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Research on the Influence of Online Word-of-mouth Source Credibility on Consumers' Purchase Intention

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Abstract:

With the advent of the Internet era and the rapid development of the Internet economy, more and more people begin to carry out online shopping. When people enjoy the benefits and convenience brought by online shopping, the related problems of online word-of-mouth have been put forward one after another. Therefore, the impact of the source credibility of online word-of-mouth on consumers' purchase intention is particularly important. This paper mainly adopts the method of theory and questionnaire survey, and distributed 335 questionnaires to consumers of all ages. Through software SPSS this paper analyzes the data collected by the questionnaire to understand people's credibility of online word-of-mouth sources, so as to study the impact of online word-of-mouth source credibility on consumers' purchase intention and draw a conclusion. The results show that the higher people's trust in information sources, the higher their purchase intention. The higher people's trust in the sender, the higher the purchase intention. According to the conclusion, the corresponding suggestions are also put forward.

***Keywords**:* Internet word of mouth, Credibility of information source, Consumers' purchase intention, Website reliability, Publisher trust

I. INTRODUCTION

With the development of the information age, more and more people begin to use the Internet for work, study and shopping, and the number of Internet users is also growing rapidly in the form of index. With the continuous innovation of electronic product functions, people use the Internet for longer and longer. At the same time, online shopping and online forums have also spread rapidly. Different types of network platforms can quickly spread word-of-mouth information. Consumers are more inclined to use the network to find the information they want to know, which forms the so-called "online word-of-mouth". More and more consumers rely on online word-of-mouth to judge the quality of products and brands, thus affecting consumers' purchase decisions. Due to the virtual nature of the network, there is a problem of whether consumers' evaluation of goods is true, so network word-of-mouth has become the focus of research.

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From the existing research, many scholars have studied the quality, content and direction of word-of-mouth. This paper focuses on the impact of the credibility of online word-of-mouth sources on consumers' purchase intention. It first reviews the theoretical basis, then introduces the research methods and contents, and puts forward relevant suggestions.

II. OVERVIEW OF THEORIES RELATED TO THE CREDIBILITY OF ONLINE WORD-OF-MOUTH SOURCES

2.1 Concept of Online Word of Mouth

Online word of mouth, also known as electronic word of mouth or online word of mouth, refers to the online communication of product or service information and sharing experience with the help of modern network tools. The communication channels include chat room, BBS bulletin board, e-mail, customer comments and timely communication tools. Online word of mouth will affect the reputation of brands, products and services, and will also have a certain impact on the economic benefits of enterprises and consumers' purchase behavior in some aspects.[1]

2.2 Form of Online Word of Mouth

In the early stage of the development of the Internet, online word-of-mouth was claimed to be the new darling of the media. Online communication can spread to every corner without the restriction of time and space. Today, with the development of the Internet so mature, consumers begin to deeply rely on the exchange and communication of online word-of-mouth information as the basis for purchase decisions. The importance of online word-of-mouth communication behavior is growing day by day. Early Hason (2000) believed that online word-of-mouth can mainly spread information through e-mail, user groups, online discussions, bulletin boards, chat rooms and other network forms. At present, a large number of social media software have been developed and mature, such as microblog, wechat, facebook and other chat and friends platforms, which makes the exchange of suggestions and information more convenient and frequent.[2] Major shopping websites also have buyers The function of comment makes consumers more intuitive and convenient to understand the online reputation of relevant products. The main forms of online word-of-mouth are shown in Table 1.

TABLE I. Communication forms of online word of mouth

Form	Explain	Word of mouth information characteristics
Consumer comments	It is a platform for consumers to express their views on products on the official website of products, commercial third-party websites (Taobao, JD, etc.) and personal web pages (microblog).	The news of consumer comments is usually maintained on the Internet for more than one year, and ordinary consumers can get every piece of information.
Discussion area	It can provide a platform for continuous discussion on specific topics including Baidu Post Bar, Zhihu.	It can last for quite a long time.

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Instant messaging	Dialogue between individuals or groups on the Internet (wechat, QQ).	Communication information can be saved.

2.3 Characteristics of Online Word of Mouth

Compared with traditional word-of-mouth, online word-of-mouth is easier to produce, and has the characteristics of anonymity, virtuality, wide image range but short duration, and is not limited by time and space. Consumers can express their experience and suggestions on the use of products at any time and anywhere, so it has a greater impact on consumers and is easier to affect consumers' purchase attitude, purchase intention and purchase behavior.[3] This paper summarizes the characteristics of online word-of-mouth.

(1) Interaction nonlinearity. It means that everyone as a communicator and a receiver can interact one-to-one, many to one, one to many, or even many to many.[4]

(2) Anonymity. Most of the network has not been authenticated by real name, so it is difficult to know the real situation of the publisher, which reduces the public opinion pressure of the publisher and can objectively express the real feelings of the product.

(3) Convenience. You can query the relevant consultation you want through the Internet anytime and anywhere, and store the network information for direct use next time.

(4) Not limited by time and space. Network communication can be carried out at any time and place.

2.4 Meaning of Information Source Credibility

The credibility of information source refers to the degree to which the information disseminator makes the information receiver believe in the process of information transmission and exchange. It is the information receiver's trust attitude towards the professionalism and reliability of the information source. This attitude will affect the receiver's trust in the information source, which is the main factor affecting the persuasion effect (Gunther, 1992).[5] If the information source has a certain credibility, the information itself is more likely to convince the information receiver. So the credibility of the information source is the degree to which the information receiver evaluates the information to effectively reflect its authenticity.[6]

2.5 Factors Affecting the Credibility of Information Sources

The source credibility of online word-of-mouth is one of the influencing factors affecting consumers' acceptance of online word-of-mouth. It is different from the oral communication form of traditional word-of-mouth and has the characteristics of high credibility. Online word-of-mouth has the characteristics of virtualization and anonymity, which leads to the problem of credibility. Looking at the previous literature, many scholars have studied the composition of the credibility of information sources. Kelman (1958) pointed out that source credibility can be divided into three dimensions. They are reliability, professionalism and likability. Simpson & Ruel (1980) further divided the source credibility into four dimensions: professionalism, credibility, motivation and sociality.[7] Desarbo & harshman divided the source credibility into three dimensions: reliability, professionalism, affinity and attraction. This view is

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also recognized by most scholars.[8] Later, Ohanian summarized the views of various scholars and divided the source credibility into professionalism, reliability and attraction Gravity has three dimensions. However, in the network environment, because of its unique anonymity and virtuality, attraction is not suitable as a dimension of the credibility of the source of network word-of-mouth, and it is difficult to measure.[9] Therefore, Shamdasani et al. (2001) proposed that since the release of online word-of-mouth depends on the website, the reliability of the website should be included in the dimension of the credibility of the source of word-of-mouth information,[10] that is, for online word-of-mouth, the three dimensions of publisher professionalism, publisher reliability and website reliability constitute the source credibility. Also, because it is difficult to see the publisher, the reliability of the publisher is higher than that of the publisher. The dimension of professionalism is easier to measure, and this study includes professionalism in reliability. Therefore, this paper will study the factors affecting the credibility of online word-of-mouth sources from two dimensions: publisher reliability and website reliability.

2.6 Meaning of Consumers' Purchase Intention

Willingness is "psychology", which generally refers to "what you think". It is an inner activity of people and a subjective preference for a specific thing. After induction from the same point of view, purchase intention is the subjective probability of consumers buying a specific product that can meet their own needs. Mullet believes that consumers' attitude towards a product or brand, combined with external factors, constitutes the purchase intention, that is, consumers' subjective preference for choosing products, and the purchase intention has been proved to be an important indicator to predict consumer purchase behavior.[11] Dodds and other scholars believe that the possibility of consumers buying a product is the connotation of purchase intention, while others believe that the intention to buy a product is the meaning of purchase intention.[12] In addition, the author also explores the views of some famous domestic scholars, such as domestic scholars Han Rui and Tian Zhilong, who believe that consumers with market value of purchase intention are likely to buy the product.[13] Zhu Zhixian believes that purchase intention is the psychological activity of consumers to purchase consumption objects according to their own needs and preferences, which is the symbol of consumption psychology and the basis of purchase behavior.

III. STUDY DESIGN

Through the relevant research on consumers' purchase intention, it is found that the important factor affecting consumers' behavior is purchase intention, and consumers' behavior intention can be predicted. Therefore, purchase intention in this study is used to measure the power of online word-of-mouth. A large number of scholars have studied the impact of online word-of-mouth direction and content on consumers' purchase intention, but few scholars have studied the impact of information source credibility on consumers' purchase intention. This study mainly uses the questionnaire method to explore the impact of the source credibility of online word-of-mouth on consumers' psychology.

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3.1 Research Assumptions

Because the network is open and virtual and people comment on products freely, consumers need to determine the credibility of information sources, and then decide whether to adopt word-of-mouth information. Consumers' attitudes towards services, products and brands will be affected by word-of-mouth information. This study mainly studies the impact of online word-of-mouth source credibility on consumers' purchase intention. As mentioned above, this paper will study the impact of the reliability of publishing platform and the reliability of publishers on online word-of-mouth source credibility, and further study the impact on consumers' purchase intention.

3.1.1 Website reliability

Shamdasani et al (2001) believed that consumers' judgment of online word-of-mouth will be affected by the website reputation of the word-of-mouth publishing platform, and their trust in online word-of-mouth will also be affected, thus affecting their purchase decision. Compared with websites with low reputation, consumers are more willing to believe the online word-of-mouth published on websites with high reputation. (Brown, Broderick & Lee, 2007).[14] Cong Zhu takes movies as an example, which proves that website reliability will greatly affect the movies consumers choose to watch.[15]

In addition, some scholars have classified the types of websites, dividing websites into three categories. (1) Commercial websites, i.e. official websites set up by enterprises. (2) Third-party websites that can compare the commercial nature of products. (3) Non-commercial third-party websites that can comment on products or manufacturers. Most scholars believe that word-of-mouth on non-commercial third-party websites has the greatest impact on consumers. This is because consumers feel that the word-of-mouth on non-commercial third-party websites is more authentic and can give them suggestions to buy products, and consumers trust these online word-of-mouth more. Based on these word-of-mouth information, they make purchase decisions. Domestic scholars Song Xiaobing and others (2011) further discussed and proved that the reliability of online community has a positive impact on consumers' product attitude against the background of online film review community.[16] Therefore, the following assumption is put forward:

H1. The more reliable the website is, the more willing consumers are to buy.

3.1.2 Publisher reliability

The publisher's reliability and the receiver's perception of the publisher's motivation for fair information exchange. An important factor for consumers to collect word-of-mouth information to evaluate the purchase of products is that they trust the publisher. If the information publisher is considered reliable by consumers, and the comments made are true and have no commercial purpose, such a more convincing word-of-mouth information will greatly affect their purchase decision. When the publisher is highly reliable, consumers' own opinions are easy to change due to the published review information. So the following assumption is put forward:

H2. The higher the reliability of the publisher, the greater the purchase intention of consumers.

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3.1.3 The influence of credibility of online word-of-mouth sources on consumers' purchase decisions

Research shows that whether consumers accept information depends largely on the credibility of information sources. If the source of information is highly reliable, this information will affect consumers' purchase decisions and make them more prone to change (Hovland et al, 1953).[17] Eagly & Chaiken (1993) also felt that the higher the receiver's evaluation of the credibility of the information source, the more persuasive the information is.[18] If the credibility of the information source is low, consumers will be skeptical about this information. This study believes that consumers' acceptance of information will be affected by the credibility of online word-of-mouth sources, so as to affect consumers' purchase intention. Therefore, the assumption is as follows:

H3. The higher the credibility of online word-of-mouth sources, the greater consumers' purchase intention.

3.2 Questionnaire Survey

3.2.1 Questionnaire design

This paper designs a questionnaire on the impact of the reliability of online word-of-mouth publishing platform and publisher's reliability on the source credibility, and further studies the impact of online word-of-mouth source credibility on consumers' purchase intention, so as to obtain the survey data and draw the corresponding conclusions. This questionnaire is divided into four parts. The first three parts all use the matrix scale method and are the core part of this questionnaire. The first part is to investigate the impact of the reliability of word-of-mouth publishing websites on the reliability of sources. The second part investigates the impact of the reliability of word-of-mouth publishers on consumers' purchase intention. The third part investigates the influence of the credibility of online word-of-mouth sources on consumers' purchase intention. The fourth part is the basic information part. There are 35 questions in this questionnaire, and the options are given closed questions and answers.

3.2.2 Distribution and recovery of questionnaires

The designed questionnaire will be reflected through the questionnaire star, and links will be distributed through wechat, QQ and other means to let the respondents answer according to the real situation. Finally 335 questionnaires were recovered and screened out. Among them, 332 valid questionnaires have an efficiency of 99.10%. After analyzing and processing the data obtained from this questionnaire, the influence of website reliability and publisher reliability on consumers' purchase intention is obtained.

IV. DATA ANALYSIS AND HYPOTHESIS TESTING

This chapter collects data through questionnaire collection and uses statistical software SPSS 24.0 to analyze the sample data and test the proposed hypothesis.

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4.1 Composition of Samples

According to the survey data, the results of 332 valid questionnaires show that 45.18% of boys and 54.82% of girls are male students. There is no difference in the number of boys and girls. The survey results show that there are 12 respondents over the age of 50, accounting for 3.61% of the total. There are 24 people aged 40-50, accounting for 7.23% of the total, 50 people aged 30-40, accounting for 15.06% of the total, 238 people aged 20-30, accounting for 71.69% of the total. There are 8 people under the age of 20, accounting for 2.41% of the total. It can be seen that the number of people aged 20-30 is the largest, and most of the subjects are college students.

According to the investigation of educational background, the number of undergraduate students is the largest, 214, accounting for 64.46% of the total. The second is junior college, with 56 people, accounting for 16.87% of the total number, followed by master's degree, doctor's degree and above, with 26 people, each accounting for 7.83% of the total number. The least is below high school, only 2, accounting for 0.60%. It can be seen that most of them are college students, most of them are undergraduates.

28 people have a monthly income of more than 10000 Yuan accounting for 8.43% of the total, 10 of 8000-10000 accounting for 3.08% of the total. There are 10 with 6000-8000 Yuan, accounting for 3.01% of the total. There are 70 people with 4000-6000 Yuan, accounting for 21.08% of the total. There are 92 people with 2000-4000 Yuan, accounting for 27.71 of the total. 114 persons below 2000 Yuan accounting for 34.34% of the total.

The survey of online shopping frequency shows that 36 people shop once a day, accounting for 10.84% of the total. 54 people, accounting for 16.27% of the total, were once every two or three days. There are 106 people once a week, accounting for 31.93% of the total. There are 120 people once a month, accounting for 36.14% of the total. There are 16 people every six months, accounting for 4.82% of the total.

4.2 Sample Analysis of Variance

4.2.1 Difference analysis of website reliability and its impact on consumers' purchase intention

Table 2 shows the variance test results of news sources. It can be seen from the table that the mean values of different news sources are shopping platform (Taobao) 12.25, official website 14.13, forum 12.77, F = 35.32, Sig < 0.001, indicating that there are significant differences in people's trust in news from different news sources.

TABLE II. Differences in trust between different sources

		Mean value of trust	F value (variance test)	Sig.(significance)
Source	Shopping platform	12.25	35.32	0.000***

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	(Taobao)			
	Official website	14.13		
	Forum	12.77		

Afterwards, the differences between the three are compared, and the results are shown in Table 3.

TABLE III. Post comparison between different sources

		Mean difference	Sig.(significance)
Shopping platform (Taobao)	Official website	-1.87	0.000***
	Forum	-0.52	0.023*
Official website	Shopping platform (Taobao)	1.87	0.000***
	Forum	1.35	0.000***
Forum	Shopping platform (Taobao)	0.52	0.023*
	Official website	-1.35	0.000***

As can be seen from Table 3, the mean difference between the shopping platform (Taobao) and the official website is -1.87, Sig < 0.001, indicating that there is a significant difference between the comment trust of the shopping platform (Taobao) and the official website. The mean difference is negative, indicating that people's trust in the shopping platform (Taobao) is lower than that of the official website. The mean difference between the shopping platform (Taobao) and the forum is -0.52, Sig < 0.05, indicating that the shopping platform. There is a significant difference between platforms(Taobao) and forum trust, and the mean difference is negative, indicating that people are interested in shopping platforms. The trust of platform(Taobao) is lower than that of the forum. The mean difference between the official website and the forum is 1.53, Sig < 0.001, indicating that there is a significant difference between the official website and the forum. The mean difference is positive, indicating that the trust of the official website is higher than that of the forum. In terms of trust, the official website is higher than that of the forum, and the forum is higher than that of the shopping platform (Taobao).

Table 4 shows the variance test results of purchase intention among different sources. It can be seen from the table that the mean values of different sources are shopping platform (Taobao) 3.26, official website 3.9, forum 3.52, F = 33.11, Sig < 0.001, indicating that there are significant differences in people's purchase intention from different sources.

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TABLE IV. Differences in purchase intention among different sources

		Mean value of trust	F value (variance test)	Sig.(significance)
Source	Shopping platform (Taobao)	3.26	33.11	0.000***
	Official website	3.9		
	Forum	3.52		

After that, the difference of purchase intention among the three is compared afterwards, and the results are shown in Table 5.

TABLE V. Post comparison of purchase intention among different sources

		Mean difference	Sig.(significance)
Shopping platform (Taobao)	Official website	-0.64	0.000***
	Forum	-0.26	0.001**
Official website	Shopping platform (Taobao)	0.64	0.000***
	Forum	0.38	0.000***
Forum	Shopping platform (Taobao)	0.26	0.001**
	Official website	-0.38	0.000***

As can be seen from table 5, the mean difference of purchase intention between shopping platform (Taobao) and official website is -0.64, Sig < 0.001, indicating that there is a significant difference in comment trust between shopping platform (Taobao) and official website, and the mean difference is negative, indicating that people's purchase intention of shopping platform (Taobao) is lower than that of official website. The mean difference between (Taobao) and the forum is -0.26, Sig < 0.01. It shows that there is a significant difference between the purchase intention of the shopping platform (Taobao) and the forum. The mean difference is negative, indicating that people are interested in the shopping platform. The purchase intention of (Taobao) is lower than that of the forum. The mean difference between the official website and the forum is 0.38, Sig < 0.001, indicating that there is a significant difference between the official website and the forum. The mean difference is positive, indicating that the purchase intention of

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the official website is higher than that of the forum. In terms of purchase intention, the official website is higher than that of the forum, and the forum is higher than that of the shopping platform (Taobao). It shows that the higher people's trust in information sources, the higher their purchase intention. Therefore, H1 and H3 are assumed to be true.

4.2.2 Difference analysis of publisher reliability and its impact on consumers' purchase intention

Table 6 is the result of variance test for the transmitters. From the table, we can see that the average values of different transmitters are 10.56, 13.62, 14.48, F=149.00, Sig<0.001 respectively, which shows that there is a significant difference in the trust between different transmitters. Simultaneous interpreting is a good example of the different factors.

TABLE VI. Differences in trust among different publishers

		Mean value of trust	F value (variance test)	Sig.(significance)
Source	Click farming	10.56	149.00	0.000***
	Professional	13.98		
	Real buyer	14.48		

Afterwards, the differences between the three are compared, and the results are shown in Table 7.

TABLE VII. Post comparison of trust between different sources

		Mean difference	Sig.(significance)
Click farming	Professional	-3.41	0.000***
	Real buyer	-3.91	0.000***
Professional	Click farming	3.41	0.000***
	Real buyer	-0.50	0.042*
Real buyer	Click farming	3.91	0.000***
	Professional	0.50	0.042*

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As can be seen from table 7, the average difference between the brush and professionals is -3.41, Sig < 0.001, indicating that there is a significant difference in the comment trust between the brush and professionals. And the average difference is negative, indicating that people's trust in the brush is lower than that of professionals. The average difference between brush orders and real buyers is -3.91, Sig < 0.001. It shows that there is a significant difference between the trust of brush orders and real buyers, and the mean difference is negative, indicating that people's trust in brush orders is lower than that of real buyers. The mean difference between professionals and real buyers is -0.50, Sig < 0.05, indicating that there is a significant difference in trust between professionals and real buyers. The mean difference is positive, indicating that the trust of real buyers is higher than that of professionals. It shows that in terms of trust, real buyers are higher than professionals, and professionals are higher than bill swiping.

Table 8 is the simultaneous interpreting test of the willingness to purchase between different transmitters. From the table, we can see that the mean values of different sources are 2.59, 3.43, 3.7, F=98.53, Sig<0.001 respectively, indicating that there is a significant difference in purchase intention between different publishers.

TABLE VIII. Differences in purchase intention between different publishers' trust

		Mean value of trust	F value (variance test)	Sig.(significance)
Source	Click farming	2.59	98.53	0.000
	Professional	3.43		
	Real buyer	3.7		

After that, the difference of purchase intention among the three is compared. The results are shown in Table 9.

TABLE IX. Post comparison of purchase intention between different publishers' trust

		Mean difference	Sig.(significance)
Click farming	Professional	-0.84	0.000
	Real buyer	-1.11	0.000
Professional	Click farming	0.84	0.000
	Real buyer	-0.26	0.042
Real buyer	Click farming	1.11	0.000
	Professional	0.26	0.042

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As can be seen from table 9, the mean difference of purchase intention between swiping orders and professionals is -0.84, Sig < 0.001, indicating that there is a significant difference in comment trust between swiping orders and professionals. The mean difference is negative, indicating that people's purchase intention for swiping orders is lower than that of professionals. The mean difference between brush orders and real buyers is -1.11, Sig < 0.001 It shows that there is a significant difference between the purchase intention of brush orders and real buyers, and the mean difference is negative, indicating that people's purchase intention for brush orders is lower than that of real buyers. The mean difference between professionals and real buyers is -0.26, Sig < 0.05, indicating that there is a significant difference in purchase intention between professionals and real buyers. The mean difference is positive, indicating that the purchase intention of real buyers is higher than that of professionals. It shows that in terms of purchase intention, real buyers are higher than professionals, and professionals are higher than bill swiping. It shows that the higher people's trust in the reliability of publishers, the higher their purchase intention. Therefore, H2 and H3 are established.

4.3 Research Conclusion

Based on the above empirical analysis, the following hypothesis verification results are obtained, as shown in Table 10.

TABLE X. Hypothesis test results

Research hypothesis	Research contents	Result
H1	The higher the reliability of the website, the greater the willingness of consumers to buy.	Established
H2	The higher the reliability of publishers, the greater the willingness of consumers to buy.	Established
H3	The higher the credibility of online word-of-mouth sources, the more willing consumers are to buy.	Established

V. SUGGESTIONS ON IMPROVING THE CREDIBILITY OF ONLINE WORD-OF-MOUTH SOURCES

With the rapid development of information technology in today's era, online shopping behavior is more and more extensive, and online word-of-mouth communication is becoming more and more popular among the public. Therefore, enterprises have to pay more attention to the construction of online word-of-mouth. Although enterprises cannot control consumers' behavior, they should actively take measures to affect consumers' communication behavior of word-of-mouth. In order to make better use of the impact of online word-of-mouth to enhance consumers' purchase intention, enterprises need to improve the quality of products or services in time to reduce the probability of negative word-of-mouth. From the conclusion of this study, enterprises should strengthen the credibility of information sources as much as

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possible, so as to improve consumers' purchase intention and purchase behavior. Based on the above phenomenon analysis, the following suggestions are put forward to improve the credibility of online word-of-mouth sources.

5.1 Suggestions to Enterprises

The results show that the level of source credibility will affect consumers' purchase intention. The higher the source credibility is, the more vulnerable it is to word-of-mouth information, and the greater consumers' purchase intention is. Therefore, enterprises should take measures to encourage consumers to fill in real personal data and information, indicate the time, experience and feelings of using products, and encourage consumers to put forward opinions and suggestions on products, so as to enhance the credibility of online word-of-mouth. In addition, enterprises can establish a comment area on the official website to provide comment opportunities, or establish a professional forum on products. Certainly what is more attractive is that different people can listen to their comments and opinions by allowing them to experience the product for free. In short, enterprises need to often use these word-of-mouth marketing to attract the attention of different consumers, so as to carry out online word-of-mouth marketing activities.

5.2 Suggestions to Publishers

According to SPSS analysis, consumers are more willing to believe in real buyers and have high purchase intention firstly. So real buyers can make comments with pictures, which are objective and fair, and have praise and deficiency at the same time. You can also appropriately interact with consumers who ask questions to answer their true feelings.

The second is professionals. Professionals know the products very well, so they can hold a special forum to interact with consumers to solve consumers' problems and improve consumers' trust.

The last is to brush the bill. We hope that the single brush member can also avoid the bill brushing behavior with the authenticity of online shopping.

5.3 Suggestions for the Platform

Consumers prefer to trust the official website, followed by the forum and the last as the shopping platform (Taobao). Therefore the official website can evaluate its own products fairly and objectively to the greatest extent, so that consumers can better measure products. The forum can strengthen the audit and avoid false information about products, encouraging real buyers to interact with consumers on the forum, express their true feelings and give consumers more reference opinions. The shopping platform should resolutely prohibit merchants from swiping single lines to provide consumers with a real shopping platform.

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