

RESEARCH ON THE IMPACT OF PERCEIVED QUALITY OF IMAGE-BASED REVIEWS ON CUSTOMER PURCHASE INTENTION

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Received : May 1, 2022; Revised : June 28, 2022; Accepted : July 18, 2022

Abstract

Online shopping has become an important part of people's daily life. Online reviews, as an important reference information for potential consumers in online shopping, have also received extensive attention from scholars at home and abroad. Thanks to the rapid development of internet technology, the ease of operation of the e-commerce platforms and their stimulating marketing strategies such as "cash rewards for sharing activities", the presentation forms of online reviews on Chinese e-commerce platforms have also been continuously developed, and in addition to regular text reviews, different forms of online reviews such as imaged-based reviews and video reviews have emerged. Compared with text reviews, the large number of imaged-based reviews provides consumers with richer and more intuitive reference information, but also creates a dilemma and burden of information load for consumers. It is a challenge for potential consumers to quickly identify high-quality imaged-based reviews when facing a lot of reviews of varying quality. This paper will investigate the influence of the perceived quality of imaged-based reviews, the influence of consumers' product attitudes on consumers' purchase intentions, and the moderating role of the reviewer's identity in the research model, in order to provide reference ideas for Chinese e-commerce platforms and merchants to provide higher quality imaged-based reviews to potential consumers.

Keywords: Image-based Reviews, Perceived Quality, Purchase Intention

Introduction

With the continuous growth of online shopping users and the wide application of smart mobile devices, it has become the mainstream of customers to evaluate products through mobile devices on e-commerce platforms in China. Positive Imaged-based Reviews have also become an important marketing method for merchants settled on e-commerce platforms. Compared with the product publicity pictures provided by merchants, the product images taken and uploaded by customers are generally not specially processed. This also provides more real and objective product information. These Imaged-based Reviews play a crucial role in the purchase decisions of potential consumers (Juliet et al., 2017). However, the previous literature mainly focuses on the influence of traditional pure text comments on consumers' purchase decisions, and there are few studies on the influence of Imaged-based Review on consumers' purchase decisions. Based on this, this paper will deeply study the impact of Imaged-based Review and Imaged-based Review on consumers' purchase intention that will enrich the theoretical results of online comments, and provide targeted marketing strategies for China's e-commerce platforms and merchants entering the platform.

1. Research background

This research is crucial with the following reasons: (1) The number of online shopping users and the transaction scale are both increasing. According to the 49th Statistical Report on China's Internet Development published on CNNIC, the retail sales through online transactions also reached 13.1 trillion yuan in 2021, up 14.1% year on year. (2) Online comments are an important reference information for potential consumers to shop online. According to the Podium study, 82 percent of consumers say they review online reviews before they make purchase decisions (Ren, Yeoh, Ee, & Popovic, 2018). The impact of online reviews on the purchase decisions of potential consumers is also crucial, and more and more scholars are gradually paying attention to the research of online reviews. (Lee, Park, & Han, 2008). (3) The presentation form of online commentary is constantly evolving. With the rapid development of information technology, the online comments on domestic e-commerce platforms have been developed from the initial simple text comments to the richer Imaged-based Review. The "the buyer Show" is more realistic than the pictures. Customers are also increasingly relying on pictures in comments to evaluate product quality, with "no picture, no truth" gaining widespread consensus on the Internet (Wang Xuhui, Chen Xin, 2018). (4) Overloading of comment information, choosing high quality and meeting subjective standards are challenges.

Currently, thousands of thousands of product or service reviews are being posted on e-commerce platforms, and some popular products can sometimes have millions of online reviews. The proportion of imaged-based reviews in each product is also increasing. On the one hand, the rapid increase of Imaged-based Review provides rich and intuitive reference information for potential consumers, and it also creates a dilemma and burden on consumers (Zhu Linlin, 2020). At the same time, because consumers are highly subjective about the quality of Imaged-based Review, it is challenging to further find high-quality Imaged-based Review that come from the massive Imaged-based Review and can meet the perceived needs of users.

At present, China's major e-commerce platforms have put Imaged-based Review into the more prominent areas in the online review system. Previous academic research mainly

focused on online comments in the form of text, but the research of Imaged-based Review, especially the perceived quality of Imaged-based Review, has not attracted wide attention from scholars at home and abroad. This paper will attempt to focus on the perception of imaged-based reviews quality and study its impact on consumers' purchase intention, which can expand the research scope of online comment and enrich the research results in this field.

Literature review

This paper studies the influence of perceived quality of Imaged-based Review on consumers' product attitude and purchase intention. Therefore, the literature review first sorts out the related theories of Imaged-based Review, perceived quality, consumer product attitude and consumers' purchase intention, laying a foundation for the establishment of research models in subsequent chapters.

1. Related research on Imaged-based Review

According to the concept of Imaged-based Review, the research of relevant scholars on Imaged-based Review can be summarized as follows:

Table 1 Definition of Imaged-based Review

Scholar (time)	Definition
Chen Zhengliang (2015)	Consumers post online reviews on product attributes introduction, service quality, consumer experience and other information, which include quantitative ratings, text evaluation, and product pictures.
Wang Shengtian (2015)	Buyer show refers to the channel for e-commerce platforms to provide buyers with post-purchase comments. Buyers show is the behavior of consumers to publish them in the corresponding area of the platform by uploading pictures and writing corresponding text comments.
Liu Yun (2016)	Consumers who have purchased will publish comments in the form of pictures and text on the purchased e-commerce platform.
Wang Yaru (2017)	Comments posted can be separated from photo reviews or those published in conjunction with text.
Cheng-Run Han (2017)	Under the comments page, consumers write text and related pictures, rather than just pictures.
Liu Mengru (2019)	Also known as the buyer show, mostly refers to the after-sales comment section of the trading platform not only published text comments, but also published the display of the purchased products.
Cong,et al(2021)	The comments posted include both information about the text and the pictures.

2. Related research on perceived quality

2.1 Concept of perceived quality

"Perception" is a process of individual processing and reflecting the stimulus information received (Li Jing, Qi Xianjun, Chen Minghong, 2015). Comments through online, both text and Imaged-based Review, are individual evaluations of purchased products. Different from scientific information such as professional knowledge, review publishers have

their own views with no unified criteria for information quality and are more susceptible to subjective and objective factors (Li Jing, Qi Xianjun, Chen Minghong, 2015; Zhu Linlin, Li He, Li Shiyu, Jiayu Lau, 2021). Therefore, for text comment perceived quality, researchers should be based on users' demand, from the perspective of user perception to understand the quality of text and text of comments, based on this paper, that text comment perceived quality is based on personal needs and situation of text comment information content that make comprehensive judgment and utility evaluation. This can help users reduce the uncertainty of the product, provide more information support for its purchase decision.

2.2 Research dimensions of perceived quality

At present, the dimension of the perceived quality research is less, also lack of systematic research, but the literature related to the perceived quality dimension, such as the study of information quality dimension and online review of graphic quality dimension provide theoretical support for the study of the quality dimension. By combing the relevant literature of Imaged-based Review perceived quality- dimension and combining with in-depth interviews, this article divides Imaged-based Review perceived quality- into eight dimensions, including relevance, understanding, reliability, usefulness, breadth, attraction, richness and objectivity.

3. Product attitude of consumers

According to ABC attitude theory, attitude is mainly influenced by emotion, behavioral tendency and cognition, things are, thus, evaluated differently based on different levels. The multi-attribute model proposed by Fishbein et al. (1977) has a close relationship between attitude and behavior. Personal attitude determines the behavior path: positive product attitude increases the possibility of consumers in buying the product; otherwise, negative product attitude also reduces the possibility of consumers in buying the product. According to research in the field of psychology and information processing, 1, Cacioppo et al (1986), they divide the process of understanding information of the audience into two potential paths that different information will cause different attitudes. Based on this theory, He Jianmin et al. (2020) discussed the influence of social marketing content on product attitude and put forward that some specific characteristics of marketing content will affect consumers' product attitude. The consumer product attitude is, thus, defined as the judgment of consumers formed after processing the product information. The higher the product attitude, the more positive the attitude; the lower the product attitude, the more negative the product attitude.

4. Consumer purchase intention

According to Fishbein and Ajzen (2005), consumers' willingness will ultimately decide whether to buy merchants' products. Therefore, in order to more accurately predict consumers' purchasing behavior, it is necessary to first understand consumers' purchase intention, that is, the important variables that affect consumers' purchasing behavior. As willingness is the premise of behavioral activities, only when an individual has the will that he takes some behavioral activities. Therefore, the individual's will determines the individual's behavioral activities. The word willingness is originally a psychological concept. Consumers' behavioral willingness is a change in the psychological state of consumers, which is the possibility of consumers to engage in a certain behavior under the receipt of certain information or certain stimuli. An advent of the digital economy era has made online shopping a necessary way of life for modern people. Therefore, scholars are also paying more and more

attention to the research on online shopping. Yu Xin (2017), when studying the presentation mode of commodity information of online merchants, argues that consumers are willing to accept the services of merchants or buy the products in the process of browsing commodity information online, and it is their purchase intention products or services based on the online platform. Therefore, we define consumers 'purchase intention online as online platforms' willingness to understand and buy products and services through information identification and other ways, which is the prediction of online purchase behavior. Compared with the traditional offline purchase intention, consumers' online purchase intention is different at different stages. Therefore, this paper defines consumers' purchase intention as being a willingness to understand and buy products and services through information identification on e-commerce platforms, which is the prediction of online purchase behavior.

Theoretical basis and model architecture

1. Model construction

A review of domestic and foreign literature shows that consumers' purchase intention is based on specific products, and that purchasing behavior is influenced by their own and other factors. Purchase intention is the main predictor of consumers' behavior. We can, therefore, study their purchase intention through consumer behavior. Fishbein (1975) proposed a rational behavior model (TRA), he believes that behavior is determined by intention, intention is influenced by attitude, and attitude is derived from the overall evaluation of consumers after consumption, provided that people are rational and can control their own behavior.

Product attitude is a product evaluation conducted by consumers through direct experience and external stimulation. Thus, this psychological state of buying intention is formed, which also leads to the occurrence of demand and desire, which further leads to the formation of decision-making. Zhou Yanling and Zhang Huan (2009) surveyed online products and found that more consumers of well-known products were more likely to be positive about themselves, while product attitudes would be affected by the perceived quality of Imaged-based Review. In Howard's consumer decision model (1990), consumers' product selection is divided into three stages: First, consumers obtain external information and establish product cognition. Secondly, the processing of cognitive information will be translated into product attitudes. Finally, the product attitude affects the consumers' purchase intention.

Shaouf (2016) studied the influence of different genders on online purchase intention and the visual design effect of online advertising. The visual impact of online advertising directly affects consumers' purchase intention through advertising attitude and product attitude. The results suggest that the role of gender regulation and the visual effect of online advertising have a direct effect on men's purchase intention, but not on women. By studying the theoretical model of consumer behavior and consumer purchase decision model, it can be seen that the formation of consumer product attitude is influenced by the external environment stimulus, and the positive consumer product attitude promotes the generation of purchase decision. According to the research theory, positive Imaged-based Review perceived quality has a positive impact on consumers' product attitude, while consumer product attitude has a positive impact on consumers' purchase intention. Therefore, this paper proposes a research model based on theoretical model and purchase decision model.

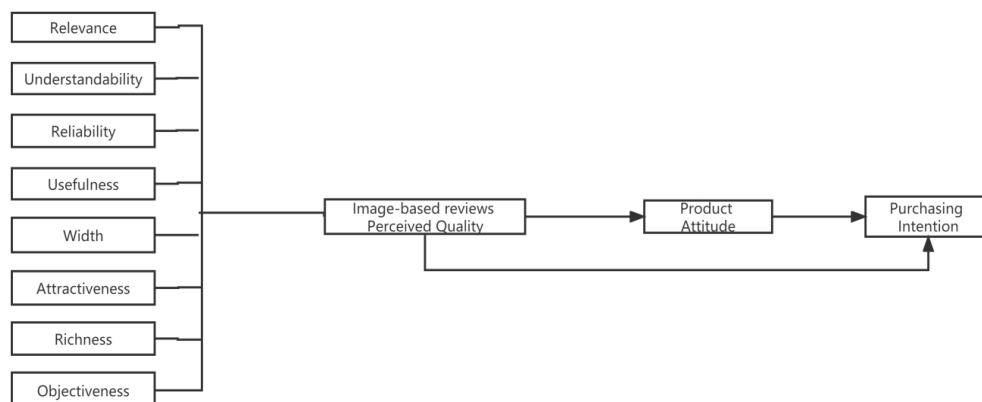


Figure 1 The impact of perceived quality of Image-based reviews on customer purchase intention model

2. Proposal of the research hypothesis

2.1 Impact of perceived quality of Image-based reviews on consumer product attitude Xia Hui (2018) pointed out that when the higher the information quality of the comments, that is, when consumers think that the information viewed is useful, objective, understandable, relevant, timely, complete and profound, they will have a deep perception of the value of the goods. From the perspective of the quality of online comment information, Park (2011) points out that high-quality comments must contain the physical attributes and functional attributes of goods, which are clearly expressed and logical, and can effectively help consumers understand the basic information of goods.

Papat et al (2011) noted that buyers are more likely to trust websites that provide reviews of independent products and services that users believe are from real consumers, so providing accurate, timely and trustworthy quality review information brings a sense of trust to potential consumers. Elwalda et al. (2016) noted that online reviews significantly affect customer trust in electronic suppliers, especially for customers who often use online reviews prior to purchase. High-quality comments enable users to understand and evaluate the product more effectively, reducing search costs as well as purchase uncertainty, and thus affecting consumers' purchase intention. Ghasemag et al. (2015) pointed out that the information quality of mobile shopping systems has a positive impact on consumer satisfaction. Kim et al. (2010) believe that online information quality helps products improve their satisfaction and make more informed decisions about the online shopping experience. HA et al. (2012) believes that there is a significant positive relationship between information quality and satisfaction in the network environment. Due to the complexity and anonymity of online shopping, uncertainty and risk have become the inherent attribute of e-commerce (You Jun, Zhang Xiaoyu, Yang Fengrui, 2019). Consumers' trust and satisfaction in the online environment both play a vital role and are the basis of forming a long-term relationship between customers and merchants, and the quality of online comments is also an important component factor of website quality. Based on this, the following assumptions: H1. Imaged-based Review perceived quality has a positive impact on consumers' product attitudes including: H1a quality-relevance; H1b quality-understandability; H1c quality-reliability; H1d

quality-usefulness; H1e quality-breadth; H1f quality-attraction; H1g quality-richness; and H1h quality-objectivity

2.2 Influence of consumer product attitude on purchase intention

Many studies have shown that the higher the perceived benefits of consumers, the more positive their product attitude, and with the increasing product attitude, the greater their purchase intention. A study by Rosstier and Percy (1992) found that the sum of consumer demand and the ability to achieve consumer goals constitutes consumers' product attitudes, and perception mainly refers to the real benefits that products can provide for consumers, and it is this benefit that eventually translates into specific consumer consumption attitudes. Simmoni and Ruth (1998) believe that consumers' attitudes towards a particular product will ultimately determine whether or not to purchase. Many empirical studies have shown that consumer product attitude is one of the main indicators of consumer purchasing behavior.

To sum up, the trend of individual behavior will be reflected through the attitude of product consumption. Therefore, when consumers have a clear attitude towards products, consumers can accurately estimate their purchase behavior and purchase intention, and consumers' evaluation of product attributes directly affects consumers' purchase behavior and intention to purchase. Based on the above discussion, the following research assumptions are made: H2 Consumers' product attitude has a positive impact on consumers' purchase intention.

2.3 Impact of perceived quality of Image-based reviews on purchase intention

Tamara (2018) found that consumers' perception of the quality of comment information affects their adoption of the comment, meaning that high-quality comment information is more likely to be adopted. Park (2016) believes that high quality reviews should contain rich product use process and real experience, such as clothing quality, clothing color, fabric quality, clothing comfort, fit degree and other information, which will affect consumers' purchase intention. Zheng et al. (2013) also studied the impact of information quality on users' willingness to continue to use, and pointed out that information reliability, objectivity, timeliness, richness and expression are important features to measure information quality. Chen Tao et al. (2012) believe that high-quality online reviews can reflect the true attributes of goods to some extent, so they are easier to be accepted and recognized by reviewers, and then have a positive impact on their purchase intention. Scholars at home and abroad have also conducted a lot of research on perceived risk and purchase intention. Scholars agree that online reviews can help consumers understand product information. When consumers have the expected ability to accept the uncertainties existing after the purchase, the perceived risk will be reduced, and the purchase intention will be further improved. For example, most reviewers post positive feelings, which reduces the risk of consumers and creates a positive purchase intention. Based on this discussion on a positive impact on consumers' purchase intention based on image-based reviews perceived quality (H3), the following research assumptions are made: H3a quality-relevance; H3b quality-understandability; H3c quality- reliability; H3d quality-usefulness; H3e quality- breadth; H3f quality- attraction; H3g quality-richness; and H3h quality- objectivity.

Research method and empirical study design

The process of questionnaire from design to formation included six aspects: variable definition and measurement, questionnaire design, distribution and collection of formal questionnaires, and data analysis methods. This research studies the influence of the perceived quality on consumers' purchase intention, and the relevant variables as follows: **Measurement**

of perceived quality includes: Relativity of Wang, 2018; Vicki & Kanghyun & Fatemeh, 2002; Understandability of Filieri, 2011; Vicki & Kanghyun & Fatemeh, 2002; Reliability of Chisty, 2012; Vicki & Kanghyun & Fatemeh, 2002; Usefulness of Vicki & Kanghyun & Fatemeh, 2002; Lee, 2017; Scope of Vicki & Kanghyun & Fatemeh, 2002; Attractiveness of Meirong Cheung (2019); Richness of Delone & Mclean (2003) / Xia Hui (2018); and Objectivity of Negash (2013). **Measurement of product attitudes of intermediary variables** includes Product attitude of Chae & Hoegg, 2013 and Li Qiao & Liu Fengjun, 2018. **Measurement of purchase intention for dependent variables** includes Purchase Intention of Dodds, Grewal, 1991; Juliet, Edward Yuan, Jingyi Zhang, 2017.

The questionnaire was investigated by using the random sampling method. In order to improve the enthusiasm of the participants and the quality of the response, the time limit of the questionnaire and the reward of getting WeChat Lucky Money after answering the questions were set. A total of 561 questionnaires were obtained, including 522 valid questionnaires and a response rate of 93.04%.

Data analysis, results, and discussion

1. This part mainly uses mathematical statistical software to analyze and process the data, and verifies whether the models and assumptions are valid through structural equations. The main analysis methods are bootstrap method, path analysis method, descriptive statistics, relevance analysis and regression analysis method. Reliability analysis of the sample data can be shown in the table below.

Table 2 Reliability analysis of the formal questionnaire

Variable	The Cronbach's coefficient	number of terms
Relativity	0.873	4
Understandability	0.851	4
Reliability	0.850	4
Usefulness	0.806	3
Scope	0.867	4
Attractiveness	0.841	3
Rich	0.836	3
Objectivity	0.819	3
Product attitude	0.867	3
Purchase intention	0.855	3

It can be seen from the above table that the reliability coefficient of each dimension is greater than 0.8, indicating that the reliability quality of the research data is high. Validity test of sample data are tested and tested by AMOS 24. The first is the content validity test. The scale in this paper is collected from the mature scale of relevant studies at home and abroad, and some variable dimensions are improved through in-depth interviews, expert evaluation and other ways. At the same time, the pretest data analysis shows that the reliability validity of the scale is relatively high, so the content validity of the scale is reliable.

2. Relevance analysis and discrimination validity

Difference validity analysis is to verify whether there are statistical differences in two relevance of different surfaces. The items of different surfaces should not be highly correlated, if so (above 0.85), it means that these items measure the same thing, usually when the definition of the surface if there is excessive overlap. For this study, the more rigorous AVE method was used to evaluate the differential validity (Fornell and Larcker, 1981). The AVE open root number of each factor that must be greater than the relevance coefficient of each pair of variables, indicating the differential validity between the factors. The diagonal is that the AVE open root number of each factor is greater than the standardized relevance coefficient outside the diagonal, so this study has differential validity, and the lower oblique triangle is the relevance coefficient.

Product attitude and 8 items in the 8 dimensions of comments showed significance, and the relevance coefficient values were 0.489,0.368,0.391,0.379,0.416,0.369,0.384,0.346, and the relevance coefficient value was greater than 0, which means a positive relationship between product attitude and 8 items in the 8 dimensions of comments. All were significant between purchase intention and product attitude, and the relevance coefficient value were 0.579,0.480,0.545,0.500,0.498,0.495,0.498,0.477,0.725, and the relevance coefficient values were greater than 0, which meant a positive relationship between purchase intention and 8 dimensions of comment and 9 product attitudes.

3. Structural equation model

In this study, the structural equation model analysis included review relevance, review comprehension, comment reliability, comment usefulness, comment breadth, comment attraction, comment richness, comment objectivity as independent variables, product attitude, and purchase intention as dependent variables. The structural equation model was performed to analyze the prerequisite data met the normal distribution. In this study tested the data normality with skewness and kurtosis. The formal sample results show that the absolute value of skewness of each topic is less than 3, and the absolute value of kurtosis is less than 10. Both skewness and kurtosis meet the conditions of normal distribution, indicating that each topic can obey the normal distribution. The data recovered by the questionnaire can be directly used for the structural equation model analysis.

5.3.2 Construction of the structural equation model

The structural equation model developed in this study is shown in the maximum likelihood method (ML).

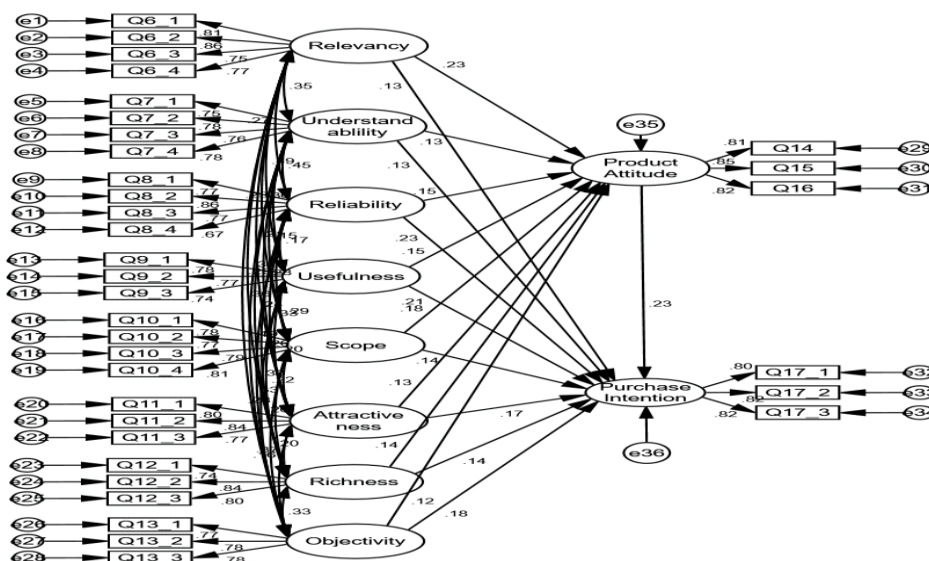


Figure 2 Structural equation model analysis diagram

From the table below, 2 / df is 1.671, GFI, NFI, TLI, IFI and CFI all are above 0.9, RMSEA is 0.036 less than 0.08, and SRMR is 0.034 less than 0.05. All the fitting indexes meet the criteria of general SEM studies, so this model can be considered well matched.

Table 3 Analysis and degree of fit of the structural equation model

Fit the index	χ^2	df	χ^2/df	SRMR	RMSEA	GFI	NFI	IFI	TLI	CFI
standard value			<3	<0.05	<0.08	>0.90	>0.90	>0.90	>0.90	>0.90
actual value	805.517	482	1.671	0.034	0.036	0.926	0.921	0.966	0.961	0.966

Table 4 Table of standardization coefficient of structural equation models

			Estimate	S.E.	C.R.	P	Standardized path coefficient
Product attitude	<---	relativity	0.292	0.066	4.439	***	0.226
Product attitude	<---	understandability	0.173	0.064	2.690	0.007	0.126
Product attitude	<---	reliability	0.199	0.063	3.169	0.002	0.150
Product attitude	<---	usefulness	0.193	0.062	3.108	0.002	0.147
Product attitude	<---	scope	0.223	0.054	4.136	***	0.184
Product attitude	<---	attractiveness	0.147	0.051	2.868	0.004	0.129
Product attitude	<---	rich	0.183	0.059	3.125	0.002	0.142
Product attitude	<---	objectivity	0.150	0.057	2.643	0.008	0.118
purchase intention	<---	relativity	0.173	0.043	3.989	***	0.127

			Estimate	S.E.	C.R.	P	Standardized path coefficient
purchase intention	<---	understandability	0.190	0.042	4.507	***	0.132
purchase intention	<---	reliability	0.313	0.043	7.338	***	0.226
purchase intention	<---	usefulness	0.292	0.043	6.815	***	0.213
purchase intention	<---	scope	0.179	0.036	5.016	***	0.141
purchase intention	<---	attractiveness	0.204	0.034	6.021	***	0.170
purchase intention	<---	rich	0.195	0.039	5.022	***	0.144
purchase intention	<---	objectivity	0.234	0.038	6.173	***	0.177
purchase intention	<---	Product attitude	0.246	0.041	5.984	***	0.235

The final specific analysis shows that The standardized pathway system value for the comment relevance was 0.226 ($t=4.439$, $p=0.000 <0.001$), meaning that the comment relevance had a significant positive impact on product attitudes. The standardized path system value for comment intelligibility was 0.126 ($t=2.690$, $p=0.007 <0.01$), which means that comment understandability has a significant positive impact on product attitudes. The standardized pathway system value for comment reliability is 0.150 ($t=3.169$, $p=0.002 <0.01$), which means that comment reliability will have a significant positive impact on product attitudes. The standardized path system value for comment usefulness was 0.147 ($t=3.108$, $p=0.002 <0.01$), which means that comment usefulness has a significant positive impact on product attitudes. The standardized pathway system value of comment breadth is 0.184 ($t=4.136$, $p=0.000 <0.01$), which means that comment breadth will have a significant positive impact on product attitudes. The standardized path system value of comment attraction is 0.129 ($t=2.868$, $p=0.004 <0.01$), which means that comment attraction will have a significant positive impact on product attitude. The standardized path system value of comment richness was 0.142 ($t=3.125$, $p=0.002 <0.01$), which means that comment richness will have a significant positive impact on product attitudes. The standardized pathway system value of comment objective is 0.118 ($t=2.643$, $p=0.008 <0.01$), which means that comment objectivity will have a significant positive impact on product attitude. The summary analysis shows that all the 8 dimensions of comments will have a significant positive impact on product attitude.

The standardized pathway system value for the comment relevance was 0.127 ($t=3.989$, $p=0.000 <0.001$), meaning that the comment relevance had a significant positive impact on the purchase intention. The standardized pathway system value for comment intelligibility was 0.132 ($t=4.507$, $p=0.000 <0.01$), meaning that comment intelligibility has a significant positive impact on purchase intention. The standardized pathway system value for comment reliability was 0.226 ($t=7.338$, $p=0.000 <0.01$), meaning that comment reliability has a significant positive impact on purchase intention. The standardized path system value for comment usefulness was 0.213 ($t=6.815$, $p=0.000 <0.01$), meaning that comment usefulness has a significant positive effect on purchase intention. The standardized pathway system value for comment breadth was 0.141 ($t=5.016$, $p=0.000 <0.01$), meaning that comment breadth had a significant positive impact on purchase intention. The standardized path system value of comment attraction was 0.170 ($t=6.021$, $p=0.000 <0.01$), which means that comment attraction had a significant positive impact on purchase intention. The standardized pathway system value for comment richness was 0.144 ($t=5.022$, $p=0.000 <0.01$), which means that comment richness has a significant positive impact relationship on purchase intention. The standardized pathway system value of comment objective is 0.177 ($t=6.173$, $p=0.000 <0.01$), which means

that comment objectivity will have a significant positive impact on the purchase intention. The standardized path system value of the product attitude is 0.235 ($t=5.984$, $p=0.000 < 0.01$), which means that the product attitude will have a significant positive impact on the purchase intention.

The summary and analysis show that all the 8 dimensions of comments and product attitude will have a significant positive impact on the purchase intention.

Table 5 Summary of the hypothesis test results

Number	Hypothesis	The Supposed Content	Result
1	H1	The perceived quality has a positive impact on consumers' product attitude	support
2	H1a	The relevance of perceived quality has a positive impact on consumers' product attitudes	support
3	H1b	The perceived quality and understanding has a positive reflection on consumers' product attitude	support
4	H1c	The perceived quality reliability has a positive impact on consumers' product attitude	support
5	H1d	The perceived quality usefulness of quality has a positive impact on consumers' product attitudes	support
6	H1e	The breadth of perceived quality has a positive impact on consumers' product attitudes	support
7	H1f	The perceived quality of attraction has a positive impact on consumers' product attitude	support
8	H1g	The richness of perceived quality has a positive impact on consumers' product attitude	support
9	H1h	The objectivity of perceived quality has a positive impact on consumers' product attitude	support
10	H2	Consumers' product attitude has a positive impact on consumers' purchase intention	support
11	H3	The perceived quality has a positive impact on consumers' purchase intention	support
12	H3a	image-based reviews perceived quality relevance has a positive impact on consumers' purchase intention	support
13	H3b	The perceived quality comprehension has a positive impact on consumers' purchase intention	support
14	H3c	The perceived quality reliability has a positive impact on consumers' purchase intention	support
15	H3d	The perceived quality usefulness of quality has a positive impact on consumers' purchase intention	support
16	H3e	The breadth of perceived quality has a positive impact on consumers' purchase intention	support
17	H3f	The perceived quality of attraction has a positive impact on consumers' purchase intention	support
18	H3g	The perceived quality richness has a positive influence on consumers' purchase intention	support
19	H3h	The objectivity of perceived quality has a positive impact on consumers' purchase intention	support

Conclusion, discussion and outlook

1. Study Conclusion

This study takes the Imaged-based Review of the e-commerce shopping websites to explore the influence of the Imaged-based Review perceived quality- on the consumers' purchase intention. With the in-depth study of the above contents, the corresponding research conclusions are drawn, mainly from the following aspects:

(1) Regarding comment on the impact of perceived quality on consumers' product attitude, the perceived quality of Imaged-based Review from e-commerce platform is selected as the research object, and various analysis methods including reliability validity and path. Through AMOS analysis of the path between the dimensions of Imaged-based Review perceived quality- and consumer product attitude, it can be concluded that Imaged-based Review perceived quality- plays an important role in affecting consumers' product attitude, that is, the eight dimensions of Imaged-based Review perceived quality- will have a significant positive impact on consumers' product attitude. This also indicates that the more prominent the eight dimensions of the perceived quality of Imaged-based Review, the more positive the potential consumers are towards the product.

(2) For the consumers' product attitude, it has a positive impact on the purchase intention. Consumer attitudes towards a particular product will ultimately determine whether the consumer buys the product. The higher the perceived interests of consumers, the more positive the product attitude of consumers, and with the improvement of consumers' product attitude, the greater the consumers' purchase intention.

(3) Regarding the perceived quality of Imaged-based Review, a significant positive impact on consumers' purchase intention imaged-based reviews, compared with general text comments, can provide potential consumers with more intuitive and real scene experience information. People are more and more like to refer to comments with pictures, namely Imaged-based Review, when shopping online. Potential consumers to consumers published comments such as high perceived quality. This will reduce the risk of consumers to buy, and its positive effect, which mainly through the relevance of the individual comments, understanding, reliability, usefulness, breadth, attraction, richness, objectivity and other dimensions to measure.

2. Research enlightenment

E-commerce platforms should pay attention to the value of Imaged-based Review and actively implement incentive strategies to encourage purchased consumers to publish high-quality Imaged-based Review. Positive Imaged-based Review posted by purchased consumers provide an excellent opportunity for merchants to "secondary dissemination and marketing" of goods. The research of many scholars has also proved that Imaged-based Review have an important influence on consumer purchase decisions. Through the study of this paper, the value of Imaged-based Review far exceeds the value displayed when promoting products. Because experiential products, such as clothing, need consumers to personally try on to know whether in line with their body shape, whether it is their desired wearing effect, whether the cost performance is high. Imaged-based Review can meet the needs of consumers buying experience products to some extent, and can help consumers reduce the risk of buying. Meanwhile it was also found that the higher the potential consumers' perceived quality of Imaged-based Review, the more positive their purchase intention. Therefore, both e-commerce platforms and merchants entering the platform should pay attention to maintaining the

consumption experience and evaluation content of consumers who have purchased products, and provide more convenience and incentive strategies for consumers who have purchased products to publish high-quality Imaged-based Review. For example, in the review system, when the consumer comments, can provide the corresponding product category of the key attributes of the label and the corresponding comment template content or description information, let consumers can efficiently and easily according to the Imaged-based Review perceived quality of eight dimensions to write more targeted comments. In addition, according to the "sun single return red envelope" conventional incentive strategy, businesses should constantly be innovative and incentive. More incentive from consumers will gain high quality comments of enthusiasm and participation, such as regular sun single prize activities, by setting certain standards, and then meet the requirements of the reviewer can get free opportunity. At the same time, businesses should use the social function platform, do a good job in customer relationship management, such as the platform to create fan group and drainage customers, in addition to the group of irregular product volume and share businesses held on drying single prize activity notice, can also invite winning buyers to share their experience, share how to write high quality Imaged-based Review, etc., with a further objective guidance.

3. Research Limitations and Outlook

Due to the limitations in research time, academic level and research cost, this study has the following shortcomings: (1) If the graphic and text comments selected in the questionnaire in this study are all positive graphic and text comments, this paper does not comprehensively analyze the impact of the graphic and text comments on consumers' purchase intention in various cases of comment validity. (2) Due to time and energy constraints, the coverage is still limited from the collected data, and most of the subjects are from Guangdong region. (3) Most of the scales of various variables in this study were modified and adjusted based on the mature scales at home and abroad. At the same time, the reliability and validity of the adjusted scales were also analyzed in this study, and the reliability is guaranteed. There are, however, still some deficiencies. For example, in the in-depth interview on the perceived quality dimension of Imaged-based Review, the number of interviewees was relatively small, and the interviewees basically lived in Chaozhou, Guangdong province, so the dimension may only reflect the special preferences of people in a certain region.

6.3.2 Research Outlook

In view of the above shortcomings, the future research will be improved from the following aspects: (1) Expansion of the perspective of the influence of Imaged-based Review perceived quality- on consumers' purchase intention, and future research can consider the influence of Imaged-based Review perceived quality- on consumers' purchase intention from the perspective of comment valence. (2) In view of the shortcomings of the questionnaire, consider increasing the method and time of the questionnaire survey in the future, such as combining online with online, meanwhile extending the time of the questionnaire survey and increase the incentive of the answer paper. (3) For the study of the perceived quality dimension of Imaged-based Review, in addition to adopting the traditional offline face-to-face interview method, in the future, while making the number of interviewees more diversified, so as to make the perceived quality dimension of Imaged-based Review more universal.

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