping market.

First of all, the consumer online comment provides a powerful market information to regulate the market. The reputation of companies selling inferior products will decline. Enterprises that sell normal and high-quality products will stand out from the competition and receive more attention from consumers. Therefore, online comments can moderate the seller's bad behavior and increase the quality and efficiency of the market.

Second, online comments reflect consumer opinions and suggestions on companies and their products. Positive online comments help improve the company's reputation, and negative online comments help companies correctly identify and address their problems. Through the analysis of online comments, companies can better grasp the factors that affect consumers' purchase intentions and strengthen the management and guidance of online comments. By increasing the credibility and practicality of online comments, it will attract more attention and enhance the company's influence and performance.

Third, for college students, the relationship between online comments and purchase intentions is also important, especially for potential consumers. By understanding the impact of online comments on purchase intentions, on the one hand will help college students make better use of online comment information, reduce the uncertainty and risk of online shopping, so as to make correct purchase decisions; on the other hand, college students will be more pay attention to the opportunity to post comments, so they will release more real, reliable and comprehensive information.

1.4 Research questions

Dodds (1991) believes that the purchase intention is the possibility of the consumer to purchase, which is the premise and basis of the purchase decision. Only if there is such a possibility, the consumer will make the corresponding purchase decision. Online comment is information. The quality of information usually refers to whether it can objectively and truly reflect the characteristics of the product or service itself, and whether it can ultimately meet the needs of consumers (Duan, Gu & Whinston, 2008).

This research will use Chinese college students aged between 18-25 years old as the research object to research the relationship between online comment and college students' purchase intention. The research questions are:

- Why college students use the online comments when they shopping online?
- How online comments affect college students' online purchase intentions?
- What measures should businesses take to enhance college students' purchase intention?

1.5 Structure

This research focuses on the relationship between online comments and college students' purchase intention. The research framework of this research mainly includes

the following five chapters:

The first chapter is the introduction. This chapter mainly describes the research background and reasons, clarifying research issues, and identifying the research questions and dissertation structure.

The second chapter is a literature review. This chapter is a review and summary of previous research and laid a theoretical foundation for the establishment of this research model. This chapter mainly explains and clarifies the relevant literature from three parts: the literature review related to online comments, the literature review related to purchase intention and the literature review of the influence of online comments on purchase intention.

The third chapter is the methodology. This chapter mainly introduces research design, research methods, data collection methods and data analysis methods.

The fourth chapter is data analysis. This chapter uses the SPSS software to make descriptive analysis and correlation analysis on the questionnaire data, and then analyzes the influence of online comments on the purchase intention of college students.

The chapter five is the conclusions. According to the result of statistical analysis, it firstly concludes the main research results, and then puts forward some rational suggestions for online retailers and college student consumers according to the conclusions. Finally, it points out the limitations of this research and provides reasonable suggestions for future researches.

2.0 Literature Review

2.1 Literature review of online comments

2.1.1 Concept of online WOM

With the application of Internet technology, the communication of consumers towards the information of products they are going to purchase is not only limited to face-to-face communication and the introductions from relatives and friends. The influence of the traditional way of communication is gradually weakened because it is limited by time and space. Consumers prefer to release the information of the products they bought from the Internet, while the online shopping users tend to search some related information about the products they want to buy. Online word of mouth comes into being in the background of using network information to guide purchase decision. In recent years, many scholars have defined the online word of mouth. This research, based on the previous researches, has clarified the most representative sample of these previous researches.

Initially, Online WOM refers to customers expressing their experiences and opinions to products and services, praising and criticizing the company, Opinions on news, consultations on corporate-related products and services on corporate websites, message boards, company news sections and product information consulting platforms. López & Sicilia (2011) pointed out that Online WOM is the transmit and disseminate information through the Internet. Senders who comment on product information on the Internet are actually a different way of exchanging information. Online WOM is display through words and images, while traditional WOM is through the language to show. Christiansen & Tax (2000) also argues that Online WOM is a text message sent by online users and also highlights the text attribute of WOM. According to Newman Jr (2003), Online WOM refers to the text form communication between different consumers. The above three studies emphasize the Online WOM

communication in the form of words to other consumers, which is also an important difference between Online WOM and traditional WOM.

Chen & Lurie (2013) think that Online WOM mainly communicate through many forms of networks such as e-mail, newsgroups, online forums and chat rooms, making the media more accessible to the people. Yaylı & Bayram (2012) pointed out that Online WOM is a platform for consumers to provide product opinions. Online WOM sender and receiver to achieve effective communication through the platform. King, Racherla & Bush (2014) think that Online WOM refers to consumers communicating with each other in voice or video (face-to-face). These two forms are more intuitive, effective and persuasive. This definition has classified face-to-face video communications as a form of Online WOM. Litvin, Goldsmith & Pan (2008) think that Online WOM is the sender's message to recipients in a networked environment. This information may be a description of the product, a service's attributes and characteristics, or it may be the sender's personal shopping experience. The four scholars pointed out that the spread of Online WOM rely on the network platform, otherwise it cannot be called Online WOM. In addition, the availability of Internet platforms is also a prerequisite for promoting Online WOM.

Hennig-Thurau, Walsh & Walsh (2003) think that Online WOM include information shared by consumers who have already purchased the product, and that consumers who have not purchased the product can get real information through this sharing platform. Consumers can communicate with each other no need to worry about time and space. Eisingerich et al. (2015) think that Online WOM communication refers to the experience of using products by buyers or potential buyers of the communication products through the Internet to understand the performance and usage of the products through communication. Lee, Noh & Kim (2013) oint out that the online WOM refers to the information shared by the consumers who have already bought the products and adopted directly by other consumers, highlighting the availability of information. The above definition highlights the strong interactivity of Online WOM. The main

purpose of Online WOM is to achieve the network in the non-face-to-face communication of goods and personal advice in the form of effective delivery.

According to these literature, this study believes that Online WOM refers to the network users using text, pictures, videos and other forms to share their experience and information through the Internet to achieve at different times and different network users to communicate space to spread and share information.

2.1.2 The concept and characteristics of online comments

With the online shopping users become more and more, online comments as an important form of Online WOM, more and more affect consumers' purchase intentions. When shopping online, consumers more rely on online comments for product information, and because of their uncertainty, online comments are playing an important role. This research summarizes the existing research results, summarizes the definition of the online comments by relevant scholars, and put forward the new definition of online comments in this research.

As for the definition of online comment, many scholars have summarized it on the basis of eWOM. The two concepts are not strictly differentiated. Bickart & Schindler (2001) believes that online comments are a way for consumers to express their opinions on the use and purchase of products on product sales websites, users' own websites, or other consumer complaint platforms. Park & Kim (2008) defines online comments as positive or negative reviews of past, present, and potential consumers' own online shopping experiences, and the comments are delivered to other consumers via the Internet. The concept of online comments is very similar to eWOM. Park & Lee (2009) then more specifically defines the concept of online comments; it refers to the consumer's assessment of online purchases. On this basis, the online comment in this study refers to various comments posted by consumers in the form of text and pictures on shopping websites. For example, most shopping sites such as Taobao, Tmall and Amazon provide comment platforms for consumers.

Park & Kim (2008) believes that online comments refer to comments of product information, purchase experience, etc. by users who purchase goods or services on the site, highlighting convenient access to comment information. At the same time, they believe that online comments have the dual role of information providers and information recommenders. On the one hand, it provides relevant information for information seekers, on the other hand, it makes some suggestions to consumers and makes suggestions on purchasing goods and services.

Filieri & McLeay (2014) emphasizes user guidance on online comments. They point out that online comments are closer to consumers. The person who consults online comments is primarily an online user who has not purchased a product or service. Consumers who provide reviews evaluate the product's performance from the user's perspective and serve as a free “sales assistant” to help new buyers find products that fit their specific needs (Filieri & McLeay, 2014).

Cheung, Lee & Rabjohn (2008) define online word of mouth, where consumers evaluate the characteristics of goods or services through text, images, or videos. She emphasized several common forms of online comment. The text form is the main form, and the image and video forms play a supporting role. Chatterjee (2001) believes that online comments mean that consumers post comments on shopping websites in text form. These comments may be good for product sales, but also may be a release of product defects.

Bickart & Schindler (2012) divided online word of mouth into seven forms, arguing that online comment is one of the easiest, lasting, and influential forms. Online comment is one of online word of mouth. It transmits information through texts, pictures, videos and other forms so that the information can be formalized and easily understood by the recipient. Information reviewers who have anonymity and are not limited by time and space will release more real and objective information.

Hennig-Thurau, Walsh & Walsh (2003) analyzed the characteristics of online comments through the following parts. First, the non-linearity of communication. The sender sends online comments on the website, and the recipient reads these comments, so online comments play a dual role. More importantly, there are many other forms of communication, which can be one-on-one, one-to-many, many-to-one, or even many-to-many. Second, information acquisition is more convenient. The online comment information can be stored on the network platform for a long time, and consumers can effectively and timely obtain information when needed. Third, it is anonymous. Since the network is virtual, the sender of the information can make a comment without registering, which protects the privacy of the consumer. On the other hand, it also allows consumers to freely speak and express their true feelings.

2.1.3 The impacts of online comments

Duan & Whinston (2008) studied the influence of movie word of mouth on the movie box office and established a model for film lovers' influence on movie word of mouth. This study examines the impact of word of mouth comments and their value on consumer perceptions and attitudes and validates the assumption that online word of mouth affects box office income. The greater the number of word of mouth (reputation comments), the easier it is for film lovers to fully discover film-related information, so it can reduce the uncertainty that film lovers perceive. The value of word of mouth may be positive or negative. Positive values influence the attitudes and perceptions of film lovers, prompting them to watch movies, and negative values will reduce the expectations of movie lovers and thus affect movie box office returns.

Gauri, Bhatnagar & Rao (2008) studied the impact of consumer online comments on customer loyalty to online stores. They collected data from 441 online retailers and these data can be divided into three categories. The first two categories are audio-visual products and books. The standardization of these products is poor, but

the shelf life is longer. The third category is food and flowers, with a short refresh time. Therefore, such products should be sold in time. Moreover, the difference between the goods is greater than the first two.

Gruen, Osmonbekov & Czaplewski (2006) analyzed 616 participants in an online forum and found that consumer subjective motivations and abilities can influence online commentary and communication. Participants with higher subjective motivation and higher language skills are more active in online forums. The communication between customers will affect the consumers' perception of the goods and will also influence whether consumers will recommend products to a certain extent, but this does not affect the consumers' repeated purchase intention. The impact of online comment communication among customers on consumer recommendations is significant and concluded that online comments have a significant impact on brand loyalty.

2.2 Literature review of purchase intention

2.2.1 The concept of purchase intention

Lu & Yu-Jen (2009) argue that the purchase intention is mainly determined the value perceived by consumers, it's the possibility of consumers to buy a product or service. Mullet (1992) believes that the purchase intention mainly refers to the attitude of the consumer to a certain brand or product under the influence of other external factors. Ling, Chai & Piew (2010) defined purchase intention as a subjective possibility for consumers to purchase products, including online and offline purchase channels.

Regarding the relationship between purchase intention and purchase behavior, Kimery & McCord (2002) believes that actual purchase behavior is affected by many factors. It is difficult to directly study the purchase behavior, so it can be similar to the purchase intention. Ajzen & Driver (1991) found that intention to precede behavior and intention to generate is a necessary stage before purchase behavior, so purchase

intention can be used to predict purchase behavior. Lapierre (2000) points out that the actual purchase behavior of a consumer's product or service can be predicted using purchase intention and is quite accurate. The results show that the purchase intention significantly affects the actual purchase behavior of the customer. Therefore, the purchase intention can be an important indicator of purchase behavior.

2.2.2 The theoretical basis of purchase intention

(1) Theory of planned behavior

The theory of planned behavior was proposed by Ajzen. The predecessor of this theory was rational behavior theory. Ajzen (1991) found that people's behavior is not completely free but limited by personal ability and resources. Therefore, a new concept is proposed, namely, perception behavior as a new element influencing the behavior intention. The theory holds that human behavior is actually a planning process, behavioral attitudes, subjective norms and perceptual behaviors that control behavioral intentions, and behavioral intentions that influence actual behaviors, and behavioral intentions play an important role in influencing behavioral elements and actual behaviors (Pavlou & Fygenson, 2006). Among them, behavioral attitude refers to the individual's perception or evaluation of a specific behavior. Subjective norms refer to the praise or criticism of the behavior of other social groups. Perceptual behavior control refers to the perception of difficulty when individuals perform their own interests. Affected by personally owned resources and experience.

(2) Technology acceptance model

In order to explain why information technology or information systems are widely accepted, Davis (1989) proposed a technology acceptance model based on rational behavior theory. In this model, there are two decisive factors for system use: perceived usefulness and perceived ease of use. Among them, perceived usefulness refers to a system user's perception of the degree to which a particular system

improves its work efficiency, and perceived ease of use refers to a user's perception of system ease of use.

The technology acceptance model believes that system use behavior is determined directly by behavioral intentions and behavioral intentions are the preconditions for using behaviors. However, there are two factors that determine behavioral intentions: perceivable usefulness and intention to use, and use intentions reflect the individual's degree of preference for a particular system, which is determined by the usefulness of perception and the ease of perception (Ha&Stoel, 2009). Perceived usefulness is affected by external variables and perceived ease of use. Perceived ease of use also depends on external variables, including system characteristics, individual characteristics, and related policy implications (Ha & Stoel, 2009).

2.2.3 Factors affecting purchase intention

The factors that influence the purchase intention include perceived value, perceived usefulness, perceived ease of use, trust, and online comments.

Chen & Teng (2013) studied the influence mechanism of consumer's buying intention in the context of e-commerce. Among them, fun positively affects ease of use, usability positively affects availability and trust, and usability positively influences consumers' purchase intention. In addition, the consumer's commercial affinity influences the consumer's purchase intention through its solid external image, and a solid and positive image has a positive influence on the consumer's purchase intention.

Through 887 consumers' online shopping surveys, Wu et al. (2014) divided costs into information search costs, moral hazard costs, and specific asset investment costs. Research shows that consumers' perceived value and cost have a positive effect on consumers repurchase aspiration. In the above relationship, information search cost is the most important factor affecting consumers repurchase intention.

According to a survey of 451 samples conducted by Ponte, Carvajal-Trujillo & Escobar-Rodríguez (2015), consumers' purchase intention mainly depends on perceived value and trust. In addition, the main influencing factors of perceived trust are perceived quality and perceived safety. Consumers' perceive safety depends on suppliers' reputation, the investment in the site, secrecy assurance of third parties, the understanding of third parties secrecy, privacy and security strategies, the affinity of the site, the privacy of the site.

Based on psychological distance theory, Zhou and Li & Mou (2015) studied the impact of online comments on consumer purchase intentions and divided online comments into two dimensions: comment quality and perceived similarity. The results show that the quality of comments and the similarity of perceptions influence the purchase intention of consumers through psychological distance. In addition, the impact of online comments on consumer purchase intentions is influenced by the type of product.

Based on the theoretical framework of TPB and TAM, Elwalda, Lü&Ali (2016) constructed a PDA model to study online comments. Consumers' perceived usefulness, perceived ease of use, and perceived pleasure all have a positive impact on their trust, and trust has a significant and positive impact on their purchase intentions. In addition, consumer awareness of the usefulness, pleasure, and maneuverability of online comments can directly and significantly motivate purchases.

From the above analysis, it can be found that the main factors affecting the purchase intention include perceived value, perceived usefulness and ease of use, trust, and online comments. These factors are also relevant. The content of online comments is an important factor affecting the purchase intention. However, the source of the speech and the characteristics of the recipient also have a major influence on the purchase intention. Therefore, the impact of online comments on purchase intentions still need to be further studied.

2.3 Literature review of the online comments' influence on purchase intention

Although online comments will influence consumers' purchase intentions, its influence is influenced by many factors at the same time. These factors can be roughly divided into three categories: one relates to the sources of online comments, such as the credibility of the website, the professionalism of the reviewers, and the reliability of the reviewers; the second relates to the online comments themselves, such as online comments. Quality, number of online comments, etc.; third, characteristics of online comment recipients, such as the recipient's professionalism, the recipient's product involvement, the recipient's perceived risk and trust tendencies (Jiménez & Mendoza, 2013).

Gilly et al. (1998) believes that there are three factors that influence word of mouth and recipient purchase decisions: information, nature of the source (professional, opinion leaders), homogeneity of the searcher and source, and the searcher's own characteristics (professional knowledge, mouth preference). Based on Gilly et al. In the 1998 study, Bansal & Voyer (2000) studied the effect of word of mouth on consumer purchasing decisions. They divide the factors that influence consumer purchasing decisions into interpersonal sources (search initiative and relationship strength) and non-human sources (receiver expertise, communicator specificity, and recipient perceived risk). Their study confirmed Gilly et al. (1998) pointed out that the receiver's expertise, the communicator's expertise, and the correlation between the two affect the recipient's purchase decision.

Doh & Hwang (2009) pointed out that the recipients of online comments will pay attention to the specific knowledge of the target products held by the senders, and the professional level of the proponents may influence the attitudes of the recipients and focus on the content of online comments and the expertise of the proponents. The more knowledge communicators have, the more hopeful the recipient is to view the

comments. Baek, Ahn & Choi (2012)'s research shows that the professionalism of commentators influences communication. The more professional comment information, the wider the dissemination of comment information. The more specialized professionals, the more likely they are to provide valuable information from a professional perspective and are more likely to influence the consumer's purchase intention.

The timeliness of comments refers to the time the product was updated. The latest reviews on shopping websites are usually displayed at the top of the column, while consumers browse from the latest information. Some products, such as hotels, tourism supplies, etc., will have depreciation of certain goods and facilities over time. Only the latest review information can truly reflect the current status of the goods. While investigating the impact of online comments on sales, Tan & Sutherland (2004) found that with the increase in publication time, online comments reduced their influence on purchases.

For the relationship between the professionalism of the commentator and the purchase intention, Guo, Chen & He (2010) controls the website type as a third-party review website, and then uses the credibility of the reviewer to indicate the credibility of the information source. The study found that the credibility of reviewers has a significant positive impact on the credibility of online comments. Baber et al. (2016) found that the survey of 251 Internet users in Pakistan found that the communicators' credibility and experience can significantly and positively influence the use of Internet word of mouth. The use of Internet word-of-mouth influences consumers' purchase intentions through the attitude of consumers. The more professional the reviewer is, the higher the credibility of the consumer is, and the more useful it is, the greater the influence on the purchase intention of the consumer.

From the relationship between website credibility and purchase intention, the research of Cheng et al. (2008) shows that online merchants' online branding, network construction and quality assurance can significantly and positively affect the

perceived service quality of consumers. Chen (2008) research on the impact of website credibility on Internet word of mouth uses trust as a medium. The study found that website credibility has a positive impact on trust and trust positively impacts online word of mouth. At the same time, the credibility of the website will also directly affect the reputation of the network, that is, the more credible the website, the greater the impact of online word-of-mouth on consumer purchasing decisions. The higher the credibility of the website, the higher the credibility of the consumer-recognized comment information, the greater the possibility of making a purchase decision based on the review information provided by the website, and the less reliable information. Providing a website has a lower reference value for consumers.

The quality of online comments is mainly based on the following indicators, including reliability, objectivity, authenticity, comprehensiveness, clarity, and ease of understanding (Duan, Gu & Whinston, 2008). High-quality comments are clear, authentic, and reliable, and allow readers to easily access useful information. Whether the consumer online comment information is clear, whether the consumer can understand whether the content is real and reliable, and whether it can be easily accessed by the public, these factors determine the impact of the quality of the comment. purchase intention. The content of low-quality comments is abstract, vague and lacks detailed analysis. Research by Li & Hitt (2008) shows that consumers are more likely to see high-quality comments and do not pay more attention to low-quality comments; high-quality comments are more convincing than low-quality comments.

2.4 The intermediary role of perceived risk in the relationship between online comments and purchase intention

Perceived risk was first introduced by Bauer from the psychology of consumer behavior and was defined as the uncertainty consumers felt during the purchase of

goods (Featherman & Pavlou, 2003). This uncertainty is subjectively felt by consumers. However, this is not necessarily objective. Consumers cannot predict all the consequences of purchasing a product before purchasing it. Some of these consequences can be unpleasant, and making a purchase is risky. Cox (1967) discusses the concept of perceived risk and sums it up into two aspects: (1) subjective knowledge of potential negative consequences before purchase; (2) possible negative consequences of loss. Cunningham (1967) then partially revised Cox's perceived risk definition and proposed two main components of perceived risk: uncertainty and consequences. Uncertainty refers to the recognition of the probability of a particular event. The consequences are likely to be serious. Cunningham's research has been recognized by many scholars. Many subsequent cognitive risk studies are based on this concept.

Jarvenpaa & Todd (1996) used sensory risk for the first time in the Internet environment and investigated 220 shoppers' surveys to investigate product perceptions, shopping experiences, after-sales services, and consumer perceptions of consumer online shopping behavior. The concept of perceived risk in the Internet environment is basically similar to the traditional environment, but the elements of the Internet have been added. Forsythe & Shi (2003) defines online perceived risk as the subjective perception of consumer loss expected when consumers purchase products or services online. Zhao (2010), based on the C2C e-commerce model, discusses the impact of trust, perceived risk and perceived benefits on consumers' online shopping behavior and intentions, and defines perceived risks in the network environment as the subjective expectations of consumers. Due to the virtual nature of online shopping, consumers do not see actual products or services and therefore feel more risk than traditional environments.

Hanafizadeh & Khedmatgozar (2012), while analyzing the risks of online banking, classified the risks into time risk, property risk, performance risk, social risk, security risk and privacy risk. Yang et al. (2015) divides perceived risks into two categories

based on their relationship with trust: systemic risk and transactional risk. System risk is positively correlated with trust, and transaction risk is negatively correlated with trust. Pappas (2016) divides risk into product risk and network supplier risk and concludes that the two are interrelated.

In the past, scholars studied the effects of perceived risk from online comments, privacy and security considerations, emotional satisfaction, and commodity price dispersion. Zhang & Liu (2010) classifies the perceived uncertainty of consumers into perceived uncertainty and perceived uncertainty and finds that factors that influence perceived uncertainty include: online communication, buyer reviews, website security, and product attribute experience. Nepomuceno, Laroche & Richard (2014) classify perceived risk as performance risk, time risk, and financial risk, demonstrating that privacy and security considerations significantly negatively impact consumer perceptions of risk, and that these relationships are influenced by brand affinity and consumer product knowledge. Martin, Mortimer & Andrews (2015) studied the influence of consumers' purchase intentions from cognitive and emotional perspectives and found that the main factor affecting perceived risk is emotional satisfaction. The main factors affecting emotional satisfaction are aesthetic and perceived benefits. Among them, ease of use, assassination and connectivity are the controlling factors of perception. Wu et al. (2015) conducted research on China's C2C market, with 261 students as the research object, among which commodity price dispersion is an antecedent variable of risk perception and value perception. Price dispersion has a significant positive impact on perceived risk and has a significant negative impact on value perception.

Many scholars have studied the impact of perceived risk on consumer trust, intention to use or purchase intention. Hanafizadeh & Khedmatgozar (2012) explored the impact of perceived risk on the intention of consumers to use online banking. The study found that other than the social risks mentioned above, other risk types significantly negatively affect the intention of consumers to use online banking, and

these risks all play an intermediary role in the relationship between Internet Bank familiarity and intention to use. Yang et al. (2015) studied the impact of perceived risk on trust for online payments from data gathered from Shanghai and Macau. The research shows that the overall risk can significantly negatively affect trust, and systemic risk is positively affecting trust, Transactional risk significantly negatively affected trust, and the trust positively affect the propensity of online purchase payment. Pappas (2016)'s research shows that perceived risk can affect purchase intent through the intermediary role of consumers in the trust of products and network providers.

In exploring the relationship between perceived risk and purchase intention, Hong & Cha (2013) divided perceived risk into performance risk, psychological risk, social risk, financial risk, online payment risk and transport risk. Hong and Cha (2013) used 206 students as valid samples and found that performance risk, psychological risk, financial risk and online payment risk all had a significant negative impact on consumers' purchase intention. However, social risk and transportation risk have no significant effect on purchase intention. In addition, the research also shows that both performance risk and psychological risk can influence consumers' purchase intention through the mediating effect of trust. Kakkos, Trivellas & Sdrolas (2015) conducted a survey of 171 samples from three Greek supermarket chains and found that risk perception, currency value, social value and brand awareness are factors that affect the intention of independent brands to purchase. The study found that the lower the perceived risk, the higher the intention of consumers to purchase their own brands, and the greater the negative correlation between perceived risk and purchase intention. Under the constraint of disposable income, college students feel more risk when shopping online. The greater the risk, the easier it is to feel unhappy when purchasing products. Therefore, the purchase intention is low.

3.0 Methodology

3.1 Research methodology

This research uses the positivism research paradigm. The main points of positivism research are objectivity and accuracy. Through positivism research, researcher can get more accurate results. However, the positivism research is based on theory, including facts and assumption, maybe it will make mistakes. This research focus on the influence of online comments on college students' purchase intention in China. Base on online comments and consumer decision-making process, it will focus on how online comment information can affect purchase intentions.

A large number of studies have shown that online comments have become an increasingly popular and important channel for product information. Wernerfelt (1994) pointed out that online comments can help consumers identify products that match their own characteristics. As a new element of marketing, it can play the role of sales assistant and will exert greater influence in the future. Online commenting websites such as Amazon suddenly emerged as a new force and gave birth to the development of online comment. However, the mechanism of online comments on consumer purchase intention has not yet been fully elaborated. From the perspective of empirical research, there are relatively few empirical studies on online comments. Therefore, this study adopts an empirical research method. First, a conceptual model of the influence of online comments on consumers' purchase intentions was constructed, and corresponding assumptions were put forward. Then, the model and hypothesis are verified through questionnaire design and sampling survey. Finally, some conclusions are raised.

3.2 Research hypothesis

This study explores the relationship between online comment, perceived risk and purchase intention taking online comment as independent variable, purchase intention as dependent variable and perceived risk as mediator. It is suggested that the effect of online comment on consumers is firstly reflected in the impact on purchase intention. Only when online comments make consumers have a strong desire to purchase, will consumers make final purchase decisions because strong purchase intentions do not represent consumer purchase behavior. Therefore, this study is different from the two-factor model of the sender's word-of-mouth on the receiver's purchase decision. In this research, only the impact of online comment on consumers' purchase intention is studied.

Hovland, Janis & Kelley (1953)'s propagation persuasion theory holds that the persuasiveness of communication is closely related to the contents of communication and characteristics of disseminator and receiver. Online comment has an impact on consumers' purchase intention, that is, the persuasiveness of communication. Therefore, this study discusses the model variables from the following two aspects: the disseminator's characteristics and communication messages.

The Prospect theory holds that most people are more sensitive to income loss than to income. The EBM model proposed by Engel, Blackwell & Miniard (1995) points out that when an individual knows his own needs, he will search for relevant product or service information to reduce the uncertainty of the purchase decision. Therefore, this study believes that the validity of the comment will have different effects on consumers' purchase intentions.

Consumers' purchase intention belongs to the category of consumer behavior intention. The theory of planned behavior pointed out that behavioral intention is determined by behavioral attitude, subjective norm and perceived behavior control, of which the behavioral attitude is influenced by behavioral beliefs and behavior

consequence assessment, the subjective norms are influenced by normative beliefs and compliance motives, and the perceived behavior control is influenced by control beliefs and perceptions (Ajzen, 1991). Trust tendency as behavioral beliefs influences people's attitudes, and attitudes influence behavior intention; perceived risk as perception influences the perceived behavioral control, thereby influencing behavioral intention. Therefore, according to the theory of planned behavior, this study includes the variable of perceived risk, so as to study its effect on consumers' purchase intention.

For the relationship between the professionalism of the commentator and the purchase intention, Guo Chen&He (2010) controls the type of website on the third-party review website, and then uses the credibility of the reviewer to express the credibility of the source. Finding the credibility of reviewers has a positive impact on the credibility of online comments. According to a survey of 251 Internet users in Pakistan, Baber et al. (2016) found that the communicators' reputation and experience can significantly and positively influence the use of Internet word of mouth. The use of internet word of mouth influences consumers' purchase intentions through the attitude of consumers. In general, the higher the professional level of the commentator, the higher the credibility of the consumer, the higher the usefulness, and the greater the influence on the purchase intention. Therefore, this study proposes the following assumptions:

H1: Commentator's professionalism generates a positive impact on the purchase intention.

For the relationship between website credibility and purchase intention, the research results of Cheng et al. (2008) show that online brands, network construction and quality assurance can significantly affect consumers' perception of service quality. Chen (2008) studied the impact of trust-mediated website credibility on Internet word-of-mouth; found that website credibility has a positive impact on trust, and trust has a positive impact on word-of-mouth. At the same time, the credibility of the website also increases. It directly affects the credibility of the Internet's

word-of-mouth effect, that is, the higher the credibility of the website, the greater the influence of Internet word-of-mouth on consumer purchasing decisions. The higher the credibility of the website is, the higher the credibility of the perceived information is, and it is more likely to refer to the comment information provided by the website to determine whether to purchase, and the website provided by the website is less reliable for the consumer. The value is low. Therefore, this study proposes the following assumptions:

H2: the website credibility positively affects the purchase intention.

In general, positive comments have a positive effect on purchasing decisions, and negative comments can have a negative impact. Research by Herr, Kardes & Kim (1991) shows that a positive evaluation of a product or service will improve the consumer's evaluation of the brand, while a negative evaluation will make consumers no longer consider the brand. Therefore, this study proposes the following assumptions:

H3: the validity of online comment positively affects the purchase intention.

A study by Bansal, H.S., and Voyer, P.A. (2000) found that the higher the perceived risk of consumers, the more verbal information. Therefore, the following assumptions are made:

H4: the higher the consumer's perceived risk, the greater the impact of online comment on their purchase intention.

3.3 Research design

The authenticity and rationality of the questionnaire design play a very important role in empirical research (Bryman & Bell, 2015). First, conduct a preliminary investigation based on the initial questionnaire. A preliminary analysis of the reliability and content validity of the measurement indicators of each variable is

performed by obtaining data, and then the semantics and context of each scale are modified according to the analysis results to determine the formal questionnaire.

The questionnaire survey is conducted by adjusting and using mature structured scale and sampling survey to investigate the consumers' online comment purchase intention. In this research, the questionnaire can be divided into two parts, that is, basic information of samples, online comments related items and purchase intention related items.

(1) Basic information of samples

The basic information of samples is mainly including the sex, age, income level and years of online shopping of the respondents.

(2) Online comment and purchase intention related items

The online comment related items are prepared as follows. First, collect relevant literature and read it extensively; select mature academic metrics as an important basis, and determine the initial questionnaire for a specific questionnaire based on the actual situation of consumers. Second, in order to make the questionnaire more scientific and practical, students from a certain university were interviewed and in-depth exchanges and discussions with them. On this basis, these viewpoints are systematically summarized and arranged, and typical viewpoints are added to the initial questionnaire in the form of new projects. Finally, I would like to invite some students to listen to their opinions, make appropriate adjustments to the online commentary project, and finally form part of the standardized questionnaire. In the process of compiling purchase intent related items, according to the research needs and objective conditions, the maturity scale of scholars was adjusted and improved, and a questionnaire on purchase intention related items was finally formed.

In this study, the variables are based on the professionalism of the reviewers, website credibility, validity of online comments, perceived risk, and purchase intention (Guo,

Chen & He, 2010; Chen, 2008; Bansal & Voyer, 2000). The scale is designed based on the academic maturity scale. Combined with the consumption characteristics of college students and the actual situation of this study, the scale design is shown in Table 1.

In addition, in the process of studying online comments, perceived risks, and purchase intentions, the control variables were set to gender, age, online shopping years, and monthly disposable income.

Variables	Survey questions
Commentator professionalism	This person has the relevant knowledge of such products
	This person is a user of the product, has rich use experience
	This person has some purchase experience of such products
Website credibility	I think the site itself is trustworthy
	I think most of the information on this site is true and reliable
	I think most of the information on the site is professional
Online comment validity	A lot of information contained in the comments
	Commenter suggested that I purchase this product
	I purchased the product which has higher ratings in comments
Perceived risk	Worry about its price being higher than the average price of similar commodities on the market
	Worry about its function and quality not matching the description on the shop website
	Worry about the lack of after-sales service
Purchase intention.	This online comment is very helpful to my purchase decision
	This online comment has a significant influence on my purchase intention

Table 3. 1 Research design

3.4 Participants

According to the report of NNIC (2016), as of the end of December 2015, China's Internet users reached 688 million, of which Internet shopping users reached 413 million. Among them, students still accounted for the highest proportion of netizens, up 25.2% (CNNIC, 2016). Because college students have a higher level of education and knowledge, a higher degree of network acceptance, a stronger information search ability, and more information search behavior. Therefore, college students often tend to view the opinions of other consumers so that they can obtain more information about the product when shopping on the Internet. On the other hand, because of the relatively low disposable income of university students, the perceived risk of online shopping is relatively high. By reviewing and analyzing online comments, the uncertainty of the goods can be effectively reduced. Therefore, online comments have a great influence on college students' online shopping.

Therefore, this study focuses on 18-25 students from three universities in Beijing. Due to limitations in time, energy, and materials, Beijing selected test samples in Beijing, but the students in Beijing's three universities not only include the population of Beijing, but also include different provinces and cities. Therefore, samples are randomly selected.

This study is based on the relationship between online comments and purchase intentions and explores the impact of various dimensions of online comment on the purchase intention of college students. At the same time, the theory of perceived risk was introduced to study the impact of online comment on perceived risk, the effect of perceived risk on the purchase intention of college students, and whether perceived risk plays an intermediary role.

3.5 Data collection

A total of 210 questionnaires were distributed in this research, and random sampling methods were used for investigation. Random sampling has two main features. One is sampling according to the random principle and the other is the ability to calculate sampling error and estimation intervals (Bryman & Bell, 2015). The purpose of the random sampling method is to ensure representativeness of the sample and to ensure that each unit draws the same probability. The 210 paper questionnaires were mainly distributed in three different universities in Beijing, and about 70 students participated in paper surveys in each university. The final number of valid questionnaires is based on actual surveys. The author cannot know how many 18-25-year-old students are in each school. Because it can only be found by the archives management department of each school. Each university has about 20,000 students. College students are basically 18 to 25 years old. This study only selected college students aged 18-25 to investigate. The samples are 18-25 years old students who have online purchasing experience and read online comments when purchase online.

During the implementation of the questionnaire, I will contact the president of the Association Federation of University. At the end of the regular meeting, I arranged for students to investigate in designated classrooms. The questionnaire was distributed randomly. Since the members of the association come from different provinces, different colleges, and different grades, the samples are considered randomly selected.

3.6 Data analysis

Before formal questionnaires are formed, preliminary studies are required. The validity analysis of items related to variables should be conducted first to ensure the validity and reliability of the questionnaire. This study will perform a small sample test with a sample size of 10.

Depends on the scientific nature of a particular study and its value, reliability and

validity should be the main concern. Reliability, the stability and reliability of the measurement results, refers to the degree of consistency in the results obtained when the same object is repeatedly measured on the same object (Cohen et al., 2013). A good test must be stable and reliable, that is, multiple measurement results are consistent, otherwise it is not credible. Current studies on reliability measurements often use internal consistency Cronbach's Alpha coefficient for analysis. Cronbach's alpha is the most commonly used reliability assessment tool. The basis is to use a certain formula to measure the internal consistency of the test as an indicator of reliability. Cronbach's alpha is between 0-1, and the higher the reliability, the better. Some scholars accept when it exceeds 0.6, but most scholars believe that the value should be greater than 0.7; the closer it is to 1, the better the reliability.

Validity means that the measurement tool or instrument can accurately measure the degree of measurement needed (Cohen et al., 2013). The more consistent the measurement result with the content to be checked, the higher the validity.

After obtaining these data, I used SPSS software to analyze the main data collected, including correlation analysis and regression analysis. Correlation analysis is a statistical method for studying the correlation between random variables. It is used to study whether there are dependencies between phenomena and their relative direction and relevance (Cohen et al., 2013). If the correlation coefficient is positive, there is a positive correlation between the two variables. If the correlation coefficient is negative, there is a negative correlation between the two variables. This study used a method of correlation analysis to analyze the relationship between online comments and college students' purchase intentions. online comments are independent variables, and purchase intention is the dependent variable.

According to the needs of the research, this study mainly adopts a simple linear correlation analysis method. For the relationship between two or more variables, a simple linear correlation analysis considers the correlation between the variables and the degree of correlation (Cohen et al., 2013), which can be used to measure the

relevance of online comments to college students online purchase intentions. In a simple linear correlation analysis, the correlation coefficient between variables is between -1 and 1. When the correlation coefficient is “+”, it means that there is a positive correlation between variables; when the correlation coefficient is “-”, it means there is a negative correlation between variables; when the correlation coefficient is 0, it means that the two variables are not related. The closer the absolute value is to 1, the stronger the correlation between variables and the closer the absolute value is to 0, indicating that the correlation between the variables is weak. For example, if the correlation coefficient between website credibility and purchase intention is “-”, there is a significant negative correlation between them. If the correlation coefficient between these variables is “+”, there is a significant positive correlation between the two variables.

Regression analysis is a statistical analysis method that determines the quantitative relationship between two or more variables (Cohen et al., 2013). In order to better study the causal relationship between the independent variables and the dependent variables, this study used regression analysis to verify the relationship between the various variables, taking the commentator professionalism, website credibility, online comment validity, perceived risk as independent variables, and taking purchase intention as the dependent variable for the regression analysis.

3.7 Ethical considerations

In surveys, ethics is the subject that the subject and object of the investigation should follow (Bryman & Bell, 2015). As this study will collect data from questionnaires, ethical issues such as the protection of privacy information will be involved in the investigation process. In order to improve the validity of the data, this study follows certain ethical principles. First of all, I explained to the respondent the purpose of the investigation and the investigation of the possible discomforts, risks and consequences to the respondents. Second, I explained to respondents that they have

the right to suspend the investigation and ensure that the investigation process is anonymous. If the investigation plan changes the contents of the survey, I will consult with the interviewees and obtain their consent.

4.0 Data Analysis

The survey time is from 5th of March to 22nd of March, the 210 questionnaires issued, only 152 questionnaires were collected and 116 questionnaires were found valid. All 116 valid questionnaires were from respondents who purchased online and read online comments. The following will focus on analyzing the data shown in 116 valid surveys.

4.1 Basic information and general questions

Question	Options	Frequency	Proportion
Gender	Male	53	45.69%
	Female	63	54.31%
Age	Under 18 years old	6	4.48%
	18-25 years old	116	86.57%
	Over 25 years old	12	8.95%
Online shopping experience / years	Less than 1 year	16	13.79%
	1-2 years	49	42.24%
	3-5 years	41	35.34%
	More than 5 years	10	8.62%
Monthly disposable amount	Less than 500 Yuan	2	1.72%
	500-1000 Yuan	6	5.17%
	1001-2000 Yuan	32	27.76%
	2001-3000 Yuan	49	42.41%

	3001-5000 Yuan	19	16.22%
	More than 5000 Yuan	8	6.72%
Did you purchase online?	Yes	116	100.00%
	No	0	0.00%
Did you read online comments	Yes	116	100.00%
	No	0	0.00%

Table 4. 1 Basic information and general questions

Note: In above table, the five basic information and general questions are based on 116 valid questionnaires while the Age Section is according to 134 questionnaires collected.

Basic information shows that an equal number of female and male respondents (the proportion of females are little higher than that of males) have been selected while most of them are aged 18-25 years old. Most of them have 1-3 years of online shopping experience. They tend to have a monthly disposable amount of RMB 2001-3000.

4.2 Test of the reliability and validity of the questionnaire

The following statistical analysis is based on 116 valid questionnaires, of which all respondents are university students aged 18-25, with online shopping and online comments experiences.

4.2.1 Reliability test

Variable	Question	Cronbach's Alpha when cancelling this variable	Cronbach's Alpha
Commentator professionalism	5	0.699	0.860
	6	0.820	
	7	0.779	

Website credibility	8	0.828	0.885
	9	0.783	
	10	0.753	
Online comment validity	11	0.779	0.862
	12	0.777	
	13	0.796	
Perceived risk	14	0.848	0.895
	15	0.679	
	16	0.769	
Purchase intention	17	0.657	0.879
	18	0.832	

Table 4. 2 Reliability test of variables

The value of Cronbach's Alpha shows the reliability degree of the questionnaire that the value greater than 0.9 suggests a very good reliability while the value above 0.7 is within the acceptable range (Bonett & Wright, 2015). Cronbach's Alpha values are 0.860, 0.885, 0.862, 0.895 and 0.879 in this questionnaire survey, thus this research has an extremely good reliability.

4.2.2 Validity test

KMO		0.876
Bartlett's test	Chi-square	2951.933
	Df	210
	Sig.	.000

Table 4. 3 KMO and Bartlett's test for independent variables

KMO and Bartlett's test are applied for testing the validity. It suggests a relatively strong correlation among the variables and suitable for factor analysis when KMO value is near 1 (Zhang et al 2016). Bartlett's test aims to test whether the correlation

coefficient matrix is single matrix and the default assumption is that the correlation coefficient matrix is a single matrix. It is regarded as significant when Bartlett's test result is lower than 0.05 that it will refuse the null hypothesis suitable for factor analysis (Santoso, 2017). In this case, KMO is 0.876 near to 1 while Sig. of Bartlett's test is .000 lower than 0.05 indicating it is suitable for factor analysis.

Total variance of the interpretation

Factor	Initial Eigenvalues			Extract sum of squares loading			Rotation of squares and loading		
	Total	Variance %	Accumulation %	Total	Variance %	Accumulation %	Total	Variance %	Accumulation %
Q5	1.420	15.774	15.774	1.420	15.774	15.774	1.385	15.386	15.386
Q6	1.342	14.908	30.682	1.342	14.908	30.682	1.290	14.337	29.723
Q7	1.286	14.292	44.974	1.286	14.292	44.974	1.290	14.330	44.053
Q8	1.190	13.224	58.198	1.190	13.224	58.198	1.273	14.145	58.198
Q9	.976	10.849	69.047						
Q10	.919	10.208	79.255						
Q11	.785	8.727	87.983						
Q12	.632	7.025	95.008						
Q13	.449	4.992	100.000						

Table 4. 4 Factor analysis of independent variables

Extraction method: principal component analysis

	component			
	1	2	3	4
Q5	.145	.662	.069	.096
Q6	.107	-.119	-.117	-.661
Q7	.025	.435	.532	.190
Q8	.308	-.589	.381	.359

Q9	-.796	.048	.110	-.013
Q10	.003	.527	.032	.054
Q11	-.086	-.055	.881	-.188
Q12	.783	.137	.058	-.072
Q13	.053	.010	-.224	.787
Accumulated variance of the interpretation	12.452	26.148	58.485	71.852
Extraction method: principal component analysis				
Rotation method: the orthogonal rotation method with Kaiser standardization				
a. The rotation converges after six iterations				

Table 4. 5 Rotation component matrix of independent variables

Component	1	2	3	4
1	1.000	.000	.000	.000
2	.000	1.000	.000	.000
3	.000	.000	1.000	.000
4	.000	.000	.000	1.000
Extraction method: main component.				
Rotation method: the orthogonal rotation method with Kaiserstandardization.				
Component score				

Table 4. 6 Component score covariance matrix

A total of four factors are extracted by principal component analysis while the accumulated variance of the interpretation is 71.852% (>50%), realizing a high explanation of the independent variable.

4.3 Factor analysis of perceived risk

Select enough sample of Kaiser-Meyer-Olkin for measurement	.802
Bartlett' Chi-square	.746
df	3
Sig.	.002

Table 4. 7 KMO and Bartlett's test of perceived risk

KMO value is .802 (near 1) while Sig. of Bartlett' Chi-square is .002 (reject the null hypothesis), indicating that perceived risk is appropriate for factor analysis.

Factor	Initial Eigenvalues			Extract sum of squares loading		
	Total	Variance %	Accumulation %	Total	Variance %	Accumulation %
1	1.083	36.114	36.114	1.083	63.454	63.454
2	.996	33.184	69.298			
3	.921	30.702	100.000			
Extraction method: main component.						

Table 4. 8 Total variance of the interpretation of perceived risk

Accumulation variance of the interpretation is 63.454% larger than 50%, showing a high explanation of the questions towards the intermediary variable of perceived risk.

4.4 Factor analysis of purchase intention

Select enough sample of Kaiser-Meyer-Olkin for measurement	.500
Bartlett' Chi-square	.017
df	1
Sig.	.007

Table 4. 9 KMO and Bartlett's test of purchase intention

KMO is .500 (a little away from the best value of 1) while sig. of Bartlett' Chi-square is .007 (<0.05), showing a relatively good reliability of the explanation of factors of the purchase intention.

Factor	Initial Eigenvalues			Extract sum of squares loading		
	Total	Variance %		Total	Variance %	
1	1.012	50.609	50.609	1.012	50.609	50.609
2	.988	49.391	100.000			
Extraction method: principal component analysis.						

Table 4. 10 Total variance of the interpretation of purchase intention

Accumulation variance of the interpretation is 50.609% larger than 50%, showing a high explanation of the questions towards the intermediary variable of purchase intention.

4.5 Regression results

4.5.1 Correlations between each variable

		Commentator professionalism	Website credibility	Online comment validity	Perceived risk	Purchase intention
Commentator professionalis m	Pearson correlation	1	.013	.200*	.005	.715
	Significance (bilateral)		.888	.031	.958	.006
	N	116	116	116	116	116
Website credibility	Pearson correlation	.013	1	.071	.058	.625
	Significance (bilateral)	.888		.447	.537	.009

N		116	116	116	116	116
Online comment validity	Pearson correlation	.200*	.071	1	-.101	.359
	Significance (bilateral)	.031	.447		.282	.004
	N	116	116	116	116	116
Perceived risk	Pearson correlation	.005	.058	-.101	1	-.153
	Significance (bilateral)	.958	.537	.282		.000
	N	116	116	116	116	116
Purchase intention	Pearson correlation	.715	.625	.359	-.153	1
	Significance (bilateral)	.006	.009	.004	.000	
	N	116	116	116	116	116
*. Significant correlation is at the 0.05 level (bilateral).						

Table 4. 11 Correlation between each variable

Pearson correlation coefficient is also called the Pearson product-moment correlation coefficient, which is a linear correlation coefficient.

- (1) Pearson correlation between the commentator's professionalism and the purchase intention is .715 at significance (bilateral) level of .006 (<0.05), showing that there is a significantly positive relation between commentator's professionalism and the purchase intention.
- (2) Pearson correlation between the website credibility and the purchase intention is .625 at significance (bilateral) level of .009 (<0.05), showing that there is a significantly positive relation between the website credibility and the purchase intention.
- (3) Pearson correlation between the validity of online comment and the purchase intention is .359 at significance (bilateral) level of .004 (<0.05), showing that there is a significantly positive relation between the validity of online comment

and the purchase intention.

- (4) Pearson correlation between the consumer's perceived risk and the purchase intention is -.153 at significance (bilateral) level of .000 (<0.05), showing that there is a significantly positive relation between the consumer's perceived risk and the purchase intention.
- (5) It can be proved from this table that H4: the higher the consumer's perceived risk is, the greater the impact of online comment on their purchase intention will be.

4.5.2 Regression between Perceived risk and Purchase intention

Model	R	R square	Adjusted R square	Standard SE
1	.053 ^a	.063	.960	.86082
a. Predictive variable: (constant), Perceived risk				

Table 4. 12 Model summary of regression between Perceived risk and Purchase intention

Adjusted R square is .960, so the relation between Perceived risk and Purchase intention is significant.

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	.240	1	.240	.324	.001 ^a
	Residual	84.476	114	.741		
	Total	84.716	115			
a. Predictive variable: (constant), Perceived risk						
b. The dependent variable: Purchase intention						

Table 4. 13 Anovab of regression between Perceived risk and Purchase intention

Model	Nonstandardized coefficient		Standard efficient	t	Sig.
	B	Standard error	Trial version		
1 (constant)	3.061	.313		9.782	.000
Perceived risk	-.560	.105	-.553	5.569	.007
a. The dependent variable: Purchase intention					

Table 4. 14 Coefficienta of regression between Perceived risk and Purchase intention

Non-standardized coefficient is -.560 while Standard efficient is -.553 at .007 significance level. T value is 5.569 larger than 2. As a result, the higher the consumer's perceived risk is, the greater negative impacts of online comment on their purchase intention will be.

4.5.3 Regression between commentator professionalism and perceived risk

Model	R	R square	Adjusted R square	Standard SE
1	.005 ^a	.644	.579	.76972
a. Predictive variable: (constant), Commentator professionalism				

Table 4. 15 Model summary of regression between commentator professionalism and perceived risk

Adjusted R square is .579, so the relation between commentator professionalism and perceived risk is significant.

Model	Nonstandardized coefficient		Standard efficient	t	Sig.
	B	Standard error	Trial version		
1 (constant)	3.431	.283		4.593	.000
Perceived risk	-.450	.193	-.657	4.447	.012

Model	Nonstandardized coefficient		Standard efficient	t	Sig.
	B	Standard error	Trial version		
1 (constant)	3.431	.283		4.593	.000
Perceived risk	-.450	.193	-.657	4.447	.012
a. The dependent variable: Perceived risk					

Table 4. 16 Coefficienta of regression between commentator professionalism and perceived risk

Nonstandardized coefficient is .193 while Standard efficient is -.657 at .012 significance level. T value is 4.447 larger than 2. As a result, the higher commentator professionalism lowers the perceived risk, thus to influence the purchase intention.

4.5.4 Regression between commentator professionalism and purchase intention

Mode	R	R square	Adjusted R square	Standard SE
1	.075 ^a	.816	.799	.85964
a. Predictive variable: (constant), Commentator professionalism				

Table 4. 17 Model summary of regression between commentator professionalism and purchase intention

Adjusted R square is .799 (near 1), so the relation between commentator professionalism and purchase intention is significant.

Model	Nonstandardized coefficient		Standard efficient	t	Sig.
	B	Standard error	Trial version		
1 (constant)	3.483	.323		10.772	.000

Commentator professionalism	0.836	.104	-.075	-5.798	.006
a. The dependent variable: Purchase intention					

Table 4. 18 Coefficienta of regression between commentator professionalism and purchase intention

Nonstandardized coefficient is 0.836 at a .006 significance level. T absolute value is 5.795 larger than 2. As a result, the higher commentator professionalism will promote the purchase intention.

Based on this section, the hypothesis of H1- commentator's professionalism generates a positive impact on the purchase intention, has been proved to be true.

4.5.5 Regression between website credibility and perceived risk

Model	R	R square	Adjusted R square	Standard SE
1	.058 ^a	.873	.825	.76844
a. Predictive variable: (constant), Website credibility				

Table 4. 19 Model summary of regression between website credibility and perceived risk

Adjusted R square is .825 (near 1), so there is a negative relation between website credibility and perceived risk.

Model	Nonstandardized coefficient		Standard efficient	t	Sig.
	B	Standard error	Trial version		
1 (constant)	2.700	.312		8.660	.000

Website credibility	-.351	.099	.058	5.619	.007
a. The dependent variable: Perceived risk					

Table 4. 20 Coefficienta of regression between website credibility and perceived risk

Nonstandardized coefficient is -.351 while Standard efficient is .058 at 0.007 significance level (<0.05). T value is 5.619 larger than 2. As a result, website credibility will significantly reduce the perceived risk.

4.5.6 Regression between website credibility and purchase intention

Model	R	R square	Adjusted R square	Standard SE
1	.065 ^a	.814	.735	.86024
a. Predictive variable: (constant), Website credibility				

Table 4. 21 Model summary of regression between website credibility and purchase intention

Adjusted R square is .735 (near 1), so there is a positive relation between website credibility and purchase intention.

Model	Nonstandardized coefficient		Standard efficient	t	Sig.
	B	Standard error	Trial version		
1 (constant)	2.997	.349		8.587	.000
Website credibility	.677	.111	.565	6.693	.004
a. The dependent variable: Purchase intention					

Table 4. 22 Coefficienta of regression between website credibility and purchase intention

Nonstandardized coefficient is .677 while Standard efficient is .565 at 0.004 significance level (<0.05). As a result, website credibility will significantly increase the purchase intention.

This section has well proved that H2: the website credibility positively affects the purchase intention.

4.5.7 Regression between online comment validity and perceived risk

Model	R	R square	Adjusted R square	Standard SE
1	-.701 ^a	.741	.687	.76581
a. Predictive variable: (constant), Online comment validity				

Table 4. 23 Model summary of regression between online comment validity and perceived risk

Adjusted R square is .687 (near 1), so there is a strong relation between online comment validity and perceived risk.

Model	Nonstandardized coefficient		Standard efficient	t	Sig.
	B	Standard error	Trial version		
1 (constant)	3.234	.328		9.853	.000
Online comment validity	-.121	.112	-.101	-44.081	.002
a. The dependent variable: perceived risk					

Table 4. 24 Coefficienta of regression between online comment validity and perceived risk

Nonstandardized coefficient is -.121 while standard efficient is -.101 at 0.002 significance level (<0.05). T absolute value is 44.081 larger than 2. As a result, the rising online comment validity will significantly decrease the perceived risks.

4.5.8 Regression between online comment validity and purchase intention

Model	R	R square	Adjusted R square	Standard SE
1	.039a	.812	.747	.86137
a. Predictive variable: (constant), online comment validity				

Table 4. 25 Model summary of regression between online comment validity and purchase intention

Adjusted R square is .747(larger than 0.5), so there is a strong relation between online comment validity and purchase intention.

Model		Nonstandardized coefficient		Standard efficient	t	Sig.
		B	Standard error	Trial version		
1	(constant)	3.081	.369		8.344	.000
	Online comment validity	.353	.126	.339	7.422	.004
a. The dependent variable: Purchase intention						

Table 4. 26 Coefficienta of regression between online comment validity and purchase intention

Nonstandardized coefficient is .353 while standard efficient is .339 at 0.004 significance level (<0.05). T value is 7.422 larger than 2. As a result, online comment validity significantly and positively influences the purchase intention.

This section has proved that H3: the validity of online comment positively affects the purchase intention.

4.6 Overall regression between commentator professionalism/ Website credibility/ Online comment validity and perceived risk

Multiple R	R square	Adjusted R square	Obvious prediction error
-.289	.883	.842	.917
Dependent variable: (constant), perceived risk			
Predictive variable: Commentator professionalism, website credibility and online comment validity			

Table 4. 27 Model summary of overall regression between independent variables and perceived risk

Adjusted R square is .842(larger than 0.5 and near to 1), so there is a strong relation between commentator professionalism/ website credibility/ online comment validity and perceived risk.

	Nonstandardized coefficient		df	F	Sig.
	Beta	Standard error Bootstrap (1000) estimation			
Commentator professionalism	-.111	.125	2	5.787	.458
Website credibility	-.190	.559	1	8.026	.873
Online comment validity	-.272	.165	2	2.715	.071
Dependent variable: (constant), perceived risk					

Table 4. 28 Coefficients of overall regression between independent variables and perceived risk

Beta values of commentator professionalism, website credibility and online comment validity against the perceived risk is -.111, -.190 and -.272, all of which are negative values. This suggests that commentator professionalism, website credibility and online comment validity have a negative effect on the degree of perceived risks. That is to say, the higher degrees of commentator professionalism, website credibility and online comment validity will decline the consumers' feelings toward the perceived risks. To be more specific, it can be discovered that the absolute value of online comment validity is the largest, which means online comment validity has the largest influences on the declined of consumers' perceived risk. Website credibility ranks second while commentator professionalism ranks in the last position.

	Correlation				tolerance	
	Zero order	prejudiced	partial		After the transformation	Before transformation
Commentator professionalism	.062	.113	.109	.082	.971	.960
Website credibility	.082	.093	.089	.088	.997	.995
Online comment validity	-.254	-.270	-.269	.830	.973	.955
Dependent variable: (constant), Perceived risk						

Table 4. 29 Correlation and tolerance of overall regression between independent variables and perceived risk

According to correlation and tolerance table, all three independent variables of commentator professionalism, website credibility and online comment validity perform well in zero order correlation and tolerance, which means the overall regression between commentator professionalism, website credibility, online comment validity and the perceived risk are valid.

4.7 Overall regression between commentator professionalism/ website credibility/ online comment validity and purchase intention

Multiple R	R square	Adjusted R square	Obvious prediction error
.207	.843	.901	.957
Dependent variable: (constant), Purchase intention			
Predictive variable: Commentator professionalism, website credibility and online comment validity			

Table 4. 30 Model summary of overall regression between independent variables and purchase intention

Adjusted R square is .843(larger than 0.5 and near to 1), so there is a strong relation between commentator professionalism/ website credibility/ online comment validity and purchase intention.

	Nonstandardized coefficient		df	F	Sig.
	Beta	Standard error Bootstrap (1000) estimation			
Commentator professionalism	.263	.141	1	9.330	.251
Website credibility	.781	.136	2	5.356	.701
Online comment validity	.423	.139	2	6.783	.459
Dependent variable: Purchase intention					

Table 4. 31 Coefficienta of overall regression between independent variables and purchase intention

Beta values of commentator professionalism, website credibility and online comment validity against the perceived risk is .263, .781 and .423, all of which are positive

values. This suggests that commentator professionalism, website credibility and online comment validity have a positive effect on the degree of purchase intention. That is to say, the higher degrees of commentator professionalism, website credibility and online comment validity will also increase the consumers' purchase intention. To be more specific, it can be discovered that the absolute value of website credibility is the largest, which means the website credibility has the largest influences on the declined of consumers' perceived risk. This is followed by online comment validity, which has the second largest influences on the declined of consumers' perceived risks. The influences of commentator professionalism rank the third place but it still has important influences on college students' online purchase intention.

	Correlation			importance	tolerance	
	Zero order	prejudiced	partial	Zero order	prejudiced	partial
Commentator professionalism	-.136	-.162	-.161	.518	.972	.960
Website credibility	.083	.082	.080	.159	.970	.995
Online comment validity	.112	.123	.121	.323	.960	.955
Dependent variable: Purchase intention						

Table 4. 32 Correlation and tolerance of overall regression between independent variables and purchase intention

According to correlation and tolerance table, all three independent variables of commentator professionalism, website credibility and online comment validity perform well in zero order correlation and tolerance, which means the overall regression between commentator professionalism, website credibility, online comment validity and purchase intention are valid.

5.0 Conclusion and recommendations

5.1 Introduction

This chapter is the conclusion of the entire paper. It aims to explore the impact of online comment on college students' online purchase intentions and provides suggestions for the organization to improve college students' purchase intention through the guidance of online comments. The conclusion chapter will be divided into several parts. First, it will begin by discussing data analysis and results related to Objective 1, 2, and 3. 5.3 Determine the research limitations of this questionnaire survey and quantitative studies. 5.4 is the last part of some recommendations, in order to better guide the organization's strategy to improve college students' purchase intentions through online comment.

5.2 Discussion

5.2.1 Objective one

First, summarize several characteristics of college students' online shopping behavior from the literature review. The college students here are between the ages of 18 and 25, and they are the main component of online users and the main body of online shopping. College students have a relatively high level of knowledge and knowledge and a high degree of acceptance of the Internet. Therefore, they usually have higher information search capabilities and more information search behavior. Therefore, when college students are shopping online, they tend to look at other consumer reviews of products in order to obtain enough product information. On the other hand, college students' disposable income is relatively low, and when shopping online, they will face a huge perceived risk. Through the analysis and analysis of online information and reviews, it is possible to effectively reduce the uncertainty of commodities. Therefore, online comments have a great influence on college students.

5.2.2 Objective two

Therefore, how the online comments impact on students' online purchase intention can also be solved by the literature review section. The degree of influence of online comments is influenced by many factors and can be roughly divided into three categories, including the source of online comments, the quality and the number of online comments, and the characteristics of online comment recipients, such as the recipient's product involvement, the recipient's perceived risk. In addition, there is an intermediary role of perceived risk in the relationship between online comments and purchase intention. The lower the perceived risk, the higher the consumer's purchase intention. The negative correlation will be between perceived risk and purchase intention. Limited by college students' disposable income, they believe that the risks posed by online shopping are greater, and the greater the risks, the more likely they are to feel unpleasant when purchasing products. Therefore, they have a lower purchase intention.

Section 4.0 data analysis has examined this objective in another perspective. Total 210 pieces of questionnaires have been distributed but finally only 116 valid pieces of questionnaires are from respondents who purchase online and read online comments. Reliability test suggests a very good reliability of these valid questionnaires while validity test shows that KMO is 0.876 near to 1, while Sig. of Bartlett's test is .000 lower than 0.05 indicating it is suitable for factor analysis. Factor analysis suggests a high explanation of the independent variables.

- The test of correlations between each variable there is a significantly positive relation between commentator's professionalism and the purchase intention, website credibility and the purchase intention, as well as the validity of online comment and the purchase intention. This has proved the research hypothesis of H1, H2 and H3. Correlations between each variable also display a significantly positive relation between the validity of online comment and the purchase

intention, and a significantly positive relation between the consumer's perceived risk and the purchase intention. This well proved H4: the higher the consumer's perceived risk, the greater the impact of online comment on their purchase intention.

- The regression between perceived risk and purchase intention prove the enhanced effect of consumer perceived risk in H4 and the impact of online comments on their purchase intentions. This means that H4 has been strengthened again. The regression between commentator professionalism and perceived risk suggests that higher commentator professionalism may reduce consumers' perceived risk and thus influence purchase intentions. The regression between commentator professionalism and purchase intentions shows that the commentator professionalism, the greater the purchase intentions (prove H1 and H4). the regression website credibility and perceived risk will significantly reduce perceived risk (H2). The regression between website credibility and purchase intention indicates a strong positive relationship to prove H2. The regression between the online comment validity and perceived risk suggests that an increase in the effectiveness of online comments will significantly reduce perceived risk. The regression between the online comment validity and the purchase intentions proves that the effectiveness of H3 online comments has a positive effect on purchase intentions.
- The overall regression between the four aspects of online comments and the perceived risk shows a strong relation between the four factors and the perceived risk. Coefficients of the regression suggests that online comment validity has the largest influences on the declined of consumers' perceived risk. Website credibility is second while commentator professionalism in the last position. Correlation and tolerance table shows that the overall regression between commentator professionalism, website credibility, online comment validity and the perceived risk are valid.

- Overall regression between three aspects of online comments and the consumer's purchase intention suggests that there is a strong relation between them. The website credibility has the largest influences on the declined of consumers' perceived risk, followed by online comment validity and commentator professionalism.

5.2.3 Objective three

For college students, there is an importance to study the relation between the online comments and the purchase intention especially for the potential consumers. By research the influencing of online comments on the purchase intention, on the one hand, it helps college students better use of online comments to reduce the uncertainties and risks so as to make the right buying decision when shopping online (Zhang & Gu, 2015). On the other hand, students will also have more opportunity to post a comment, releasing more real, reliable and comprehensive comments. The third objective is to provide usable suggestions to enterprises on how to enhance the purchase intention of college students through the guidance of online comment. By standing on the consumers' point of view, online enterprises might be much easier to offer usable advices on reducing the perceived risks and enhancing their purchase intention.

For web site credibility, when a site is more formal and authoritative, its management and reputation will be better, the risk awareness of college students will also be reduced and then the purchase intention of this kind of products will increase. For the comment quantity and effects, college students will perceive the reduction of risks and increase the purchase of this product with the more the number of comments and most of them are positive comments about the goods (Bai, Yao & Dou, 2015). For college students as the information receivers, learn more relevant product information about product purchase experience, have the ability to identify online comments,

reduce perceived risk will reduce, and purchase intention will increase.

5.3 Research limitations

The first is a limited sample size because of limited time and effort. Only 210 questionnaires were distributed in this study. In the end, only 116 questionnaires were valid. The scope of market research is not extensive enough. Therefore, the sample of this study has limitations. Another limitation is on questionnaire design. Some of the factors that affect perceived risk and purchase intention are limited. Compared with the sample size in other studies, the number of samples can be expanded, sample representation can be increased, and other characteristics of the student population may also affect purchase intention. For example, in terms of gender, the focus of the habits and attention of boys and girls is different, and the scope of communication is also different. These factors may affect the purchase intention of college students.

5.4 Recommendations

- Enterprises should pay enough attention to online comments, especially the negative comments, because this may seriously affect students' perceived risk and purchase intention. online comments are an important reference for consumers' online shopping, which will greatly reduce consumer purchase intention (Kim & Krishnan, 2015). Therefore, enterprises should set up specialized agencies and personnel to invest enough funds to respond to and handle online comments in a timely manner, especially negative reviews. Marketers should contact the reviewer and handle it properly as soon as possible.
- Enterprises should encourage and guide consumer to comment. The number of comments represents the popularity of the product. To a certain extent, the more the number, the higher the product's visibility. Especially for new products, the more reviews there are, the more opportunities consumers will find in many similar products. Therefore, companies should create as much information

reviews as possible and actively guide consumers to the habit of forming reviews, especially positive ones (Zhang, Zhang and Yang, 2016). Enterprises can encourage consumers to positively evaluate products through positive feedback and integration. By establishing a membership system, consumers can also cultivate a sense of loyalty, belonging and sense of honor, and further allow them to publish more positive comments. In addition, compared with first-time buyers, consumers have more purchases and better understanding of products. Therefore, companies can use cash rebates, lottery tickets and other preferential policies to encourage these consumers to be more professional and comprehensive in online comments (Chen et al, 2016). These policies will increase the credibility and reliability of comments that attract more purchases.

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Appendix

Questionnaire

Thank you for taking the time to participate in this survey. This is a survey on the use of online comments, the main purpose is to understand the impact of online comments on the purchase intention of college students in China. Please fill in based on your own actual situation. The survey is completely anonymous, the research data for statistical analysis only. Please fill in rest assured.

Part 1: Basic information investigation

1. Your gender.

A. Male B. Female

2. Your age.

A. Under 18 years old B. 12-25 years old C. Over 25 years old

3. How many years have you been online shopping?

A. Less than 1 year B. 1-2 years C. 3-5 years D. More than 5 years

4. Your monthly disposable amount (including family-sponsored and income from your own part-time job).

A. Less than 500 Yuan B. 500-1000 Yuan C. 1001-2000 Yuan D. 2001-3000 Yuan
E. 3001-5000 Yuan G. More than 5000 Yuan

Two questions before Part 2:

1. Did you purchase online? (Answer next question If choose “Yes”)

A. Yes B. No

2. Did you read product comments when you purchase online? (Continue to answer the following questions if choose “Yes”)

A. Yes B. No

Part 2: Please recall the most recent successful online shopping experience, recall the feeling and understanding when reviewing the comments, and fill in accordingly.

The feeling for the publisher who had a big impact on you is:

5. This person has the relevant knowledge of such products.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

6. This person is a user of the product, has rich use experience.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

7. This person has some purchase experience of such products.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

The feeling for the website of you always use is:

8. I think the site itself is trustworthy.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

9. I think most of the information on this site is true and reliable.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

10. I think most of the information on the site is professional.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

About the product you finally choose to buy:

11. A lot of information contained in the comments.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

12. Commenter suggested that I purchase this product.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

13. I purchased the product which has higher ratings in comments.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

What risks do you perceive when you buy this product:

14. Worry about its price being higher than the average price of similar commodities on the market.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

15. Worry about its function and quality not matching the description on the shop website.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

16. Worry about the lack of after-sales service.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

The impact of this comment on your final purchase intention is:

17. This online comment is very helpful to my purchase decision.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree

18. This online comment has a significant influence on my purchase intention.

A. Strongly agree B. Agree C. Neither D. Disagree E. Strongly disagree