

Chapter 5

Conclusions, Discussion, and Recommendations

Conclusion

Because Online shopping is carried out in a virtual environment, the risk of online shopping is very high. Consumers will conduct information searches before shopping, and online word-of-mouth can help customers better understand products and services to reduce their purchasing risks. On the basis of summarizing existing research, this thesis proposes the following research content: (1) research the comprehensive impact of various dimensions of online word-of-mouth from a single e-commerce platform on product sales; (2) research the impact of integrating social media platform online word-of-mouth on product sales; (3) evaluate and identify the most important online word-of-mouth factors that affect product sales. The content of online word-of-mouth will have a certain impact on the sales for experiential products. This thesis selects the facial essence of skin care products as the research object, collects the online comments data from JD e-commerce platform and Xiaohongshu social media platform, sorts out and processes the data, conducts correlation analysis and multiple regression analysis using SPSS26.0, and conducts empirical research. The conclusions are listed as follows:

1. We research the comprehensive impact of various dimensions of online comments on a single e-commerce platform. Firstly, we conducted a study on the relationship between the number of comments and image comments and product sales. The research results show that on the e-commerce platform JD, there is a significant positive relationship between product sales and the number of comments and image comments increases. This indicates that consumers show greater interest in products with more comments and image reviews. The number of comments and image comments provides consumers with more comprehensive and intuitive product information, further enhances their purchasing intention. This discovery

emphasizes the importance of valuing and encouraging purchased consumers to comment and upload image comments in online marketing to improve the attractiveness and competitiveness of products. Secondly, we further explored the correlation between star rating and product sales in e-commerce platform. The results of the study show that high star ratings have a relatively small impact on product sales. This may be because products with high star ratings have already achieved high user satisfaction and trust, so the impact of star ratings in reviews on sales is relatively limited. However, this does not mean that star rating is not important, but rather implies that other factors such as the number of comments and image reviews play a more critical role in consumer decision-making.

2. In the research on the impact of integrating social media platform online word-of-mouth, we found a significant positive relationship between the number of comments on social media platforms and product sales. This indicates that more comments on social media can positively impact product sales. The widespread dissemination and user interaction of social media make it easier for consumers to access the real user experience and evaluations of other consumers, generate trust and interest in products and promote purchase decisions. Therefore, integrating social media online word-of-mouth communication can effectively enhance the product's popularity and exposure in the market, so it produces a positive impact on sales.

3. When studying and identifying the most important online word-of-mouth factor that affects product sales, we found that the number of comments is the most important influencing factor. There is a significant positive relationship between the number of comments and product sales, which further confirms that consumers are more inclined to consider products with more comments in their purchasing decisions. The number of comments represents that more consumers purchase and pay attention to the products, which is an important reference for other potential consumers. Therefore, in online marketing strategies, valuing and managing product word-of-mouth, especially actively increasing the number of comments, are effective ways to increase consumers' trust and interest in the product, affect purchase decisions.

Based on the above research results, we conclude that in online marketing, increasing the number of product comments and image comments, as well as increasing the number of comments on social media platforms, can help increase product sales. At the same time, valuing and managing product word-of-mouth, especially actively increasing the number of comments, are of great strategic significance in enhancing consumers' trust and interest in the product, influencing purchase decisions. However, it is necessary to comprehensively consider other factors that may have an impact on sales, such as product characteristics, market competition, and advertising. This study provides useful guidance and reference for marketing decisions on e-commerce platforms.

Discussion

1. Sample selection.

When selecting samples in this thesis, only skincare products were selected. Therefore, although 20578 valid samples were collected as sample data for regression analysis, the product types on e-commerce platforms are diverse. This thesis only selects skincare products, which are typical experiential products. For search based products are not considered by this thesis. Therefore, further exploration is needed to conduct to identify whether current research conclusion is suitable for search based products. In addition, it should be noted that due to technical limitations, the collection time of skin care product (facial essence) data in this thesis is relatively short, only one month. Although some preliminary product performance and trends may be available during this period, due to the limited time frame, it is not possible to fully reflect the long-term performance and stability of the product. In the real market environment, the performance and popularity of skincare products will change with the season, time, and customer needs. In order to ensure the integrity and reliability of these consumer products, it is best to collect data on these products at different times of the year. By accumulating long-term data, it is possible to better understand the performance of products in different seasons and market environments. For example, a certain skincare product may

become popular in the winter due to its moisturizing properties and become popular in the summer. Only through continuous tracking of product sales and user feedback, we can have a deeper understanding of the market performance and potential of the product.

2. Relevant sample sources

The e-commerce platform selected for this study is JD. Although JD is one of China's leading e-commerce platforms, it can't represent all e-commerce platforms. Different e-commerce platforms have unique user groups, product types, and characteristics, which may lead to biases in understanding and understanding the entire e-commerce market. So, the final results may not fully match the situation of each platform. Although the results may have some reference significance for other e-commerce platforms, further exploration is needed to determine whether the research conclusions are fully applicable to other e-commerce platforms; In order to gain a more comprehensive understanding of the relationship between online comments and product sales on e-commerce platforms, future research can expand sample sources to cover multiple e-commerce platforms of different types and sizes, as well as platform data across different regions. This can better reflect the overall e-commerce market situation and increase the reliability and applicability of research results. The social media platform selected in this thesis is Xiaohongshu. Although it is a very popular social media platform, its results will not be accepted by other social media platforms. Different social media platforms have different user groups, content characteristics, and communication methods. Therefore, further testing and verification are needed on other social media platforms to determine the relationship between the number of product comments and sales. Therefore, further testing is needed to determine whether this research conclusion is applicable to other social media platforms. In order to gain a more comprehensive understanding of the impact of product comments on sales in different social media platforms, future research can plan to delve into the impact of product reviews on sales from multiple perspectives, including multiple social media platforms, different types, and different characteristics. Through comparison and verification on multiple platforms,

reveal the relationship between the number of product reviews and sales, and discover possible patterns and influencing factors.

3. Accuracy of measurement

Due to the large and diverse number of online word-of-mouth factors, it is difficult to cover all online word-of-mouth factors using limited measurement index, which may overlook some important information. For example, some important factors may be overlooked in research, leading to a lack of comprehensive understanding of the overall impact of comments.

Recommendations

Online word-of-mouth is a means of disseminating information, which can help enterprises establish good impression in the minds of consumers, improve their position in the minds of consumers and promote product sales. At the same time, consumers can also understand the quality and performance of products through online word-of-mouth comments feedback from other users. If enterprises can collect consumer feedback on products and make improvements, it will make them more competitive.

From the research conclusion, we can conclude that online word-of-mouth has impact on product sales. It is recommended to adopt word-of-mouth marketing strategies, such as providing high-quality products and customer service, to increase customer trust and satisfaction. At the same time, brand exposure and awareness can also be increased through channels such as social media platforms. In management of word-of-mouth, we can provide suggestions on these important factors:

1. Suggestions for the platform:

1.1 E-commerce platforms:

1.1.1 Reduce attention to online word-of-mouth ratings. For the sales of skincare products, the relationship between online word-of-mouth ratings and sales is not very relevant. Merchants should change their mindset of valuing content,

not blindly pursue store star ratings, and pay more attention to other dimensions of online word-of-mouth.

1.1.2 Increase the number of online word-of-mouth. 1) Incentive comments: Encourage users to participate in comments by setting up a reward mechanism, for example, providing bonus points, coupons, or discounts to users who write useful comments, or participating in a lottery to win prizes. On the one hand, it can enrich product information and expand the market; On the other hand, it can stimulate consumers' purchasing desire and enthusiasm. 2) Provide feedback channels: After comments, the platform can provide feedback on whether the user's comments have been approved and whether they have received rewards. This can increase users' confidence and motivation in comments. 3) Guide users: After shopping, provide some guiding questions to encourage users to share their purchasing experience and product usage experience. For example, asking whether the product has achieved the expected effect and meets its needs. 4) Interactive response: The platform and merchants should promptly respond to user comments, especially the questions and feedback raised by consumers. Active interaction can enhance user engagement and loyalty. 5) Theme activities: Regularly organize comment themed activities to encourage users to share comments on specific products or categories. For example, write the most interesting comments, etc. 6) Promotion and sharing: The platform can allow users to share their comments on social media, expand the influence of comments, and attract more users to participate in comments. Through the above measures, e-commerce platforms can effectively encourage consumers to comment on products, increase user participation and interaction, enhance the user experience and trust of the website, and promote sales and user loyalty.

1.1.3 Improve the reward mechanism for image comments. When consumers post comments, businesses should implement a reward system for consumers who make positive print comments, and the reward depends on the number of images and quality of the images. This can stimulate consumers' enthusiasm on the one hand, and also increase consumers' trust in the product. High quality product image comments are intuitive and persuasive, provide consumers

with more detailed product information and a more authentic understanding of the product. Clear images can show the details, characteristics of the product, give consumers more authentic user experience. At the same time, uploading more images related to the product can show the characteristics of the product from different perspectives, that makes consumers have a more comprehensive understanding of the product and make more confident purchasing decisions. In addition, high-quality image reviews are also reassuring guarantee for online shopping consumers. Consumers are unable to physically access and observe products online, so relying on others' evaluations and images are important basis for their decision-making. If the comment contains blurry, unclear, or low-quality images, consumers may have doubts and concerns about the authenticity and quality of the product. On the contrary, high-quality image reviews will enhance consumers' trust in the product and make them more confident in making purchases. In order to motivate consumers to upload high-quality product images, businesses can consider providing some reward measures, such as giving image reviewers certain bonus points, discount discounts, or the opportunity to participate in a lottery. Such incentive measures can not only increase consumer participation, but also enhance their motivation to upload high-quality images. Merchants can set prompts and guides for uploading images on the evaluation page, help consumers more conveniently share photos related to the product. Overall, encouraging purchased consumers to upload high-quality images related to the product during evaluation is an effective marketing strategy which can increase product awareness, enhance consumer willingness to purchase, and increase consumer trust in the product, bring positive impacts to the sales performance and consumers' satisfaction.

1.2 Social media platforms:

1.2.1 Improve the quality of promotional content. High quality promotional content is a key factor that can leave a deep impression on consumers. Therefore, we need to optimize the content to gain positive and positive attention from consumers.

1.2.2 Emphasize the significance of user sharing. Social media platforms can emphasize the help and value of sharing user experiences in

purchasing skincare products to other users through text prompts, images, or video guidance. Highlighting the importance of user sharing in helping others make smarter purchasing decisions and enriching social media content.

1.2.3 Create a sharing theme activity. Regularly organize theme sharing activities related to skincare products, such as "Skincare Diary" and "Skincare Product Recommendations", to encourage users to actively participate in sharing their skincare experiences and insights. Increase user engagement and interest through activities.

1.2.4 Provide incentive measures. To encourage users to share, social media platforms can set certain incentive measures, such as point rewards, gifts, or discount coupons. This can stimulate users to actively participate in sharing, while increasing their participation level.

1.2.5 Follow and recommend high-quality sharing. Social media platforms can share content by following and recommending high-quality skincare products, allowing users to feel that their sharing is recognized and followed. This will encourage more users to actively share their purchasing experience.

1.2.6 Provide skincare discussion areas: Social media platforms can create specialized skincare discussion areas where users can exchange and share topics and feelings about skincare products, increasing user engagement.

Through the above strategies, social media platforms can promote users to share their feelings of purchasing skincare products, increase their activity and stickiness towards the platform, and improve the platform's user experience and influence.

2. Suggestions for consumers

Because skincare products are experiential products, it is difficult to understand skincare products before use. Therefore, in the actual use process, it is recommended that users can have a comprehensive and accurate understanding of their skin type and clarify their needs. Before purchasing a product, it is important to pay attention to the word-of-mouth data of the e-commerce platform product, such as the number of comments, image comments, etc., and to conduct detailed

inquiries with customer service. You can also go to third-party platforms (such as social media platforms) to learn if this product is compatible with yourself.

3. Suggestions for enterprises

The scope of online word-of-mouth communication far exceeds traditional marketing methods, it can reach a wider range of potential consumers and help expand market share. Enterprises can make improvements from various aspects to enhance the attributes of their products, which can not only enhance the polarity of their reputation but also reduce the preference differences of their products, thereby drive the sales growth of skincare products. high-quality products and services is the fundamental way to win a good reputation. The specific suggestions are listed as follow:

3.1 Value and proactively respond to user feedback: Timely response to user feedback and questions to demonstrate the company's attitude towards valuing and solving problems.

3.2 Utilize social media and online comments: Interact with users and spread positive energy through social media and online discussions. Utilize social media platforms to shape their brand image and influence consumers' perception of products through active word-of-mouth marketing strategies. Positive word-of-mouth help build a brand's reputation and image, increase product sales.

3.3 Win-win cooperation: By establishing good relationships with influential social media figures, industry opinion leaders, etc., we can enhance the brand's visibility and influence.

3.4 Professional word-of-mouth marketing: Invest certain resources in targeted word-of-mouth marketing activities, such as organizing experiential activities, product trials, online interactions, etc.

3.5 Strict monitoring and management: Real time monitoring of online comments on brands and products, identifying issues, and promptly addressing them.

3.6 Cultivate brand loyalty: Establish a sound customer relationship management system to enhance customer loyalty and repeat purchases.

3.7 Highlighting Features: In the fierce market competition, highlighting the characteristics of a product is an effective way to form a reputation. By unique design, functionality, or positioning, the product stands out among numerous competitors and attracts consumers' attention and love.

All things considered, e-commerce platform should cooperate with third-party social media platforms that is also an effective way to increase the exposure of positive word-of-mouth evaluations. e-commerce platform sellers can actively seek cooperation with third-party social media platforms to enhance the visibility of positive word-of-mouth evaluations. By collaborating to maintain the reputation of their own sales platforms and third-party social media platforms, e-commerce platform sellers are expected to enhance consumers' perception and experience of their products, thereby promoting the growth of product sales. By collaborating to maintain the reputation of their own sales platforms and third-party social media platforms, e-commerce platform sellers are expected to enhance consumers' perception and experience of their products, thereby promoting the growth of product sales. In today's highly competitive e-commerce environment, word-of-mouth management on e-commerce platforms and third-party social media platforms is the key to sales success. Only by carefully planning and implementing word-of-mouth strategies, and actively collaborating with third-party social media, e-commerce platform sellers can achieve sales goals and increase market share.