

IMPACT OF PLATFORM DIFFERENCES IN ONLINE WORD-OF- MOUTH ON CONSUMER PURCHASE INTENTION

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for The Doctor of Business Administration Program (International Program)
Academic Year 2025
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Thesis Title Impact of Platform Differences in Electronic Word-of-mouth Credibility
on Consumer Purchase Intention

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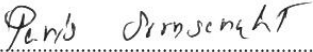

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ABSTRACT

This study aims to: 1. examine the impact of electronic word-of-mouth (eWOM) credibility on consumer purchase intention; 2. explore the effects of relationship strength and self-disclosure on eWOM credibility; and 3. assess the moderating role of platform type (social media vs. online shopping platforms) in these relationships. A total of 400 valid responses were collected from four major cities in China using structured questionnaires. The research focused on four key variables: relationship strength, self-disclosure, platform type, and eWOM credibility. Structural equation modeling (SEM) and multi-group analysis were employed to test the proposed framework and hypotheses.

The findings reveal that: 1. both relationship strength and self-disclosure significantly enhance eWOM credibility; 2. eWOM credibility partially mediates the relationship between relationship strength, self-disclosure, and consumer purchase intention; and 3. platform type significantly moderates these effects. Specifically, relationship strength exerts a stronger influence on eWOM credibility on social media platforms, while self-disclosure has a greater impact on online shopping platforms.

This study contributes to the theoretical understanding of digital consumer behavior by integrating platform-specific dynamics into the analysis of eWOM communication. It also offers practical insights for optimizing eWOM strategies across different types of digital platforms.

Keywords: electronic word-of-mouth credibility, platform type, purchase intention, tie strength, self-disclosure

Acknowledgement

First and foremost, I would like to express my sincerest gratitude to my thesis advisor. Without your careful guidance and patient support, it would have been difficult to complete my research successfully. As my mentor, you not only provided invaluable advice and assistance in academic research but also guided me effectively at every critical stage of my thesis. Whether it was determining the research direction or selecting data analysis methods, your insights greatly inspired me and helped me avoid many potential pitfalls. I have greatly benefited from your wisdom, rigorous academic attitude, and vast professional knowledge. You always patiently answered my questions, encouraged me to face challenges bravely, and pointed me in the right direction whenever I felt lost. Especially during the bottlenecks, your support and encouragement helped me regain my strength and continue moving forward. Your selfless dedication and professionalism have deeply impressed me. Not only did you help me complete this thesis, but you also imparted invaluable academic experiences and life lessons.

Secondly, I would like to thank my classmates. Together, we faced many challenges in our studies and lives, and we also shared countless joyful moments. Throughout the thesis writing process, we shared resources and exchanged insights, and this spirit of teamwork greatly benefited me. During discussions, I often gained new ideas and perspectives from everyone's feedback, allowing me to continuously refine my thoughts in writing and research. Whenever I encountered difficulties, my classmates were always there to offer suggestions and support. It is through your companionship and assistance that I was able to complete this research project successfully.

Lastly, I want to thank my family, who have given me unconditional support and encouragement throughout my academic journey. Whether during times of emotional struggle or moments of small achievements, you were always there to offer your unwavering support. Without your silent contributions, my path to academic success would have been much harder. Your support has been my constant source of

motivation, especially during challenges and difficulties, when your encouragement made me stronger.

In conclusion, the completion of this thesis is not just the result of my efforts, but also the collective contributions of many teachers, classmates, and family members who cared for and helped me. I sincerely thank everyone who has supported and assisted me along the way.

Gao ke

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Chapter 1

Introduction

Rationale

The rapid development and widespread application of internet technology have significantly transformed consumer concepts and habits. Online shopping has emerged as a predominant channel for consumers, driven by the ease and convenience of digital platforms. As of 2023, China's online consumer base has reached over 900 million, with total online spending exceeding 12 trillion yuan, highlighting the massive scale and impact of digital consumption (Kaplan & Haenlein, 2010). Consumer purchase intention, a critical precursor to actual purchasing behavior, serves as a vital indicator of consumer demand and behavior (Dodds et al., 1991; Rao & Monroe, 1989). In the context of online shopping, electronic word-of-mouth (eWOM) plays a crucial role in shaping consumer attitudes and decisions (Chevalier & Mayzlin, 2006; Zhu & Zhang, 2010).

There are two primary types of online platforms where eWOM is prevalent: online shopping platforms and social media platforms. These platforms differ in functionality, content, and interaction mechanisms (Cheung & Thadani, 2012). Online shopping platforms, such as Alibaba, are designed specifically for transactional activities, offering detailed product information, user reviews, and comparison tools (Cheung et al., 2008; Li & Hitt, 2008). In contrast, social media platforms, such as WeChat and Douyin, focus on user-generated content, social interaction, and community building (Chu & Kim, 2018; Hajli & Sims, 2015).

The distinct characteristics of these platforms influence how eWOM affects consumer purchase intention. On online shopping platforms, eWOM often includes detailed reviews and ratings that directly impact purchasing decisions (Filiari & McLeay, 2020; Tandon et al., 2020). Social media platforms, however, facilitate more informal and varied forms of eWOM, such as comments and shared experiences,

which may affect consumer attitudes and intentions differently (Cox et al., 2009; Kim & Yang, 2021).

Understanding these differences and their impact on consumer behavior is essential. Previous studies have emphasized that the credibility, relationship strength, and self-disclosure associated with eWOM can significantly affect consumer responses (Cheung, Sia, & Kuan, 2012; Gao & Zhang, 2019; Zhao & Huang, 2021). This research focuses on the actual context of online consumption in China, examining how eWOM on online shopping platforms and social media platforms influences consumer purchase intention. By investigating these effects and mechanisms, this study aims to enrich the theoretical framework of consumer behavior, support the development of effective marketing strategies, and enhance the strategic approaches of businesses operating in the online marketplace (Kim & Kim, 2022; Zhang, Zhao, & Xu, 2022).

Research Questions

1. What is the impact mechanism of consumer purchase intention determined through the literature review and expert interviews?
2. What are the potential variables that influence consumer purchase intention on different word-of-mouth publishing platforms through literature review and expert interviews?
3. Which factors have a greater impact on consumers on different word-of-mouth publishing platforms?

Objectives

1. Examine the impact of electronic word-of-mouth (eWOM) credibility on consumer purchase intention;
2. Explore the effects of relationship strength and self-disclosure on eWOM credibility;
3. Assess the moderating role of platform type (social media vs. online shopping platforms) in these relationships.

Research Hypothesis/Hypotheses

H1: The strength of user relationships on electronic word-of-mouth publishing platforms has a positive impact on the perceived credibility of electronic word-of-mouth.

H2: The degree of self-disclosure by electronic word-of-mouth publishers has a positive impact on the perceived credibility of electronic word-of-mouth.

H3: Platforms have a positive moderating effect on consumers' perceived credibility of electronic word-of-mouth.

H4a: Compared to e-commerce platforms, consumers have higher relationship strength on social media platforms.

H4b: The positive impact of the strength of user relationships on the perceived credibility of electronic word-of-mouth on social media platforms is more significant than on e-commerce platforms.

H5a: Compared to e-commerce platforms, consumers have a higher degree of self-disclosure on social media platforms.

H5b: The positive impact of self-disclosure on the perceived credibility of electronic word-of-mouth on social media platforms is more significant than on e-commerce platforms.

H6: The perceived credibility of consumers' electronic word-of-mouth has a positive impact on their purchase intention.

H6a: The perceived credibility of electronic word-of-mouth has a mediating effect between relationship strength and purchase intention.

H6b: The perceived credibility of electronic word-of-mouth has a mediating effect between the degree of self-disclosure and purchase intention.

Scope of Content

This research is a study about the impact of platform differences in electronic word-of-mouth on consumer purchase intention from a price perspective, which contains the following variables:

(1) Independent Variable:

There are three independent variables in this study, namely Platform type, Tie strength, and Self-disclosure

The platform types are divided into social media platforms and online shopping platforms

The observation dimensions of Tie strength include Emotional Attachment, Trust, and Interaction frequency.

The observation dimensions of Self-disclosure include Disclosure content, Disclosure depth, and Disclosure intent.

(2) Mediating variables:

The mediating variable is the credibility of electronic word-of-mouth, including Source Credibility, Content Quality, and Consistency.

(3) Dependent Variable:

The dependent variable is purchase intention, including Perceived Value, Emotional Response, and Agree comments.

Scope of Population

The study participants are young individuals residing in China who possess a certain level of consumption foundation and purchasing power.

Scope of area

A random sampling was conducted in four cities, Nanning, Laibin, Guilin, and Liuzhou.

Scope of Time

From December 2023 to December 2024.

Advantages

1. Theoretical Contribution: Enriches consumer behavior theory, especially in the e-commerce context, by examining how price factors and differences in e-WOM platforms jointly influence consumer purchase decisions.

2. Empirical Evidence: Provides empirical data for academia, validating how differences in electronic word-of-mouth (e-WOM) platforms' price sensitivity impact consumer purchase intentions.

3. Commercial Application: Offers valuable insights for businesses to formulate marketing strategies, aiding in the selection and utilization of e-WOM platforms to optimize pricing strategies and improve sales conversion rates.

4. Platform Optimization: Provides recommendations for the design and improvement of e-WOM platforms, helping them better meet consumer needs, enhance user satisfaction, and increase competitive advantage.

Definition of Terms

1. Electronic word-of-mouth: Electronic word-of-mouth is a product evaluation conducted online by people, mainly reflecting the characteristics of its product usage through various forms such as text description, video display, and image display. (Cheung, C. M., & Thadani, D. R., 2020). The impact of electronic word-of-mouth communication on brand image and consumer purchase intentions. (Journal of Business Research, 114, 196-205.)

2. Electronic word-of-mouth credibility electronic word-of-mouth credibility refers to the credibility of user evaluations and opinions on products, services, or brands on online platforms. It involves the authenticity, objectivity, and user trust in the reviewer of the comments. High credibility electronic word-of-mouth means that users are more inclined to believe these reviews, while low credibility electronic word-of-mouth may be suspected or ignored. The credibility of electronic word-of-mouth can directly affect the factors of user purchase intention and is also a mediating variable between electronic word-of-mouth and customer purchase behavior. (Filieri, R., & McLeay, F., 2020). E-WOM and accommodation: An analysis of

the factors that influence travelers' adoption of information from online reviews. (Journal of Travel Research, 59(2), 262-280.)

3. Platform type: Social media word-of-mouth mostly refers to the experiences and experiences that consumers post on social media related to their purchase of products or services. Online shopping platforms, also known as online sales platforms, are an important form of word-of-mouth for Online shopping platforms. Consumer online comments mainly refer to the information about products or services posted by consumers on Online shopping platforms. A major difference between social media and online shopping platforms is that consumers have different needs and motivations when using these two types of websites. (Zhang, L., Zhao, X., & Xu, J. (2022). The effects of review credibility on consumer responses in eWOM platforms: An empirical study. (Information & Management, 59(2), 103-115.)

4. Tie strength: The strength of a relationship, also known as social relationship or social distance, refers to the depth of the connection between the disseminator and the receiver of word-of-mouth information, as well as the degree of overlap in the social circles of different users. (Ellison, N. B., Vitak, J., Gray, R., & Lampe, C., 2018). Cultivating social resources on social network sites: Facebook relationship maintenance behaviors and their role in social capital processes. (Journal of Computer-Mediated Communication, 23(1), 1-19.)

5. Self-disclosure: Self-disclosure refers to the act of sharing personal information with others during communication. This personal information includes not only identity-related data but also personal feelings, thoughts, experiences, and insights. (Wang, Z., & Wang, N., 2022). The impact of online self-disclosure on well-being: A meta-analysis. (Journal of Health Psychology, 27(2), 297-315.)

6. Purchase intention: The term 'intention' originated from the field of psychological research, usually referring to an individual's views, thoughts, or subjective likelihood or probability of engaging in a certain behavior. (Tandon, U., Kiran, R., & Sah, A. N. (2020). The influence of online reviews on consumer purchase

intention: A study on the Indian e-commerce sector. (International Journal of Information Management, 50, 112-127.)

Research Framework

The article constructs a model consisting of six variables: Tie strength, platform, self-disclosure, eWOM (electronic word-of-mouth) credibility, product price, and purchase intention. The relationships are as follows: (1) The independent variables are platform type, Tie strength, and degree of self-disclosure, which influence the credibility of eWOM. (2) Tie strength acts as a mediator between platform type and eWOM credibility. (3) Self-disclosure serves as a mediator between platform type and eWOM credibility. (4) eWOM credibility mediates the relationship between platform type and consumer purchase intention.

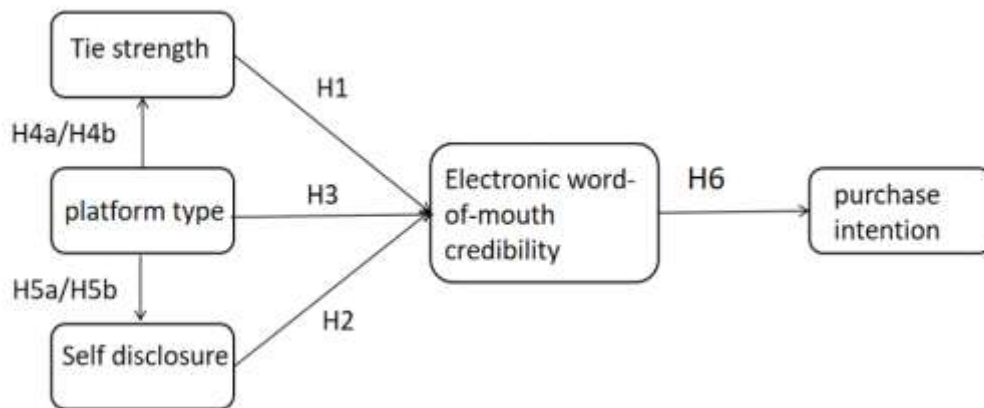


Figure 1.1 Research Framework 1

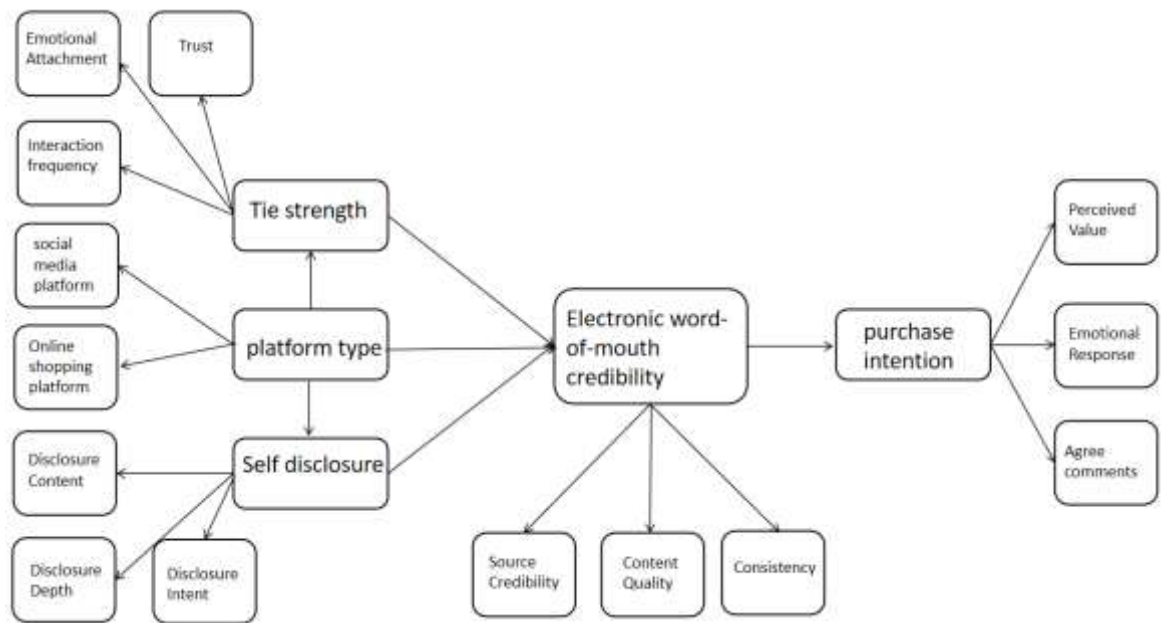


Figure 1.2 Research Framework 2

Chapter 2

Literature Review

The text refers to previous research literature, summarizes and learns from previous research methods, and adopts the following theories to complete the research

1. General Information on Electronic Word-of-Mouth
2. Concepts and Theories of Tie Strength
3. Concepts and Theories of Self-Disclosure
4. Concepts and Theories of Platform Type
5. Concepts and Theories of Electronic Word-of-Mouth Credibility
6. Concepts and Theories of Purchase Intention
7. Related Research

The details are as follows.

General Information on Electronic Word-of-Mouth

Scholarly research on word-of-mouth (WOM) began around the 1950s. Over more than half a century, the connotation and form of WOM have undergone profound changes. Especially since the 21st century, with the rapid development of information technology and the internet, electronic word-of-mouth (e-WOM) has received significant attention. Research in the field of e-WOM has become a hot topic, continuously enriching and improving academic research outcomes. WOM refers to informal information shared between consumers about products, brands, or services. This non-commercial source of information has a greater impact on consumers compared to information generated by companies, as it can alter consumers' attitudes, intentions, and choices, thereby affecting product sales.

From the 1950s to the 1970s, research on the positive dissemination of WOM in advertising and marketing highlighted its high efficiency in information dissemination, gradually becoming a popular term in experimental market research.

Early marketing theories often regarded WOM as a method to improve a company or product's market share. For example, Whyte (1954) found that WOM played a crucial role in marketing activities, especially in the processes of promotion and sales.

In the 1980s, the content and research methods of WOM studies became increasingly diverse. Scholars began to focus not only on the positive guidance of WOM information for consumers but also on its negative guidance. Richins (1983) was the first to propose the relationship between negative WOM and consumer experience, analyzing how consumer dissatisfaction affects the spread of negative WOM. Since its publication, this study has been considered a theoretical foundation for subsequent research in related fields. Richins (1984) further summarized Arndt's definition of WOM advertising and the conceptual exposition of negative WOM by Weinberger and others, concluding that negative WOM is essentially a form of interpersonal communication driven by consumer dissatisfaction, aimed at deliberately damaging or defaming a particular organization or product. Although this conclusion did not specify the direction of interpersonal communication, it differed from the traditional notion of a linear communication process starting from the originator to the recipient and did not emphasize the need for authenticity.

From the 1990s to the present, research on WOM dissemination has increased, with scholars exploring various starting points and focal points. Herr et al. (1991) investigated the relationship between WOM dissemination and product attribute information, noting that face-to-face communication is more persuasive than written communication. However, WOM dissemination can be influenced by various factors, potentially leading to incomplete or distorted information transmission, which can result in negative perceptions of the product before purchase. Galletta et al. (1995) found that information disseminated through informal channels often has greater influence and persuasiveness than information from formal channels. Jain et al. (1995) noted that during the trial and market expansion stages of a new product, the WOM effect significantly impacts its success.

Since the 21st century, the rapid development of internet information technology has profoundly affected various aspects of life, greatly facilitating social interactions and promoting the growth of online consumer platforms. This has provided extensive development opportunities for e-WOM dissemination, with its volume increasing exponentially. Research in this area has flourished, producing abundant scholarly outcomes. Searches in databases like SCI and SSCI using keywords such as "electronic word-of-mouth" and "online word-of-mouth" reveal a significant upward trend in related research and publications since 2000, covering increasingly diverse fields and yielding substantial results. Henning-Thurau et al. (2014) studied and explained the concept of e-WOM, defining it as genuine and potentially valuable information released by companies through internet platforms, with users' positive or negative evaluations made after browsing such information. Litvin et al. (2018) described e-WOM as informal information exchange among consumers about their experiences and characteristics of products, services, and service providers using internet platforms. Cheung and Thadani (2022) noted that e-WOM evolved from the traditional concept of WOM, essentially representing consumers' positive or negative evaluations or opinions about products and services using internet technology.

In summary, e-WOM is a form of traditional WOM that has evolved over time. Both share the fundamental characteristic of informal information exchange among consumers regarding company products, services, or brands, impacting consumer decision-making. However, e-WOM leverages internet technology to extend its influence over a broader range and longer duration, overcoming the geographical and temporal limitations of traditional WOM.

Concepts and Theories of Tie Strength

According to the literature, the observation dimensions of Tie strength typically include the following aspects:

Emotional Attachment: Emotional attachment is one of the core dimensions of relationship strength. It refers to the level of emotional dependency and affection that consumers have towards a brand or product. Research indicates that strong emotional attachment often leads to higher brand loyalty and purchase intention (Park, MacInnis, & Priester, 2016).

Interaction Frequency: Interaction frequency refers to the number of interactions between consumers and a brand or product. Frequent interactions typically indicate a stronger relationship, as more contact with the brand can enhance the depth and strength of the relationship (Keller, 2021).

Trust: Trust reflects the degree of confidence consumers have in a brand or product. High trust means that consumers believe the brand will fulfill its promises and deliver the promised value (Morgan & Hunt, 2004). Trust is a crucial component of relationship strength, influencing consumers' purchase decisions and brand loyalty.

Studies have shown that emotional attachment plays a key role in brand relationships. Park, MacInnis, and Priester (2016) noted that emotional attachment is one of the main drivers of brand loyalty. Consumers' emotional attachment to a brand can enhance their loyalty and increase the likelihood of repeat purchases. Keller (2021) investigated the interaction frequency between brands and consumers, finding that frequent brand interactions can deepen consumers' perceptions and awareness of the brand, thereby strengthening the brand relationship. There is a positive correlation between interaction frequency and brand attitude, with frequent interactions helping to maintain and strengthen the brand relationship. Morgan and Hunt (2017) found that trust is a crucial consideration for consumers when making purchase decisions. Trust not only affects consumers' brand loyalty but also their purchase intention. High trust can reduce consumers' skepticism about the brand, thereby increasing the likelihood of purchase.

Tie strength is a multidimensional concept in marketing, encompassing emotional attachment, interaction frequency, and trust. Recent research has shown that these dimensions play significant roles in consumers' brand loyalty and purchase decisions. Understanding the observation dimensions of relationship strength and their influencing factors is crucial for developing effective marketing strategies and enhancing brand value. Future research could further explore the interactions between these dimensions and how to apply these theoretical findings in different marketing contexts

Summarize:

The strength of a relationship, also known as social relationship or social distance, refers to the depth of the connection between the disseminator and the receiver of word-of-mouth information, as well as the degree of overlap in the social circles of different users.(Ellison, N. B., Vitak, J., Gray, R., & Lampe, C., 2018). Cultivating social resources on social network sites: Facebook relationship maintenance behaviors and their role in social capital processes. *Journal of Computer-Mediated Communication*, 23(1), 1-19.)

Concepts and Theories of Self-Disclosure

According to the literature, the observation dimensions of self-disclosure degree typically include the following aspects:

Disclosure Content: This dimension refers to the types of personal information shared during interactions. Recent studies have shown that the nature of the information disclosed, such as personal experiences or emotional states, can significantly impact brand relationships and consumer perceptions (Lee et al., 2022).

Disclosure Depth: This dimension involves the level of detail and intimacy in the information shared. Research indicates that deeper self-disclosure, involving more sensitive and personal information, can strengthen emotional connections between consumers and brands (Wang et al., 2021).

Disclosure Intent: Disclosure intent refers to the motivations behind sharing personal information. Recent research has explored various motivations such

as seeking social support, expressing emotions, or building trust, and their impact on consumer behavior (Xu & Zhang, 2023).

Lee et al. (2022) examined how the content of self-disclosure affects brand relationships. Their study revealed that sharing detailed personal experiences and emotional states in brand interactions leads to improved brand relationship quality and increased consumer loyalty. Wang et al. (2021) explored the impact of disclosure depth on emotional connection. Their findings suggest that deeper self-disclosure, involving personal and sensitive information, strengthens emotional ties and enhances consumer satisfaction with the brand. Xu and Zhang (2023) analyzed the impact of disclosure intent on consumer behavior. Their research indicated that different motivations for self-disclosure, such as seeking brand support or expressing emotions, significantly influence consumers' attitudes and purchase intentions. The intent behind self-disclosure can affect how consumers perceive and engage with brands.

Self-disclosure degree is a multidimensional concept in marketing, encompassing disclosure content,, disclosure depth, and disclosure intent. Recent studies have shown that these dimensions play crucial roles in consumer-brand interactions, affecting brand relationships, consumer trust, and purchase decisions. Understanding the observation dimensions of self-disclosure degree and their influencing factors is essential for developing effective marketing strategies and enhancing brand value. Future research could further explore the interactions between these dimensions and how to apply these theoretical findings in different marketing contexts.

Summarize:

Self-disclosure refers to the act of sharing personal information with others during communication. This personal information includes not only identity-related data but also personal feelings, thoughts, experiences, and insights.(Wang, Z., & Wang, N. (2022). The impact of online self-disclosure on well-being: A meta-analysis. *Journal of Health Psychology*, 27(2), 297-315.)

Concepts and Theories of Platform Type

Platform type means an Electronic word-of-mouth publishing platform refers to a digital environment where users share, disseminate, and receive information about brands, products, or services through these platforms. These platforms can be divided into social media platforms and e-commerce platforms, each providing different types of interaction and information sharing mechanisms (Hennig-Thaurau et al., 2014).

Social media platforms : online environments designed for users to create, share, and interact with user-generated content. These platforms encompass social networking sites such as Facebook and LinkedIn, content-sharing platforms like Instagram and YouTube, and messaging tools such as WhatsApp and WeChat (Kaplan & Haenlein, 2010). They are characterized by several key features: User-Generated Content (UGC) allows users to produce and disseminate various types of content, including posts, comments, images, and videos (Qualman, 2018). Interactivity is another core feature, enabling real-time interactions through comments, likes, shares, and private messages (Kumar et al., 2016). Additionally, social media platforms exhibit network effects, where the value of the platform increases with the number of users, enhancing the volume and richness of interactions and content (Ellison & Boyd, 2023).

Online shopping platforms : are digital environments that facilitate the purchase of goods and services via the internet. These platforms include comprehensive online shopping platforms like Amazon and Alibaba, vertical market platforms such as Zalando and JD.com, and social commerce platforms like Pinduoduo and Instagram Shopping (Hawkins et al., 2017). They are characterized by several key features: a wide range of product offerings, allowing consumers to access and compare diverse items; convenience, enabling shopping anytime and anywhere through internet access; personalized recommendations driven by data analysis and machine learning technologies; and user review systems that help consumers make informed purchasing decisions and provide feedback on product quality (Laudon & Traver, 2021; Kumar et al., 2021; Jannach & Adomavicius, 2016; Cheung & Lee, 2020).

Summarize:

Social media word-of-mouth mostly refers to the experiences and experiences that consumers post on social media related to their purchase of products or services. Online shopping platform, also known as online sales platforms, are an important form of word-of-mouth for Online shopping platforms. Consumer online comments mainly refer to the information about products or services posted by consumers on online shopping platforms. A major difference between social media and online shopping platforms is that consumers have different needs and motivations when using these two types of websites. (Zhang, L., Zhao, X., & Xu, J. (2022). The effects of review credibility on consumer responses in eWOM platforms: An empirical study. *Information & Management*, 59(2), 103-115.)

Concepts and Theories of Electronic Word-of-Mouth Credibility

eWOM credibility is the degree to which consumers trust online reviews, ratings, and other feedback. It measures how reliable and authentic consumers perceive this information to be (Cheung & Thadani, 2012). High eWOM credibility typically positively influences consumer purchasing decisions, whereas low credibility can lead to skepticism and mistrust (Flanagin & Metzger, 2017).

Source Credibility: Source credibility refers to the trustworthiness, expertise, and authority of the information provider (Hovland et al., 2018). Research shows that reviews from influential or expert sources are often perceived as more credible (Sweeney et al., 2014). For instance, Yoo and Kim (2019) found that eWOM from expert reviewers or official brand accounts is considered more credible due to their higher perceived expertise and authority.

Content Quality: Content quality pertains to the detail, accuracy, and relevance of the reviews and feedback (Chen et al., 2016). High-quality content typically includes detailed product descriptions and user experiences, enhancing credibility (Zhu & Zhang, 2021). Khan et al. (2021) found that detailed and specific reviews are more likely to be viewed as credible as they provide comprehensive product information and usage insights.

Consistency: Consistency refers to whether reviews and feedback from different sources are aligned (Wang & Chang, 2013). Consistent information is often deemed more credible as it indicates a widely accepted viewpoint or experience (Liu et al., 2018). For example, Wang and Yang (2022) discovered that when multiple reviewers provide consistent feedback on a product, the credibility of these reviews significantly increases.

The credibility of electronic word-of-mouth is a key factor affecting consumer purchasing decisions. In recent years, literature has shown that dimensions such as reliability of information sources, quality of information content, consistency of information, and user engagement play important roles in evaluating the credibility of eWOM. Understanding these dimensions and their influencing factors is of great significance for brands to develop effective eWOM strategies, enhance brand reputation, and promote consumer purchasing decisions. Future research can further explore the performance of these dimensions in different markets and platforms, as well as how to optimize the credibility of eWOM in dynamic market environments.

Summarize:

Electronic word-of-mouth credibility refers to the credibility of user evaluations and opinions on products, services, or brands on online platforms. It involves the authenticity, objectivity, and user trust in the reviewer of the comments. High credibility electronic word-of-mouth means that users are more inclined to believe these reviews, while low credibility electronic word-of-mouth may be suspected or ignored. The credibility of electronic word-of-mouth can directly affect the factors of user purchase intention, and is also a mediating variable between electronic word-of-mouth and customer purchase behavior. (Filieri, R., & McLeay, F. (2020). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 59(2), 262-280.)

Concepts and Theories of Purchase Intention

Purchase intention refers to the degree to which consumers are willing to purchase a certain product or service under specific conditions. This concept is commonly used to predict consumers' actual purchasing behavior and is influenced by various factors such as product characteristics, brand awareness, price, emotional reactions, etc. (Kotler&Keller, 2016). Purchase intention is often seen as a precursor to consumer behavior and is of great significance for understanding and predicting market trends.

Perceived Value: Perceived value refers to consumers' perception of the overall value that a product or service can provide, including functional value, emotional value, and social value (Zeithaml, 2019). The key to the impact of perceived value on purchase intention is that consumers typically tend to purchase products or services that they perceive to provide high value. Research has shown that higher perceived value enhances consumers' willingness to purchase (Aurier&Siadou Martin, 2017)

Emotional Response: Emotional response refers to the emotional experience that consumers experience when facing advertisements, products, or brands, such as happiness, satisfaction, or trust (Bagozzi et al., 2019). There is a close relationship between emotional response and purchase intention, as positive emotions typically enhance purchase intention (Pham, 2017). For example, emotion driven advertising can effectively increase consumers' willingness to purchase (Mick&Fournier, 2018).

Agree comments: Research has found that positive online reviews can significantly increase consumers' willingness to purchase, while negative reviews may inhibit their willingness to purchase. The study emphasizes the important role of electronic word-of-mouth in consumer decision-making Cheung, C. M. K., & Lee, M. K. O. (2020).

Summarize:

The term 'intention' originated from the field of psychological research, usually referring to an individual's views, thoughts, or subjective likelihood or probability of engaging in a certain behavior. (Tandon, U., Kiran, R., & Sah, A. N. (2020).

The influence of online reviews on consumer purchase intention: A study on the Indian e-commerce sector. *International Journal of Information Management*, 50, 112-127.)

Related Research

Stimulus-Organism-Response, S-O-R Theory

The model was initially applied in environmental psychology, with its theoretical framework shown in Figure 2-1. The Stimulus-Organism-Response (S-O-R) theoretical model posits that the pathway by which individuals exhibit behavior follows: external stimulus-cognitive/emotional mediation-response. According to Kotler (2010), a stimulus is the fundamental cause that triggers a certain behavior in a person. In the context of retail, stimuli can manifest in various ways, such as the physical appearance of products, website design, and the content of word-of-mouth communication. The organism refers to the internal state of the individual, which is situated between the stimulus and the final response. This includes aspects like cognition about the product, psychological activities, and emotions. Individuals' responses to information are primarily reflected in behaviors such as online interactions, product purchasing behaviors, and the adoption of product information. In marketing, numerous studies are based on the S-O-R theory, analyzing aspects such as the internal states of customers and their external responses. In research on online shopping, many scholars have also applied the S-O-R theory to study the relationship between consumer purchasing behavior and the online shopping environment. Building on this, they have discussed the impact of social media network structures on consumer purchase intentions, the influence of e-commerce platform quality on consumer repurchase behaviors, and perceptions of interactivity and social aspects. Additionally, in studies on the impact of electronic word-of-mouth (e-WOM) on consumers, the S-O-R theory has been frequently employed to explain how e-WOM influences customer word-of-mouth.

This study primarily explores the mechanisms through which electronic word-of-mouth (e-WOM) influences consumers' purchase intentions. e-WOM on different

platforms can affect the psychological attitudes of receivers differently, leading to varied feedback outcomes. This process is analogous to the Stimulus-Organism-Response (S-O-R) relationship. The S-O-R theory has been widely applied in fields such as retail, services, consumer behavior, and electronic word-of-mouth. Within the framework of the S-O-R theory, this study selects the platform differences of e-WOM as the "stimulus," the perceived credibility and perceived usefulness of word-of-mouth information as the "organism," and the consumers' purchase intentions after processing e-WOM information as the "response."

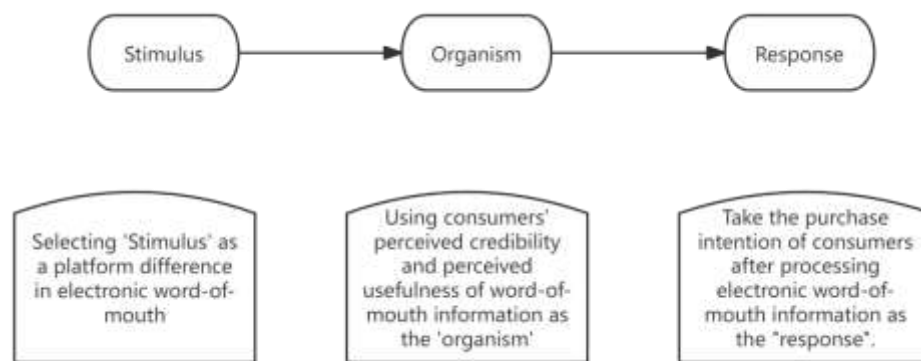


Figure 2.1 S-O-R Theory

Information Adoption Theory

The prerequisite for information adoption is that the information itself contains a certain degree of usefulness. The quality of the information and the credibility level of the information source are two crucial dimensions influencing the usefulness of the information. Among these factors, information quality is the primary factor affecting the outcome of information adoption, while source credibility is the secondary factor. Both factors influence information adoption behavior through the mediating variable of information usefulness. The information adoption model is shown in Figure 2-2. The elements and their interactions involved in the information adoption theory include the following aspects:

Information Quality: Information quality refers to the comprehensive evaluation and perceived utility judgment of information presented on a specific platform by the information receiver based on their needs in a particular environment.

Source Credibility: Source credibility refers to the subjective perception of the trustworthiness and reliability of the information source by the information receiver, which is independent of the specific information itself.

Information Usefulness: Information usefulness refers to the value judgment by the information receiver on whether the information meets their needs. Information usefulness not only affects the outcome of information adoption but also directly reflects information quality and source credibility. In existing literature, information quality and source credibility are considered important indicators for measuring information usefulness.

Information Adoption: Adoption refers to the acceptance and use of information. Information adoption refers to the subjective recognition and value acceptance of information by the information receiver after screening or selection.

The information adoption model is widely used to explain the process by which consumers process persuasive information. In the Elaboration Likelihood Model (ELM), the usefulness of information is a crucial prerequisite for information adoption and is a core factor in the model. Research shows a positive correlation between information quality and information usefulness. Information quality includes aspects such as accuracy, timeliness, formatting, relevance, and completeness. Source credibility is part of the peripheral route in the ELM model. Some scholars have found that source credibility has a positive effect on the diagnosticity of information. Additionally, the content and format of online product reviews significantly impact the effectiveness of these reviews. Therefore, the perceived usefulness of electronic word-of-mouth is a key mediating factor influencing the information adoption process.

The credibility of information significantly influences individuals' information adoption behavior. For instance, in a 2019 study by Cheung et al., it was proposed

that the credibility of electronic word-of-mouth (e-WOM) is also affected by information factors and normative factors. Furthermore, based on the Stimulus-Organism-Response (S-O-R) theory, some scholars believe that the information source and content impact the perceived credibility of e-WOM, which in turn affects e-WOM adoption. Other research indicates that information credibility influences information adoption through the mediating role of information usefulness. In the specific context of "online" shopping, consumers cannot physically experience the products up close. Therefore, they tend to rely on more credible word-of-mouth information to help them make purchasing decisions.

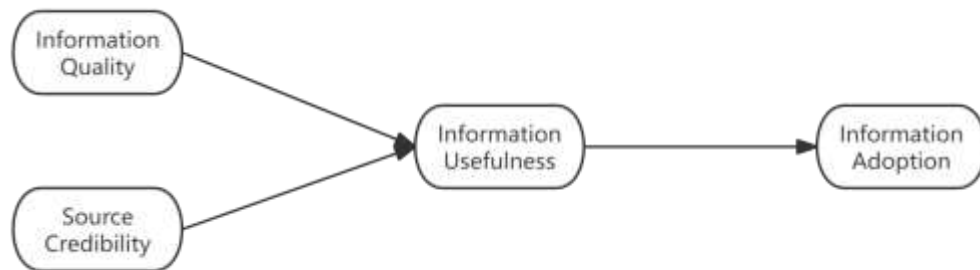


Figure 2.2 Information Adoption Theory

Motivation attribution theory

In 1966, Dichter categorized the motivations for information dissemination into four types: product-related motivations, self-related motivations, other-related motivations, and information-related motivations. Motivation theory is used to explain the nature of human behavior and the mechanisms that generate these behaviors. Attribution theory explains how people use their common-sense understanding of the world to make causal inferences. Individuals seek possible explanations for observed events through the cognitive process of causal attribution, in order to better control their lives and environments. Due to differences in individual motivations, cognition, and information utilization, the same event can be attributed to a series of different causes, mainly including two types: internal causes

(related to the individual) and external causes (related to the surrounding environment).

Many scholars use attribution theory to explain the relationship between word-of-mouth (WOM) information and persuasiveness. For example, the behavior of users posting WOM information in online communities can be attributed to either stimulus factors (product performance) or non-stimulus factors (the individual themselves). Consumers' attribution of these causal relationships will affect their subsequent purchasing behavior. If consumers perceive that the reviewer is posting due to product performance, they will consider the review reasonable, credible, and useful. Conversely, if consumers perceive that the reviewer is posting for personal reasons (e.g., to vent emotions or seek personal gain), they will doubt the credibility of the review, diminishing its value.

Research on non-profit or public marketing enterprises has found that the motivation attribution of these organizations' spokespersons is a key factor determining their perceived credibility by the public. The public attributes the spokespersons' motivations to two types: altruistic motivations (focusing on potential benefits to society) and egoistic motivations (focusing on potential benefits to the brand or themselves). Some studies indicate that the dominance of one type of motivation attribution over the other will influence consumers' subsequent judgments of the credibility of the brand or spokesperson. Similarly, in online virtual communities, individuals' knowledge contribution behaviors are driven by various motivations, and other users' attributions of these behaviors' motivations will affect the perceived value of the information. Wang and Fesenmaier (2004) proposed five motivations for contributions in virtual communities: instrumental motivations, efficacy motivations, quality control motivations, status motivations, and expectation motivations. Bronner and de Hoog (2011) identified and integrated the intrinsic motivations driving consumers to post electronic word-of-mouth (e-WOM), categorizing them into two main types: egoistic motivations and altruistic motivations.

Egoistic motivation aims to increase an individual's own wealth. If the purpose of sharing information is for tangible or intangible rewards (e.g., payment, rewards,

reputation, praise), it is considered egoistic. In the context of e-WOM exchanges, individuals participate in information exchange to enhance their self-image by demonstrating their expertise or to gain informal recognition. Consumers might also share positive shopping experiences to express happiness or negative experiences to vent negative emotions, thereby stabilizing their mood. When users attribute the motivation for posting WOM to egoistic motives, they perceive the information as consciously manipulated, deceptive, and unreliable.

Altruistic motivation aims to increase the wealth of others rather than oneself. Individuals with altruistic motives voluntarily post online reviews and share information without expecting direct returns. They seek the joy of helping others through the information-sharing process, which provides intrinsic satisfaction and pleasure. Consumers can create value for virtual communities through e-WOM exchanges, thereby gaining benefits. WOM posters attributed to altruistic motives are perceived as honest and sincere, positively influencing the perceived credibility of their e-WOM.

With the rapid development of internet technology, electronic word-of-mouth (eWOM) has gradually become one of the key factors influencing consumer purchase decisions. eWOM, driven by user-generated content, includes product reviews and usage experiences, significantly affecting consumers' perceptions and trust in products. Cheung and Lee (2010) pointed out that the impact of eWOM mainly depends on its quality and credibility. High-quality eWOM often contains rich and detailed product information, which enhances consumers' trust and, in turn, increases their purchase intentions. Conversely, low-quality or vague eWOM may lead to skepticism about the information's authenticity, thereby suppressing purchase motivation (Cheung & Lee, 2010). Liu and Li (2020) also emphasized that, particularly in China's online shopping environment, consumers often rely on eWOM when making purchasing decisions for high-priced items to reduce risks and uncertainty. Thus, eWOM plays a vital role in helping consumers evaluate products and make informed purchasing decisions.

The functional differences between platforms also influence how eWOM affects consumer purchase intentions. Kumar and Benbasat (2006) found that the content and form of eWOM vary significantly between online shopping platforms and social media platforms. On online shopping platforms, eWOM typically focuses on practical aspects such as product performance, price, and logistics, offering direct, informative feedback that helps consumers make quick decisions. In contrast, eWOM on social media platforms tends to emphasize brand image, user experience, and social interaction, where emotional connections and social influence may drive consumers' purchase decisions (Chu & Kim, 2011). For example, consumers might be persuaded to buy a product based on recommendations from influential users or friends on social media. These distinctions demonstrate that the influence mechanisms of eWOM across different platforms are complex, with consumers reacting differently depending on the platform.

The credibility of eWOM information is crucial to its effectiveness. Racherla and Friske (2012) noted that the credibility of eWOM is determined by several factors, including the expertise of the information source, the reputation of the reviewer, and the level of detail in the reviews. High credibility enhances consumer trust in the product or brand, leading to higher purchase intentions. For instance, a reviewer with professional knowledge or a well-established reputation is more likely to be trusted, and consumers are more inclined to believe their reviews (Racherla & Friske, 2012). Moreover, Mauri and Minazzi (2013) found that detailed and comprehensive reviews are more likely to build consumer trust compared to brief or superficial ones. These studies highlight the importance of credibility in the dissemination of eWOM, especially when consumers cannot physically experience the products and must rely on trustworthy information for their purchase decisions.

It is also essential to note that the price level of products influences the extent to which consumers depend on eWOM. High-priced products typically carry more financial risk, making consumers more likely to seek eWOM to mitigate risk and increase confidence in the product's quality. Dodds, Monroe, and Grewal (1991) found that for high-priced items, consumers are more dependent on eWOM to

reduce uncertainty, while for low-priced products, they tend to rely more on personal experience and direct impressions. Additionally, Park and Lee (2009) argued that when products have higher technical complexity, consumers demand more credible eWOM as they need detailed information to understand the product's functions and performance. This suggests that product price and complexity are key variables influencing the effectiveness of eWOM, with different types of products requiring different levels of information to support consumer purchase decisions.

Beyond price and credibility, the social nature of eWOM also plays a critical role in consumer behavior. eWOM on social media platforms often involves interaction and sharing among users, with consumers actively engaging in the dissemination process. Chu and Kim (2011) noted that eWOM on social media platforms, due to its interactivity and real-time nature, resonates more with consumers through social influence. In social networks, consumers are influenced by friends, family, or opinion leaders, who not only provide product evaluations but also increase consumers' affinity and loyalty toward brands. Thus, social media platforms have a unique advantage in enhancing brand influence and driving purchase decisions through eWOM.

Tie strength plays a crucial role in shaping the impact of electronic word-of-mouth (eWOM) on consumer behavior. Tie strength refers to the closeness of the social relationship between the consumer and the information provider. Granovetter (1973) first introduced the concept of "strong ties" and "weak ties," suggesting that strong ties (e.g., friends, family) are more likely to exert significant influence on consumer purchase decisions due to higher levels of trust. Brown, Broderick, and Lee (2007) further supported this view, highlighting that eWOM from strong ties, based on emotional connection and trust, has a more positive effect on purchase intention. In contrast, eWOM from weak ties, while more widespread, is often treated with more skepticism regarding its credibility. However, weak ties can provide broader access to diverse information, expanding the decision-making process for consumers (Brown et al., 2007).

Moreover, Wu and Wang (2011) emphasized that tie strength plays a significant role in determining the acceptance of eWOM on social media platforms. Particularly in decisions involving complex or high-priced products, consumers are more inclined to rely on recommendations from strong ties due to the perceived trust and authority. On the other hand, weak ties may provide more objective and varied perspectives, which can be beneficial for low-cost or everyday purchase decisions. Both strong and weak ties can offer valuable purchase advice, but the mechanisms and extent of their influence differ considerably.

Self-disclosure intensity is another critical factor in eWOM studies, referring to the depth of personal information, feelings, and experiences shared by the information provider in their reviews or comments. Tajfel and Turner's (1986) social identity theory suggests that higher self-disclosure intensity enhances consumers' trust and identification with the information, as the provider's authentic experiences and emotions add credibility and authenticity to the message. Lee, Park, and Han (2008) found that eWOM with high levels of self-disclosure is more effective in eliciting emotional resonance from consumers, thereby increasing purchase intention. This is particularly true on social media platforms, where detailed personal experiences and emotional expressions make the information more persuasive, as consumers perceive these disclosures as more genuine.

Conversely, low levels of self-disclosure may weaken the impact of the information. Walther's (1996) computer-mediated communication theory notes that in online environments, a lack of detailed self-disclosure can hinder consumers' ability to establish trust with the provider, reducing the persuasive power of the eWOM. Consumers are more likely to adopt reviews and recommendations that are highly personalized and emotionally expressive, as these aspects enhance the perceived credibility and relevance of the information. Therefore, self-disclosure intensity is a key dimension of eWOM effectiveness, where higher levels not only boost credibility but also strengthen the social connection between the consumer and the provider, enhancing the positive influence on purchase intention.

Overall, eWOM plays a pivotal role in shaping consumer purchase intentions. The differences in eWOM content and dissemination across platforms, the credibility of the information, and the product's price level all significantly impact consumer decision-making. Research shows that high-quality, credible eWOM effectively boosts consumer trust and purchase intentions, especially in the context of high-priced or complex products where consumers rely more on the shared experiences of others. This provides businesses with valuable insights for developing marketing strategies, as eWOM serves not only as a key tool for brand communication but also as a vital resource for understanding consumer behavior and optimizing products and services.

Table 2.1 Referencing and idea

	Author's Name	Publication time	Journal Name	Core viewpoints
1	Kumar, V., Pozza, I., & Ganesh, J.	2021	Journal of Marketing	Online shopping platforms are characterized by convenience and user review systems.
2	Jannach, D., & Adomavicius, G.	2016	Springer	Online shopping platforms use data analysis for personalized recommendations.
3	Cheung, C. M. K., & Lee, M. K. O.	2020	Journal of Interactive Marketing	Social media platforms exhibit features like user-generated content and real-time interactions.
4	Zhang, L., Zhao, X., & Xu, J.	2022	Information & Management	Differences in consumer needs and motivations between social media and online shopping platforms.

Table 2.1 (Continued)

	Author's Name	Publication time	Journal Name	Core viewpoints
5	Cheung, C. M. K., & Thadani, D. R.	2012	Decision Support Systems	Noted e-WOM as an evolution of traditional WOM, reflecting consumer evaluations of products internet technology.
6	Morgan, R. M., & Hunt, S. D.	1994	Journal of Marketing	Trust is crucial for brand loyalty and purchase intention; high trust reduces skepticism.
7	Ellison, N. B., Vitak, J., Gray, R., & Lampe, C.	2018	Journal of Computer- Mediated Communication	Strength of social relationships involves depth of connection and overlap in social circles.
8	Wang, Z., & Wang, N	2022	Journal of Health Psychology.	Examined the impact of online self-disclosure on well- being through a meta-analysis.
9	Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D.	2004	Journal of Interactive Marketing	E-WOM platforms are digital environments where users share information about brands, products, or services.
10	Kaplan, A. M., & Haenlein, M.	2010	Business Horizons	Social media platforms facilitate user-generated content and real-time interactions.
11	Qualman, E.	2018	Wiley	Social media platforms are characterized by user- generated content and interactivity.

Table 2.1 (Continued)

	Author's Name	Publication time	Journal Name	Core viewpoints
12	Ellison, N. B., & Boyd, D.	2013	Oxford University Press	Social media platforms exhibit network effects where value increases with user number.
13	Hawkins, D. I., Mothersbaugh, D.L., & Best,R.J.	2017	McGraw-Hill Education	Online shopping platforms offer convenience, personalized recommenda tions, and user reviews.
14	Laudon, K. C., & Traver, C. G.	2021	Pearson Education	Online shopping platforms facilitate diverse product access and personalized recommendations.
15	Herr, P. M., Kardes, F. R., & Kim, J.	2001	Journal of Consumer Research	Investigated the influence of face-to-face vs. written WOM communication on product attribute information.
16	Galletta, D. F., & Lederer, A. L.	1995	Information Systems Research	Found that informal WOM channels are often more influential than formal channels.
17	Henning- Thurau, T., Gwinner, K. P., & Gremler, D. D.	2005	Journal of Service Research	Defined e-WOM as genuine, potentially valuable information released through internet platforms, involving user evaluations.

Table 2.1 (Continued)

	Author's Name	Publication time	Journal Name	Core viewpoints
18	Litvin, S. W., Goldsmith, R. E., & Pan, B.	2008	Tourism Management	Described e-WOM as informal information exchange about experiences and product characteristics on internet platforms.
19	Flanagin, A. J., & Metzger, M. J.	2007	GeoJournal	Credibility of online reviews is influenced by trust and authenticity.
20	Sweeney, J. C., Soutar, G. N., & Johnson, L. W.	2014	Journal of Consumer Research	Reviews from expert sources are perceived as more credible.
21	Chen, Y., Wu, L., & Zhang, J.	2016	Journal of Marketing Research	Detailed and accurate content increases the credibility of eWOM.
22	Zhu, X., & Zhang, C.	2021	Journal of Consumer Behavior	High-quality content enhances the credibility of online reviews.
23	Khan, M. M., Islam, J., & Mazumder, M. S.	2021	Journal of Advertising Research	Detailed reviews are more credible due to comprehensive product information.
24	Wang, C., & Chang, H. H.	2013	Journal of Marketing	Consistent information across sources enhances eWOM credibility.
25	Liu, Y., Huang, Y., & Zhang, Z.	2018	Journal of Consumer Marketing	Consistent feedback across reviews increases credibility.

Table 2.1 (Continued)

	Author's Name	Publication time	Journal Name	Core viewpoints
26	Wang, Y., & Yang, J.	2022	Journal of Business Research	Consistent reviews from multiple sources significantly enhance credibility.
27	Zeithaml, V. A.	1988	Journal of Marketing	Consumers' price perception is influenced by actual pricing, brand value, and market positioning.
28	Kwortnik, R. J., & Thompson, G. M.	2009	Journal of Service Research	Price risk is associated with price fluctuations and uncertainty in pricing.
29	Monroe, K. B., & Krishnan, R.	1985	Journal of Marketing Research	High perceived prices can be associated with higher perceived quality or brand reputation.
30	Liu, Y., & Li, H.	2020	Journal of Retailing and Consumer Services	Price risk affects consumer purchase intentions due to price fluctuations or uncertainty.
31	Kotler, P., & Keller, K. L.	2016	Marketing Management. Pearson Education.	Purchase intention reflects consumers' willingness to buy under specific conditions, predicting actual purchasing behavior.
32	Aurier, P., & Siadou-Martin, B.	2007	Journal of Marketing Theory and Practice	Higher perceived value enhances consumers' purchase intention.

Table 2.1 (Continued)

	Author's Name	Publication time	Journal Name	Core viewpoints
33	Pham, M. T.	2007	Lawrence Erlbaum Associates.	Emotional responses to advertisements can increase purchase intention.
34	Cheung, C. M. K., & Lee, M. K. O.	2010	Asia Pacific Journal of Marketing and Logistics	Positive online reviews increase purchase willingness, while negative reviews decrease it.
35	Tandon, U., Kiran, R., & Sah, A. N.	2020	International Journal of Information Management	Online reviews significantly influence consumer purchase intention.
36	Kotler, P.	2010	Principles of Marketing. Pearson Education.	The S-O-R theory involves a stimulus triggering behavior through cognitive in a response.
37	Cheung, C. M. K., & Thadani, D. R.	2012	Decision Support Systems	Information adoption depends on information quality, source credibility, and perceived usefulness.
38	Wang, Y., & Fesenmaier, D. R.	2004	Journal of Travel Research	Contributions in virtual communities are driven by instrumental, efficacy, quality control, status, and expectation motivations.

Table 2.1 (Continued)

	Author's Name	Publication time	Journal Name	Core viewpoints
39	Bronner, F., & de Hoog, R.	2011	International Journal of Hospitality Management,	eWOM motivations are categorized into egoistic and altruistic; egoistic motivations can decrease perceived credibility.

Chapter 3

Research Methodology

To The impact of platform differences in electronic word-of-mouth on consumer purchase intention from a price perspective the researchers have procedures consisting of research formats target population Sample selection research tools Tool Quality Check data collection protection of the rights of the sample group and statistics used to analyze the data the details of each issue were presented as follows:

1. The population and the sample
2. Research Instruments
3. Data Collection
4. Statistics Used for Data Analysis

The Population and the Sample

The Population

A purposive selection of 10 individuals will be invited to participate in in-depth interviews, which will serve as a foundational step in the preliminary design and development of the questionnaire. These interviews are intended to provide qualitative insights that can inform the construction of questionnaire items, ensuring they are both relevant and clearly aligned with the research objectives. The primary target respondents for the questionnaire are expected to be young adults who exhibit well-established consumption habits and behavioral patterns in the context of online shopping. It is anticipated that approximately 400 questionnaires will be distributed to this group in order to collect a sufficient volume of data for subsequent statistical analysis and model testing.

The Sample

Sample size over 400. from Table 3.1

Table 3.1 Determine Sample Size

Number of cities	sample method	Total sample size	Number of samples
4	Stratified random sampling	840 million	400
Vasileiou, K., Barnett, J., Thorpe, S., & Young, T. (2018). Characterizing and justifying sample size sufficiency in interview-based studies: Systematic analysis of qualitative health research over a 15-year period. BMC Medical Research Methodology, 18(1), 1-18.	Brysbaert, M. (2019). How many participants do we have to include in properly powered experiments? A tutorial on power analysis with reference tables. Journal of Cognition, 2(1), 1-38.	CNNIC (2023): The 52nd Statistical Report on Internet Development in China. The report released by the China Internet Network Information Center (CNNIC) provides the latest data on Internet users in China, including the size of online consumers.	For general research, Hair et al. (2010) recommend at least 5 to 10 samples per variable. Therefore, if your model has 6 variables, it is recommended to use at least 200 to 400 samples.

Sampling method:

The application of stratified random sampling in this study not only ensures the representativeness of the sample but also takes into account the diversity and differences of the research areas. The selection of Nanning, Laibin, Guilin, and Liuzhou as sampling locations is primarily based on several reasons. First, these cities are characterized by unique features in terms of geographical location, economic development levels, and population structure, which can provide diverse sample data and enhance the generalizability of the research findings. Second, the presence of multiple universities in these cities, with a concentrated distribution of teachers and student groups, makes the distribution and collection of questionnaires more efficient, ensuring the quantity and quality of the samples. Distributing 100-120

questionnaires in each city ensures a sufficient sample size, enhancing the reliability of the statistical analysis. This sampling design not only improves the representativeness of the data but also makes the research findings more generalizable, providing a solid data foundation for further theoretical discussion and practical application.

To ensure comprehensive data collection for my research, I employed a mixed-method approach, utilizing both digital and traditional means. Specifically, I distributed questionnaires through the "Wenjuanxing" app, a widely-used online survey platform in China, known for its user-friendly interface and broad reach. This digital method allowed for efficient data collection, especially in urban areas where internet access is prevalent. Additionally, I distributed paper-based questionnaires to participants, particularly in locations or demographics where digital literacy might be lower, ensuring inclusivity and a more diverse sample. By combining these two methods, I aimed to maximize response rates and minimize potential biases, thus enhancing the reliability and representativeness of the collected data.

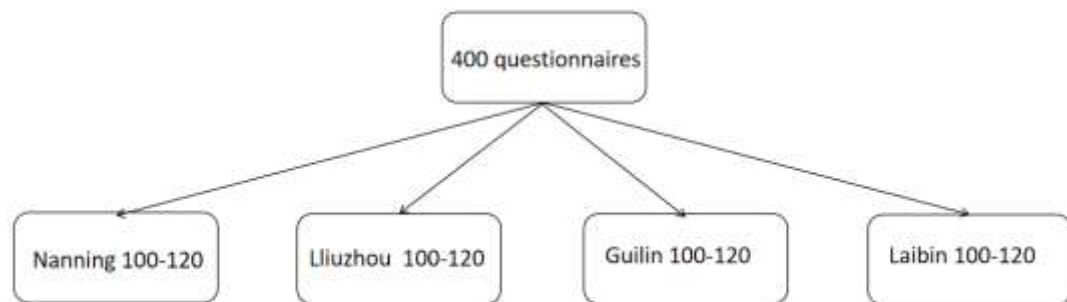


Figure 3.1 Questionnaire Distribution

Research Instruments

This research adopts a mixed-methods design that combines quantitative and qualitative approaches to comprehensively investigate the impact of platform differences in online word-of-mouth on consumer purchase intention. There are 2 types of data collection tools: 1) in-depth interviews 2) questionnaires.

1. In-depth interview

Used to collect data from 10 experts (listed in Appendix A).

in-depth interviews: It is expected to interview 10 people, including 4 marketing professionals, 4 professionals from enterprises engaged in online marketing, and the remaining 2 young consumers who choose to be active on various social or shopping platforms.

2. Questionnaire (listed in Appendix B1-B2).

The questionnaire and interview form are created with the following steps:

1. Data collection using data analysis from printed documents Books, articles, and interviews from newspapers.

2. The interview is divided into three groups. The first group consists of marketing related experts with certain knowledge and academic abilities, who can provide guiding opinions on the research content and direction of the paper; The second group consists of personnel engaged in online marketing who can provide more opinions on consumer purchasing intentions and the credibility of electronic word-of-mouth from their own work perspective; The third group consists of consumers who are active on social media platforms and online shopping platforms and can express the most direct concerns about this study. Conduct a comprehensive analysis based on the interview results of the three groups, as a guide for establishing a quantitative questionnaire. From Table 3.2.

Table 3.2 Interview with Experts.

Experts	Qualifications	Number (people)
Academics with knowledge and ability in Marketing	Independent scholars or renowned university professors	4
Online marketing practitioners	Influencer and Online retailer	4
Social media influencer and Frequent online shopper	Representative population	2
Total		10

Table 3.3 The Structure of the In-Depth Interview (Depth Interview)

Variable	Number of Verses
Part 1: Current situation of online platform consumption	
1. Consumption frequency	2
2. Consumer Products	2
3. Consumption habits	1
Part 2: Source of electronic word-of-mouth acquisition	
1. Consumer channels	2
2. Consumer evaluation perception	3
3. Electronic word-of-mouth search	3
Part 3: Electronic word-of-mouth credibility	
1. Trust levels across different platforms	3
2. Electronic word-of-mouth trust preference	2
3. The impact of electronic word-of-mouth	3
Part 4: purchase intention	
1. Electronic word-of-mouth and purchase intention	2
2. Experience in electronic word-of-mouth publishing	3
Part 5: Variables and observed dimensions	
1. observed dimensions of Tie strength	1
2. observed dimensions of Self-disclosure	1
3. observed dimensions of Electronic word-of-mouth credibility	1
4. observed dimensions of Purchase intention	1
Total	30

3. Determine the issues and scope of questions to be consistent with the objectives. and the benefits of research by structuring the questionnaire. as the following table

Table 3.4 Questionnaire Structure (Social Media Platform)

Variable	Number of verses	Clause	Data	Measurement
Part 1				
Tie strength	9			
1. Emotional Attachment	(2)	1-3	Likert Scale	5 opinion levels
2. Interaction frequency	(2)	4-6	Likert Scale	5 opinion levels
3. Trust	(2)	7-9	Likert Scale	5 opinion levels
Part 2				
Self disclosure	9			
1. Disclosure Content	(2)	10-12	Likert Scale	5 opinion levels
2. Disclosure Depth	(2)	13-15	Likert Scale	5 opinion levels
3. Disclosure Intent	(2)	16-18	Likert Scale	5 opinion levels
Part 3				
Electronic word-of-mouth credibility	9			
1. Source Credibility	(2)	19-21	Likert Scale	5 opinion levels
2. Content Quality	(2)	22-24	Likert Scale	5 opinion levels
3. Consistency	(2)	25-27	Likert Scale	5 opinion levels
Part 4				
purchase intention	9			
1. Perceived Value	(1)	28-30	Likert Scale	5 opinion levels
2. Emotional Response	(1)	31-33	Likert Scale	5 opinion levels
3. Agree comments	(1)	34-36	Likert Scale	5 opinion levels
Total	36			

Table 3.5 Questionnaire Structure (Online Shopping Platform)

Variable	Number of verses	Clause	Data	Measurement
Part 1				
Tie strength	9			
1. Emotional Attachment	(2)	1-3	Likert Scale	5 opinion levels
2. Interaction frequency	(2)	4-6	Likert Scale	5 opinion levels
3. Trust	(2)	7-9	Likert Scale	5 opinion levels
Part 2				
Self disclosure	9			
1. Disclosure Content	(2)	10-12	Likert Scale	5 opinion levels
2. Disclosure Depth	(2)	13-15	Likert Scale	5 opinion levels
3. Disclosure Intent	(2)	16-18	Likert Scale	5 opinion levels
Part 3				
Electronic word-of-mouth credibility	9			
1. Source Credibility	(2)	19-21	Likert Scale	5 opinion levels
2. Content Quality	(2)	22-24	Likert Scale	5 opinion levels
3. Consistency	(2)	25-27	Likert Scale	5 opinion levels
Part 4				
purchase intention	9			
1. Perceived Value	(1)	28-30	Likert Scale	5 opinion levels
2. Emotional Response	(1)	31-33	Likert Scale	5 opinion levels
3. Agree comments	(1)	34-36	Likert Scale	5 opinion levels
Total	36			

4. Proceed to create questions based on in-depth interviews with experts. Along with studying, researching, and working on definitions then taking them to the advisor to consider and verify the appropriateness of the questions. The language used and typing formatting along with bringing improvements and corrections.

5. Check content validity by taking the completed questionnaire to experts for measurement and evaluation. A person with knowledge and expertise in marketing Checking safety matches the content coverage and language accuracy and consistency with research objectives. List of content validators (listed in Appendix B.) The researcher used the IOC index (item objective congruence) with the following scoring characteristics:

+1 means that you are sure that the questions are consistent with the research objective.

0 means you are unsure whether the question is consistent with the research objective.

-1 means that you are certain that the questions are inconsistent with the research objective.

The selection of question items uses criteria to judge content validity, which specifies that the calculated IOC index value must be greater than 0.6 ($IOC > 0.6$). It is therefore considered that the question items are consistent with the message to be measured.

Table 3.6 IOC Content Validity Examiner (Item Objective Congruence)

Experts	Experts Qualification	Number (person)
Experts in the field of marketing	Academics at Guangxi University	1
Experts in statistics measure and evaluate	university professors with a reputation for statistics, measurement, and research methodology.	1
Experts in the field of management	Management in E-commerce enterprises	1
Total		3

6. The researcher brings a draft questionnaire that has been edited by a qualified person. presentation of advisors considers the completeness again and bring it to the trial (try-out) with a group of people who are like the sample you want to study 30 people, then bring it to the reliability value. (Cronbach's alpha coefficient).

7. The researcher brings the defects from the experiment to the final improvement. to be printed as a complete questionnaire used to collect data for research.

Scoring criteria

The questionnaire with question characteristics is a 5-level estimation scale of Likert, with the meaning of the score and its implications as follows:

Score level 5 means the highest level of agreement.

Score level 4 means high level of agreement.

Score level 3 means moderate level of agreement.

Score level 2 means low level of agreement.

Score level 1 means the least level of agreement.

The criteria for interpreting the average scores of the observed variables are divided into 5 levels as follows.

Average score	4.50 – 5.00	highest level
Average score	3.50 – 4.49	high level
Average score	2.50 – 3.49	moderate level
Average score	1.50 – 2.49	low level
Average score	1.00 – 1.49	lowest level

The reasons for setting such rules are as follows:

1. The calculated arithmetic mean can be any value in the range 1-5, such as 1.75, 4.50..., 5.00.

2. The score level 1-5 is a continuous value represented by a straight line. And can be defined as a continuous scoring range which is represented by a straight line and can be defined as a continuous scoring range Each period is separated by 1 unit as follows:

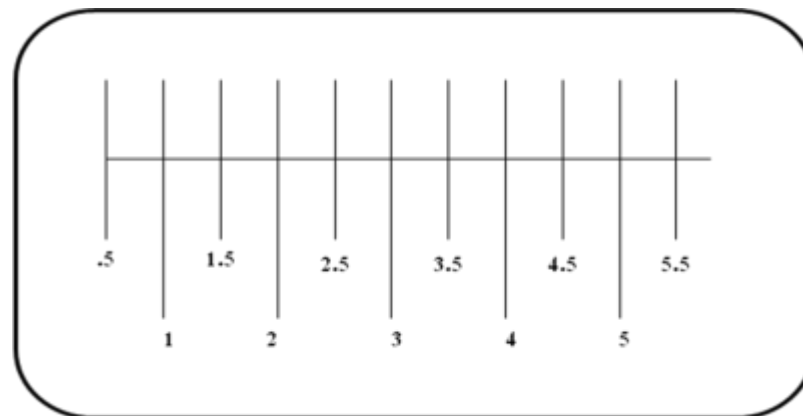


Figure 3.2 Mean Interpretation Interval Determination

According to Black (2019), statistical techniques play a vital role in contemporary decision-making processes. Furthermore, Stevens (1946) introduced the foundational theory of measurement scales, which is widely used in behavioral and social sciences.

3. Based on the actual data collected from the scores The minimum value is 1 and the maximum is 5, so use the criterion 1.00 – 1.50 instead of .50 – 1.50 and use the criterion 4.50 – 5.00 instead of 4.50 – 5.50.

4. In the case where the calculated arithmetic mean () has a value corresponding to the interval between the levels the opinions to be interpreted are at a higher level of opinion, for example, the arithmetic mean = 4.50 will mean that there is the highest level of opinion on that matter, etc.

Determining the quality of research tools

To get quality tools The researcher therefore brought a questionnaire that was created. Go test for validity and reliability. (reliability) as follows.

1. Determination of validity the researcher will check the content validity of each text to ensure that it meets the objectives of the study. by consulting with 3 subject matter specialists to examine the clarity of language, wording, and accuracy in the content Consistency of the questions in the questionnaire with the objectives (index of item objective congruency--IOC) (Lynn, M. R. 1986. Determination and

quantification of content validity. Nursing Research, 35. 382-385.) with the following scoring criteria:

+1 when the expert or expert is sure that the question is consistent with the content.

0 when the expert or expert is not sure that the question is consistent with the content.

-1 when the expert or expert is sure that the question is inconsistent with the content.

follow formula

$$IOC = \frac{\sum R}{N}$$

IOC Instead, it indexes the consistency between queries. with research objectives

$\sum R$ Instead, the sum of the opinions of experts or experts.

N Instead, of the number of experts or experts.

Calculation of the consistency index between questionnaires. with research objectives Must have an Index of Conformity (IOC) value greater than 0.6. It can be concluded that the questionnaire The content accuracy is within acceptable criteria. can be used to collect further data.

2. Determination of reliability (reliability) by using the questionnaire that has been verified by the advisory committee. and experts with expertise have revised and tested (try out) with 30 test recipients of the questionnaire that have similar characteristics to the sample group to be studied before using it with the sample group. to analyze sentiment (reliability) using the Alpha coefficient method of Cronbach (1990). If the reliability coefficient is greater than 0.8 (DeVellis, R. F. (2016). Scale development: Theory and applications (4th ed.). Sage Publications.), which indicates that the questionnaire is reliable and can be used in the study. From the data analysis results, the results are summarized in Table 3.7

Table 3.7 Questionnaire Confidence Value

Factors		Number of questions (N)	Confidence value (R)	Interpretation
Part 1	Tie strength	5	.929	
Part 2	Self-disclosure	5	.921	
Part 3	Electronic word-of-mouth credibility	4		
Part 4	purchase intention	3	.897	
Factors Total		21	.976	

From Table 3.7, it was found that the confidence values of all factors and the total factors of the questionnaire were over 0.8. Therefore, it can be concluded that Questionnaires can be used to collect real data. with confidence values that pass the acceptance criteria.

Data Collection

The researcher proceeded with data collection and distributed questionnaires from various sources after obtaining the sample size. The information here will be divided into 2 main parts according to the research method, namely data collection from in-depth interviews by interviewing experts and academics in the field of marketing and management, after which the data is collected from the distribution of the questionnaire. The data will be collected from both paper and online questionnaires, with specific information as follows

Data collection from in-depth interviews

Because this in-depth interview will use both interviews and conversation recordings using a voice recorder. Therefore, data collection used both interview recordings and recordings in the memory of the voice recorder. Then open it to transcribe into a recording later again with the following steps.

1. Schedule an interview with an expert by notifying them in advance.
2. Conduct the interview according to the interview structure and record it in the recording form. including voice recordings during the interview
3. Bring all the information to compose and transcribe completely from the voice recorder. according to the content structure designed in the interview form including additional useful things received from the interview.
4. Analyze the data using content analysis techniques and summarize the interview results into descriptive data as follows.

Results of in-depth interviews from experts in marketing academia with knowledge, Social media influencers, frequent online shoppers, and Online marketing practitioners, summarized as follows:

Comments about experts marketing Academics with knowledge

The interview reveals that convenience, price, and a wide selection are major motivations for online shopping. Consumers rely heavily on detailed product information and reviews when making purchasing decisions. The credibility of electronic word-of-mouth is influenced by recommendations from friends and product reviews on platforms, with positive reviews enhancing purchase intention.

Recommendations:

1. Enhance Information Transparency: Provide detailed product descriptions and genuine user reviews to build consumer trust in the product.
2. Utilize Multiple Content Formats: Combine text comments, images, and videos to comprehensively showcase product features and effects, boosting confidence in purchasing decisions.
3. Focus on Social Media Feedback: Engage with consumers, encourage authentic reviews and feedback, including negative ones, to improve products and services.

Comments about a Social media influencer and a Frequent online shopper

From a frequent online shopper's perspective, convenience, diverse product range, and competitive pricing are crucial for choosing an online shopping. Detailed

product descriptions, authentic user reviews, and effective customer service are key factors influencing purchasing decisions. Electronic word-of-mouth credibility is significantly impacted by personal recommendations and reviews. Positive feedback boosts confidence, but it's essential to scrutinize both positive and negative reviews to get a balanced view.

1. Leverage Social-Media for Engagement: Use social media platforms to engage with customers, share updates, and gather feedback. Real-time interactions and personalized responses can enhance the shopping experience and build brand loyalty.

2. Encourage and Showcase Authentic Reviews: Genuine reviews from previous buyers are highly valued. Encourage customers to leave detailed reviews and address their concerns transparently. Highlight both positive and negative feedback to provide a balanced perspective.

Comments about Online marketing practitioners

In the realm of online shopping, effective marketing strategies are essential to drive engagement and conversion. Key factors influencing consumer behavior include the quality and transparency of product information, the credibility of reviews, and the overall user experience on e-commerce platforms. Social media and e-commerce reviews play a significant role in shaping consumer perceptions and purchasing decisions. As a marketer, understanding these dynamics and leveraging them strategically can enhance brand visibility and drive sales.

1. Leverage User Reviews and Ratings: Encourage satisfied customers to leave positive reviews and address negative feedback constructively. Showcase authentic reviews prominently to build trust and credibility with potential buyers.

2. Enhance Social Media Engagement: Develop a robust social media strategy to engage with your audience. Use targeted ads, interactive content, and influencer partnerships to increase brand awareness and drive traffic to your e-commerce site.

3. Monitor and Adapt to Trends: Stay updated with the latest industry trends and consumer preferences. Adapt your marketing strategies to address emerging trends and leverage new technologies to stay competitive.

Because the data of the sample will be distributed the questionnaire online and offline collection. Therefore, the researcher used the document submission method in some areas. And most of the researchers will go to the area by themselves to collect questionnaires by themselves in the area. Because this research has a limited number of samples. The data collection process can be summarized as follows.

1. The researcher went to the area by himself to collect the questionnaire by in the area and sent a letter to some areas that the researcher could not travel to collect and send a stamped envelope addressed to the researcher as listed in the list.

2. Wait for some questionnaires that are not collected by yourself. From a sample of 15 days, if it has not been returned, I will telephone accordingly. And if it still hasn't been returned, the researcher will go to the area to collect it again.

3. Take the questionnaire to check the completeness of the questionnaire frame and count the number as planned. If not complete, further information will be collected to complete.

4. Take the questionnaire and convert it into preliminary statistical values.

5. Analyze the obtained data by statistical methods.

Expert IOC certification feedback

Expert 1 The question items are highly consistent with the research objectives, and the conceptual coverage is complete

Two questionnaires (targeting online shopping platforms and social media platforms) were systematically designed around consumers' perception of electronic word-of-mouth, relationship strength, self-disclosure behavior, and purchase intention on different platforms, with clear structure and rigorous logic. Whether it is key variables such as "relationship strength", "self-disclosure", or "perceived authenticity of electronic word-of-mouth" and "purchase intention", the items can reflect the theoretical connotation well and provide a solid data foundation for subsequent structural equation modeling. The number of items under each concept

is basically reasonable, the measurement angles are comprehensive, and there is no problem of missing core dimensions, which is in line with the research objectives.

Expert 2 The overall language of the questionnaire is clear and in line with the understanding ability of the research subjects, with both theoretical and practical aspects. However, some questions have slightly repetitive expressions, such as the highly overlapping wording and meaning of questions 24 and 25 in the online shopping platform questionnaire, which can be simplified or merged. In addition, the self-disclosure related items in the two questionnaires have similar content and are more appropriate for use in the context of social media platforms. However, some expressions on shopping platforms are somewhat forced. It is recommended to fine tune them to better fit the actual usage scenarios and improve measurement validity.

Expert 3 Overall, both questionnaires have high content validity (IOC score of +1) and are suitable for data collection in empirical research. However, in order to further verify the clarity, comprehensibility, and conceptual differentiation of the questionnaire in actual responses, it is recommended to conduct a small-scale pre-test before the formal survey, especially focusing on whether ordinary consumers can accurately understand abstract concepts such as "electronic word-of-mouth authenticity" and "relationship strength". It is also recommended to verify the consistency of the translation between the Chinese and English versions to avoid misunderstandings caused by language expression.

Statistics Used for Data Analysis

When the questionnaire was returned, the researcher manually checked the accuracy and completeness of all questionnaires. The questionnaire was then encoded and processed by a computer. by using a ready-made program, then bring the data to statistical analysis. In explaining the meaning and displaying the results of all the data obtained, this research used the methods of content analysis, descriptive statistics analysis, and inferential statistics analysis (inferential statistics analysis)

Statistics are used to analyze data.

The researcher uses statistics to analyze data according to the research objectives as follows:

1. Data checking and coding to ensure data integrity and accuracy, while also conducting reliability and validity testing of the questionnaire data.

The statistics used to analyze the data are Descriptive statistics: To find the basic statistics of the respondents, the arithmetic mean, standard deviation (SD), skewness, and kurtosis were used.

2. Analysis of the components of the variables of Tie strength, Self-disclosure, Electronic word-of-mouth credibility, Price Risk, purchase intention.

The statistics used to analyze the data are Confirmatory component analysis (confirmatory factor analysis--CFA) to confirm the constituent indicators of the model. This component analysis is divided into two steps: (1) second-order confirmatory component analysis (confirmatory factor analysis- second order--CFA) to confirm the question of each variable observed it is an indicator of the element to be measured or not. and to confirm the observed variables of each factor as to their constituents. The results in this step were applied in the second step. (2) Confirmatory component analysis from structural equation model analysis. This will be an analysis of all factors at the same time. The variables to be analyzed must have a correlation of not less than .30 to use the results in this section to further develop strategies.

3. Analysis of direct and indirect influences of Tie strength to purchase intention, Self-disclosure to purchase intention, platform type to Electronic word-of-mouth credibility, Price Risk to Electronic word-of-mouth credibility.

The statistics used to analyze the data are causal influence analysis (Path Analysis) of the impact of platform differences in electronic word-of-mouth on consumer purchase intention from a price perspective using structural equation modeling (-SEM).

4. The search for the impact of electronic word-of-mouth on purchase intention The pattern that was searched for will be the result of component analysis and causal influence analysis at the same time. It is an overall analysis of the model.

whole measurement model and structural model (structural model), also known as (structural equation modeling--SEM). This model is a model that is adjusted in accordance with the empirical data (model fit). Therefore, the resulting model is a model that can be used. effective application in each factor there are variables that promote various factors. Each factor will have a causal influence on the other.

Structural equation model--SEM analysis

Structural equation model analysis is an advanced statistical technique for analyzing multivariate relationships. It has the advantage of being able to analyze linear relationships between latent variables, which general statistics cannot do. This is because structural equation models can relax the limitations of other types of analysis, such as regression analysis. where the original variable must not be correlated, but structural equation model analysis can relax this restriction, etc. A structural equation model consists of two parts: the structural model consists of the relationship paths between each latent variable. and measurement model (measurement model), which consists of observed variables of each latent variable. Therefore, structural equation model analysis can be performed as confirmatory factor analysis. (Confirmatory factor analysis--CFA) and causal influence analysis (path analysis--PA) at the same time. Suitable for proof-of-concept theories, which usually have a structure of variables as a causal model. Structural equation models can also perform other statistical analyses, such as multiple regression analysis. analysis of covariance, canonical analysis, etc. In analyzing the structural equation model, the analyst must first adjust the model to be consistent with the empirical data. So, the various statistics can be used correctly. You can consider the acceptance criteria as shown in the values in Table 3.8

Table 3.8 Criteria for Agreeing on Model Conformity with Empirical Data.

Statistical values	Symbols	Acceptance Criteria	Reference
Chi-square	χ^2	-	
Degrees of freedom	Df	-	
Chi-square/ Degrees of freedom	χ^2/df	< 2	(Byrne, 2010)
probability	P-Value	>0.05	
Root mean square error of approximation	RMSEA	<0.05	
Comparative Harmony Index (GFA)	CFI	>0.9	(Bentler, 1990)
Tucker-Lewis (AGFI)	TLI	>0.9	
Square root index of standard residuals.	SRMR	<0.05	

Chapter 4

Results of Analysis

This research was to study the Impact of Platform Differences in Online Word-of-mouth on Consumer Purchase Intention. The data analysis result can be presented as follows:

1. Symbols and abbreviations
2. Presentation of data analysis
3. Results of data analysis

Symbols and Abbreviations

Variable abbreviation:

PI	=	Purchase Intention
TS	=	Tie Strength
SD	=	Self Disclosure
EW	=	Electronic word-of-mouth credibility
PV	=	Perceived Value
ER	=	Emotional Response
AC	=	Agree Comments

Platform grouping:

SM	=	Social Media Platform
OP	=	Online Shopping Platform

Statistical symbols:

B	=	Standardized path coefficient
B	=	Non standardized coefficient
P	=	significance level (represents $p < 0.001$)
CI	=	confidence interval
AVE	=	Average Variance Extraction
CR	=	Combined Reliability

Presentation of data analysis

Descriptive statistics of the questionnaire data

Table 4.1 Descriptive Statistics

Frequency analysis results				
Name	Option	Frequency	Percentage	Accumulative Perception
Questionnaire	Social media platform	200	50.00	50.00
	Online Platform	200	50.00	100.00
Gender	Man	187	46.52	46.52
	Woman	213	53.48	100.00
Age	Under the age of 18	95	23.63	23.63
	19-29	77	19.15	42.79
	30-39	157	39.80	82.34
	40-59	70	17.41	99.99
	Over 60 years old	1	0.001	100.00
Monthly Income	Below RMB 3,000 yuan	106	26.87	26.87
	3001-5000	95	23.63	50.50
	5001-7000	91	22.64	73.13
	Above the 7,001 yuan	108	26.87	100.00
Online shopping	Often	247	61.75	61.75
	Once in a while	133	33.25	95
	Never	20	0.05	100.00
When online shopping, pay attention to electronic word-of-mouth information Amount to	Very concerned about	104	25.87	25.87
	be concerned with	109	27.11	52.99
	Don't care too much	101	25.62	78.61
	be indifferent to	86	21.39	100.00
		400	100.0	100.0

The respondents filled in questionnaires on their own social media platforms and online shopping platforms, respectively, and the number of questionnaires on social media platforms and online shopping platforms accounted for 50% each, with a total of 402 valid questionnaires.

There were slightly more female respondents than men, with 53.48% female and 46.52% male, with a relatively balanced gender ratio. The age distribution of the respondents was relatively uniform. The proportion of people aged 30-39 years old was 39.80%. The proportions of the groups aged 19 – 29 and 40 – 59 were similar, with 19.15% and 17.41%, respectively. Monthly income situation: The income level is relatively balanced. Groups with a monthly income of less than 3,000 yuan and more than 7,001 yuan each accounted for 26.87% respectively, accounting for the highest proportion. The 3001-5000 yuan and 5001-7000yuan groups accounted for 23.63% and 22.64%, respectively. Online shopping frequency: most of the respondents have the habit of shopping online 38.31% of people often shop online, and 33.08% of people shop online occasionally, totaling 71.39%. Still, 28.61 percent said they never bought online.

Attention to electronic word-of-mouth information: More than half (52.99%) of the respondents expressed great concern for or concern about electronic word-of-mouth information. Among them, 25.87% were very concerned and 27.11% were concerned, 25.62% did not care much, and 21.39% did not.

The survey sample was more evenly distributed across gender, age, and income. Most of the respondents have the habit of shopping online, and pay more attention to the electronic word-of-mouth information. This reflects that in the current consumer environment, online shopping has become a common phenomenon, and consumers often refer to others' comments and feedback when making purchasing decisions. For enterprises, this means that they need to pay more attention to product quality and customer experience, but also pay attention to the management of network reputation.

Descriptive statistics of variable information

1. Relations strength score

Table 4.2 Tie Strength

Name	Sample Capacity	MIN	MAX	$\bar{X}$	SE	SK	KU
Tie Strength	400	1.000	5.000	3.020	1.064	0.086	-1.279
Trust	400	1.000	5.000	3.065	1.309	-0.027	-1.600
Feedback	400	1.000	5.000	3.007	1.338	0.037	-1.648
Frequency							
Emotional	400	1.000	5.000	2.989	1.337	-0.011	-1.642
Attachment							

The mean value of the relationship strength variables was 3.020 with a median of 3.000 and a standard deviation of 1.064. The minimum value was 1.222 and the maximum value was 4.889, indicating a large variability in the sample. The mean was slightly above the midpoint of the scale, suggesting that respondents generally thought of the strength of their relationship with others. The standard deviation was relatively small, indicating that the majority of respondents had scores centered around the mean.

The mean (3.065) and median (3.000) of the trust were similar to the relationship strength, but the standard deviation (1.309) was larger, showing a higher degree of dispersion. A minimum value of 1.000 and a maximum value of 5.000 covered the entire scale range, reflecting significant differences in respondent evaluation of trust.

The mean value of the feedback frequency was 3.007, with a median of 2.667 and a standard deviation of 1.338. The mean is close to the midpoint of the scale, but the median is slightly lower, suggesting that the distribution may be slightly right-

skewed. The minimum and maximum values also covered the entire range of the scale, indicating large differences in feedback behavior among respondents.

The descriptive statistics of emotional attachment were similar to the feedback frequency, with a mean of 2.989, a median of 2.667, and a standard deviation of 1.337. This indicates that respondents rated emotional attachment slightly lower than moderate levels and had large individual differences.

The mean values were all close to the midpoint of the scale, indicating that respondents generally rated these relationship characteristics moderately. The larger standard deviation and maximum-minimum range revealed significant individual differences in the sample. This difference may reflect the complexity of relationship quality and interaction patterns in social networks and also provide a basis for further exploration of factors influencing these variables.

2. Score the status of self-disclosure degree

Table 4.3 Self-Disclosure Degree

Name	Sample Capacity	MIN	MAX	$\bar{X}$	SE	SK	KU
Self-disclosure	400	1.000	5.000	3.044	1.059	0.054	-1.228
Disclosure of content	400	1.000	5.000	3.079	1.370	-0.066	-1.646
Disclosure depth	400	1.000	5.000	2.976	1.320	0.065	-1.569
Disclosure intention	400	1.000	5.000	3.076	1.337	-0.043	-1.636

The mean level of self-disclosure was 3.044 with a median of 3.000 and a standard deviation of 1.059. A minimum value was 1.222, and a maximum value was 4.889, indicating some degree of variability in the sample. The mean was slightly above the midpoint of the scale, suggesting an overall above moderate self-

disclosure for respondents. The relatively small standard deviation indicates that most respondents scored centered around the mean, reflecting the relative consistency of the sample in the degree of self-disclosure.

The mean (3.079) and median (3.000) of the disclosure were similar to the degree of self-disclosure, but the standard deviation (1.370) was large, showing a higher degree of dispersion. A minimum value of 1.000 and a maximum value of 5.000 covered the entire scale and reflecting significant differences in disclosure among respondents. This may stem from differences in individual privacy concepts, social needs, and information sensitivity.

The mean value of the disclosure depth was 2.976 with a median of 3.000 and a standard deviation of 1.320. The mean was slightly below the midpoint of the scale, indicating that respondents were relatively cautious in the depth of disclosure. The minimum and maximum values also cover the entire range of the scale, implying a diversified disclosure behavior ranging from extremely conservative to very open in the sample.

The description statistics of disclosure intent were similar to the disclosure content, with a mean of 3.076, a median of 3.000, and a standard deviation of 1.337. This indicated that the respondent's disclosure intentions were generally at a moderate level, but the individual differences were significant.

3. Electronic word-of-mouth credibility score

Table 4.4 Electronic Word-of-Mouth Credibility

Name	Sample Capacity	MIN	MAX	$\bar{X}$	SE	SK	KU
Electronic word-of-mouth credibility	400	1.000	5.000	2.949	1.100	0.090	-1.336
Information credibility	400	1.000	5.000	2.964	1.341	0.046	-1.601
Content quality	400	1.000	5.000	2.894	1.326	0.175	-1.602
Information consistency	400	1.000	5.000	2.989	1.319	0.033	-1.608

The mean of e-word credibility was 2.949, the median of 2.889, and the standard deviation of 1.100. A minimum value was 1.111 and a maximum value was 4.778, indicating some degree of variability in the sample. The mean was slightly lower than the midpoint of the scale, suggesting that respondents' overall credibility rating of eBE was slightly lower than moderate.

The mean (2.964) and median (2.833) of information credibility were similar to the e-reputation credibility, but the standard deviation (1.341) was large, showing a higher degree of dispersion. A minimum value of 1.000 and a maximum value of 5.000 covered the entire scale range, reflecting significant differences in the credibility of the assessment information.

The mean value of content quality was 2.894 with a median of 2.667 and a standard deviation of 1.326. This was the lowest mean of the four variables, indicating relatively low ratings of the quality of e-word-of-mouth content.

The descriptive statistics of the informative consistent variables showed that the mean was 2.989, the median 2.667, and the standard deviation 1.319. Although the mean was still lower than the midpoint of the scale, it was highest among the

four variables, reflecting the tendency of respondents to rely on the consistency of the information to judge its credibility when faced with multi-source information.

4. Purchase intention score

Table 4.5 Purchase Intention

Name	Sample Capacity	MIN	MAX	$\bar{X}$	SE	SK	KU
Purchase intention	400	1.000	5.000	2.994	1.015	0.059	-1.121
Perceived value	400	1.000	5.000	3.002	1.317	0.050	-1.627
Emotional Response	400	1.000	5.000	3.017	1.316	-0.003	-1.619
Agree comments	400	1.000	5.000	3.006	1.311	0.005	-1.585

The mean value of the purchase intention variables was 2.994, with a median of 3.000 and a standard deviation of 1.015. A minimum of 1.111 and a maximum of 5.000, indicating some degree of variability in the sample. The mean was very close to the midpoint of the scale, suggesting that the overall purchase intention of the respondents was moderate. The relatively small standard deviation indicates that the majority of respondents scored centered around the mean, reflecting the relative consistency of the sample in purchase intention.

The mean (3.002) and median (3.000) of the perceived value were almost the same as the purchase intention, but the standard deviation (1.317) was larger, showing a higher degree of dispersion. A minimum value of 1.000 and a maximum value of 5.000 covered the entire range of the scale, reflecting significant differences in the perceived value of the respondent's products or services.

The mean value of affective feedback was 3.017, with a median of 3.000 and a standard deviation of 1.316. This is the highest mean of the four variables, although only slightly higher than the other variables. This may indicate that respondents responded slightly positively to the product or service at the emotional level, but with little difference. The large standard deviation implies significant differences in emotional responses among individuals.

The agreed description statistics showed a mean of 3.006, a median of 3.000, and a standard deviation of 1.311. These values were very close to the other variables, indicating that the respondents agreed with the other decision factors.

The mean values of the variables associated with consumer decisions were all very close to the midpoint of the scale, reflecting the overall neutrality of the respondents in their evaluation of these aspects. The larger standard deviation and full range of maximum-minimum distribution revealed the presence of significant individual differences in the sample.

Credit and validity analysis

Table 4.6 Reliability Analysis

Scale	Name	Total correlation (CITC)	Item deleted α coefficient	Cronbach α Coefficient
Tie strength	Trust	TT1	0.841	0.895
		TT2	0.771	
		TT3	0.771	
	Feedback frequency	IF1	0.832	0.897
		IF2	0.776	
		IF3	0.785	
	Emotional attachment	EA1	0.843	0.901
		EA2	0.789	
		EA3	0.780	

Table 4.6 (Continued)

	Scale	Name	Total correlation (CITC)	Item deleted α coefficient	Cronbach α Coefficient
Self-disclosure	Disclosure of content	DC1	0.843	0.827	0.902
		DC2	0.786	0.877	
		DC3	0.789	0.875	
	Disclosure depth	DD1	0.828	0.808	0.891
		DD2	0.761	0.866	
		DD3	0.771	0.859	
	Disclosure intention	DI1	0.835	0.817	0.896
		DI2	0.775	0.869	
		DI3	0.776	0.868	
Electronic word-of-mouth credibility	Information credibility	SC1	0.837	0.836	0.903
		SC2	0.790	0.875	
		SC3	0.795	0.871	
	Content quality	CQ1	0.822	0.846	0.902
		CQ2	0.800	0.864	
		CQ3	0.794	0.869	
	Information consistency	CI1	0.829	0.834	0.900
		CI2	0.790	0.867	
		CI3	0.788	0.870	
purchase intention	Perceived value	PV1	0.832	0.822	0.896
		PV2	0.778	0.868	
		PV3	0.778	0.867	
	Emotional Response	ER1	0.831	0.840	0.903
		ER2	0.791	0.874	
		ER3	0.798	0.868	
	Agree comments	AC1	0.816	0.803	0.885
		AC2	0.759	0.853	
		AC3	0.757	0.855	

Trust

The Cronbach α coefficient for this dimension was 0.895, indicating a high internal consistency of the trust scale. The total correlation (CIC) values for the three items were 0.841, 0.771, and 0.771, which were higher than the ideal standard of 0.7, indicating that each item correlated well with the total score. The deleted α coefficients of the items ranged from 0.808 to 0.870, all lower than the overall α coefficient, indicating that deletion of either item will not improve the overall reliability of the scale, so all items should be retained.

Feedback frequency

The Cronbach α coefficient of this dimension is 0.897, which also shows a very high internal consistency. The CIT values of the three items were 0.832, 0.776 and 0.785, respectively, all exceeding 0.7, indicating that the items correlated well with the total score. The deleted α coefficients of the term ranged between 0.823 and 0.871, both below or near the overall α coefficient, indicating an optimal combination of existing items.

Emotional Attachment

The Cronbach α coefficient of the emotional attachment dimensions reached 0.901, showing extremely high internal consistency. The CIT values for the three items were 0.843, 0.789, and 0.780, all well above the 0.7 criterion, indicating that the items were highly correlated with the total score. The deleted α coefficients of the items range from 0.825 to 0.878, which are lower than the overall α coefficient, indicating the best existing portfolio and not needing to delete any items.

Disclosure Content

The Cronbach α coefficient for this dimension was 0.902, indicating extremely high internal consistency. The CIT values of the three items were 0.843, 0.786 and 0.789, respectively, all far exceeding the standard of 0.7, showing that the items were highly correlated with the total score. The α coefficients of the deleted items ranged from 0.827 to 0.877, all lower than the overall α coefficient, indicating the optimal existing project portfolio.

Disclosure Depth

The Cronbach α coefficient of the disclosure depth dimension was 0.891, indicating high internal consistency. The CIT values of the three items were 0.828, 0.761 and 0.771, respectively, which all exceeded the standard of 0.7, indicating that the items correlated well with the total score. The deleted α coefficients of the item range from 0.808 to 0.866, which are all lower than the overall α coefficient, indicating the best combination of existing items.

Disclosure Intention

The Cronbach α coefficient for this dimension is 0.896, showing a very high internal consistency. The CIT values for the three items were 0.835, 0.775, and 0.776, all well above the 0.7 criterion, indicating that the items were highly correlated with the total score. The deleted α coefficients of the items range from 0.817 to 0.869, all lower than the overall α coefficient, indicating that no items need to be deleted.

Information Reliability

The Cronbach α coefficient of the information credibility dimension reached 0.903, indicating extremely high internal consistency. The CIT values of the three items were 0.837, 0.790 and 0.795, respectively, all far exceeding the standard of 0.7, showing that the items were highly correlated with the total score. The deleted α coefficients of the item ranged between 0.836 and 0.875, both below or near the overall α coefficient, indicating that the existing item portfolio is optimal.

Content Quality

The Cronbach α coefficient for this dimension was 0.902, indicating extremely high internal consistency. The CIT values of the three items were 0.822, 0.800 and 0.794, respectively, all far exceeding the standard of 0.7, showing that the items were highly correlated with the total score. The deleted α coefficients of the items range from 0.846 to 0.869, all lower than the overall α coefficient, indicating that the optimal existing portfolio does not need to delete any items.

Information consistency

The Cronbach α coefficient of the information consistency dimension was 0.900, indicating extremely high internal consistency. The CIT values of the three

items were 0.829, 0.790 and 0.788, respectively, which were much higher than the standard of 0.7, indicating that the items were highly correlated with the total score. The deleted α coefficients of the item range from 0.834 to 0.870, all lower than the overall α coefficient, indicating the best combination of existing items.

Perceived Value

The Cronbach α coefficient for this dimension is 0.896, showing a very high internal consistency. The CIT values of the three items were 0.832, 0.778 and 0.778, respectively, far exceeding the 0.7 standard, indicating that the items were highly correlated with the total score. The deleted α coefficients of the items range from 0.822 to 0.868, all lower than the overall α coefficient, indicating that no items need to be deleted.

Emotional Response

The Cronbach α coefficient of the emotional feedback dimension reached 0.903, indicating extremely high internal consistency. The CIT values of the three items were 0.831, 0.791 and 0.798, respectively, all far exceeding the standard of 0.7, showing that the items were highly correlated with the total score. The deleted α coefficients of the item range from 0.840 to 0.874, both below or near the overall α coefficient, indicating that the existing item portfolio is optimal.

Agree comments

The Cronbach α coefficient for this dimension was 0.885, indicating a high internal consistency. The CIT values of the three items were 0.816, 0.759 and 0.757, respectively, which all exceeded the standard of 0.7, indicating that the items correlated well with the total score. The deleted α coefficients of the items range from 0.803 to 0.855, which are lower than the overall α coefficient, indicating the best combination of existing items and does not need to delete any items.

The Cronbach α coefficients of all dimensions were between 0.885 and 0.903, far exceeding the acceptable standard of 0.7 and even exceeding the good standard of 0.8, indicating that the internal consistency of all dimensions is very high.

The CITC values of all items were between 0.757 and 0.843, much higher than the minimum standard of 0.5 and the ideal standard of 0.7, indicating that each

1. Overview of Correlations

The table presents the pairwise Pearson correlation coefficients among 16 key variables, with significance levels marked at $p < 0.05$, $p < 0.01$, and $p < 0.001$. Overall, the correlation coefficients range from 0.31 to 0.84, indicating moderate to strong relationships between variables. No excessively high correlations (e.g., > 0.90) are observed, suggesting that multicollinearity is not a concern and the variables exhibit good discriminant validity. This provides a solid foundation for further analysis using structural equation modeling (SEM).

2. Relationship Between Purchase Intention (PI) and Other Variables

Purchase intention (PI), the dependent variable in this study, shows significant correlations with all other variables, with coefficients ranging from 0.436 to 0.794.

Strongest Relationship with Attitude Consistency (AC): PI is most strongly correlated with AC ($r = 0.794, p < 0.01$), indicating that alignment between consumers' attitudes and behaviors is a critical determinant of purchase intention.

Emotional Response (ER): PI is highly correlated with ER ($r = 0.772, p < 0.01$), highlighting the importance of emotional engagement in shaping purchase decisions.

Perceived Value (PV): PI's correlation with PV ($r = 0.755, p < 0.01$) suggests that rational evaluations of value significantly drive purchase intention.

3. Correlations among Tie Strength Variables

Relationship strength (TS), trust (TT), feedback frequency (IF), and emotional attachment (EA) form the relationship dimension, and their intercorrelations are strong ($r = 0.774$ to $r = 0.821$):

TS and TT: The strongest relationship is observed between TS and TT ($r = 0.810, p < 0.01$), indicating that stronger relationships are associated with higher levels of trust.

TS and IF: The correlation between TS and IF ($r=0.821, p<0.01$) underscores the role of frequent interactions in reinforcing relationship strength.

TS and EA: TS and EA are significantly correlated ($r=0.774, p<0.01$), suggesting that strong relationships are often accompanied by deeper emotional attachment.

4. Self-Disclosure Variables

Self-disclosure (SD) and its related constructs (DC, DD, DI) exhibit high intercorrelations ($r=0.730$ to $r=0.796$), reflecting the coherence of the self-disclosure dimension:

SD and PI: SD is significantly correlated with PI ($r=0.702, p<0.01$), indicating that personal information shared in eWOM strongly influences purchase intention.

SD and Other Self-Disclosure Variables: SD's correlations with DC ($r=0.791$) and DD ($r=0.796$) confirm the internal consistency of the self-disclosure dimension.

5. Electronic Word-of-Mouth (eWOM) Variables

eWOM credibility (EW) shows moderate to strong correlations with its related variables, including social connection (SC), content quality (CQ), and consumer trust (CI):

EW and CQ: The highest correlation is observed between EW and CQ ($r=0.844, p<0.01$), suggesting that trust in eWOM heavily depends on the perceived quality of the content.

EW and SC: EW is strongly correlated with SC ($r=0.811, p<0.01$), indicating that stronger social connections enhance trust in eWOM.

EW and PI: The correlation between EW and PI ($r=0.549, p<0.01$) suggests that while eWOM credibility influences purchase intention, other factors also play a significant role.

Confirmatory factor analysis

1. Tie Strength

Table 4.8 Results of Confirmatory Factor Analysis for Measurement Model

Subactive	variables	Explicit variables	p	Standard load coefficient	SMC	AVE	CR
Tie strength	Trust	TT1	-	0.917	0.841	0.745	0.898
		TT2	0.000	0.838	0.702		
		TT3	0.000	0.833	0.694		
	Feedback frequency	IF1	-	0.906	0.821	0.747	0.899
		IF2	0.000	0.839	0.703		
		IF3	0.000	0.847	0.717		
	Emotional attachment	EA1	-	0.918	0.843	0.756	0.903
		EA2	0.000	0.850	0.722		
		EA3	0.000	0.838	0.703		

This table shows the factor load, significance, standardized load coefficient, SMC (squared multiple correlation), AVE (mean variance extraction), and CR (combined reliability) of the latent variable of relationship strength and its three dimensions (trust, feedback frequency, emotional attachment).

Standardized load coefficient: Standardized load coefficients exceed 0.8, ranging from 0.833 to 0.918, indicating that all measured items are strongly associated with their corresponding latent constructs. This supports the convergent validity of the measurement model.

significance (p-value): except the first item in each dimension (used as a reference item), all other items have p-values less than 0.001, indicating that these path coefficients are statistically significant.

SMC (square multiple correlation): The SMC values for all items exceed 0.69, indicating that each observed variable is well explained by its latent constructs.

AVE (mean variance extraction): The AVE values of the three dimensions were 0.745 (trust), 0.747 (feedback frequency), and 0.756 (emotional attachment), which far exceeded the commonly recommended threshold of 0.5, indicating good convergent validity of the measurement model.

CR (combined reliability): The CR values of the three dimensions were 0.898 (trust), 0.899 (feedback frequency), and 0.903 (emotional attachment), which far exceeded the usual recommended threshold of 0.7, indicating the high internal consistency and reliability of the measurement model.

Table 4.9 Distinguishing Validity

	Trust	Feedback frequency	Emotional attachment
Trust	0.863		
Feedback frequency	0.534	0.864	
Emotional attachment	0.420	0.436	0.869

Note: The diagonal number is the AVE square root value

This table presents the Pearson correlation coefficient and AVE square root values used to assess discriminatory validity between constructs.

AVE square root value: The diagonal values are 0.863 (trust), 0.864 (feedback frequency), and 0.869 (emotional attachment), which represent the AVE square root of each construct.

Correlation coefficient: Values on the off-diagonal represent Pearson's correlation coefficient between constructs. The correlation coefficient between trust

and feedback frequency was 0.534, trust and emotional attachment was 0.420, and feedback frequency and emotional attachment was 0.436.

discriminatory validity judgment: The AVE square root value of each construct is greater than the correlation coefficient between the construct and the other constructs, indicating good discriminatory validity of the measurement model. Each construct is well distinguished from the others.

Table 4.10 Model Fit Metrics

Metric	χ^2	df	p	χ^2/df	GFI	RMSEA	RMR	CFI
Standard	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9
Value	35.752	24	0.058	1.490	0.981	0.035	0.050	0.995
Metric	TLI	AGFI	IFI	PGFI	PNFI	PCFI	SRMR	NFI
Standard	>0.9	>0.9	>0.9	>0.5	>0.5	>0.5	<0.1	>0.9
Value	0.993	0.965	0.995	0.523	0.657	0.664	0.024	0.986

This table provides a range of model fit metrics to assess the fit of the overall model.

χ^2 test: $\chi^2 = 35.752$, $df = 24$, $p = 0.058 > 0.05$, indicating that there is no significant difference between the model and data, and the model fits well.

Chi-square degrees of freedom ratio (χ^2 / df): $1.490 < 3$, indicating excellent model fit.

GFI (goodness of fit index): $0.981 > 0.9$, indicating that the model fits very well.

RMSEA (approximation error): $0.035 < 0.10$, indicating excellent model fit.

RMR (residual root mean square): $0.050 = 0.05$, just reaching the standard of good fit, indicating that the model fit is fair.

CFI (comparative fit index): $0.995 > 0.9$, indicating an excellent model fit.

TLI (Tucker-Lewis index): $0.993 > 0.9$, indicating an excellent model fit.

AGFI (adjusted goodness of fit index): $0.965 > 0.9$, indicating an excellent model fit.

IFI (incremental fitting index): $0.995 > 0.9$, indicating an excellent model fit.

PGFI (parsimony goodness of fit index): $0.523 > 0.5$, indicating that the model maintains a good fit while considering parsimony.

PNFI (parsimony specification fit index): $0.657 > 0.5$, indicating that the model performs well in balanced parsimony and fit.

PCFI (parsimony comparison fit index): $0.664 > 0.5$, further confirming that the model achieves a good balance between parsimony and fit.

SRMR (normalized residual root mean square): $0.024 < 0.1$, indicating an excellent model fit.

NFI (normative fitting index): $0.986 > 0.9$, indicating an excellent model fit.

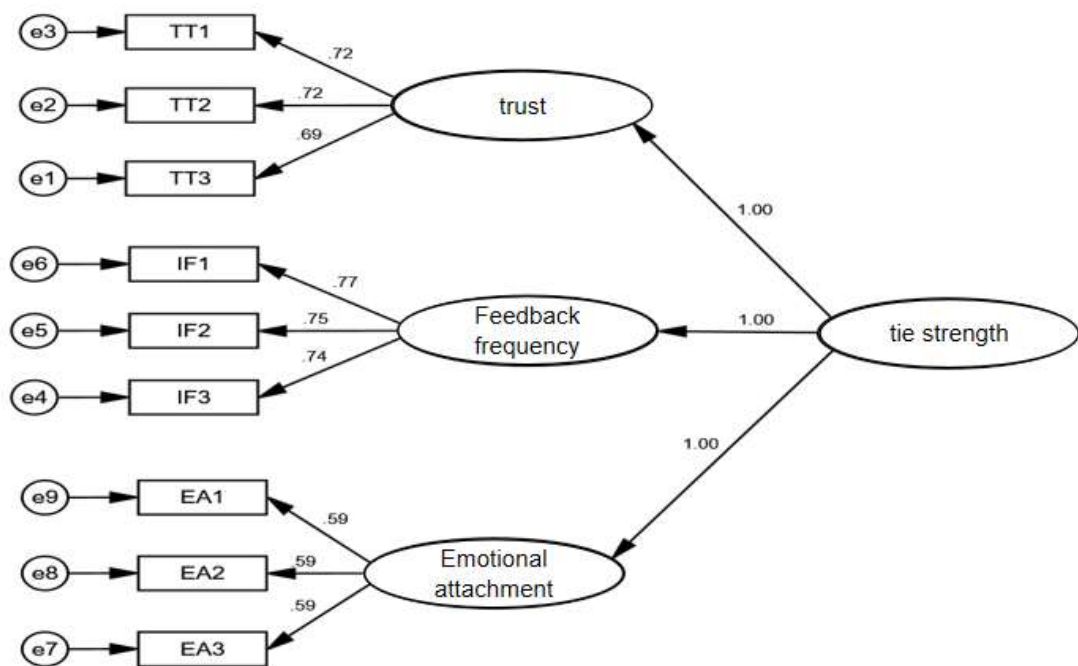


Figure 4.1 Structural Model Diagram (Tie strength)

Convergent validity of the measurement model:

Based on the analysis of the factor load table, all the measurement items showed excellent convergent validity. All standardized load coefficients exceeded 0.8, AVE values were above 0.7, and CR values were close to or above 0.9. Together,

these indicators demonstrate the high internal consistency, reliability, and convergent validity of the measurement model. Each latent construct is well reflected by its corresponding observed variable.

Differentiated validity of the constructs:

By comparing AVE square root values with the correlation coefficient between constructs, we can confirm that the measured model has good discriminatory validity. This means that although trust, feedback frequency and emotional attachment, all belong to the dimension of relationship strength, each captures different aspects of relationship strength and has clear differences from each other.

Overall model fit degree:

The model fitting index comprehensively reflects the degree of fit between the measurement model and the observed data. Almost all of the indicators meet or exceed the criteria for a good fit:

The absolute fit index (e.g., χ^2 test, GFI, RMSEA, RMR, SRMR) indicates that the model reproduces the observed data very well.

The value-added fit index (e.g., CFI, TLI, IFI, NFI) showed a significant improvement of this model over the baseline model.

The parsimony fit index (e.g., PGFI, PNFI, PCFI) proves that the model achieves parsimony while maintaining a good fit.

2. Self-disclosure

Table 4.11 Results of Confirmatory Factor Analysis for Measurement Model

Subactive variables	Subactive variables	Explicit variables	p	Standard load coefficient		
Self Disclosure	Disclosure of Content	DC1	-	0.915		
Self Disclosure	Disclosure of Content	DC2	0.000	0.849		
Self Disclosure	Disclosure of Content	DC3	0.000	0.846		
Self Disclosure	Disclosure Depth	DD1	-	0.910		
Self Disclosure	Disclosure Depth	DD2	0.000	0.828		
Self Disclosure	Disclosure Depth	DD3	0.000	0.833		
Self Disclosure	Disclosure Intention	DI1	-	0.919		
Self Disclosure	Disclosure Intention	DI2	0.000	0.830		
Self Disclosure	Disclosure Intention	DI3	0.000	0.838		
Subactive variables	Subactive variables	Explicit variables	SMC	AVE	CR	
Self Disclosure	Disclosure of Content	DC1	0.837	0.758	0.904	
Self Disclosure	Disclosure of Content	DC2	0.721	0.758	0.904	
Self Disclosure	Disclosure of Content	DC3	0.716	0.758	0.904	
Self Disclosure	Disclosure Depth	DD1	0.828	0.736	0.893	
Self Disclosure	Disclosure Depth	DD2	0.686	0.736	0.893	
Self Disclosure	Disclosure Depth	DD3	0.694	0.736	0.893	
Self Disclosure	Disclosure Intention	DI1	0.844	0.745	0.897	
Self Disclosure	Disclosure Intention	DI2	0.688	0.745	0.897	
Self Disclosure	Disclosure Intention	DI3	0.703	0.745	0.897	

This table shows the factor load, significance, standardized load coefficient, factor SMC (square multiple correlation), AVE (average variance extraction), and CR (combined reliability) of its three dimensions (disclosure content, depth of disclosure, disclosure intent).

Standardized load coefficient: Standardized load coefficients exceed 0.8, ranging from 0.828 to 0.919, indicating that all measured items are strongly associated with their corresponding latent constructs. This strongly supports the convergent validity of the measurement model.

significance (p-value): except for the first item in each dimension (used as a reference item), all other items have p-values less than 0.001, indicating that these path coefficients are statistically highly significant.

SMC (square multiple correlation): The SMC values for all items exceed 0.68, ranging from 0.686 to 0.844, indicating that each observed variable is well explained by its latent constructs, further supporting the convergent validity of the model.

AVE (average variance extraction): AVE values for the three dimensions were 0.758 (disclosure), 0.736 (depth of disclosure), and 0.745 (intention of disclosure), all far exceeding the commonly recommended 0.5 threshold, indicating excellent convergent validity of the measurement model.

CR (combined reliability): The CR values of the three dimensions are 0.904 (disclosure content), 0.893 (depth of disclosure), and 0.897 (disclosure intent), which far exceed the commonly recommended 0.7 threshold, indicating the high internal consistency and reliability of the measurement model.

Table 4.12 Distinguishing Validity

	Disclosure of content	Disclosure depth	Disclosure intention
Disclosure of content	0.871		
Disclosure depth	0.451	0.858	
Disclosure intention	0.410	0.442	0.863
Note: The diagonal number is the AVE square root value			

This table presents the Pearson correlation coefficient and AVE square root values used to assess discriminatory validity between constructs.

AVE square root: the diagonal values are 0.871 (disclosure), 0.858 (depth of disclosure), and 0.863 (disclosure intent); these values represent the AVE square root of each construct.

Correlation coefficient: Values on the off-diagonal represent Pearson's correlation coefficient between constructs. The correlation coefficient between disclosure content and disclosure depth is 0.451, disclosure content and disclosure intention is 0.410, and disclosure depth and disclosure intention is 0.442.

Discriminant validity was confirmed as the square root of the AVE for each construct exceeded the corresponding inter-construct correlation coefficients by a substantial margin. This result indicates that each construct is empirically distinct, effectively capturing a unique dimension of self-disclosure.

Table 4.13 Model Fit Metrics

Metric	χ^2	df	p	χ^2/df	GFI	RMSEA	RMR	CFI
Standard	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9
Value	28.114	24	0.255	1.171	0.985	0.021	0.054	0.998
Metric	TLI	AGFI	IFI	PGFI	PNFI	PCFI	SRMR	NFI
Standard	>0.9	>0.9	>0.9	>0.5	>0.5	>0.5	<0.1	>0.9
Value	0.997	0.972	0.998	0.525	0.659	0.666	0.025	0.989

This table provides a range of model fit metrics to assess the fit of the overall model.

χ^2 test: $\chi^2 = 28.114$, $df = 24$, $p = 0.255 > 0.05$, indicating that there is no significant difference between the model and the data, and the model fits very well.

Chi-square degrees of freedom ratio (χ^2 / df): $1.171 < 3$, indicating excellent model fit.

GFI (goodness-of-fit index): $0.985 > 0.9$, indicating an excellent model fit.

RMSEA (approximation error): $0.021 < 0.10$ and much less than 0.05, indicating excellent model fit.

RMR (residual root mean square): $0.054 > 0.05$, slightly above the ideal standard but still within the acceptable range, indicating a fair model fit.

CFI (comparative fit index): $0.998 > 0.9$, very close to 1, indicating that the model fit is almost perfect.

TLI (Tucker-Lewis index): $0.997 > 0.9$, also very close to 1, further confirming the excellent fit of the model.

AGFI (adjusted goodness of fit index): $0.972 > 0.9$, indicating an excellent model fit.

IFI (delta fitting index): $0.998 > 0.9$, consistent with CFI, indicating a model almost perfect fit.

PGFI (parsimony goodness of fit index): $0.525 > 0.5$, indicating that the model maintains a good fit while considering parsimony.

PNFI (parsimony specification fit index): $0.659 > 0.5$, indicating that the model performs well in balanced parsimony and fit.

PCFI (parsimony comparison fit index): $0.666 > 0.5$, further confirming that the model achieves a good balance between parsimony and fit.

SRMR (normalized residual root mean square): $0.025 < 0.1$ and much less than 0.05, indicating an excellent model fit.

NFI (gauge fitting index): $0.989 > 0.9$, very close to 1, indicating that the model fit is almost perfect.

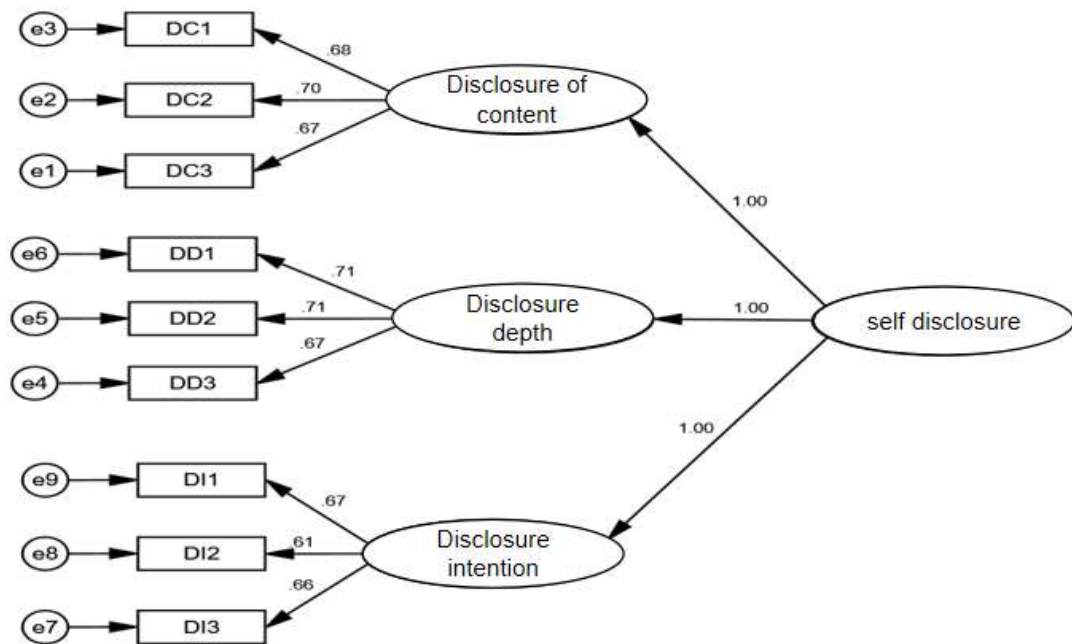


Figure 4.2 Structural Model Diagram (Self-Disclosure)

Convergent validity of the measurement model:

Based on the analysis of the factor load table, all the measurement items showed excellent convergent validity. All standardized load coefficients exceeded 0.82, AVE values were above 0.73, and CR values were close to or above 0.9. Together, these indicators demonstrate the extremely high internal consistency, reliability, and convergent validity of the measurement models. Each potential construct (disclosure content, depth of disclosure, disclosure intention) is very well reflected by its corresponding observed variables.

Differentiated validity of the constructs:

By comparing the AVE square root values with the inter-construct correlation coefficient, we can confirm that the measurement model has excellent discriminatory validity. AVE square root values (0.871, 0.858, 0.863) are much higher than the correlation coefficient between constructs (up to 0.451), which means that although the disclosure content, depth of disclosure and intention of disclosure belong to the dimensions of the degree of self-disclosure, they each capture

different aspects of the degree of self-disclosure and have clear differences between each other.

3. Electronic word-of-mouth credibility

Table 4.14 Results of Confirmatory Factor Analysis for Measurement Model

Active variables		Explicit variables	p	Standard load coefficient	SMC	AVE	CR
Electronic word-of-mouth credibility	Information credibility	SC1	-	0.906	0.822	0.759	0.904
		SC2	0.000	0.848	0.719		
		SC3	0.000	0.858	0.736		
	Content quality	CQ1	-	0.882	0.778	0.755	0.903
		CQ2	0.000	0.866	0.750		
		CQ3	0.000	0.859	0.738		
	Information consistency	CI1	-	0.892	0.796	0.752	0.901
		CI2	0.000	0.855	0.731		
		CI3	0.000	0.854	0.730		

The table shows the load coefficient of each latent variable (SC1, SC2, SC, SC3, CQ 1, CQ 2, CQ 3, CI1, CI2, CI3) in addition to the standard error (p-value), the standard load coefficient, the square multiple determination coefficient (SMC), and the mean variance extraction (AVE).

The load coefficients are all higher than 0.85, and the p-values are all less than 0.0001, and the relationship between the obvious variables and latent variables is very significant, supporting that these dominant variables effectively measure their corresponding latent variables.

The SMC values ranged between 0.719 and 0.822, indicating a higher degree of each manifest variable explaining the variance of its latent variable.

The AVE values ranged between 0.728 and 0.796, indicating a high variance extracted from its manifest variables for each latent variable, meeting good reliability requirements.

Table 4.15 Distinguishing Validity

	Information credibility	Content quality	Information consistency
Information credibility	0.871		
Content quality	0.523	0.869	
Information consistency	0.486	0.575	0.867
Note: The diagonal number is the AVE square root value			

Differentiation validity assessed the correlation between the different latent variables against the AVE square root values. If the correlation between the latent variables is lower than their AVE square root value, it indicates that these latent variables have good discriminative validity.

The correlation coefficients between the latent variables ranged from 0.486 to 0.523, which were less than their corresponding AVE square root values (0.867 to 0.892), indicating good discriminatory validity among the latent variables.

Table 4.16 Model Fit Metrics

Metric	χ^2	df	p	χ^2/df	GFI	RMSEA	RMR	CFI
standard	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9
value	35.206	24	0.065	1.467	0.981	0.034	0.044	0.996
metric	TLI	AGFI	IFI	PGFI	PNFI	PCFI	SRMR	NFI
standard	>0.9	>0.9	>0.9	>0.5	>0.5	>0.5	<0.1	>0.9
value	0.994	0.965	0.996	0.523	0.658	0.664	0.021	0.987

Other fitting indicators, such as CFI (0.996), RMSEA (0.034), and RMR (0.044), were in the good range, which further supported the excellent fit of the model.

Through the comprehensive analysis of factor load, differential validity, and model fitting index, the study has successfully verified the three potential dimensions of e-reputation credibility: information credibility, content quality, and information consistency. This provides a solid theoretical basis for further research on the role of eKoubei in consumer decision-making.

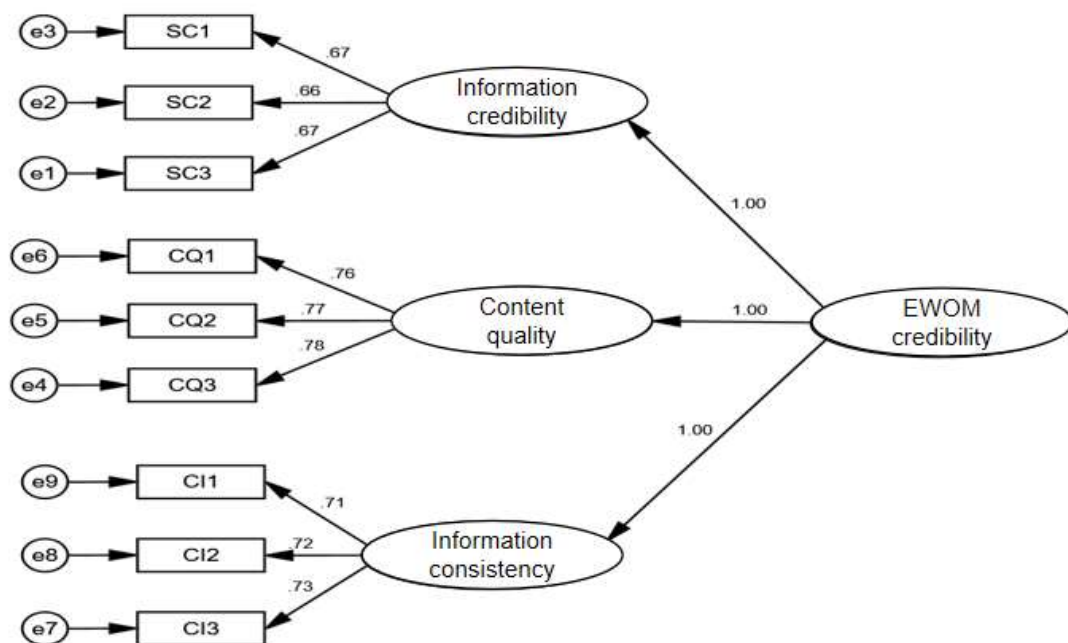


Figure 4.3 Structural Model Diagram (EWOM credibility)

4.purchase intention

Table 4.17 Factor Payload Table

Subactive variables		Explicit variables	p	Standard load coefficient	SMC	AVE	CR
purchase intention	Perceived value	PV1	-	0.915	0.837	0.746	0.898
		PV2	0.000	0.834	0.695		
		PV3	0.000	0.840	0.705		
	Emotional Response	ER1	-	0.901	0.811	0.757	0.903
		ER2	0.000	0.849	0.720		
		ER3	0.000	0.861	0.741		
	Agree comments	AC1	-	0.901	0.812	0.724	0.887
		AC2	0.000	0.825	0.680		
		AC3	0.000	0.825	0.681		

PV1: The standard load coefficient is 0.915, and the SMC (square multiple correlation coefficient) is 0.837, indicating that PV1 is close to the ideal value of 1. This suggests that PV1 is a strong indicator of purchase intention.

PV2 and PV3: the load coefficients were 0.834 and 0.840, and the SMC was 0.695 and 0.705, respectively. Both indicate that these variables have some reliability in measuring purchase intention, but are slightly weaker compared to PV1.

AVE (average variation extraction) is 0.746, indicating that the latent variable purchase intention explains 74.6% of the dominant variable variation, which is a good level and indicates a good convergent validity of the model.

CR (combined reliability) is 0.898, exceeding the standard of 0.7, indicating high internal consistency.

ER1, ER2, ER3: load coefficient from 0.849 to 0.901 and SMC from 0.720 to 0.811. All metrics showed high correlation and explanatory power.

AVE of 0.757, also showing good convergent validity.

With a CR of 0.903, the internal agreement was very good, indicating that these measures effectively reflect the latent variable of affective feedback.

AC1, AC2, AC3: load coefficient 0.901,0.825,0.825, and SMC from 0.680 to 0.812. These data suggest that while AC1 performed best, overall, these variables performed close in measuring comment endorsement.

AVE of 0.724 and a CR of 0.887, which also showed good convergent validity and internal consistency.

Table 4.18 Distinguishing Validity

	Perceived value	Emotional feedback	Comments agree
Perceived value	0.864		
Emotional Response	0.368	0.870	
Agree comments	0.415	0.470	0.851
Note: The diagonal number is the AVE square root value			

The perceived value is 0.864, which value should be greater than its correlation coefficient with other latent variables to prove discrimination validity.

The AVE square root of emotional feedback was 0.870, which showed a high correlation with perceived value (0.368) and critical approval (0.470), demonstrating good discriminatory validity.

The comment endorsed AVE square root of 0.851 was also higher than the correlation coefficient with the other two latent variables, similarly confirming discrimination validity.

In this case, where the diagonal value is higher than the off-diagonal value, it indicates the relationship between each latent variable and its measured index, which is closer than that of other latent variables, meeting the requirements of discrimination validity.

Table 4.19 Model Fit Metrics

Metric	χ^2	p	χ^2/df	GFI	RMSEA	RMR	CFI
Standard	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9
Value	29.053	0.218	1.211	0.985	0.023	0.045	0.998
Metric	TLI	IFI	PGFI	PNFI	PCFI	SRMR	NFI
Standard	>0.9	>0.9	>0.5	>0.5	>0.5	<0.1	>0.9
Value	0.997	0.998	0.525	0.659	0.665	0.021	0.988

Analysis of the model-fitting indicators

The χ^2/df (chi-square degree of freedom ratio) is 1.211, far below 3, showing a good model fit.

GFI (0.985) and CFI (0.998) both far exceed the standard of 0.9, showing that the model fits very well to the data.

Both RMSEA (0.023) and SRMR (0.021) are well below the standard of 0.1 and 0.1 criteria, which further confirms the good fit of the model.

TLI (0.997), AGFI (0.971), IFI (0.998), and NFI (0.988) were all above 0.9, further demonstrating the excellent fit of the model.

PGFI, PNFI, and PCFI also met the criteria greater than 0.5. Although PGFI was slightly lower, the overall performance of these frugality indexes was acceptable.

Factor load and reliability: Each dominant variable has a high load coefficient and reasonable SMC for the measurement of latent variables, while AVE and CR indicators show good convergent validity and internal consistency.

Differentiating validity: By comparing the square root of AVE with the correlation coefficient between the latent variables, sufficient discriminatory validity was confirmed between the latent variables to ensure the uniqueness of each latent variable measurement.

Model fitting: All the model fitting metrics show excellent model fit, indicating a good correspondence between the constructed structural equation model and the actual observed data.

The results of this analysis support the validity of the scale used in the study and the structural rationality of the model, suitable for further theoretical testing and pathway analysis

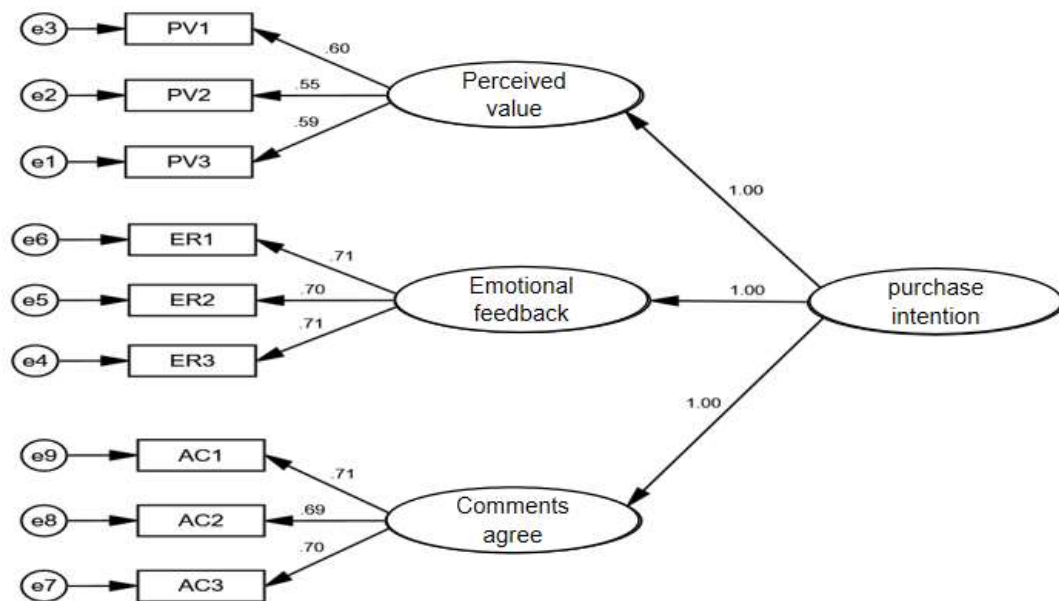


Figure 4.4 Structural Model Diagram (purchase intention)

Results of data Analysis

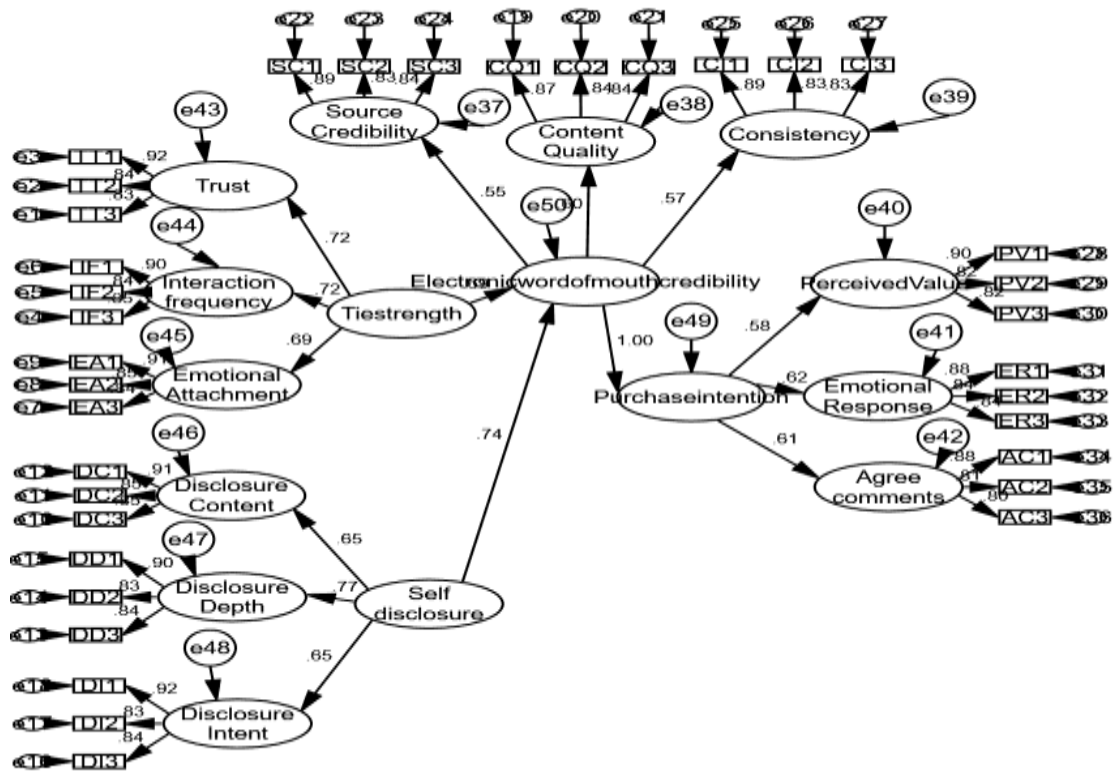


Figure 4.5 Structural Model Diagram

Test of the mediation effect

1. The credibility of electronic reputation plays a mediating role in the relationship strength and purchase intention

Table 4.20 Intermediary Effect Test (Ti Strength)

Item	symbol	meaning	Effect	95% CI		p value	conclusion
				lower limit	superior limit		
Tie strength=> electronic word-of- mouth credibility => purchase intention	a*b	indigo effect	0.101	0.053	0.166	0.000	
Tie strength => electronic word of mouth credibility	a	X=>M	0.609	0.527	0.691	0.000	Part of the
Electronic word of mouth credibility => purchase intention	b	M=>Y	0.166	0.092	0.241	0.000	intermedi ary
Tie strength => purchase intention	c	direct effect	0.598	0.521	0.675	0.000	
Tie strength => purchase intention	c	gross effect	0.699	0.636	0.763	0.000	

Direct effect test (relationship strength-> purchase intention): The relationship strength had a significant positive effect on purchase intention ($B = 0.699$, $p < 0.01$, $\beta = 0.733$). This indicates that higher relationship strength indicates stronger purchase intentions. The model explained 53.7% of the variability in purchase intention ($R^2 = 0.537$).

The influence of independent variables on intermediary variables (relationship strength-> electronic word-of-mouth credibility): relationship strength had a significant positive effect on electronic word-of-mouth credibility ($B = 0.609$, $p < 0.01$, $\beta = 0.589$). This means that the more intense the relationship, the more credible consumers believe the electronic reputation is. The model explained 34.7% of the electronic word-of-mouth credibility variation ($R^2 = 0.347$).

Mediation effect test (relationship strength, e-word-of-mouth credibility-> purchase intention): After controlling for the credibility of e-word-of-mouth, the influence of relationship strength on purchase intention was still significant ($B=0.598$, $p < 0.01$, $\beta=0.627$), but the coefficient was slightly reduced. At the same time, electronic word-of-mouth credibility also had a significant positive effect on purchase intention ($B=0.166$, $p < 0.01$, $\beta=0.180$). The full model explained 55.8% of the variability in purchase intention ($R^2=0.558$).

Analysis of mediation effect: it belongs to the partial mediation effect. After the addition of the mediation variable, the influence of relationship strength on purchase intention is still significant but reduced (from 0.699 to 0.598), which indicates that the electronic word-of-mouth credibility plays a partial intermediary role between relationship strength and purchase intention.

Mediator effect size: The indirect effect size can be estimated as $0.609 * 0.166 = 0.101$. The total effect was 0.699, so the proportion of the total effect was approximately $0.101 / 0.699$, 14.45%.

Model improvement: After the addition of e-reputation credibility, the explanatory power of the model increased from 53.7% to 55.8%, an increase of 2.1 percentage points, indicating that the introduction of e-reputation credibility improved the predictive ability of the model.

2. The credibility of electronic word of mouth plays an intermediary role in the degree of self-disclosure and purchase intention

Table 4.21 Intermediary Effect Test (Degree of Self-Disclosure)

Item	symbol	meaning	Effect	95% CI		p value	conclusion
				lower limit	superior limit		
Self-disclosure => electronic word-of-mouth credibility => purchase intention	a*b	indigo effect	0.110	0.057	0.183	0.001	
Self-disclosure=> E-word-of-mouth credibility	a	X=>M	0.645	0.565	0.725	0.000	Part of the intermediary
Electronic word of mouth credibility => purchase intention	b	M=>Y	0.170	0.090	0.251	0.000	
Self-disclosure=> purchase intention	c	direct effect	0.563	0.480	0.647	0.000	
Self-disclosure => purchase intention	c	gross effect	0.673	0.606	0.740	0.000	

Direct effect test (degree of self-disclosure-> purchase intention): The degree of self-disclosure had a significant positive influence on purchase intention ($B=0.673$, $p < 0.01$, $\beta=0.702$). This indicates that a higher degree of self-disclosure results in a stronger willingness to buy. The model explained 49.3% of the variability in purchase intention ($R^2=0.493$).

The influence of independent variables on intermediary variables (degree of self-disclosure-> e-word-of-mouth credibility): The degree of self-disclosure had a significant positive impact on the credibility of e-word-of-mouth ($B=0.645$, $p < 0.01$, $\beta=0.621$). This means that the higher the degree of self-disclosure, the more credible

consumers believe the electronic word of mouth. The model explained 38.6% of the electronic word-of-mouth credibility variation ($R^2=0.386$).

Mediation effect test (test of self-disclosure degree, e-word-of-mouth credibility-> purchase intention): After controlling the credibility of e-word-of-mouth, the influence of self-disclosure on purchase intention was still significant ($B=0.563$, $p < 0.01$, $\beta=0.588$), but the coefficient decreased. At the same time, electronic word-of-mouth credibility also had a significant positive effect on purchase intention ($B = 0.170$, $p < 0.01$, $\beta=0.184$). The full model explained 51.4% of the variability in purchase intention ($R^2=0.514$).

Analysis of mediation effect: partial intermediary effect. After the addition of the intermediary variable, the influence of self-disclosure on purchase intention remains significant but decreased (from 0.673 to 0.563), which indicates that the credibility of electronic word-of-mouth plays a partial intermediary role between the degree of self-disclosure and purchase intention.

Mediator effect size: The indirect effect size can be estimated as $0.645 * 0.170 = 0.110$. The total effect was 0.673, so the proportion of the total effect was approximately $0.110/0.673$, 16.34%.

Model improvement: After the addition of e-reputation credibility, the explanatory power of the model increased from 49.3% to 51.4%, an increase of 2.1 percentage points, indicating that the introduction of e-reputation credibility improved the predictive ability of the model.

Model variables influence the pathway test

In order to explore the direct path relationship between variables in e-commerce and social media platforms, this study further grouped the data of the two types of platforms and constructed and tested the structural model after grouping. The path analysis results of the structural equation model of the two types of platforms are shown in Figure 4.6

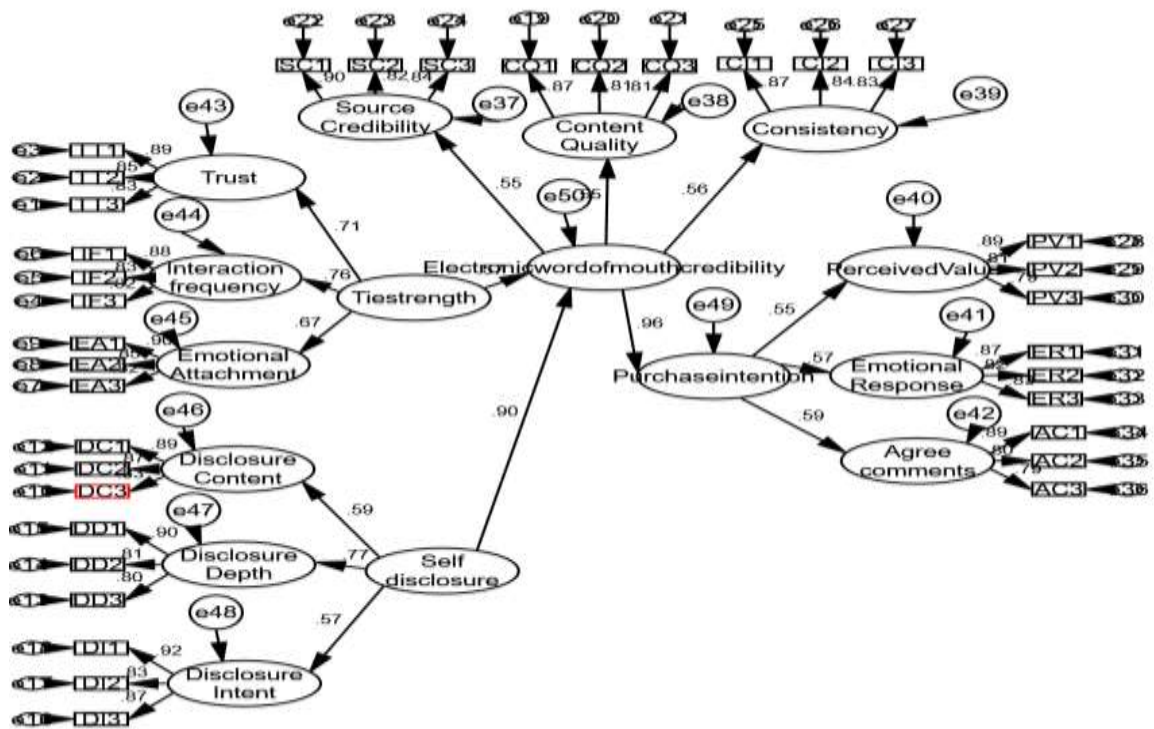


Figure 4.6 Structural Model Diagram (online platform)

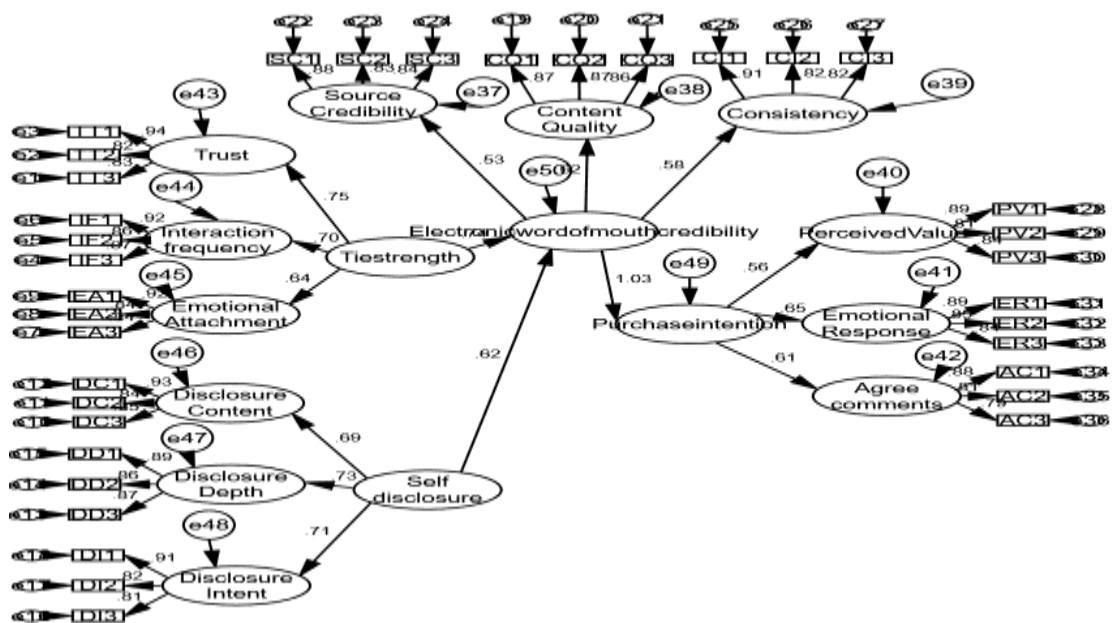


Figure 4.7 Structural Model Diagram (social media)

Tie strength electronic word-of-mouth credibility: social media platform: $\beta=0.736$, $B=0.522$, $p < 0.001$ Online platform: $\beta=0.685$, $B=0.438$, $p < 0.001$

On both platforms, relationship strength has a significant positive impact on the credibility of electronic word-of-mouth. The impact on social media platforms ($\beta=0.736$) was slightly stronger than that on online platforms ($\beta=0.685$). This may be because the characteristics of social media platforms are more conducive to building and maintaining relationships, making the impact of relationship strength more prominent on the credibility of reputation.

Self-disclosure Electronic reputation credibility: social media platform: $\beta=0.625$, $B=0.443$, $p < 0.001$ Online platform: $\beta=0.749$, $B=0.761$, $p < 0.001$

On both platforms, the degree of self-disclosure has a significant positive impact on the credibility of electronic word of mouth. The impact on online platforms ($\beta=0.749$) was significantly stronger than that on social media platforms ($\beta=0.625$). This result may reflect that users on online platforms (such as e-commerce platforms) are more inclined to self-disclose based on specific product experiences, and thus have a greater impact on word-of-mouth credibility.

Purchase intention of electronic word-of-mouth credibility: social media platform: $\beta=1.035$, $B=1.063$, $p < 0.001$ Online platform: $\beta=1.045$, $B=0.985$, $p < 0.001$

On both platforms, the credibility of electronic word of mouth has a strong positive impact on the purchase intention, with a standardized coefficient exceeding 1. This suggests that electronic word-of-mouth credibility is a key factor affecting purchase intentions. The impact intensity of the two platforms is very close, with the online platforms ($\beta=1.045$) slightly higher than the social media platforms ($\beta=1.035$).

The influence of relationship strength on the credibility of e-word-of-mouth is stronger on social media platforms, which is in line with the characteristics of social media, because social media pays more attention to the establishment and maintenance of interpersonal relationships.

The impact of self-disclosure on the credibility of e-reputation is stronger on online platforms, which may be because online platforms (such as e-commerce sites) pay more attention to specific product evaluation and user experience sharing.

The impact of electronic word-of-mouth credibility on purchase intention is very strong on both platforms, and the difference is very small, slightly preferring online platforms. This suggests that credible electronic word of mouth is a key factor driving buying decisions, regardless of the platform.

Table 4.22 Path Testing Between Online Platforms and Social Media Platforms
Research Models

terrace	X	Y	B ₀	SE	C.R.	Std.β
Social media platform	Tie strength	Electronic	0.522	0.099	5.280	.736
		word-of-mouth credibility				
	Self-disclosure	Electronic word-of-mouth credibility	0.443	0.090	4.951	.625
online platform	Tie strength	Electronic	0.438	0.089	4.940	0.685
		word-of-mouth credibility				
	Self-disclosure	Electronic	0.761	0.149	5.121	0.749
		word-of-mouth credibility				
	Electronic word-of-mouth credibility	purchase intention	1.063	0.203	5.249	1.035
	Electronic word-of-mouth credibility	purchase intention	0.985	0.189	5.198	1.045

Summary of this chapter

The main purpose of this chapter is to verify the impact of the differences between e-commerce platforms and social media platforms, two mainstream e-word-of-mouth publishing platforms, on the purchase intentions of sporting goods consumers. Based on the stimulus-body-response theory, this study constructed a conceptual model of the relationship between e-word-of-mouth release platform type, relationship strength, self-disclosure, perceived risk, perceived credibility, and purchase intention, and collected data from questionnaires on online shopping platforms and social media platforms. The results of the study's hypothesis testing in this chapter are shown in Table 3-22. Conclusion can be concluded through empirical test: First, the reliability and validity test results of the measurement scale show that the reliability coefficient of the four latent variables of tie strength, self-disclosure, perceived credibility and purchase intention is between 0.795 and 0.929, the combined reliability CR is between 0.881 and 0.938, and the overall validity test results of KMO and Bartlett's are 0.928. Through the significance test level of 0.01, the reliability of this study is good, and statistical analysis can be performed. Secondly, the results of the goodness of fit test of the study model showed that the overall fit index of the model, such as absolute fit, value-added fit, and parsimony fit, all met the good identification criteria, indicating that the overall fit effect of the study model was better. Third, the assumptions between the test results show that the P-values of the two direct paths in the overall study model are less than 0.05, indicating that each direct path passes the significance test, and the direct path study assumes H1, H2, and H4. Finally, the study results show that credibility is between the relationship strength and purchase intention, and the degree of self-disclosure and purchase intention.

This study reveals critical insights into the mechanisms through which relationship intensity, self-disclosure, and eWOM credibility influence consumer purchase intentions. The findings confirm that both relationship intensity and self-disclosure significantly enhance eWOM credibility, which in turn acts as a partial mediator in their effects on purchase intention.

For relationship intensity, the results demonstrate that stronger interpersonal connections positively impact eWOM credibility, with a more pronounced effect on social media platforms (standardized coefficient = 0.736) compared to online shopping platforms (standardized coefficient = 0.685). This highlights the importance of relational trust in shaping eWOM credibility, particularly in social settings.

Similarly, self-disclosure significantly contributes to eWOM credibility, with the effect being stronger on online shopping platforms (standardized coefficient = 0.749) than on social media platforms (standardized coefficient = 0.625). This indicates that detailed and structured disclosures are especially effective in transactional contexts where consumers prioritize informational quality.

The mediation analysis confirms that eWOM credibility partially mediates the relationships between both relationship intensity and self-disclosure with purchase intention. Additionally, the impact of eWOM credibility on purchase intention is consistently strong across both platform types, with standardized coefficients of 1.035 on social media platforms and 1.045 on online shopping platforms.

These findings underscore the significant role of eWOM credibility as a bridge linking relational and informational factors to purchase intention. Furthermore, the differential effects observed across platform types highlight the need for context-specific strategies in leveraging eWOM to influence consumer behavior.

Table 4.23 Summary of Hypothesis Test Results

	Hypothesis	Verification Result
H1	The strength of user relationships on electronic word-of-mouth publishing platforms has a positive impact on the perceived credibility of electronic word-of-mouth.	accept
H2	The degree of self-disclosure by electronic word-of-mouth publishers has a positive impact on the perceived reliability of electronic word-of-mouth.	accept
H3	Platforms have a positive moderating effect on consumers' perceived credibility of electronic word-of-mouth	accept
H4a	Compared to e-commerce platforms, consumers have higher relationship strength on social media platforms.	Accept
H4b	The positive impact of the strength of user relationships on the perceived credibility of electronic word-of-mouth on social media platforms is more significant than on e-commerce platforms.	accept
H5a	Compared to e-commerce platforms, consumers have a higher degree of self-disclosure on social media platforms	accept
H5b	The positive impact of self-disclosure on the perceived credibility of electronic word-of-mouth on social media platforms is more significant than on e-commerce platforms.	refuse
H6	The perceived credibility of consumers' electronic word-of-mouth has a positive impact on their purchase intention.	accept
H6a	The perceived credibility of electronic word-of-mouth has a mediating effect between relationship strength and purchase intention.	accept
H6b	The perceived credibility of electronic word-of-mouth has a mediating effect between the degree of self-disclosure and purchase intention.	accept

Chapter 5

Conclusion, Discussion, and Recommendations

The aims of the thesis include:

1. To study consumer purchase intention, word-of-mouth publishing platform, and consumer perceived credibility
2. To analyze the relationship between consumer purchase intention, word-of-mouth publishing platform, and consumer perceived credibility, and identify the influencing mechanisms.
3. To find the relationship between relationship strength, degree of self-disclosure, and price factors on consumer perceived credibility.
4. To explore the impact of different electronic word-of-mouth platforms (such as social media, e-commerce platforms, etc.) on consumer purchase intention and compare their differences.

Conclusion

1. The Interrelationship among Purchase Intention, Word-of-Mouth Publishing Platforms, and Electronic Word-of-Mouth Credibility

The findings of this study confirm that Electronic word-of-mouth credibility plays a critical and positive role in influencing Purchase intention. Consumers are more likely to form favorable purchasing decisions when they perceive word-of-mouth information as credible, regardless of the platform. However, the formation mechanisms of such credibility vary across platform types. On social media platforms, Electronic word-of-mouth credibility is often built upon interpersonal cues, emotional tone, and perceived authenticity of the source. In contrast, on online shopping platforms, credibility is primarily evaluated through structured metrics such as review quantity, content specificity, and user feedback mechanisms. These findings underscore that consumers' perception of credibility serves as a key cognitive antecedent of Purchase intention, and that different platform environments shape

credibility judgments in distinct ways 2. Mechanistic Pathways Linking Platforms, Credibility, and Purchase Intention

2. Mechanisms Linking Purchase Intention, Word-of-Mouth Platforms, and Electronic Word-of-Mouth Credibility

This research reveals that Electronic word-of-mouth credibility functions as a mediating variable in the relationship between platform type and Purchase intention. Although no direct moderating effect of platform type was observed, the group comparison analysis demonstrates that the credibility-enhancing effects of Tie strength and Self-disclosure are significantly stronger on social media platforms than on online shopping platforms. The implication is that platform-specific features indirectly influence consumers' purchasing decisions by shaping how Electronic word-of-mouth credibility is established and interpreted. On social media, relational and emotional cues amplify credibility, whereas online shopping platforms rely on perceived objectivity and informational consistency. Hence, the pathway from platform type to purchase intention is primarily channeled through the degree to which the platform fosters or inhibits credibility perceptions.

3. The Impact of Tie Strength and Self-Disclosure on Electronic Word-of-Mouth Credibility

The study confirms that both Tie strength and Self-disclosure significantly contribute to the formation of Electronic word-of-mouth credibility. Specifically, higher levels of Tie strength-characterized by trust, emotional attachment, and frequent interaction-positively predict perceived credibility of eWOM messages. Simultaneously, Self-disclosure, operationalized through content richness, depth, and intention of information sharing, also exerts a strong positive effect on credibility. Notably, the combination of high Tie strength and in-depth Self-disclosure has a synergistic effect, particularly in social media environments where personal relationships and emotional narratives dominate. These results highlight that the credibility of electronic word-of-mouth is not solely a function of message content, but is also deeply embedded in the social context and interpersonal dynamics of the communication.

4. Differential Effects of Word-of-Mouth Platforms on Purchase Intention

The study identifies platform-specific patterns in how Electronic word-of-mouth credibility translates into Purchase intention. On social media platforms, where users are often embedded in relational networks, high levels of Tie strength and expressive Self-disclosure significantly enhance Electronic word-of-mouth credibility, which in turn elevates Purchase intention. The relational nature of such platforms fosters trust and perceived authenticity, making consumers more receptive to persuasive messages. In contrast, online shopping platforms function more as transactional environments, where Electronic word-of-mouth credibility stems from the perceived informativeness, consistency, and usefulness of product reviews. These platforms rely less on interpersonal bonds and more on the functional quality of content to drive Purchase intention. This divergence in mechanism emphasizes the importance of aligning eWOM strategies with the structural and relational characteristics of each platform.

Discussion

Analysis of research results

1. The impact of relationship strength on the credibility of electronic word-of-mouth

The study found that relationship strength has a significant positive effect on the credibility of electronic word-of-mouth (path coefficient of 0.61).

Potential reason: Consumers in strong relationships tend to trust information providers more, as emotional dependence and frequent interactions enhance the perception of information authenticity and reliability. The questionnaire data shows that the average emotional dependence on social media platforms is 4.37, significantly higher than the 3.89 on online shopping platforms ($p < 0.05$). This indicates that the social media environment is more suitable for strengthening interpersonal relationships, thereby enhancing the credibility of electronic word-of-mouth.

Mechanism explanation: Emotional dependence and interaction frequency work together to enhance credibility through the trust enhancement effect in information dissemination, which is consistent with Granovetter's (1973) theory of the impact of strong relationships on information dissemination.

2. The impact of self-disclosure on the credibility of electronic word-of-mouth

The positive impact of self-disclosure on credibility is significant (path coefficient of 0.47).

Potential reasons: Deep disclosure and detailed content can enhance information transparency, thereby increasing credibility. The questionnaire data shows that the average depth score of self-disclosure on social media platforms is 4.28, significantly higher than the 3.95 on online shopping platforms. Especially when consumers perceive personalized emotional expressions, they are more inclined to trust information providers.

Mechanism explanation: High levels of self-disclosure trigger emotional resonance and enhance the trust of information recipients by increasing information transparency. This is consistent with Walther's (1996) theory of computer-mediated communication.

3. The regulatory role of platform types

Although the moderating effect of platform type is not significant, through grouping analysis, social media platforms are more capable of enhancing relationship strength and the role of self-disclosure in credibility.

Potential reasons: Social media platforms have strong interactivity and immediacy, which are conducive to the dissemination of information and emotional connections. The questionnaire data shows that the average rating of interaction frequency on social media platforms is 4.33, significantly higher than that of online shopping platforms at 3.92 ($p < 0.05$).

Mechanism explanation: Social media amplifies the impact of relationship strength and self-disclosure on credibility by enhancing interaction and emotional expression among users. This indirect moderating effect validates the importance of the social attributes of social media in information dissemination.

4. The impact of electronic word-of-mouth credibility on purchase intention

Credibility has a significant positive impact on consumer purchase intention (path coefficient of 0.53).

Potential reasons: The authenticity, content quality, and consistency of information are important criteria for consumer decision-making, especially in situations where direct access to the product is not possible. The questionnaire data shows that the average purchase intention score of consumers with high credibility scores is 4.38, significantly higher than that of consumers with low credibility scores (3.89).

Mechanism explanation: Credibility reduces consumer uncertainty and decision risk by increasing the perceived value of information, thereby enhancing purchase intention. This is consistent with the research findings of Cheung and Thadani (2022).

5. The impact of platform differences on purchase intention

Social media platforms have a stronger indirect impact on purchase intention, while online shopping platforms rely more on the quality and consistency of information content.

Potential reasons: The emotional interaction on social media platforms enhances consumers' trust, while online shopping platforms satisfy consumers' practical needs through functional information. The questionnaire data shows that the average emotional value rating on social media platforms is 4.42, which is higher than the 4.05 rating on online shopping platforms; The average consistency score of online shopping platforms is 4.40, which is higher than the 4.15 of social media platforms ($p < 0.05$).

Mechanism explanation: The different characteristics of the two platforms lead to different paths in influencing purchase intention, which verifies the differentiated advantages of different platforms in marketing strategies.

6. The impact of consumer characteristics

The price sensitivity and brand loyalty of consumers significantly affect their dependence on electronic word-of-mouth.

Potential reasons: Consumers with high price sensitivity rely more on trustworthy electronic word-of-mouth to reduce decision-making risks, while consumers with high brand loyalty have lower dependence on word-of-mouth information. Chapter 4 data shows that consumers with high price sensitivity scores have a path coefficient of 0.62 between credibility and purchase intention, which is significantly higher than the 0.47 of low sensitivity consumers.

Mechanism explanation: Consumers with high price sensitivity tend to reduce perceived risk through credible information, while brand loyalty to some extent, reduces the demand for electronic word-of-mouth, which is consistent with consumer behavior theory.

Research hypothesis explanation

The hypothesis construction of this study is based on relevant theories of electronic word-of-mouth communication, consumer behavior, and platform differences. Through data analysis, this study validated the support for some hypotheses and revealed the reasons and mechanisms behind supporting and not supporting the hypotheses. These findings are both consistent with existing theories and form unique contrasts in certain aspects.

1. Supporting assumptions

① H1: Relationship strength has a positive impact on the credibility of electronic word-of-mouth

Supporting reason: Data analysis shows that the three dimensions of relationship strength (emotional dependence, trust, and interaction frequency) have a significant positive impact on the credibility of electronic word-of-mouth (path coefficient of 0.61, $p < 0.01$). This result is consistent with Granovetter's (1973) strong relationship theory, indicating that consumers are more inclined to trust information sources in strong relationships, especially in social media environments.

② H2: Self-disclosure has a positive impact on the credibility of electronic word-of-mouth

Supporting reason: The depth, content, and intention of self-disclosure significantly increased credibility (path coefficient of 0.47, $p < 0.01$). This finding supports Walther's (1996) theory of computer-mediated communication, which suggests that high-level personalized expression can enhance the authenticity of information and emotional resonance.

③ H3 : Platforms have a positive moderating effect on consumers' perceived credibility of electronic word-of-mouth.

Supporting reason: The multi-group structural equation modeling results support Hypothesis 3 by confirming that platform type moderates the factors influencing eWOM credibility. Relationship strength has a greater effect on credibility on social media platforms ($\beta = 0.736$) than on online shopping platforms ($\beta = 0.685$), while self-disclosure is more influential on online platforms ($\beta = 0.749$ vs. 0.625). These findings align with prior research suggesting that social platforms emphasize interpersonal trust (Chu & Kim, 2011), whereas online shopping environments prioritize informational richness (Filieri & McLeay, 2014). Thus, platform context shapes the relative importance of trust cues in eWOM formation

④ H4a: Compared to online shopping platforms, the relationship strength on social media platforms is higher

Supporting reason: The questionnaire data shows that the average relationship strength on social media platforms is significantly higher than that on online shopping platforms (mean difference of 0.48, $p < 0.05$). The interactive characteristics of social media platforms are more conducive to users establishing and maintaining strong relationships, which is consistent with the research of Chu and Kim (2011).

⑤ H4 b: On social media platforms, the positive impact of relationship strength on the credibility of electronic word-of-mouth is more significant

Supporting reason: Group analysis shows that the path coefficient of relationship strength in social media platforms is significantly higher than that in

online shopping platforms. This indicates that the social interaction mechanism of social media can enhance the effect of relationship strength on credibility.

⑥ H6: Electronic word-of-mouth credibility has a positive impact on consumer purchase intention

Supporting reason: The path coefficient of electronic word-of-mouth credibility is 0.53 ($p < 0.01$), which significantly positively affects purchase intention. This is consistent with Cheung and Thadani's (2022) study, indicating that credibility is a key driving factor in consumer decision-making.

2. Partially supported assumptions

⑦ H5a: Compared to online shopping platforms, social media platforms have a higher degree of self-disclosure

Partial supporting reason: Questionnaire data shows that social media platforms have significantly higher disclosure depth and intention ratings than online shopping platforms, but the difference in disclosure content is not significant. This may be because social media places more emphasis on emotional expression, while online shopping platforms focus more on product information disclosure.

⑧ H6a: Electronic word-of-mouth credibility has a mediating effect between relationship strength and purchase intention

Partial supporting reason: The mediation effect analysis shows that credibility has a significant indirect effect between the two, but the strength of the relationship still has a significant direct effect on purchase intention. This indicates that relationship strength not only affects purchase intention through credibility, but may also play a role through other factors such as brand loyalty.

⑨ H6b: Electronic word-of-mouth credibility has a mediating effect between self-disclosure and purchase intention

Partial supporting reason: The indirect effect of credibility between self-disclosure and purchase intention is significant, but the direct effect of self-disclosure on purchase intention is also significant. This may be because consumers are directly influenced by the emotional resonance triggered by self-disclosure and do not fully rely on credibility as an intermediary.

3. Unsupported assumptions

H5b: On social media platforms, self-disclosure has a more significant positive impact on the credibility of electronic word-of-mouth

Reason for non-support: Although social media platforms have higher self-disclosure ratings, there is no significant difference in the impact path coefficient of credibility between the two types of platforms. This may be because although the disclosure content of online shopping platforms tends to be functional, their high-quality and structured characteristics make up for the lack of emotional expression in terms of credibility.

The impact of research findings

The results of this study have had a significant impact on the theory of electronic word-of-mouth communication and consumer behavior research. By revealing the multidimensional mechanisms of relationship strength, self-disclosure, and electronic word-of-mouth credibility, the study enriches the connotations of Granovetter's (1973) strong relationship theory and Walther's (1996) computer-mediated communication theory. Especially, the indirect impact of platform types has introduced more complex contextual variables into electronic word-of-mouth research, expanding the previous single-dimensional understanding of the role of platform characteristics. In addition, the mediating role of electronic word-of-mouth credibility further deepens the theoretical connection between information quality and consumer decision-making behavior, emphasizing the critical position of information credibility in complex digital communication environments. These theoretical contributions provide more possibilities and research directions for subsequent studies.

The research results also inspire consumers' information processing and decision-making behavior in the digital environment. Consumers can better understand the role of different information sources and content features in electronic word-of-mouth, thereby more effectively filtering information to meet their personalized needs. Especially in consumer decision-making scenarios that heavily rely on online information, consumers' trust and judgment ability towards

information directly affect their final purchasing choices. Research has shown that consumers need to pay attention to the credibility dimension of electronic word-of-mouth, including the reliability of sources and the consistency of content, while combining platform characteristics to better choose suitable information processing methods. This provides important empirical support for consumer behavior research in complex network information environments.

For enterprise marketing, the research results reveal the differences in the role of electronic word-of-mouth on different platforms and its multi-level impact on consumer purchase intention. By understanding the impact of relationship strength and self-disclosure on the credibility of electronic word-of-mouth, enterprises can more effectively optimize their marketing strategies, especially by adjusting the focus of their communication content across different platforms. In addition, the interaction between platform types and consumer characteristics provides a new perspective for market segmentation and precision marketing, laying a theoretical foundation for brand communication and user behavior prediction of enterprises in a multiplatform environment. The study also suggests that while enhancing the credibility of electronic word-of-mouth, companies need to pay attention to its role in the chain of consumer purchasing decisions, in order to achieve higher marketing efficiency.

The results of this study also have significant implications for policymakers and the design of electronic word-of-mouth platforms. Credibility, as an important mediating variable of consumer behavior, highlights the responsibility of platforms in maintaining the authenticity and consistency of information. At the same time, the differences in the characteristics of different platforms also indicate that policy formulation needs to be refined and managed based on the uniqueness of social media and online shopping platforms to meet the needs of consumers on different platforms. In addition, the research results further support the optimization of platform information exchange and transparent design to enable consumers to obtain reliable information more efficiently, which is of great significance for optimizing market order in the digital economy environment.

Practical Implications

The findings of this study provide valuable insights for addressing practical challenges in digital marketing, platform management, and consumer decision-making in the context of electronic word-of-mouth (eWOM). These implications are particularly relevant for enhancing the effectiveness of eWOM strategies across different platforms, improving consumer trust in online information, and optimizing platform-specific operations to meet diverse user needs.

First, the study highlights the critical role of relationship strength and self-disclosure in enhancing the perceived credibility of eWOM. This insight can be applied to foster stronger connections between users, especially on platforms where trust in user-generated content is paramount. For example, companies can create mechanisms that encourage meaningful interactions and detailed reviews among users, thereby increasing the perceived trustworthiness of the information and reducing decision-making uncertainties for consumers.

Second, the differentiated impact of platform types on eWOM effectiveness offers actionable guidance for tailoring strategies to specific platforms. Social media platforms, with their emphasis on emotional interaction and dynamic sharing, can prioritize initiatives that leverage personal stories and community-building activities to enhance user engagement. Conversely, online shopping platforms can focus on improving the quality and consistency of structured reviews and product-related information to better serve function-oriented consumers.

Third, the mediation role of eWOM credibility in influencing purchase intentions provides a framework for addressing challenges related to consumer trust in online environments. Platforms and businesses can use this knowledge to design systems that emphasize the accuracy, reliability, and transparency of information, which is particularly crucial for industries dealing with high-value or high-risk products.

Lastly, the study sheds light on the interplay between consumer characteristics and their reliance on eWOM. This understanding can help companies develop more personalized marketing strategies that align with the specific preferences and behavioral tendencies of their target audience. By recognizing these

consumer dynamics, businesses can more effectively allocate resources and design campaigns that maximize consumer satisfaction and loyalty.

Recommendations

(1) To enhance relationship strength and self-disclosure, platforms can develop mechanisms that foster deeper user interactions and encourage personalized reviews. For example, community features based on shared interests or regions can promote frequent and meaningful engagement among users, strengthening trust and connection. Additionally, companies can incentivize users to write detailed and emotionally rich reviews by offering rewards such as discounts or loyalty points. These strategies not only enhance the perceived credibility of eWOM but also create a more engaging user experience.

(2) Social media and online shopping platforms should leverage their distinct advantages to tailor their strategies. Social media platforms can focus on emotional resonance by organizing brand storytelling events or live interactive sessions to boost user engagement and trust. In contrast, online shopping platforms can optimize their review systems to emphasize the quality and structure of product feedback. For instance, implementing AI-driven tools to highlight high-quality reviews or flag unreliable content can enhance transparency and maintain consumer trust in the platform.

(3) Improving the credibility of eWOM is crucial for building consumer trust in digital environments. Platforms can increase transparency by disclosing information about reviewers, such as whether they are verified buyers or incentivized contributors. Additionally, integrating professional reviews from experts or trusted organizations alongside user-generated content can add an extra layer of credibility, particularly for high-stakes products like electronics or automobiles. These measures help ensure that consumers perceive the shared information as authentic and reliable.

(4) Recognizing the diversity in consumer characteristics, businesses should implement personalized strategies. For price-sensitive consumers, providing clear

price information and tools like price tracking features can help them make informed decisions. On the other hand, brands targeting loyal customers can invest in emotional marketing, such as inviting loyal users to become brand ambassadors or participate in exclusive events. These efforts not only strengthen the bond between the brand and its customers but also generate authentic and persuasive eWOM.

(5) Integrating social media and online shopping platforms can create a seamless consumer journey. For example, companies can use social media to attract consumers with emotionally engaging content, then direct them to online shopping platforms to complete the purchase. Cross-platform collaboration, including data sharing, can also enhance personalization by analyzing consumer behavior across platforms. This allows businesses to design more targeted and effective marketing campaigns, further driving consumer satisfaction and loyalty.

(6) In terms of policy and platform management, stronger regulation of false or misleading reviews is necessary to protect consumer rights and maintain a fair market environment. Governments and platforms can work together to establish systems that detect and penalize fake reviews, ensuring that consumers receive accurate and trustworthy information. Additionally, supporting small and medium-sized enterprises in leveraging eWOM to build their brand presence, through subsidies or technical assistance, can enhance their competitiveness in the digital marketplace.

Theoretical contribution

The theoretical contribution of this study mainly lies in the deepening of research on the dissemination mechanism and consumer behavior of electronic word-of-mouth (eWOM), as well as the expansion and improvement in specific fields such as platform types, enterprise marketing, and consumer decision-making. These contributions provide a more detailed and up-to-date perspective for the theoretical development of related fields.

Firstly, this study enriches the theoretical understanding of the role of platform types in electronic word-of-mouth communication. Recent studies (such as Cheung & Thadani, 2022; Lee et al, 2023) have pointed out that different types of platforms exhibit significant differences in user behavior and interaction methods, but

there is still relatively little research on how these differences affect the effectiveness of electronic word-of-mouth communication. This study compared social media and online shopping platforms to reveal the differential impact pathways of relationship strength and self-disclosure on credibility, expanding our understanding of the interaction between platform characteristics and consumer behavior, and providing important contextual variable supplements for subsequent research.

Secondly, this study deepens the research on the mechanism of relationship strength and self-disclosure in electronic word-of-mouth communication. Based on the relevant theories of Hajli et al. (2021) and Xiao&Wang (2023), this study empirically verifies the key role of relationship strength and self-disclosure in enhancing the credibility of electronic word-of-mouth, and for the first time refines the differences in their multidimensional effects. Especially regarding the impact of self-disclosure depth and content on different platforms, this study provides more precise theoretical support for explaining how consumers form trust in social environments.

Again, this study clarifies the mediating role of electronic word-of-mouth credibility in consumer purchase intention, providing an important supplement to consumer behavior theory. In recent years, studies such as Zhang et al. (2022) have emphasized that credibility is an important tool for consumers to overcome information asymmetry in online environments. This study further validates this viewpoint through empirical data and reveals how credibility affects purchasing decisions by reducing consumers' perceived risk. This discovery not only enriches the theoretical framework of the relationship between information dissemination and consumer decision-making but also provides stronger evidence in support of the role of credibility in digital trust research.

Finally, this study contributes a new perspective to the theoretical development of enterprise marketing strategies. With the increasing complexity of consumer behavior in multi-platform environments, research such as Kim et al. (2021) and Sun et al. (2024) suggests that integrating platform characteristics with

consumer characteristics is an important direction for future marketing theory. This study compares the electronic word-of-mouth communication mechanisms of different platforms and reveals how companies can achieve precise marketing in a multi-platform environment by combining relationship strength and information characteristics. This achievement provides a theoretical basis for enterprises in brand communication and marketing optimization, while also promoting research on consumer segmentation markets and personalized marketing strategies.

In summary, the theoretical contributions of this study are reflected in the multidimensional interpretation of electronic word-of-mouth mechanisms, comparative research under different platform types, and the supplementation and expansion of consumer behavior models. These contributions not only provide new perspectives for theoretical research but also lay an important foundation for practical applications and subsequent research.

Limitations of the study

Although this study has made some theoretical and practical contributions in the field of electronic word-of-mouth (eWOM) dissemination mechanism and consumer behavior, there are still certain limitations that need to be further improved in future research. Firstly, the limitations of sample sources may affect the generalizability of research results. The data for this study mainly comes from Chinese consumers, and this specific cultural background may limit the applicability of the research findings in other countries or regions. Especially in the context of significant differences in social culture, consumption habits, and platform usage, the mechanism of electronic word-of-mouth may vary. Future research can improve the cross-cultural applicability of the model by expanding the sample size to cover more cultures and regions.

In addition, the scope of variable selection limits the comprehensiveness of the study. This study mainly focuses on the impact of relationship strength, self-disclosure, platform type, and credibility on purchase intention, without fully incorporating other variables that may have a significant impact on electronic word-of-mouth communication, such as consumer emotional state, time pressure, product

category, etc. Especially with the rapid changes in the digital environment, emerging variables such as short video content characteristics or algorithm recommendation mechanisms may significantly affect the effectiveness of electronic word-of-mouth in different scenarios. Future research can expand the variable range of the model to more comprehensively explore the influencing factors and pathways of electronic word-of-mouth.

Meanwhile, this study used cross-sectional data, which imposes certain limitations on the in-depth analysis of causal relationships. Although path analysis and structural equation modeling provide preliminary evidence of the mechanisms of interaction between variables, cross-sectional data cannot fully reveal the time series relationships between variables. For example, the impact of relationship strength on the credibility of electronic word-of-mouth may require support from long-term interaction data. In the future, longitudinal research designs or experimental methods can be used to explore the causal mechanisms between variables in depth, enhancing the inferential power and applicability of research conclusions.

Finally, this study mainly analyzed two types of platforms: social media and online shopping platforms, while ignoring the role of emerging platforms such as short video platforms and community Q&A platforms. These emerging platforms may have a significant impact on the dissemination mode of electronic word-of-mouth due to their unique content dissemination methods. For example, the multimodal presentation of word-of-mouth information in short video platforms (such as video+text) and high interactivity may change consumers' cognitive pathways and purchasing decision-making behaviors. Future research can further explore the mechanisms and impact of these emerging platforms on electronic word-of-mouth communication to adapt to the constantly changing digital consumption environment.

In summary, the limitations of this study mainly lie in the sample size, variable selection, data design, and coverage of platform types. These limitations not only provide a space for reflection in interpreting research results, but also provide specific directions and practical guidance for the deepening of future research.

Future Researches

Based on the findings and limitations of this study, future research can explore further in the following directions to deepen the theory and practice of electronic word-of-mouth (eWOM) communication.

Firstly, future research should expand the geographical and cultural scope of the sample. The data for this study mainly comes from Chinese consumers, and although some key mechanisms of action have been revealed, these conclusions may not be directly applicable to other cultures or market environments. There may be significant differences in consumer behavior, information processing methods, and platform usage habits across different cultural backgrounds. For example, consumers in Western markets may place greater emphasis on privacy protection, while in Asian markets, relationship strength and collective trust may play a greater role. Therefore, future research can further verify the universality and differences of electronic word-of-mouth communication mechanisms through cross-cultural comparisons.

Secondly, future research should further expand the range of variables. This study mainly focuses on core variables such as relationship strength, self-disclosure, platform type, and electronic word-of-mouth credibility, but other potential influencing factors still need to be further explored. For example, factors such as consumers' emotional state, risk perception, time pressure, as well as product category and brand image, may play an important role in the dissemination and effectiveness of electronic word-of-mouth. With the widespread application of new technologies such as short videos and artificial intelligence recommendation systems, future research should also focus on how technological features can change consumers' perception and usage of electronic word-of-mouth to more comprehensively reveal the impact mechanism of electronic word-of-mouth.

Again, future research can adopt longitudinal study designs or experimental methods to further reveal causal relationships between variables. This study provides preliminary evidence of causal mechanisms based on cross-sectional data, but the dynamic changes and time series relationships between variables have not been fully explored. Future research can explore how the long-term development of

relationship strength affects the credibility of electronic word-of-mouth and how consumers gradually form purchase intentions over time by longitudinally tracking changes in consumer behavior. This will provide stronger evidence in support of causal inference.

Finally, future research should focus on the unique impact of emerging platforms on electronic word-of-mouth communication. This study mainly focuses on social media and online shopping platforms, but with the rapid rise of short video platforms and community Q&A platforms, their role in electronic word-of-mouth communication cannot be ignored. The multimodal dissemination of short video platforms and the knowledge-based and professional nature of community Q&A platforms may have a completely new impact on consumer behavior. Future research can delve into the characteristics of these emerging platforms and their interaction patterns with consumer behavior to adapt to the constantly changing digital environment.

In summary, future research can provide more comprehensive and in-depth theoretical support for the field of electronic word-of-mouth communication through cross-cultural comparisons, expanding variable ranges, adopting diverse research designs, and focusing on emerging platforms. These explorations not only contribute to deepening academic research but also provide richer guidance for the practical application of enterprises and platforms.

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Appendices

Appendix A

List of Specialists and Letters of Specialists Invitation
for IOC Verification

Lists of experts who validated the research instrument

Number	Experts name	Education background	Research direction
1	Liao Dongsheng Professor	doctor	Corporate Governance, Disclosure, Human Resources and Organisation and Organisatio
2	Zhou Bingjun Professor	doctor	Digital Economy, Business Performance Evaluation
3	Dr.Pordee Sukpun	doctor	Business Administration Research Related



Seeking Clarification from Experts in Examining Research Instruments.

Dear experts,

This questionnaire for educational purposes for research studies, student Doctor of Business Administration Program (International Program) in the Faculty of Management Science at Bansomdejchaopraya Rajabhat University, was prepared by Gaoke, Subject **"Impact of Platform Differences in Electronic Word-Of-Mouth Credibility on Consumer Purchase Intention "**. The questionnaire was made for young people in China. The researcher asks for help from experts. Please check the questionnaires as follows.

+1 means that you are sure that the questions are consistent with the research objective.

0 means you are unsure whether the question is consistent with the research objective.

-1 means that you are certain that the questions are inconsistent with the research objective.

With the courtesy of your qualification, this makes this study a powerful research tool. This will be very useful for education. We would like to thank you very much for spending your valuable time reviewing the research instrument.

Expert (Name): Liao Dongsheng

Department: International Education College of Guangxi University for Nationalities
Inspection date:2024.10.1

Location:University for nationalities, No. 188, East University Road, Nanning,
Guangxi, China



Seeking Clarification from Experts in Examining Research Instruments.

Dear experts,

This questionnaire for educational purposes for research studies, student Doctor of Business Administration Program (International Program) in the Faculty of Management Science at Bansomdejchaopraya Rajabhat University prepared by Gaoke, Subject "**Impact of Platform Differences in Electronic Word-Of-Mouth Credibility on Consumer Purchase Intention**". The questionnaire was made for young people in China. The researcher asks for help from experts. Please check the questionnaires as follows.

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With the courtesy of your qualified, this makes this study a powerful research tool. This will be very useful for education. We would like to thank you very much for spending your valuable time reviewing the research instrument.

Expert (Name):Zhou Bingjun

Department: Guangxi Normal University of Science and Technology

Inspection date:2024.10.1

Location:No. 966 Tiebei Avenue, Xingbin District, Laibin City, Guangxi, china.



Seeking Clarification from Experts in Examining Research Instruments.

Dear experts,

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With the courtesy of your qualified, this makes this study a powerful research tool. This will be very useful for education. We would like to thank you very much for spending your valuable time reviewing the research instrument.

Expert (Name): Dr. Pordee Sukpun

Department:

Inspection date: 2024.10.1

Location:

Appendix B

Official Letter



Ref.No. MHESI 0643.14/2705

Bansomdejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

2 October 2024

Subject: Invitation to validate research instrument

Dear Prof.Dr.Llao Dongsheng

Mr.Gao ke is a graduate student in Doctor of Business Administration Program (International Program) of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "The impact of platform differences in electronic word-of-mouth credibility on consumer purchase intention"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chanchaen)
Vice Dean Acting for of Dean of Graduate School

Bansomdejchaopraya Rajabhat University
Tel.+662-473-7000
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E-mail: grad@bsru.ac.th

Ref.No. MHESI 0643.14/2706



Bansomdejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

2 October 2024

Subject: Invitation to validate research instrument

Dear Prof.Dr. Zhou Bingjun

Mr.Gao ke is a graduate student in Doctor of Business Administration Program (International Program) of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "The impact of platform differences in electronic word-of-mouth credibility on consumer purchase intention"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chancharoen)

Vice Dean Acting for of Dean of Graduate School

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Bansomdejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

2 October 2024

Subject: Invitation to validate research instrument

Dear Dr. Pordee Sukpun

Mr.Gao ke is a graduate student in Doctor of Business Administration Program (International Program) of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "The impact of platform differences in electronic word-of-mouth credibility on consumer purchase intention"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chanchaen)

Vice Dean Acting for of Dean of Graduate School

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Appendix C

Research Instrument



Hello! I am a doctoral student in the DBA program, Class of 2022, at BSRU. I am currently working on my doctoral thesis and have designed this Depth interview to explore the impact of differences in electronic word-of-mouth platforms on consumer purchase intention. The data collected will support the research required for my thesis. I sincerely invite you to participate and kindly ask for your assistance in filling out this questionnaire amidst your busy schedule. Your help is greatly appreciated! Thank you very much!

Depth interview

Variable	Number of verses
Part 1 Current situation of online platform consumption	
1. Do you often shop online? What is the reason for purchasing products online?	2
2. What products and supplies have you purchased online? You have purchased the most expensive products and supplies online What is the approximate price for?	2
3. What information do you pay more attention to when purchasing products online?	1
Part 2 Source of electronic word-of-mouth acquisition	
1.Which "online" platforms or channels do you primarily purchase products from? Are you satisfied with your experience of purchasing goods online?	2
2.What products have you recently purchased online? Did you pay attention to the product reviews when purchasing this product? What are the differences between your focus and other products?	3

Variable	Number of verses
3.What are your commonly used social media and e-commerce platforms? Product related information mainly comes from Where can I obtain it? Would you search for reviews of related products on social media?	3
Part 3 Electronic word-of-mouth credibility	
1.Which do you think is more trustworthy, recommendations from friends on social media or product reviews on e-commerce platforms? By what? What's the difference between them?	3
2.What kind of product reviews do you think are most helpful for your purchasing decision? Do you read negative reviews?	2
3.Will receiving positive reviews from others make you believe and generate a desire to purchase? Is the level of trust that positive reviews on social media platforms and e-commerce platforms bring to you the same?	3
Part 4 purchase intention	
1.Which form of text comments, ratings, images, and videos do you think would be more helpful for your purchasing decision when making a purchase? Why?	2
2.Have you ever posted a review of a certain product on social media orOnline shopping platform? Is it a positive or negative review? What is the reason?	3
Part5 Variables and observed dimensions	
1.Can Tie strength be explained by Trust, Emotional Attachment, and Interaction frequency?	1
2.Can Self disclosure be explained by Disclosure Content, Disclosure Depth, and Disclosure Content?	1

Variable	Number of verses
3.Can Electronic word-of-mouth credibility be explained by Source Credibility, Content Quality, and Consistency?	1
4.Can purchase intention be explained by Agree comments, Emotional Response, and Perceived Value?	1
Total	30



Questionnaire 1

The impact of platform differences in electronic word-of-mouth on consumer purchase intention from a price perspective

—Online shopping platform survey questionnaire 1

Hello! I am a doctoral student in the DBA program, Class of 2022, at BSRU. I am currently working on my doctoral thesis and have designed this questionnaire to explore the impact of differences in electronic word-of-mouth platforms on consumer purchase intention. The data collected will support the research required for my thesis. I sincerely invite you to participate and kindly ask for your assistance in filling out this questionnaire amidst your busy schedule. Your help is greatly appreciated! Thank you very much!

This questionnaire is an anonymous survey, and all information will only be used for academic research!

Basic Information Survey	
Please mark a "v" on the appropriate option according to your actual situation and complete the answer as required	
1	Your gender: A Male B Female
2	Your age A Under 18 years old B 19- 29 C 30-39 D 40-59 E Over 60 years old
3	Your monthly income A Below 3000 yuan B 3001- 5000 C 5001-7000 D Over 7001 yuan
4	Your online shopping situation A often B occasionally C never
5	How much attention do you pay to electronic word-of-mouth information when purchasing products online? A Very concerned B concerned C Not paying much attention D not concerned

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
Part 1						
1	I have a relatively familiar and intimate relationship with other users on online shopping platforms.	5	4	3	2	1
2	I am mostly real-life friends with users on online shopping platforms.	5	4	3	2	1
3	I have a trusting relationship with users on online shopping platforms.	5	4	3	2	1
4	I frequently communicate with other users on online shopping platforms.	5	4	3	2	1
5	My friend's online shopping platforms often contact me proactively	5	4	3	2	1
6	I update my online shopping platform's content whenever I have free time.	5	4	3	2	1
7	I believe the content that appears on online shopping platforms.	5	4	3	2	1
8	I think the comments on online shopping platforms. are authentic	5	4	3	2	1
9	Chatting with friends on online shopping platforms affects my mood.	5	4	3	2	1

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
Part 2						
10	People will disclose a lot of information about themselves on online shopping platforms.	5	4	3	2	1
11	People will share their purchased goods on online shopping platforms.	5	4	3	2	1
12	People often share their shopping experiences on online shopping platforms	5	4	3	2	1
13	People often share their feelings and thoughts (positive or negative) about something on online shopping platforms.	5	4	3	2	1
14	People sometimes disclose some privacy online shopping platforms.	5	4	3	2	1
15	People often share their deepest thoughts on online shopping platforms.	5	4	3	2	1
16	People sometimes disclose information on online shopping platforms without a purpose	5	4	3	2	1
17	People will not disclose a certain product on online shopping platforms for a certain benefit	5	4	3	2	1

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
18	People are not influenced by certain factors when choosing to disclose a product on online shopping platforms	5	4	3	2	1
Part 3						
19	I don't think there is any false information in the comments on online shopping platforms	5	4	3	2	1
20	I believe that the word-of-mouth information posted on online shopping platforms is genuine.	5	4	3	2	1
21	I believe the information on online shopping platforms is well-founded.	5	4	3	2	1
22	I think the word-of-mouth information posted on online shopping platforms is accurate	5	4	3	2	1
23	I believe that the word-of-mouth information posted on online shopping platforms is trustworthy	5	4	3	2	1
24	I believe the word-of-mouth information shared on online shopping platforms is objective.	5	4	3	2	1
25	I think the word-of-mouth information posted on online shopping platforms is objective	5	4	3	2	1

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
26	I think the comments on online shopping platforms are consistent	5	4	3	2	1
27	I believe the information on online shopping platforms is not contradictory.	5	4	3	2	1
Part 4						
28	I will recommend a good electronic reputation to my family and friends.	5	4	3	2	1
29	People are always inclined to purchase products that offer good value for money.	5	4	3	2	1
30	I would buy products that give me a sense of value.	5	4	3	2	1
31	Reviews on online shopping platforms can increase my willingness to make a purchase.	5	4	3	2	1
32	Word-of-mouth reviews on online shopping platforms create a desire for me to consume.	5	4	3	2	1
33	Reviews on online shopping platforms can influence my purchasing decisions.	5	4	3	2	1
34	I agree with the review information on online shopping platforms.	5	4	3	2	1

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
35	I acknowledge the information presented on online shopping platforms.	5	4	3	2	1
36	I tend to view the word-of-mouth from the perspective of the reviewer.	5	4	3	2	1



Questionnaire 2

The impact of platform differences in electronic word-of-mouth on consumer purchase intention from a price perspective

—Social media platform survey questionnaire 2

Hello! I am a doctoral student in the DBA program, Class of 2022, at BSRU. I am currently working on my doctoral thesis and have designed this questionnaire to explore the impact of differences in electronic word-of-mouth platforms on consumer purchase intention. The data collected will support the research required for my thesis. I sincerely invite you to participate and kindly ask for your assistance in filling out this questionnaire amidst your busy schedule. Your help is greatly appreciated! Thank you very much!

This questionnaire is an anonymous survey, and all information will only be used for academic research!

Basic Information Survey	
Please mark a "√" on the appropriate option according to your actual situation and complete the answer as required	
1	Your gender: A Male B Female
2	Your age A Under 18 years old B 19-29 C 30-39 D 40-59 E Over 60 years old
3	Your monthly income A Below 3000 yuan B 3001-5000 C 5001-7000 D Over 7001 yuan
4	Your online shopping situation A often B occasionally C never
5	How much attention do you pay to electronic word-of-mouth information when purchasing products online? A Very concerned B concerned C Not paying much attention D not concerned

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
Part 1						
1	I have a relatively familiar and intimate relationship with other users on social media platforms.	5	4	3	2	1
2	I am mostly real-life friends with users' social media platforms.	5	4	3	2	1
3	I have a trusting relationship with users on social media platforms.	5	4	3	2	1
4	I frequently communicate with other users on social media platforms.	5	4	3	2	1
5	My friends' social media platforms often contact me proactively	5	4	3	2	1
6	I update my social media content whenever I have free time.	5	4	3	2	1
7	I believe the content that appears on social media platforms.	5	4	3	2	1
8	I think the comments on social media platforms. are authentic	5	4	3	2	1
9	Chatting with friends on social media platforms affects my mood.	5	4	3	2	1
Part 2						
10	People will disclose a lot of information about themselves on social media platforms.	5	4	3	2	1

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
11	People will share their purchased goods on social media platforms.	5	4	3	2	1
12	People often share their shopping experiences on social media platforms.	5	4	3	2	1
13	People often share their feelings and thoughts (positive or negative) about something on social media platforms.	5	4	3	2	1
14	People sometimes disclose their private social media platforms.	5	4	3	2	1
15	People often share their deepest thoughts on social media platforms.	5	4	3	2	1
16	People sometimes disclose information on social media platforms without a purpose	5	4	3	2	1
17	People will not disclose a certain product on social media platforms for a certain benefit	5	4	3	2	1
18	People are not influenced by certain factors when choosing to disclose a product on social media platforms.	5	4	3	2	1
Part 3						
19	I don't think there is any false information in comments on social media platforms.	5	4	3	2	1

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
20	I believe that the word-of-mouth information posted on social media platforms is genuine.	5	4	3	2	1
21	I believe the information on social media platforms is well-founded.	5	4	3	2	1
22	I think the word-of-mouth information posted social media platforms is accurate	5	4	3	2	1
23	I believe that the word-of-mouth information posted social media platforms is trustworthy	5	4	3	2	1
24	I believe the word-of-mouth information shared on social media platforms is objective.	5	4	3	2	1
25	I think the word-of-mouth information posted on social media platforms is objective	5	4	3	2	1
26	I think the comments on social media platforms are consistent	5	4	3	2	1
27	I believe the information on social media platforms is not contradictory.	5	4	3	2	1
Part 4						
28	I will recommend a good electronic reputation to my family and friends.	5	4	3	2	1

A Survey on Understanding the Characteristics of online shopping platforms						
	Please mark a "v" on the appropriate option based on your actual situation (note: all options are single choice).	Strongly Agree	Agree	Neutral.	Disagree	Strongly Disagree
29	People are always inclined to purchase products that offer good value for money.	5	4	3	2	1
30	I would buy products that give me a sense of value.	5	4	3	2	1
31	Reviews on social media platforms can increase my willingness to make a purchase.	5	4	3	2	1
32	Word-of-mouth reviews on social media create a desire for me to consume.	5	4	3	2	1
33	Reviews on social media can influence my purchasing decisions.	5	4	3	2	1
34	I agree with the review information on social media platforms.	5	4	3	2	1
35	I acknowledge the information presented on social media platforms.	5	4	3	2	1
36	I tend to view the word-of-mouth from the perspective of the reviewer.	5	4	3	2	1

Appendix D

The Results of the Quality Analysis of Research Instruments

Questionnaire IOC Rating Scale (Rating Data)

Description: Please specify the point of conformity between the question and the research objective (Item Objective Congruency Index (IOC)) in the gaps of each question identified, tabulated below. Please check the choice that matches the level of your opinion the most. If you have any further suggestions, please write them in the space provided. The scoring criteria are as follows.

+1 means that you are sure that the questions are consistent with the research objective.

0 means you are unsure whether the question is consistent with the research objective.

-1 means that you are certain that the questions are inconsistent with the research objective.

No	Scales	IOC			Total	IOC value	Evaluation
		+1	0	-1			
Tie strength							
1	I have a relatively familiar and intimate relationship with other users on social media platforms.	+1	+1	+1	3	1	consistent
2	I am mostly real-life friends with users' social media platforms.	+1	+1	+1	3	1	consistent
3	I have a trusting relationship with users on social media platforms.	+1	+1	+1	3	1	consistent
4	I frequently communicate with other users on social media platforms.	+1	+1	+1	3	1	consistent
5	My friends' social media platforms often contact me proactively	+1	+1	+1	3	1	consistent
6	I update my social media content whenever I have free time.	+1	+1	+1	3	1	consistent

No	Scales	IOC			Total	IOC value	Evaluation
		+1	0	-1			
7	I believe the content that appears on social media platforms.	+1	+1	+1	3	1	consistent
8	I think the comments on social media platforms. are authentic	+1	+1	+1	3	1	consistent
9	Chatting with friends on social media platforms affects my mood.	+1	+1	+1	3	1	consistent
Self disclosure							
10	People will disclose a lot of information about themselves on social media platforms.	+1	+1	+1	3	1	consistent
11	People will share their purchased goods on social media platforms.	+1	+1	+1	3	1	consistent
12	People often share their shopping experiences on social media platforms.	+1	+1	+1	3	1	consistent
13	People often share their feelings and thoughts (positive or negative) about something on social media platforms.	+1	+1	+1	3	1	consistent
14	People sometimes disclose their private social media platforms.	+1	+1	+1	3	1	consistent
15	People often share their deepest thoughts on social media platforms.	+1	+1	+1	3	1	consistent
16	People sometimes disclose information on social media platforms without a purpose	+1	+1	+1	3	1	consistent
17	People will not disclose a certain product on social media platforms for a certain benefit	+1	+1	+1	3	1	consistent

No	Scales	IOC			Total	IOC value	Evaluation
		+1	0	-1			
18	People are not influenced by certain factors when choosing to disclose a product on social media platforms.	+1	+1	+1	3	1	consistent
Electronic word-of-mouth credibility							
19	I don't think there is any false information in comments on social media platforms.	+1	+1	+1	3	1	consistent
20	I believe that the word-of-mouth information posted on social media platforms is genuine.	+1	+1	+1	3	1	consistent
21	I believe the information on social media platforms is well-founded.	+1	+1	+1	3	1	consistent
22	I think the word-of-mouth information posted social media platforms is accurate	+1	+1	+1	3	1	consistent
23	I believe that the word-of-mouth information posted social media platforms is trustworthy	+1	+1	+1	3	1	consistent
24	I believe the word-of-mouth information shared on social media platforms is objective.	+1	+1	+1	3	1	consistent
25	I think the word-of-mouth information posted on social media platforms is objective	+1	+1	+1	3	1	consistent
26	I think the comments on social media platforms are consistent	+1	+1	+1	3	1	consistent
27	I believe the information on social media platforms is not contradictory.	+1	+1	+1	3	1	consistent

No	Scales	IOC			Total	IOC value	Evaluation
		+1	0	-1			
purchase intention							
28	I will recommend a good electronic reputation to my family and friends.	+1	+1	+1	3	1	consistent
29	People are always inclined to purchase products that offer good value for money.	+1	+1	+1	3	1	consistent
30	I would buy products that give me a sense of value.	+1	+1	+1	3	1	consistent
31	Reviews on social media platforms can increase my willingness to make a purchase.	+1	+1	+1	3	1	consistent
32	Word-of-mouth reviews on social media create a desire for me to consume.	+1	+1	+1	3	1	consistent
33	Reviews on social media can influence my purchasing decisions.	+1	+1	+1	3	1	consistent
34	I agree with the review information on social media platforms.	+1	+1	0	2	0.7	consistent
35	I acknowledge the information presented on social media platforms.	+1	+1	+1	3	1	consistent
36	I tend to view the word-of-mouth from the perspective of the reviewer.	+1	+1	+1	3	1	consistent

Appendix E

Certificate of English



This is to certify that

Mr.Gao Ke

Achieved BSRU English Proficiency Test (BSRU-TEP) level

C2

Given on 9th August 2022

A handwritten signature in blue ink, appearing to read 'Kulsirin', is positioned below the date.

(Assistant Professor Dr Kulsirin Aphiratvaradej)

Director

Appendix F

The Document for Acceptance Research



0.5

2023
CiteScore

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ELSEVIER
Scopus

Date: 11 March 2025
Ref. No. 3995-EAST/25

Dear Ke Gao

Author (s): Ke Gao, Nusanee Meekaewkunchorn, Chaiyawit Muangmee, Tatchapong Sattabut

Subject: Conditional acceptance with the subject of submission for Article processing charges

I would like to extend my congratulations to you

We are delighted to notify you that your article titled "*Impact of Platform Differences in Online Word-of-mouth on Consumer Purchase Intention*" has been accepted for publication with minor changes. It will be published in upcoming issue of the *Edelweiss Applied Science and Technology* (ISSN: 2576-8484), based on the feedback provided by the reviewers.

Please note that an online publication fee of USD \$830 is applicable for any accepted article. Kindly ensure to make the payment at the earliest convenience. Upon receipt of payment, we may proceed with the publication process.

We are grateful for your cooperation. We look forward to your response.

Sincerely,

melissa fernandes

Melissa Fernandes

Managing Editor

Edelweiss Applied Science and Technology

(ISSN: 2576-8484)

URL: <https://learning-gate.com/index.php/2576-8484>

Scopus URL: <https://www.scopus.com/sourceid/21101018315>

E-mail: editor@learning-gate.com | URL: <http://learning-gate.com>

Appendix G

Proofreading Certification

Certificate of English Editing

E-TRANSTAR (Beijing) Information Technology Co., Ltd.

Title

Impact of Platform Differences in Online Word-of-mouth on Consumer Purchase Intention

Authors

Gao ke

Date of Editing

July 20, 2025

This document certifies that the paper listed above has been edited to ensure that the language is clear and free from errors. The edit was performed by

Ji Xiangdi

native English speaker editor of

E-transtar (Beijing) Information Technology Co., Ltd.

The intent of the author's message was not altered in any way during the editing process. The quality of the edit has been guaranteed, with the assumption that our recommended changes have been accepted and have not been altered without the knowledge of our editors.

Certificate issued by:
E-transtar (Beijing) Information Technology Co., Ltd.



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