Independent study title: The Impact of Online Word- of- Mouth from Multi-Platform
on Product Sales

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Abstract

The purpose of this research: 1) Research on the comprehensive impact of various dimensions of online word-of-mouth from a single e-commerce platform on product sales. 2) Research on the impact of integrating social media platforms' online word-of-mouth on product sales. 3) Research and identify the most important online word-of-mouth factors that affect product sales. This research uses 14 skincare products as the research object, selects the number of comments, star ratings, and picture comments about products on the JD e-commerce platform, as well as the number of comments on the third-party social media platform Xiaohongshu as the dimension of online word-of-mouth, and systematically explores the impact of these dimensions on product sales. We used crawler programs in Python to capture the online word-of-mouth of skin care products from JD and Xiaohongshu. The data were processed and analyzed by SPSS to obtain correlation analysis and multiple linear regression analysis.

The research results indicate that: 1) The number of comments, image comments, and comments from the e-commerce platform JD and the number of comments from Xiaohongshu have a significant positive impact on product sales. 2) The e-commerce platform JD star rating has no significant impact on product sales. The product ratings of JD are provided by consumers. And 3) the most important online word-of-mouth factors that affect product sales. Therefore, closely monitoring and effectively managing the number of comments, image comments, and comments on e-commerce platforms and third-party social media will become one of the key factors for the success of e-commerce platform merchants.

Keywords: online word-of-mouth, product sales, social media platforms, e-commerce platform

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