Chapter 2

Reviews of Literature and Related Research

From Research Thesis title "The Impact of Online Word- of- Mouth from Multi-Platform on Product Sales", this chapter reviews the related literature and research. Details are listed as follows:

1. Marketing Theory
2. Online Marketing Theory
3. Word of Mouth Marketing Theory
4. Digital Marketing Theory
5. Overview of Empirical Research and Analysis Methods
6. Overview about JD
7. Overview about Xiaohongshu
8. Word-of-Mouth Concept
9. Characteristics of Skin Care Products
10. Current status of related research

Marketing Theory

The 4P marketing theory originated in the United States in the 1960s. In 1960, Professor Jerome McCarthy of Michigan State University in the United States summarized these elements into four categories in his book "Basic Marketing", namely Product, Price, Place, and Promotion.

In the 1990s, American scholar Robert Lauterborn proposed the 4C marketing theory, which combines the advantages of 4P theory and addresses the problems of 4P, namely Consumer, Cost, Convenience, and Communication. This theory emphasizes the necessary to provide corresponding products or services closely around meeting customer needs.

In the Internet Age, Don Schultz proposed a 4P marketing theory of online Integrated marketing communications, which emphasizes the consumers' interesting, interests, interaction and individuality. In order to achieve the goal of maximizing enterprise goals, it takes "People" as the core factor for research and emphasizes the proactive role of consumers, The 4I marketing theory is not an innovation of traditional marketing theory, it inherits, optimizes, and supplements traditional theories in the context of market development to meet market demands.

Online Marketing Theory

American scholars define online marketing as follows: "Online marketing is the process of exchanging concepts, products, and services between companies and customers through online activities". In terms of marketing choices, it is still guided by the 4P theory (Rezvani, M., et al., 2017, pp. 32-37).

Chinese scholars said that online marketing refers to individuals or business organizations using Internet technology to achieve online sales, which can achieve the wishes and goals of enterprises or individuals (Grubor, A., et al, 2018, pp. 265-274).

Scholars from Emory University's School of Business in the United States commented on online marketing in their book "Online Marketing" as follows: Marketing can only undergo quite profound changes which are unparalleled by all corporate functions. In the era of the Internet information explosion, emerging marketing methods such as online marketing have emerged and brought significant changes to people's daily lives. It has brought revolutionary changes to the entire society, and this change is no less than the revolution of technological in any period (Heang, J. F., et al., 2015, pp. 65-113).

Chinese scholars say that online marketing is the use of internet technology by individuals or business organizations to achieve online sales, which can achieve the wishes and goals of enterprises or individuals. (Adiyono, N. G., et al., 2021, pp. 31-37).

Word of Mouth Marketing Theory

On the basis of analyzing the definitions of word-of-mouth, word-of-mouth communication, and word-of-mouth marketing, Jiang Yushi proposed the viewpoint that word-of-mouth and word-of-mouth communication are not equivalent to word-of-mouth marketing. The three are both distinct and interrelated, and cannot be used interchangeably or arbitrarily (Jiang Yushi, 2006, pp. 340-341).

It's difficult for consumer to convey their usage information and true feelings due to limited by sharing channels. In the scenarios of online consumption, the desire to share is released, and consumers can recommend products to others freely. The effect of word-of-mouth communication is also better than using traditional marketing activities (Li, Z., et al,2023, p. 106545).

By describing the positive or negative word-of-mouth information of using a certain brand product, consumers discuss with other consumers the impact of using the brand on themselves, which is known as word-of-mouth marketing (Bora Goktas, 2019, pp. 1650-1692).

The survey found that online word-of-mouth marketing is an online business activity based on online virtual relationships, and more attention should be paid to the role of opinion leader in Personal media (Zhang Xiaofei, 2020, pp. 59-62).

Digital Marketing Theory

The concept of digital marketing was first proposed by Bishop in 1995. With the progress of the times, the rapid development of emerging digital media channels which has driven the development of digital marketing.

Big data provides more space for digital marketing, and the channels of digital marketing can be summarized as content marketing, search engine marketing, social media marketing, and video marketing (Nuseir, M. T., et al., 2023, pp. 21- 44).

Other studies have pointed out that compared with old media, social media has comparative advantages in cost-effectiveness and access to special groups, but there are also many uncontrollable factors. Therefore, marketers should

activelymotivate users to spread brand word-of-mouth and avoid sharing negative brand news as much as possible (Shu Chuan Chu&Yoojung Kim, 2011, pp. 47-75).

Digital marketing is a constantly changing concept, shifting from online marketing to a comprehensive marketing concept of establishing customer relationships, maintaining customer value, promoting brands, and constantly updating marketing methods to continuously improve performance (P. K. Kann, 2017, pp. 22-45).

Overview of empirical research and analysis methods

1. Descriptive statistical analysis method: Descriptive statistics refers to the organization, overview, and calculation of a large amount of data contained in survey samples, which is the foundation of inferential statistics.

Statistical analysis describes the relevant data of all variables in the survey population, mainly includes data frequency analysis, data central tendency analysis, data dispersion analysis, data distribution, and some basic statistical graphs. Outlier can be tested by frequency analysis; The basic situation of the data can be described through the central tendency analysis of the data (average, median, mode, etc.); The analysis of data dispersion (Variance, Standard Deviation) is mainly used to reflect the degree of difference between data. The kurtosis and skewness in data distribution are used to test whether sample data conforms to normal distribution (Mishra, P., et al, 2019, p. 67).

2. Correlation analysis method: Correlation analysis is the analysis of two or more variable elements to test and compare the correlation between any two variables. The next step of correlation analysis can only be carried out when there is a connection between the relevant variables. By observing the value of the correlation coefficient, we can get the direction and degree of the linear correlation between the dependent variable and the independent variable, and preliminarily judge whether there is a collinearity relationship between the independent variables. The significance level is used to determine whether there is a correlation between the independent variable and the dependent variable. When the correlation

coefficient between the independent variable and the dependent variable is high, it indicates a strong correlation between them. Research has shown that when the absolute value of the sample correlation coefficient is near 1, it indicates a stronger correlation between variables. When the absolute value is near 0, it indicates a weaker correlation between variables. Symbols are used to indicate the direction of correlation between variables, a positive sign indicates positive correlation and variables changes in the same direction; A negative sign indicates negative correlation, and the variable changes in the opposite direction. The probability of judging the significance of overall linear correlation is expressed as p, when the p-value is greater than α, then it indicates that the two variables are not related, when the p-value is less than α, This indicates a significant correlation between the two variables (Xu, X., et al., 2015, p 1811-1820).

  3. Regression analysis method: Regression analysis refers to a statistical analysis method that selecting an appropriate mathematical model based on the form of correlation between phenomena with correlation and use it to approximate the average change relationship among variables (Beale, C. M., et al., 2010, pp. 246-264). Regression analysis was used to measure the impact of negative reviews (such as those published in magazines) on box office revenue (Eliashberg, J., & Shugan, S. M., 1997, pp. 68-78). Regression analysis is used to measure the amount of change in the research object caused by each unit of change in influencing factors. By establishing a relationship model between one or more explanatory variables and one dependent variable and using sample data to fit the functional relationship between the explanatory variable and the mean of the dependent variable, the regression equation is established. After the regression equation is obtained, its validity should be tested. The t-test method is used to test the significance of the regression coefficient, the F-test method is used to test the significance of the regression equation, the decision coefficient R is used to test the goodness of fit, the DW value is used to diagnose endogenous and serial autocorrelation problems, and the VIF value is used to diagnose multicollinearity problems. When both the test and diagnosis pass, further predictions can be made based on independent variables (Mohajan, H. K., 2020, pp. 50-79).

Overview about JD

JD is a self operated online retail enterprise in China. It was founded on June 18, 1998 by Liu Qiangdong in Zhongguancun, Beijing. Its headquarters is also in Beijing. JD initially started by selling 3C products (computers, communication, consumer electronics), and gradually expanded to more categories, becoming a one-stop online shopping platform. JD mainly operates through self operation and direct sales, meanwhile also allows third-party merchants to open stores on the platform for sales. As a B2C e-commerce platform, JD provides consumers with a wide range of products, including mobile phones, home appliances, clothing, books, home furnishings, and more. In 2010, JD became the first online retail enterprise in China with a scale of over ten billion yuan. In 2013, JD launched its supermarket business, payment services and officially entered the financial field. JD is one of the largest self-operated online retail enterprises in China. Guided by the values of "Integrity and Customer First", JD continuously improves user shopping experience and service quality. To meet the needs of consumers, JD implements multiple service policies, such as 7-day no reason return, genuine product protection, 24-hour customer service, etc., commits to providing a safe, convenient, and fast shopping experience. JD not only has a powerful online sales platform, but also invests a lot of resources in the logistics field to build its own logistics system to ensure timely delivery of orders and high-quality logistics services. In addition, JD also actively explores and introduces advanced technology, such as artificial intelligence and big data analysis, to improve operational efficiency and user experience. The success of JD also benefits from its high level of control over the quality of goods and services, which enables JD to maintain a leading position in the Chinese e-commerce market. With its continuous innovation and development, JD has become one of the most influential and well-known e-commerce enterprises in China, continuously expands its international market and actively expands its global business. Overall, JD plays an important role in the Chinese e-commerce field, provides consumers with diverse product choices and high-quality shopping experiences, as well as provides manufacturers and merchants with broad sales platforms and commercial

cooperation opportunities. In the academic field, JD as an important e-commerce platform, has received extensive research and analysis. Numerous scholars have explored various issues in different fields through their research on JD. Among them, researchers conducted in-depth research on e-commerce, marketing, and other aspects of JD. In addition, the consumer behavior of JD is also an important object of academic research.

From the perspective of e-commerce customer loyalty, it's valuable to research JD and compare JD with other e-commerce platforms. In the era of network economy, we should research customer loyalty in e-commerce, compare and analyze the capabilities and performance of JD and other e-commerce platforms to maintain and improve customer loyalty, and propose suggestions to support e-commerce in improving customer loyalty. The thesis explores the ability and performance of JD and other e-commerce platforms (such as Taobao, Amazon, and Dangdang) in maintaining customer loyalty through comparative analysis. Taobao has advantages in the virtual brand community network and product range, firmly occupies a leading position in the customer base. JD Mall leads other domestic e-commerce platforms in terms of independent logistics system, it can develop unique services to attract more online buyers, and performs well in self-improvement construction, especially in terms of after-sales complaints and return and exchange handling, result in high customer satisfaction. Amazon and Dangdang both focus on the specialized business areas of products and the high-quality experience during the purchase process, such as customized purchase recommendations. Through comparative analysis, the thesis summarizes the current construction concepts of major e-commerce companies in maintaining and improving customer loyalty, that is, focusing on customer needs, providing customers with a convenient and enjoyable online shopping process, and developing targeted services based on self management characteristics. The thesis also points out the problems in improving loyalty in e-commerce, such as the authenticity of goods quality, the lack of logistics systems, etc. Therefore, major e-commerce should continuously discover their own shortcomings, learn from the advantages of others, and continuously improve to

obtain more development opportunities from competition (Cai, R., & You, F., 2014, pp. 71-73).

From the perspective of promotion strategies in e-commerce platforms based on the real transaction data of JD, the largest online retailer in China. The aim is to evaluate the impact of different platform promotions on sales and conversion rates by constructing a three-level hierarchical promotion structure, explore the moderating effect of the platform's business model and product line length on promotion effectiveness. Based on real transaction data from JD, a three-level hierarchical promotion structure is constructed, including currency promotion and gift promotion. In currency promotion, it is further divided into standard promotion and coupon promotion, while also comparing the impact of direct promotion, quantity promotion, and bundled promotion in standard promotion. The study also explored the impact of the platform's business model (Distributor or Market) and product line length on quantity promotion on sales and conversion rates, as well as the impact of direct promotion on sales. Research found that currency promotions have a greater impact on sales than gift promotions. In currency promotions, standard promotions are more influential than coupon promotions. In standard promotions, direct and quantity promotions are more effective than bundled promotions. In addition, the business model and product line length have a significant moderating effect on the sales and conversion rate of quantity promotions, while the impact on direct promotions is only observed as its impact on sales. The research results provide guidance for implementing effective promotion strategies on e-commerce platforms, especially generating online consumer purchasing intentions and behaviors based on business models and product line lengths to improve the performance of e-commerce platforms (Tong, T., Xu, X., Yan, N.,Xu, J, 2022, pp. 113746.1-113746.12).

From the perspective of B2C e-commerce marketing strategy. Analyze the marketing strategies of B2C e-commerce enterprises, taking JD as an example, including product, price, channel, and promotion aspects, explore its performance in product quality, pricing, logistics efficiency, new customer development, and other aspects, and propose suggestions for improving and improving marketing strategies. The thesis first introduces that with the development of internet technology, e-

commerce has formed a new business model in China, especially the explosive growth of B2C e-commerce in transaction volume. Afterwards, we focus on studying the marketing strategies of JD covering aspects such as products, prices, channels, and promotions. Through SWOT analysis and questionnaire survey, it is revealed that JD has certain deficiencies in product quality, pricing, logistics efficiency, and new customer development. In order to improve marketing strategies, the thesis proposes some suggestions, including improving product quality, implementing low-priced strategies, optimizing logistics systems, and improving promotions. Research has found that the success of B2C e-commerce enterprises may be attributed to two reasons: firstly, they benefit from the support of the policy environment, and secondly, their marketing strategies play an important driving role. The thesis believes that there is still room for improvement in marketing strategies at JD.com, which requires improving product quality, implementing low-priced strategies, optimizing logistics systems, and improving promotions to better meet consumer needs and improve marketing strategies. The thesis also points out that the current research on e-commerce marketing strategies is too general, and therefore proposes specific analysis suggestions for the marketing strategies of B2C e-commerce enterprises (Lan, Y. Y., Qu, X. T, 2017, pp. 557-563).

From the perspective of mining the theme of cosmetics reviews on e-commerce platforms, this study takes JD.com cosmetics as a case study. The purpose is to fill in the research gap of less Thematic analysis of e-commerce cosmetics industry reviews. By collecting the review data of cosmetics on the JD platform, the LDA Topic model is used to analyze the keywords in the reviews, so as to study consumer demand, deeply explore the impact of reviews on consumers, businesses and the cosmetics industry, and give comments and suggestions. The thesis first points out that there is relatively more research on the emotions, characteristics, and impacts of online comments, but there is relatively little research on the topic of comments in the e-commerce and cosmetics industry. This thesis takes cosmetics on the JD platform as an example and collects comment data on cosmetics on the platform by using the "Octopus" web crawler software. Then, LDA (Latent Dirichlet Allocation) Topic model is used to construct, summarize, sort

outand analyze the subject words in the review data. The focus of the study is to explore the needs of consumers and conduct in-depth research on the impact of these comments on consumers, businesses, and the entire cosmetics industry. Finally, based on the summary and analysis of the research results, opinions and suggestions are provided for the e-commerce cosmetics industry. Based on the topic mining research of cosmetics reviews on the JD platform, the thesis may draw conclusions about consumers' preferences, needs, evaluations, and other aspects of cosmetics. At the same time, it is possible to analyze the guiding significance of these comments on product optimization and marketing strategies of merchants, as well as their impact on the overall market trend of the cosmetics industry. The research conclusion will provide useful insights and references for the e-commerce cosmetics industry, in order to further improve products and services, meet consumer needs, and enhance industry competitiveness (Yin Manman, 2022, pp. 161-163).

From the perspective of sentiment analysis and purchase prediction of online product review data, this study focuses on the two major e-commerce platforms, JD.com and Taobao. The purpose is to use the Octopus Collector to collect online comment data from JD and Taobao platforms, and conduct emotional analysis to obtain the emotional information of the data through the Rost emotional analysis method. Then, combined with MATLAB, a purchase prediction model based on sentiment analysis is established to analyze the impact of online product review data on consumer purchasing behavior from a mathematical perspective. The research aims to provide advice on purchasing decisions for consumers and operators. The thesis first points out that with the development of online sales, e-commerce platforms have generated a large amount of online product review data, and emphasizes the importance of using this data to obtain valuable information for both consumers and sellers. Then, the Octopus Collector was used to collect online comment data from JD and Taobao platforms, and the Rost sentiment analysis method was used to analyze the data and obtain the emotional information of the comment data. Next, a purchase prediction model based on sentiment analysis was established using MATLAB. Finally, an actual survey was conducted to understand whether consumers were purchasing, and the purchase rate was calculated based on

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the number of buyers compared to the number of respondents. The study analyzed the impact of online product review data on consumer purchasing behavior from a mathematical perspective through emotional analysis and purchase prediction models. Research conclusions may include the correlation between consumer purchase intention and emotions, as well as the impact of emotions on purchase decisions. At the same time, according to the research results, the thesis may provide consumers and operators with corresponding suggestions, such as how to better use emotional analysis data to optimize product promotion and sales strategies, so as to increase the purchase rate (Li Jiaxing et al., 2022, pp. 125-126).

From the perspective of Big data marketing model innovation, take Jingdong Mall as the research object. Analyze the innovation of Jingdong Mall in marketing mode by using Big data, and explore the problems in its innovative marketing mode. The purpose of the study is to provide suggestions on improving Big data marketing technology, increasing customer offline experience, improving logistics distribution efficiency and creative promotion, etc., so as to improve the marketing ability of JD Mall in the context of Big data. Then, the research explored the problems in the innovative marketing model of JD Mall. In the context of Big data, the research focuses on the following aspects: improving Big data analysis technology, increasing customer offline experience, improving logistics distribution efficiency and promoting creative promotion. The research results of this thesis may include pointing out the problems encountered by JD Mall in the innovation of Big data marketing model, such as immature data analysis technology, insufficient offline experience, logistics efficiency to be improved, and insufficient creative promotion. At the same time, according to the research results, the thesis puts forward relevant suggestions to help JD Mall improve its marketing ability in the context of Big data. These suggestions may be useful for other e-commerce enterprises in Big data marketing (Feng Xue, 2016, p. 40).

Overview about Xiaohongshu

Xiaohongshu is a social media platform founded by Mao Wenchao and Qu Fang in Shanghai in 2013. Initially launched as a shopping-sharing platform to promote products, it has evolved into a lifestyle platform and a gateway for young users to make consumption decisions. The primary objective of Xiaohongshu is to provide global access to a good life. Users of the Xiaohongshu app can share various forms of content, such as short videos, images, and notes, to share their shopping experiences, product reviews, beauty tips, travel guides, health and wellness advice, career development insights, and educational resources. They can follow other users, like, and comment on their shares, as well as bookmark content of their interest. The platform emphasizes visual and image-driven content and strongly relies on User-Generated Content (UGC). Users' shares often exhibit individuality and creativity, attracting a large number of young users' participation and attention. Xiaohongshu places a high emphasis on content quality and strives to create an authentic, valuable, and reliable community where users can discover various interesting and useful information and inspirations. The primary audience of Xiaohongshu's app is young people, particularly 18-35 years old females in China's first and second-tier cities. This user group typically shows strong interests in fashion, beauty, lifestyle, and consumer goods, and actively engages in social media. In addition to individual users, Xiaohongshu has also attracted well-known brands, Key Opinion Leaders (KOLs), bloggers, and celebrities to join the platform. They interact with users through promotional content and collaborative activities, forming a favorable channel for brand communication and market promotion. Xiaohongshu's success lies in its focus on young users, providing diverse and creative content, and fostering an interactive and user-friendly community environment. With a continuously expanding user base and ongoing platform improvements, Xiaohongshu is expected to maintain its popularity among young people and become one of the significant social media platforms worldwide. In academia, Xiaohongshu has garnered considerable attention, attracting numerous scholars to conduct research and analysis. Scholars from various

disciplines have explored Xiaohongshu to investigate its multifaceted impacts and roles.

Scholars start from the field of consumer behavior research and study the sharing behavior of community website users, mainly focusing on the user sharing situation on the "Xiaohongshu" platform. Exploring the impact of user sharing behavior on consumer purchase intention on community websites, with special attention to the role of perceived risk by users in this process. Exploring the impact of user sharing behavior on consumer purchase intention on community websites, with special attention to the role of perceived risk by users in this process (Sun Fei et al.,2019, pp.46-48).

In the field of marketing, study the impact of Big data technology in the new media industry on the development of Little Red Books. It aims to analyze the development strategy of Little Red Book from the perspective of Big data. Focus on the brand positioning of Xiaohongshu, the current status and existing problems of APP marketing, and propose active solutions to seek innovative development paths in the new media industry. The literature points out that in the context of the rapid development of Internet data communication and network technology, Big data technology has penetrated into all walks of life, and has an important impact on the future development of the new media industry. As an emerging industry, new media has deeply integrated into all aspects of people's lives, profoundly influencing their behavior and habits, and even related to the development of the country. This thesis focuses on the analysis of Xiaohongshu's brand positioning and APP marketing status, and focuses on the development strategy of new media Xiaohongshu from the perspective of Big data. Through research and literature, we seek solutions to the problems faced by Xiaohongshu and explore its innovative development path (Chen Qingsheng, Liu Bingqing, 2022, pp. 178-180).

In the field of marketing, the main focus is on exploring the current situation of users' perceived value towards the Xiaohongshu platform and studying the factors that affect user satisfaction. The aim is to explore the current situation of users' perceived value towards the Xiaohongshu platform through empirical research, and to identify the factors that affect user satisfaction. The ultimate goal is to provide

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suggestions for the development of the Xiaohongshu platform and help improve user satisfaction. The literature points out that user satisfaction is the psychological state in which users evaluate whether their efforts and benefits are reasonable, and customer perceived value is an effective basis for measuring user satisfaction. The study takes the Xiaohongshu platform as an example to explore the current situation of users' perceived value towards the platform through empirical research. The factors that affect user satisfaction are divided into factors such as high functionality, emotion, social value, and low perceived cost, and it is found that these factors have a positive impact on user satisfaction. Based on the research results, the literature suggests that Xiaohongshu improve the quality of note content, improve user experience, maintain platform reputation, and strengthen user protection, thereby enhancing user satisfaction (Qiu Xue et al., 2021, pp. 44-48).

In the field of digital economy and marketing, we take the Little Red Book platform as the research object, and pay special attention to its role and problems in Big data precision marketing for female consumer groups. The purpose is to summarize the development process and current situation of Big data precision marketing, take Xiaohongshu as an example, analyze the impact of Big data precision marketing model on women's consumption and the existing problems, and propose suggestions to improve Big data precision marketing model for women's consumption for reference. The literature first outlines the development process and current situation of Big data precision marketing, and emphasizes the importance of Big data technology for enterprise precision marketing. Then, taking Xiaohongshu as an example, we will focus on analyzing the role of Big data precision marketing model in female consumer groups, and explore possible problems. It may involve aspects such as user data privacy protection and personalized recommendation accuracy. Finally, the literature puts forward suggestions on improving the Big data precision marketing model for women's consumption, which may involve strengthening data security measures, optimizing personalized recommendation algorithms, etc (Zhang Lili, 2023, pp. 76-78).

In the field of internet marketing and consumer behavior, study the word-of-mouth dissemination of the Xiaohongshu APP among consumers and the fierce

competition among related competitors. The purpose is to study the current situation of consumer word-of-mouth dissemination in the Xiaohongshu APP, explore how to shape good consumer word-of-mouth, and propose strategies to improve consumer word-of-mouth. By analyzing and researching the consumer reputation of the Xiaohongshu APP, constructive suggestions are provided for its development, and feasible suggestions are provided for the development of related life service software. The literature first outlines the development of Internet Big data technology and the background of fierce competition among Internet enterprises, especially the competitors faced by Xiaohongshu APP. Subsequently, the literature focused on the dissemination of consumer word-of-mouth on the Xiaohongshu APP, which may involve user comments, social sharing, and other aspects. Meanwhile, the literature may have analyzed the impact of consumer word-of-mouth on corporate brand value. Finally, the literature proposes strategies to improve consumer word-of-mouth, which may include improving product quality, optimizing user experience, and strengthening social interaction (Zhao Mengci, 2020, pp. 119-120).

In the field of marketing and communication, research the communication situation and strategies of domestic cosmetics brands on the Xiaohongshu platform. The purpose is to explore the role of the Xiaohongshu platform in promoting domestic cosmetics brands, and analyze the impact of the platform's traffic distribution mechanism and real sharing mode on brand communication. By using participatory observation and case analysis methods, this study investigates the current situation of domestic cosmetics brands' dissemination on Xiaohongshu, analyzes the environment and content production entities of brand dissemination, summarizes the problems in the dissemination process, and proposes improvement suggestions. The literature first reviews the overview of the communication and development of domestic cosmetics brands, pointing out their low popularity and market share. Subsequently, the impact of the Xiaohongshu platform on brand communication was analyzed from three aspects: platform, industry, and audience. The literature further sorted out the production subjects, theme types, and presentation forms of brand communication content, and explored brand communication strategies through analyzing typical cases, including advertising

placement, word-of-mouth communication, and brand public relations. Finally, based on observation and user feedback, the literature summarizes the problems in the dissemination process of domestic cosmetics brands and proposes targeted improvement suggestions (Han, Y., 2023, pp. 61-64).

Word-of-Mouth Concept

We have summarized the definition of word of mouth in the first chapter of the thesis. Word-of-mouth refers to the private exchange and discussion of information between consumers based on personal experiences and viewpoints, covering the evaluation and feelings of a certain product or service's characteristics. Compared to advertising and promotion, word-of-mouth is not based on interests, and therefore has higher credibility and persuasiveness. Word of mouth is a genuine and spontaneous opinion of consumers, which is not influenced by commercial interests and is therefore considered a more reliable and valuable source of information by other consumers. In addition, word-of-mouth is not limited to positive information about the product, but also includes negative evaluations of the product or service. Consumers usually openly share their dissatisfaction and negative experiences when communicating word-of-mouth, which helps other consumers avoid potential risks and disappointments. Therefore, word-of-mouth is a multidimensional form of information dissemination that can provide comprehensive product evaluation and help other consumers make more informed purchasing decisions. Overall, word-of-mouth, as a form of private communication between consumers, is of great significance in marketing due to   authenticity, credibility, and comprehensiveness. With the development of the internet and social media, word-of-mouth communication has expanded to online platforms. Online comments, discussions and evaluations on social media all belong to the category of online word-of-mouth. Online word-of-mouth is of great significance in modern marketing, as it can influence consumers more widely and form greater market influence. By studying and understanding word-of-mouth phenomena, enterprises can better understand consumer needs, improve products and services, and establish a good

brand reputation. At the same time, consumers can also participate in word-of-mouth communication, share their experiences and perspectives, and provide valuable reference and assistance to other consumers. Therefore, word-of-mouth plays an indispensable role in the modern business environment, which is worthy of joint attention and research by scholars and enterprises. The following are many scholars who have explored various issues in different fields through their research on word-of-mouth.

In the field of consumer psychology, people's word-of-mouth communication and Interpersonal communication behavior is researched, that is, how people share opinions and information with their social relationships, and the important impact of this behavior on Consumer behavior. The purpose is to explore the driving factors of word-of-mouth communication, analyze why people choose to talk about specific topics, and the self-service nature of these driving factors when people talk about content. In addition, the literature also aims to illustrate the moderating effects of different contextual factors (Such as Audience and Communication Channels) on various functions in people's discourse behavior. This paper puts forward the idea that word-of-mouth communication is goal driven, and points out that it serves five key functions: Impression management, emotion regulation, information acquisition, social bonding and persuasion. These functions are mainly self serving and often affect people's conversations without their awareness. The paper provides an in-depth review of these five functions. At the same time, the paper also explores the moderating role of situational factors (such as audience and communication channels) in people's discourse behavior (Berger, J., 2014, pp. 586-607).

In the fields of marketing and consumer psychology, research on word-of-mouth communication as a powerful communication tool, as well as its influence and communication characteristics in today's market. The purpose is to gain a deeper understanding of why word-of-mouth communication is so persuasive and influential, and how companies can establish stable relationships with consumers by actively promoting and preventing negative word-of-mouth communication. The paper focuses on the main characteristics and influence of word-of-mouth communication, and explores why word-of-mouth communication is considered an efficient

communication method in the modern market. It points out that with the advent of the information age, people's dependence on word-of-mouth communication has increased, and word-of-mouth communication is seen as a "Time-Saving" tool. The popularization of the Internet and wireless technology has further strengthened the influence of word-of-mouth communication, make it more convenient for consumers to obtain information and advice from others. The paper emphasizes the need for organizations to understand and manage the characteristics of word-of-mouth communication in order to promote positive word-of-mouth communication and prevent negative word-of-mouth communication (Gildin, S. Z., 2022, p .92-106).

In the field of the impact of word-of-mouth communication on consumer purchasing decisions, it's valuable to study the role of positive or negative word-of-mouth in purchasing decisions. The research used the main data collection method and collected 100 samples from different regions (including colleges, universities, and households) in Karachi, Pakistan to analysis. The collected information and data were evaluated through frequency distribution and ranking (Statistical Techniques). The research results showed that most consumers in purchasing decisions tend to believe in the impact of word-of-mouth communication. The survey subjects seem to have an impact on consumer decision-making, especially close family members, close friends, and other social connections. In addition, the research results also indicate that there are two factors that may cause difficulties for companies: firstly, consumers' negative experiences with a certain product/service, and secondly, some comments (especially negative word-of-mouth), because negative word-of-mouth or negative comments on anything have a stronger impact on consumers than positive word-of-mouth (Ahmad, N., et al., 2014, pp. 394-403).

In the field of consumer behavior and marketing, it's valuable to research, evaluates and analyzes the impact of service convenience, service quality, and customer satisfaction on word-of-mouth communication in the aviation industry. The research sample includes 400 passengers who have experienced international flights in Thailand. To test the research hypothesis, a structural equation model is used to test the research model. The research results indicate that besides the impact of service convenience, service quality, and customer satisfaction on word-of-mouth

communication, decision convenience has the most significant and positive impact on word-of-mouth communication, compared to the dimensions of service quality and customer satisfaction (Ahmadi, A., 2019, pp. 40-57).

Characteristics of Skin Care Products

Skincare products are a type of cosmetics and beauty products used to protect, moisturize, and improve skin condition. Their main purpose is to help maintain the healthy, clean, soft, and shiny state of the skin. The design of skincare products not only focuses on providing practical skin benefits, such as relieving dryness, reducing signs of aging, and whitening spots, but also emphasizes sensory enjoyment, ensures that the product has a pleasant tactile and sensory experience, thereby encourages users to continue using and be willing to purchase again. These functional products occupy an important position in the market, meet consumers' needs for skin health and beauty. The skincare market is very large globally, covering both the mass and high-end markets. Japan, the United States, and Western Europe are the world's largest skincare markets with a significant share of their scale and sales. The success of skincare products is closely related to their perfect combination of functionality and sensory attributes. In addition to providing practical benefits, sensory experience is crucial for the popularity and market share of products. When skincare products provide users with pleasant tactile and sensory enjoyment, they are more likely to persist in using the product and be willing to pay for it again.

Nowadays, skin care is receiving more and more attention in China, and consumers' awareness of skincare products is constantly improving. Especially for problem skin groups and consumers with high requirements for skincare ingredients, efficacy skincare products are increasingly recognized. Unlike the past situation where imported brands monopolized the market, the booming development of online channels in recent years has allowed many Chinese brand efficacy skincare companies to stand out, be well-known to consumers, and be sought after by capital. The early efficacy skincare market was dominated by French products, but with Chinese companies continuously increasing their research and development

investment and market layout, the proportion of Chinese brands in the Chinese efficacy skincare market gradually increased to 29.8% under the trend of the rise of domestic products, demonstrating huge development potential. Currently, the main users of efficacy skincare products in China are still dominated by women, accounting for over 70%. Among them, women aged 26-35 accounted for the largest proportion of functional skin care consumers, and women skin care consumers of different ages all had a high frequency of skin care. It can be seen that women in China's consumption power of functional skin care products should not be underestimated. At the same time, research data also shows the awakening of Chinese men's awareness of efficacy skincare. The overall proportion of male skincare users in the age range of 26 to 45 exceeds 80%, with male efficacy skincare product users in the age range of 26 to 35 having the same skincare frequency as women in the same age group, both once a day. The main reasons why consumers choose efficacy based skincare products are focused on solving skin problems, pursuing ingredient safety, and pursuing significant results. Anti-aging, moisturizing and whitening are the three main directions for consumers to focus on efficacy. Female consumers pay more attention to whitening, moisturizing and anti-aging than overall and male consumers.

Overall, with the improvement of people's awareness of skin care, functional skincare products have been widely recognized in the Chinese market, and domestic brands are gradually emerging in this field. Consumers are increasingly valuing the efficacy and quality of skincare products, especially female consumers, with an increasing demand for functional skincare products. At the same time, the awakening of male skincare awareness has also led to the gradual development of the male efficacy skincare product market. In the future, with the advancement of technology and research and development, the efficacy skincare market is expected to continue to welcome more development opportunities (IResearch Consulting Group, 2021). In the academic community, skincare products, as highly regarded products, have attracted numerous scholars to conduct extensive research and analysis on them. These scholars have conducted research on skincare products from different fields, with the aim of exploring their various impacts and effects.

Scholars believe that the skincare industry provides a large number of products for cleaning, soothing, repairing, enhancing, protecting, and treating our skin to maintain its' good condition. There are a wide variety of skincare products, and their promotional advertisements are filled with various claims of rhetoric. These promotions are based on the effects of the Active ingredient contained in the product, which are provided through specific technologies. Due to the direct contact of skincare products with the skin, their ingredients can deeply regulate the characteristics and partial functions of the skin, making skincare products a unique and multifunctional delivery system. Therefore, this thesis discusses the concepts of skincare and skin protection, as well as the selection, carrier, function, and regulatory status of skincare products (Surber, C., Kottner, J., 2017, pp. 29-36).

In the past 10 years, the demand and business opportunities in the field of skin and facial beauty have gradually increased. The average growth rate of Indonesia's beauty and personal care industry is 12%, with a market value of 33 trillion yuan. The study emphasizes the impact of attitude, subjective norms, and perceived behavioral control on skincare purchase intention, moderated by the influence of the country of origin. Data collection was conducted by distributing questionnaires to 130 respondents. Process questionnaire data through Smart Partial Least Square (PLS). The research results demonstrate that attitude and perceived behavioral control significantly affect purchase intention, while subjective norms have no significant impact on purchase intention. On the other hand, the country of origin is unable to enhance the impact of attitudes, subjective norms, and perceived behavioral control on the purchase intention of skincare products (Damayanthi, N., et al., 2023, pp. 2144-2156).

In addition, in recent years, consumers have increasingly attached importance to their personal appearance, which is no longer limited to women. The use of cosmetics and skincare products by men is also increasing. Among them, research on the use of male skincare products has shown that factors such as vanity and subjective norms can affect their attitude towards skincare use and further affect their purchase intention. Due to the growing potential of the male cosmetics market, many brands have launched product lines specifically for men. Therefore, this thesis

has practical significance for considering the importance of vanity and subjective norms in the organization's marketing plan formulation (PM do Espírito Santo et al., 2020, p. 35).

Related research

1. **National Research**

    1.1 Research on the usefulness of online word-of-mouth.

    Online search product comments have the characteristics of abundance, complexity and diversity, so it is objectively requires timely and correct mining of effective review information. In this context, exploring the influencing factors of the usefulness of online comments provides important guidance for establishing an effective comment evaluation system. The research is based on the information adoption model and focuses on online reviews of search based products. Starting from two aspects of comment content and comment sources, based on previous research, scholars have added three variables like merchant service, product information, and logistics information, and constructed a model of factors affecting the usefulness of online comments. Focus on the impact of rich expression and complete content on the usefulness of comments. Through empirical research on online reviews of six search based products captured from Amazon Mall, the influencing factors of the usefulness of online reviews and the mechanisms of their interaction were explored. Research has found that the longer the comment, the more product attributes mentioned in the comment, the more detailed the merchant's service evaluation, the richer the subjective expression of the reviewer, the lower the star rating, and the higher the reviewer's ranking, the higher the usefulness of the comment. However, whether it includes evaluations of logistics and the timeliness of comments has no significant impact on the usefulness of comments (He Youshi, Li Na, 2016, pp. 202-206). Through this study, we have gained a deeper understanding of the factors influencing the usefulness of online comments.

    From the perspective of users' perception of different brand reputations, this study investigates the effects of comment support rate, comment timeliness,

comment length, image quantity, emotional intensity, product attribute feature words, and online comment perceived usefulness (Peng Lihui et al., 2017, pp. 161-166).

By analyzing the characteristics of online reviews, taking perceived usefulness as the intermediary variable, the paper constructs a conceptual model of the impact mechanism of online reviews on new product diffusion, and verifies this model through empirical analysis. The empirical analysis results indicate that although the number and valence of online comments have a positive impact on the diffusion of new products, there is a negative interaction between the number and valence of online comments on the diffusion of new products; Perceived usefulness plays a partial mediating role, that is, the number and validity of online comments affect the diffusion of new products by influencing perceived usefulness; Search products and experience products have different Diffusion model (Tao Xiaobo et al., 2017, pp. 162-171).

1.2 Research on the impact of online word-of-mouth on consumer decision-making.

In the context of socialized e-commerce, consumers generate and transmit online word-of-mouth through interaction on social networks, which in turn affects the purchasing intentions of other consumers. How to promote consumers to publish more valuable online word-of-mouth to stimulate their purchasing intentions has become a focus of attention. The paper uses the social capital theory, from the perspective of social capital, to build a Relational model between online word-of-mouth and purchase intention, and takes Mogujie.com and Meilishuo users as survey objects, and conducts empirical analysis by collecting data through surveys. The research results show that in socialized e-commerce, virtual social capital has an impact on the quantity and quality of online word-of-mouth. This means that in social networks, the level of social capital of users (including social relationships, trust, reputation, etc.) will have an impact on the quantity and quality of online word-of-mouth they post. In addition, the quality and quantity of online word-of-mouth also directly affect purchasing intention. If consumers see more and higher quality positive online word-of-mouth on social networks, they are more likely to be

affected, thereby increasing their willingness to purchase products or services (Zuo Wenming et al., 2014, pp. 140-150,160). Based on these research findings and conclusions, targeted practical insights can be provided on how to operate social e-commerce platforms. For example, platforms can focus on enhancing users' social capital, promoting more valuable social interactions, and thereby increasing the generation and dissemination of online word-of-mouth. At the same time, it is also possible to strengthen the supervision and management of online word-of-mouth, improve the quality of word-of-mouth, and thereby increase purchasing intention.

To explore the impact of online reviews on consumer purchasing behavior, experiential products (a certain brand of facial cleanser) were selected as the research object. The research team collected online comment information from over 400 stores on Taobao and used the S-O-R model to study the online comment information of experiential products from the perspective of consumer learning. During the research process, SPSS 19.0 software was used to conduct detailed data analysis on the collected data, and empirical research was conducted to validate the hypothesis. The statistical results show that the number of positive reviews, descriptive ratings, comments with pictures, additional comments, and cumulative comments have a significant impact on consumer purchasing behavior, while the number of positive reviews, negative reviews, logistics ratings, and service ratings have no significant impact on purchasing behavior (Mo Zan et al., 2015, pp. 3-7). The conclusion of this study has positive implications for helping consumers quickly make purchasing decisions based on online review information in a short period of time. At the same time, it also reminds sellers to recognize the importance of online reviews and promptly improve the shortcomings of the store, based on which to adjust marketing strategies.

Taking clothing products as the research object, the study found that compared to attribute reviews, subjective experience reviews can reduce consumers' perceived uncertainty during the shopping process on internet platforms, making them feel higher perceived usefulness and stronger purchasing intention (Luan J, 2016, pp. 420-430).

A study was conducted on the search based product of JD - automotive parts, and it was found that the number of comments significantly positively affects the sales of the product (Wu Xiaoping, 2019, pp.73-74).

Using lemon as the research object, this study explored the impact of multiple dimensions such as the number of online reviews, product prices, and store ratings on its sales (Wang, X. Z., et al., 2023, p. 2180410).

Based on Taobao platform, the stepwise Law of Return method was used to explore the impact of online reviews on the sales of agricultural products. The results showed that the number of reviews and visual reviews significantly promoted the sales of agricultural products, the number of negative reviews significantly reduced the sales of products, and the length of reviews had no significant impact (Hu Yaqi, 2021, pp. 206-218).

2.International Research

2.1 Research on the usefulness of online word-of-mouth.

Based on the dual Process theory, this paper studies the impact of information quality, information quantity, information source credibility and review potency on the perceived use of online reviews. Through empirical research, it has been found that information quality has a positive impact on the perceived usefulness of online comments; The positive impact of information quality on the credibility of information sources; The credibility of information sources has a positive impact on the perceived usefulness of online comments; The amount of information has a positive impact on the perceived usefulness of online comments; Comment valence has a positive impact on the perceived usefulness of online comments; The diagnosability of information has a positive impact on the adoption of online comments (Filier, 2015,pp.1261-1270).

By studying the impact of the content characteristics of comments on the usefulness of female consumers. A hypothesis experiment was conducted based on the behavior of Korean women's online clothing purchases and regular reading of clothing reviews, taking into account the specificity, exaggeration, and quantity of the three characteristics of the reviews. The usefulness of concluding comments

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depends on their content and quantity. Empirical research has found that information quality has a positive impact on the perceived usefulness of online comments (Hong Heesook, Kim Hye Shin, 2016, pp. 994-1006).

To explore the shortcomings of user generated comments in terms of evaluation usefulness, scholars used 2190 comment data from Amazon, covering three search products (digital cameras, mobile phones, and laser printers) and three experiential products (books, skincare products, and music albums). Comment emotions are determined through star rating. The study used statistical methods such as analysis of variance and multiple regression to investigate the aforementioned research questions. The research results found that the usefulness of user generated comments varies depending on the sentiment of the comments when the product type is independent. In addition, the relationship between information quality and comment usefulness also varies depending on comment sentiment and product type. (Chua,Banerjee, 2016, pp. 547-554).

Build a model with user data as the collection object to study the determining factors of usefulness evaluation. The results show that the readability, authenticity, completeness, relevance, and immediacy of the evaluation content have a significant impact on the quality of the evaluation content. The number of comments, publisher authority, professionalism, service rating, and platform reputation are significant external influencing factors (Marc Julian Thomas, 2019, pp. 43-71).

2.2 Research on the impact of online word-of-mouth on consumer decision-making.

In addition to the number of online comments, the type of comments also has a decision-making impact on consumers. Research shows that online comments generated through internet forums have higher credibility and trust than the corporate websites of marketers (thakur, 2018, pp. 48-59).

Too many positive comments may limit consumers' purchase decisions. Film is an important way of entertainment, but it is also affected by many negative comments. Because people have different preferences for films, there are various types of comment texts in the comment library, including positive,

negativeand other types, which are natural for consumers. If film reviews can provide a real and interesting scene for the audience, then such reviews can bring higher value to people. If the audience makes too many positive comments on a film, they may think that these comments have been manipulated, so they may be disgusted with watching the film (Lee, J. H., 2017, pp. 42-52).

70% of customers will refer to online comments before making a final purchase decision. If the product rating is high and the evaluation is positive, 63% of customers are more likely to buy products (Rauschnabel et al., 2019, pp. 43-53).

By exploring online reviews on platforms similar to Amazon, research is conducted on how star rating, number of comments, and sentiment provide clues to consumers, thereby affecting their perception of comment credibility. Through two experiments using different samples, consistent evidence was obtained that negative emotional comments often exceed star ratings, while the number of comments serves as a proxy for the strength of the argument. When the comments are positive, participants trust the star rating system and believe that high star ratings are the most trustworthy. However, when the comments are negative, another heuristic leads to a decrease in the credibility of the star rating, and participants instead place more emphasis on the number of comments and trust the reviewer's electronic word-of-mouth "recommendation". (Hong, S.,&Pittman, M., 2020, pp. 1-29).

Recently, social media websites have become a powerful means to achieve virtual communication and interaction with customers at a low cost. Enterprises can increase consumers' participation with the help of social media networks (Gkikas, D.C., et al., 2022, pp. 1-9).

2.3 Research on the impact of online word-of-mouth on product sales.

In order to gain a more comprehensive understanding of the impact of advertising and word-of-mouth, the research team also explored the role of advertising content in triggering different types of online word-of-mouth conversations. For this purpose, the researchers adopted the Dynamic Hierarchy Linear Model (DHLM) and compared it with several other models to ensure the accuracy of the research results. The research aims to delve into the relative importance of online word-of-mouth and advertising on corporate performance,

andfocuses on the impact of product launch on the company over time. Researchers examined the number and evaluation of online word-of-mouth (OWOM) generated by consumers, which included three dimensions: attributes, emotions, and recommendation orientation. At the same time, they also divided the advertising content initiated by enterprises into attribute oriented and emotional oriented. The research results show that among different OWOM indicators, only the evaluation of recommended OWOM has a direct impact on sales, which means that not all OWOM have the same impact on enterprise performance. Moreover, over time, the influence of recommending OWOM continues to increase. On the contrary, the influence of attribute advertising and emotional advertising gradually weakens. In addition, they also found that the effect of rational information (i.e. attribute oriented advertising) dissipates slightly faster than the effect of emotional information (i.e. emotion oriented advertising) (Gopin, 2014, pp. 159-314.).

A study shows that critics' comments are the most influential variables. In this model, the influence of comments is the most significant, followed by comments from third parties and their value. There is a significant positive correlation between online product reviews and sales, and this correlation gradually weakens over time. When online product reviews are disseminated on non seller websites, their impact on sales elasticity is significantly enhanced (Floyd, K., et al., 2014, pp. 217-232).

Too long online reviews have no advantages, and too long reviews have no excessive impact on product sales. Once too much comment information is processed, it will lead to consumers' cognitive overload, making it more difficult to make purchase decisions, and the standard number of comment words is difficult to define (Fink L, 2018, pp. 217-232).

Online customer reviews play an important role in today's online business. They are mainly divided into two categories: digital reviews and text reviews. In addition, it has been found that both figures and text comments have a positive impact on sales performance. So online customer reviews have a positive effect on sales performance as a whole. Its conclusion is that text reviews have a

greater impact on the sales performance of online stores (Lakshman, D., 2021, pp.39-51).

Online shopping has an increasing impact on people and gradually permeates their daily lives. Consumers gradually tend to lean towards understanding online word-of-mouth related information when making purchasing decisions. This is sufficient to demonstrate the significant impact of online word-of-mouth on online shopping, and also indicates that it is necessary to study the degree of impact of online word-of-mouth on product sales.