The Influence of Online Word-of-Mouth on Female Consumers' Clothing Purchase Intention in Typical Media, Shanxi Province of China
อิทธิพลของคำพูดปากต่อปากออนไลน์ต่อความตั้งใจซื้อเสื้อผ้าของผู้บริโภคหญิง ในสื่อทั่วไป มณฑลซานซี ประเทศจีน

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Abstract

The objectives of this survey research are as follows (1) to study the dimensions of OWOM (2) to study the relationship between perceived characteristics of OWOM and purchase intention and (3) to explore the factors regulating the characteristics of OWOM and OWOM perception affecting female consumers 's purchase intention. A total of 430 consumer surveys are conducted with 393 valid questionnaires. The questionnaire is included consumer's purchase intention, online word of mouth (OWOM) influence on female consumers's purchase intention and action mechanism. Based on path model, TAM model and relevant variables, ELM model and research on the current status of the OWOM marketing, the research model, dependent variable, and mediation variables are set and adjusted Multiple regression analysis conducted to verify the research hypothesis and refined the research results (1) in general media, the impact of internet word-of-mouth on female consumers' clothes purchase intent is determined by the reliability of high-quality assessed data. The trustwor thiness of the publisher's source or distributors, as well as decisions made using the buyer's criteria (2) a high level of consumer participation was used to establish a link between the perceived qualities of female customers' purchasing intent in general media. Regarding the value of information (3) the following seven factors influence the nature of internet word of mouth (1) OWOM number (2) quality (3) visual cues (4) publisher professionalism (5) publisher relationship strength (6) perceived value (7) product involvement.

Keywords: OWOM, Clothing purchase intention, Female consumers

บทคัดย่อ

การวิจัยครั้งนี้เป็นการวิจัยเชิงสำรวจ มีวัตถุประสงค์เพื่อ (1) ศึกษามิติของคำพูดปากต่อปากออนไลน์ (OWOM) (2) ศึกษาความสัมพันธ์ระหว่างลักษณะการรับรู้ของคำพูดปากต่อปากออนไลน์ (OWOM) กับความตั้งใจซื้อ และ (3) ศึกษาปัจจัยที่ควบคุมลักษณะของคำพูดปากต่อปากออนไลน์ (OWOM) และ การรับรู้คำพูดปากต่อปากออนไลน์ (OWOM) กลุ่มตัวอย่างในการวิจัยครั้งนี้เป็นผู้บริโภคเพศหญิง จำนวน 430 ราย และได้รับแบบสอบถามที่สมบูรณ์คืนมา 393 ราย จากการอ้างอิงแบบจำลอง และเส้นทางในการสำรวจปัจจัยต่าง ๆ ที่นำเสนอในบทความนี้บนพื้นฐานของการอ้างอิงถึงแบบจำลองการยอมรับเทคโนโลยี (Technology Acceptance Model: TAM) และตัวแปรที่เกี่ยวข้อง แบบจำลองความเป็นไปได้ของการขยายความการโน้มน้าวใจ (Elaboration Likelihood Model: ELM) และการวิจัยเกี่ยวกับสถานะปัจจุบันของการตลาดแบบปากต่อปากทางออนไลน์ สร้างแบบจำลองการวิจัย ตัวแปรตาม ตัวแปรกลาง และปรับทั้งสามด้านนี้ เพื่อสำรวจผลกระทบของการตลาดแบบปากต่อปากทางออนไลน์ที่มีต่อความตั้งใจในการซื้อของผู้บริโภคสตรี มีการวิเคราะห์การถดถอยพหุคูณ เพื่อตรวจสอบสมมติฐานการวิจัย และปรับแต่งผลการวิจัย ผลการวิจัยพบว่า (1) มิติของคำพูดปากต่อปากออนไลน์ต่อความตั้งใจซื้อเสื้อผ้าของผู้บริโภคหญิงในสื่อทั่วไปขึ้นอยู่กับความน่าเชื่อถือของข้อมูลที่ผ่านการประเมินคุณภาพสูง ความน่าเชื่อถือของแหล่งข้อมูลผู้เผยแพร่ หรือผู้จัดจำหน่าย และการตัดสินใจตามมาตรฐานของตัวผู้ซื้อ หรือผู้บริโภคเอง (2) ความสัมพันธ์ระหว่างลักษณะของการรับรู้ต่อความตั้งใจในการซื้อของผู้บริโภคหญิงในสื่อทั่วไปขึ้นอยู่กับระดับการมีส่วนร่วมสูงของผู้บริโภค และการรับรู้ถึงคุณค่าของข้อมูล (3) ปัจจัยที่ควบคุมลักษณะของคำพูดปากต่อปากออนไลน์มี 7 ปัจจัย คือ (1) จำนวนการบอกแบบปากต่อปากทางออนไลน์ (2) คุณภาพ (3) ตัวชี้นำภาพ (4) ความเป็นมืออาชีพของผู้เผยแพร่ (5) ความแข็งแกร่งของความสัมพันธ์ของผู้เผยแพร่ (6) มูลค่าการรับรู้ และ (7) การมีส่วนร่วมของผลิตภัณฑ์

คำสำคัญ: การบอกแบบปากต่อปากทางออนไลน์ (OWOM), ความตั้งใจในการซื้อเสื้อผ้า, ผู้บริโภคสตรี

Introduction

In recent years, the digital technology related to the Internet has been applied to every dimensions of the economy and society. The in-depth integration of the Internet, e-commerce, social sciences, medicine and other fields, and the comprehensive interaction and integration of the fields have spawned a new lifestyle and consumption pattern of consumers, and promoted the social transformation and consumption upgrading of our country, further contributing to the improvement of international influence and competitiveness. The rapid growth of online consumption space is mainly due to the change of regional market, business state and sales mode. Sinking market, cross-border e-commerce and consumption model innovation have added momentum to the development of online shopping market and promoted the increase of online shopping users.

According to research Masters (2019), 89% of consumers show great concern about product reviews. Before making a purchase decision, they will browse other consumers' reviews of the product in addition to the characteristics of the product itself. Consumers can quickly understand the basic content of a product or service with the help of OWOM information, which is more reliable in consumers' eyes than the promotional content of merchants. Therefore, OWOM information can help consumers to establish the first impression of products or services, so consumers

have dependence on OWOM. The existence of OWOM information also enables enterprises to have a more real understanding of themselves from another perspective, which provides a basis for enterprises to improve products and adjust marketing strategies. However, due to the characteristics of anonymity, high interactivity and breaking the time and space limits of the Internet, the authenticity of OWOM is questioned. In terms of the review information itself, the quantity and quality of the information are timely visual cues; The professionalism of OWOM information sources and the relationship strength of publishers; The degree of product involvement of information receivers will affect consumers' perception of the value of OWOM, and then affect consumers' purchase intention. Based on this, this paper will discuss the influence of OWOM on consumers' purchase intention on the basis of existing literature, and put forward suggestions for enterprises in the Internet context to answer how to meet the real needs of consumers and maintain their competitive advantages.

Research objective

this paper takes female consumers, the main force of online shopping consumers, as the research object, and applies the theory of OWOM and communication persuasion to the clothing industry to study how OWOM affects the purchase intention of female online consumers. The objectives of this study are as follows:

1. the dimensions of OWOM

2. the relationship between perceived characteristics of OWOM and purchase intention

3. the factors regulating the characteristics of OWOM and OWOM perception

Related theoretical concepts

The concept and characteristics of online word-of-mouth. The emergence of the Internet enables people to share experience, opinions and relevant knowledge of specific products or services through the Internet, which forms online word-of-mouth. It is the extension of traditional WOM in the context of network. In previous literatures, there are differences in the definition of the name of OWOM OWOM [online word-of-mouth] based on the media of computer, and several terms have appeared. For example, OWOM, Word-of-mouth, Electronic word-of-mouth, Virtual word-of- 34 mouth and so on. Among them, OWOM is the most commonly used. However, in general, the research on OWOM has just started and the number of literature is relatively small, so the definition of the concept remains to be unified (Raymond, 2015)

The influence of OWOM on consumer buying behavior. Foreign scholars have paid attention to OWOM earlier and discussed its communication effect from different perspectives. They found that word-of-mouth communication can not only form consumers' purchase expectations, but also influence consumers' choice of products and final purchase decisions, and even exert a great influence on their perception after using products or services. This effect is especially strong when consumers are considering buying a new product or experiencing a new service. In addition, some scholars have conducted a comparative analysis on the impact of word-of-mouth communication and mass communication on consumers.

Katz and Lazarsfeld (2017) found that OWOM 's impact on consumers was not much different from that of newspapers and magazines, but twice that of radio ads and even four times

that of marketers. Day also found that it was nine times more effective than advertising in changing negative attitudes or forming positive attitudes among consumers. OWOM has more influence on consumers than mass communication, including print advertising, personal marketing and radio advertising. Advertising campaigns only increase awareness of products, and it plays a more critical role than other marketing tools when consumers make their final purchase decisions. Vanden-Bulte and Lilien (1977), though, argue that some of the effects in these studies may be overstated. But there is no denying that most researchers and marketers agree that it does have a significant impact on consumers.

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Research conceptual framework

By reviewing the research literature, it can be found that with the openness and transparency of OWOM communication content, it's characteristics gradually become an important factor for scholars to discuss the effect of OWOM persuasion. Based on the combination of factor discussion mode, path discussion mode and current research on OWOM market, this research model is proposed by referring to TAM model (perceived value variable) and ELM model (product involvement degree), which influence information usefulness, framework as shown in Figure 1.
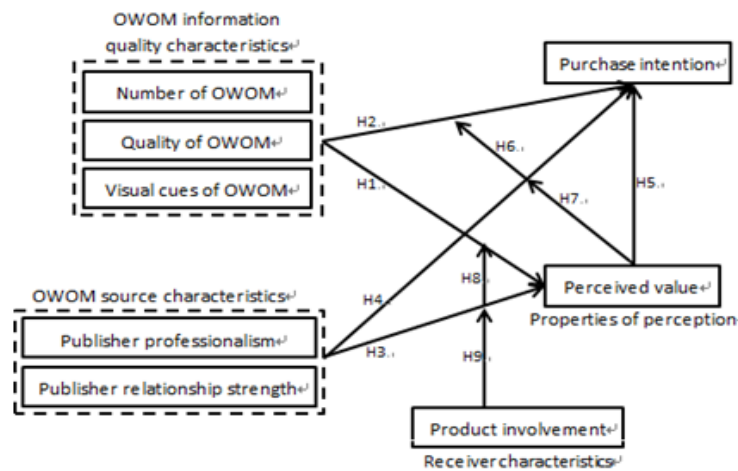
Figure 1 *Conceptual model of the influence of OWOM on the purchase intention of female consumers*
Source: *Davis, F. (1989).*

Research Hypothesis

Characteristics of OWOM information. One major difference between traditional WOM and OWOM is that there is little or no connection between the publisher and recipient of WOM. In an online environment, it is difficult for consumers to distinguish OWOM publishers are strong or weak, information itself.

Although the virtual network environment inevitably reduces the information quality of OWOM, the quality of OWOM is still very important for consumers to perceive the credibility and usefulness of the information. In this paper, three dimensions of OWOM number, OWOM quality, and OWOM visual cues were selected to measure the characteristic surface of OWOM information, and the following hypotheses were proposed:

H1: OWOM information quality has a positive impact on perceived value

H1a: OWOM number has a positive influence on perceived value

H1b: OWOM quality has a positive influence on perceived value

H1c: OWOM visual cues have a positive influence on perceived value

H2: OWOM information quality has a positive influence on purchase intention

H2a: OWOM number has a positive influence on purchase intention

H2b: OWOM quality has a positive influence on purchase intention

H2c: OWOM visual cues have a positive influence on purchase intention

Source characteristics of OWOM Source credibility is an important factor that information influences consumer behavior. For OWOM information, whether it is the information publisher or the media carrying its transmission, the recognition of them will affect the confidence of the receiver, and then affect the persuasion effect of the information. In terms of the source characteristics of OWOM, this study chooses two dimensions: publisher professionalism and publisher relationship strength, and proposes the following hypotheses:

H3: OWOM source has a positive influence on perceived value

H3a: Publishers' professionalism has a positive influence on perceived value

H3b: The publisher relationship strength has a positive influence on perceived value

H4: OWOM source has a positive influence on purchase intention

H4a: Publisher professionalism has a positive influence on purchase intention

H4b: The publisher relationship strength has a positive influence on purchase intention

Consumer perceived value

The concept of perceived usefulness is first proposed from the technology acceptance model, Çelikkol (2020) which is the main determinant influencing consumer acceptance of information technology. People's perception of the usefulness of a technology system has a significant impact on their attitude toward adopting the technology system and their ultimate adoption behavior This paper puts forward the following hypotheses:

H5: Perceived value has a positive influence on purchase intention In addition, to test the mediating effect of the perceived value of OWOM, the following hypotheses are proposed:

H6: Perceived value plays a mediating role in the influence of OWOM information quality on purchase intention

H6a: Perceived value plays a mediating role in the influence of OWOM number on purchase intention

H6b: Perceived value plays a mediating role in the influence of OWOM quality on purchase intention

H6c: Perceived value plays a mediating role in the influence of OWOM visual cues on purchase intention

H7: Perceived value plays a mediating role in the influence of OWOM source on purchase intention

H7a: Perceived value plays a mediating role in the influence of Publisher professionalism on purchase intention

H7b: Perceived value plays a mediating role in the influence of publisher relationship strength on purchase intention

Modulated variable receiver characteristics - Product Involvement

Many scholars have pointed out in the research on consumer behavior that the degree of consumer involvement plays an important role in moderating and explaining the relationship between variables. Therefore, in the research on the influence of OWOM, consumer product involvement is often introduced into the influence of OWOM on consumer behavior as a modera ting variable. This paper proposes the following hypotheses:

H8: Recipient's product involvement plays a moderating role in the influence of OWOM information quantity on perceived value

H8a: Recipient's product involvement plays a moderating role in the influence of OWOM number on perceived value

H8b: Recipient's product involvement plays a moderating role in the influence of OWOM quantity on perceived value

H8c: Recipient's product involvement plays a moderating role in the influence of OWOM visual cues on perceived value

H9: Recipient's product involvement plays a moderating role in the influence of OWOM sources on perceived value

H9a: Recipient's product involvement plays a moderating role in the influence of Publisher professionalism on perceived value

H9b: Recipient's product involvement plays a moderating role in the influence of publisher relationship strength on perceived value

Research method

This topic research route using the combination of quantitative and qualitative methods, using literature review, the consumer questionnaire investigation and deep interview, structural equation model (SEM) analysis methods on the OWOM spread and influence on consumer purchase intention model is analyzed and validated, and use the research results to explore OWOM marketing strategy. It includes the steps of variable measurement, questionnaire design, data collection process and data analysis process

Population and Sample

Since this paper studies the influence of online word-of-mouth on female consumers' purchase intention, the basic condition of the research object must be consumers with online purchase experience in order to achieve the research purpose. In 2019, China's online shopping market development scale and user behavior analysis, from the age distribution of China's online shopping users, about 33.3% of users aged 31-40, 25.3% of users aged 26-30, 11.9% of users aged 19-25. Therefore, Online shopping users in China tend to be younger in general, with online shopping users between 19 and 40 accounting for 70.5%. Moreover, since this paper is aimed at female consumers, female consumers over 18 years old who have online shopping experience are selected as the research objects, mainly students 786 and white-collar workers. The sample size of this study was determined according to the principle of statistical correlation, sample size requirements for scale analysis, and study cost.

Research tools

this paper adopts Vincent's suggestion to put simple and easy questions, including In ternet use, online shopping experience, attitude to word-of-mouth information, etc. in the first place of the questionnaire from simple to profound, and put the personal basic inform ation part at the end of the questionnaire. (1) The first part Survey on the status quo of consumers' online clothing and the general attitude of online word-of-mouth. There are 14 questions in this part in the form of single-choice and multiple-choice. (2) The second part an investi gation of the influence of online word-of-mouth of consumers. There are 37 questions in this part of the questionnaire, all of which are rated on a five-point Likert scale ranging from "completely disagree" to "completely agree" from 1 to 5. The lower the score is, the lower the degree of agreement is, and the higher the degree of agreement is. (3) the third part Demographic variables are used to describe the individual characteri stics of clothing consumers, mainly including age, occupation, education level and monthly income of the respondents. This part of the questions is all single choice, with a total of 4 questions.

Data collection

this paper conducts questionnaire design, and the specific process is as follows:

1. Literature review and extraction of relevant scale questions. Carry out a detailed theoretical conception of the factors affecting the study to ensure that each variable has a clear and accurate operational definition. And through reading relevant literature at home and abroad, collect and sort out the measurement scale of relevant variables, select mature or effective measurement terms proved by scholars, and compile the research scale.

2. To ensure that the translated terms can truly reflect the connotation of the original

scale.

3. Modify, supplement and improve the initial scale through discussion with experts (including tutors and scholars in related fields). Ensure that the test language 76 is accurate and refined, can reflect the actual situation of clothing consumers' online purchasing behavior, and more colloquial, easy to be understood by consumers.

4. Conduct a preliminary survey of small-scale samples, and conduct data analysis on the results of the preliminary survey with SPSS22.0 software to test the reliability and validity of the measurement items, and further modify the questionnaire to obtain a formal survey questionnaire.

Statistics analysis

In this study, statistical software SPSS and structural equation model software AMOS 22.0

Research result

Through basic statistical analysis of the survey samples, detailed statistical data are shown in Table 1.

Table 1

Analysis of demographic characteristics of the study sample

Basic Information	Item	Number	Percentage %
Age	18-25 years old	254	64.6
	26-30 years old	86	21.9
	31-35 years old	24	6.1
	36-40 years old	9	2.3
	Above 40 years old	20	5.1
	Total	393	100
Education Level	Senior high school (technical secondary school) and below College	23	5.9
	Undergraduate course	12	3.1
	Master degree or above	311	79.1
	Combine	47	12.0
	Total	393	100
Occupation	Self-employed person	6	1.5
	students	226	57.5
	Ordinary office worker	111	28.2
	Freelancer	27	6.9
	Other	23	5.9
	Total	393	100
Monthly Income	1500 yuan of the following	209	53.2
	1500-4000 yuan	49	12.5
	4001-7000 yuan	47	12.0
	More than 7000 yuan	88	22.4
	Total	393	100

The data in Table 1 show that the sample distribution is reasonable and the survey is representative. From the analysis of the sample data, it can be found that the sample in the age group between 18 and 30 years old accounts for 86.5% of the total sample It can be seen that the respondents of this survey are mainly young people, with students and ordinary office workers as the majority of the occupation, and the education level is generally high. The number of people with bachelor's degree or above accounts for 90%. The acceptance of Internet shopping by young and highly educated groups is higher than that of other age groups and education levels. Therefore, this sample can represent the basic characteristics of online shopping groups in China. In addition, 53.2% of the survey samples have a monthly personal income of less than 1,500 yuan, followed by the middle-income group, which accounts for 24.5% of the total sample. This is related to the lack of personal income in the survey samples, which are students.

Structural equation test of the basic user purchase intention model

The overall model test of goodness of fit in order to effectively test the rationality of the study design and operability, this article adopts the method of exploratory factor analysis to check the structure validity of the questionnaire, through the antecedent OWOM information and source characteristics of 18 item, OWOM perceived value of the four item, consumer product involved into the degree of the four-item, The KMO measure and Bartlett's sphere test were carried out for all items of the outcome variable purchase intention. The test results showed that the KMO test value of the survey data was greater than 0.70, indicating that the questionnaire was sui table for factor analysis. Bartlett sphericity test results show that the approximate chi-square value is greater than zero, and the significance probability is 0.000 ($P < 0.01$). Therefore, the null hypothesis of Bartlett's sphericity test was rejected, and the scale was considered suitable for factor analysis, so the validity structure was good, as shown in Table 2.

Table 2

KMO test and Bartlett's test

Variable	KMO	Bartlett's Sig		
		Approx.Chi-Square	df	Sig.
OWOM	0.918	5582.184	153	0.000
Perceived value	0.822	806.400	6	0.000
Consumer buying intention	0.893	1229.532	10	0.000
Product involvement	0.837	894.834	6	0.000

Parameter estimation of the basic model. According to the structural equation model fit test index: the ratio of chi-square degrees of freedom NC should be between 1-3; Residual mean square error of approximation (RMSEA) values should be between 0.05-0.08, if less than 0.05, it means the approximation is very good. The GFI value of fitness index is generally considered to be greater than 0.9, and above 0.8 is acceptable. CFI value of value-added fitness index should be greater than 0.9; The TLI value of non-standard adaptation index should be above 0.9. It is generally believed that the number of samples should be more than 200 Xiaoyan, 2022; Zhonglin, Jietai. & Lei, 2005; Minglong, 2012) and the main path results of the model are shown in Figure 2.
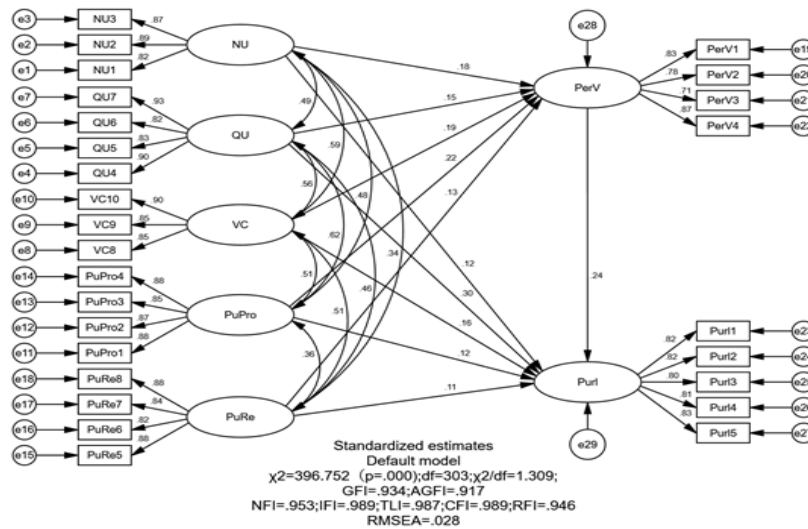

Figure 2 *Running results of structural equation model graph*

The fitting index of model operation is shown in Table 4.18, and the fitting index is: $x^2/df=1.309$, less than 3. GFI=0.934, AGFI=0.917, more than 0.8, IFI=0.989, TLI=0.987, CFI=0.989, more than 0.9, RMSEA=0.028, less than 0.08. In comparison with the fitting standards of the table, the fitting indexes of the model all meet the requirements, as shown in Table 3.

Table 3

Fitting index of structural equation model

Model Fit	X^2/df	GFI	AGFI	IFI	TLI	CFI	RMSEA
Result	1.309	0.934	0.917	0.989	0.987	0.989	0.028
Criterion	<3	>0.8	>0.8	>0.9	>0.9	>0.9	<0.08
Meet the standards	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Tests & hypothesis results of each path of the basic model. The path coefficient reflects the influence relationship and degree between variables. The Critical Ratio (C.R.) can judge whether the regression coefficient is significant or not. It is generally believed that C.R. If the value is greater than or equal to 1.96, it indicates that there is a significant difference at the 0.05 significance level (Huang, 2022; Zhonglin, Jietai. & Lei, 2005). The standardized regression coefficients and variance parameter estimates of the structural equation model in this study are shown in Table 4.

Table 4

Path coefficient test of structural equation model

	Path		Path coefficient	S.E.	C.R.	P
Perv	<--	NU	0.176	0.065	2.922	0.003
Perv	<--	QU	0.145	0.055	2.254	0.024
Perv	<--	VC	0.194	0.069	2.891	0.004
Perv	<--	PuPro	0.225	0.051	3.657	***
Perv	<--	PuRe	0.131	0.047	2.433	0.015
Purl	<--	NU	0.119	0.054	2.419	0.016
Purl	<--	QU	0.305	0.046	5.697	***
Purl	<--	VC	0.159	0.057	2.900	0.004
Purl	<--	PuPro	0.122	0.042	2.428	0.015
Purl	<--	PuRe	0.113	0.039	2.563	0.01
Purl	<--	Perceived value	0.235	0.053	4.508	***

Note. *** stands for P< 0.001

According to the conclusion of data theory analysis, the conceptual framework of the research is adjusted and modified accordingly, and the influence model of OWOM on female consumers' clothing purchase intention is obtained. Figure 3 clearly shows the influence path and correlation degree of OWOM on purchase intention. The dotted line indicates no influence, while the thick line indicates maximum influence.
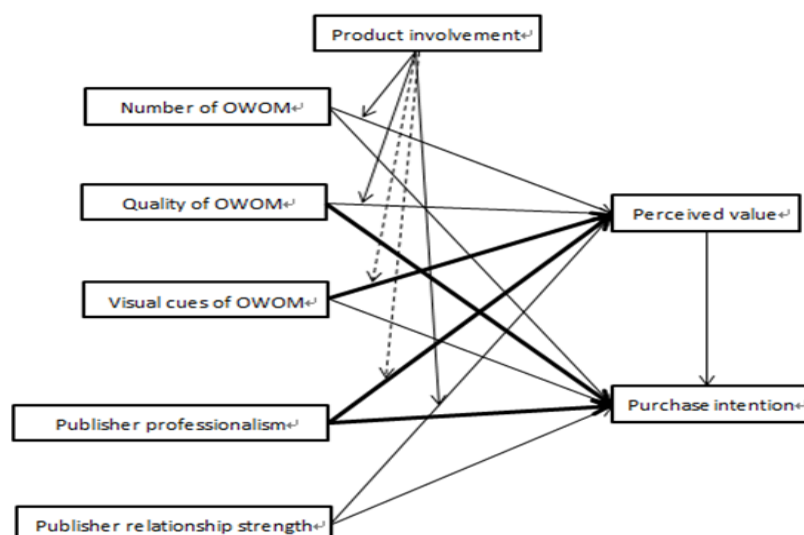

Figure 3 *Research Result model*

Conclusions

Through the above analysis, this paper draws the following main conclusions:

1. In terms of Internet usage, more than 80% of female consumers spend more than 2 hours on the Internet for leisure every day. The four main reasons for female consumers to choose online clothing are low price, convenient purchase, diversified products and no regional restrictions. The majority of the brands are domestic brands. Nearly 60% of the respondents buy clothes at 200 RMB per month on average. Online clothing accounts for 20% to 50% of the total amount of clothing purchased, which is close to 40% of the total number. And the vast majority of female consumers will actively search for product evaluation information before online shopping, no matter positive or negative information will arouse their attention to the product (more than 80%). Moreover, female consumers' attitudes towards positive and negative OWOM are asymmetrical. Nearly 60% of female consumers believe that more positive OWOM will prompt them to make a decision to purchase the product, while nearly 70% of female consumers believe that more negative OWOM will prompt them to give up buying the product.

2. Through the statistical analysis of sample data, it is found that there is no significant difference in the effect of different demographic variables and website types on the purchase intention of female consumers. Therefore, the sample of this study has a high consistency in demographic variables and website types. However, as the research object of this study is only female consumers and the products are only clothing products, whether this conclusion is applicable to other consumer groups and other types of products needs further verification.

3. Through in-depth interviews, the moderating effect of perceived value was clarified and perceived risks were removed. A total of 28 hypotheses are proposed in this paper. Among them, the three dimensions of OWOM information quality and the reliability of OWOM source have a positive impact on the perceived characteristics of OWOM (usefulness). The characteristics of OWOM perception have a positive impact on consumers' purchase intention. The degree of recipient's product involvement partially moderates the quality and source characteristics of OWOM.

4. Perceived characteristics play an important mediating role in the influence of OWOM. Information quality and source reliability not only directly affect the purchase intention of female consumers, but also affect the purchase intention of female consumers through the mediating effect of perceived value.

5. Through the analysis of the mode rating effect of consumer product involvement, it can be concluded that consumer product involvement partially moderates the influence of the quality of OWOM information on perceived value, and partially moderates the influence of credibility of the source of OWOM on perceived value. Moreover, product involvement has no significant moderating effect on visual cues and publishers' professionalism and perceived value. for the female consumers with high involvement, the quantity and quality and the intensity of publisher relationship have a significant mode rating effect.

6. Through the optimization of the initial hypothesis model, the final research model of this paper is determined. The moderating effects of product involvement on OWOM quality and source reliability on perceived value were

excluded.

7. Put forward some suggestions on how to improve the purchasing intention of female consumers in garment enterprises: (7.1) Pay more attention to OWOM (7.2) Improve the quality of OWOM information and enhance the reliability of OWOM sources (7.3) Establish membership system and cultivate user relationship (7.4) Integrated multiple channels established a comprehensive OWOM communication system and actively carried out OWOM communication of brands and products.

Discussion

For the OWOM information released on the Internet, the quality of information is often different. If consumers believe that the evaluation information is of high quality through analysis, they will have a higher perception of the information and will help them make purchase decisions based on the information. It is found that the quality of OWOM evaluation information plays an important role in whether female consumers adopt such information when searching for OWOM. All the hypotheses of OWOM information characteristics are valid.

Unlike traditional WOM, it based on the Internet shields the publisher's identity, reducing the publisher's influence on OWOM. However, the interview found that most respondents still have some doubts about the professionalism of publishers and the strength of the relationship between publishers and receivers, and they will judge according to their own standards and choose to read the OWOM information of publishers they believe to be credible. The hypothesis of source characteristics are all valid.

Vukasovič (2013). West Balkan Countries (WBC), said consumers' product

involvement degree will affect its focus on the target, high involvement of consumers seek the motivation of OWOM information more strongly, he would spend more time and energy to search, read the OWOM information of related to understanding of the product for a full, provide reference for do after buying decision. The study found that female consumers with different levels of involvement pay different attention to the OWOM information of related products. Respondents with high involvement are more concerned about OWOM information and will analyze and judge OWOM content to select the information they need.

Previous studies have proved that traditional WOM has a greater impact on consumers than advertising, newspaper and other marketing methods, because the authenticity and usefulness of the information it transmits is the fundamental reason. The product information consumers get from friends and family can be more targeted and reflect the characteristics of the product more truly, so it can better help consumers to make purchase decisions. This study found that in the persuasion stage after information search, the key factor for consumers to adopt the searched OWOM information is their perception of the value of information.

Suggestion

According to the above survey of female consumers' online clothing brands, the largest number of consumers buy domestic brands. It can be seen that female consumers have a high degree of recognition for domestic brands in online shopping. Domestic brand clothing enterprises can rely on this advantage to strengthen online product marketing and increase sales. Based on the above hypothesis testing and in-depth interview analysis, it can be concluded that

enterprises should make full use of the influence of online word-of-mouth if they want to improve the purchase intention of female consumers and increase product sales. In view of this, this article puts forward the following suggestions

1. Increase the importance of OWOM. According to the survey results, female consumers will search for word-of-mouth information before online shopping clothing products, which not only has a great impact on their purchase intention, but also has an impact on potential buyers. Therefore, garment enterprises should pay more attention to OWOM. For example, the product discussion area is set up in the enterprise website to encourage consumers to comment on the product or even the enterprise brand. At the same time, an effective mechanism should be established to monitor OWOM content. So as to timely know consumers' views and opinions on brand products. In addition, we can monitor the OWOM content of relevant clothing brand community websites, Weibo and other platforms to understand the OWOM status of brand products anytime and anywhere.

2. Attach importance to OWOM information. With the rapid development of e-commerce, especially in the era of "Internet +", enterprises should pay special attention to OWOM information when carrying out marketing activities. OWOM information affects consumers' perception of the products or services sold by enterprises, their final purchase decisions and re-dissemination behaviors of the products or services, and the marketing effect and brand image of enterprises. Positive OWOM information can help enteprises establish a good relationship with consumers, thus promoting sales and enhancing corporate image. Therefore, enterprises need to take coresponding measures from

the following three aspects: First, increase the number of positive OWOM. Compared with iwom visual cues, in the process of consumer purchase decision, the impact of the number of Internet word of mouth is bigger, so enterprises should through various network media (such as online shopping platform, BBS, weibo, WeChat, etc.) to consumers about the enterprise products, services, and brand of OWOM promotion and propaganda. Thirdly, we should pay attention to improving the information quality of OWOM. Enterprises should focus on improving the quality of information network, tablet, speech about a product or service for those who have higher quality and detailed OWOM information consumers, enterprise can adopt appropriate incentives, such as cashback reductions or awarding, encourage the consumer products or services to other consumers to spread positive, fair and reasonable. At the same time, companies also focus on the negative and fuzzy network word of mouth, the mouth will harm the image of enterprise information, is not conducive to an effective marketing activities, and therefore the enterprise needs to take the initiative to find and analyze the reasons for bad comments and make a positive response, think consumers to provide timely and accurate information, positive OWOM. Finally, enterprises should skillfully use visual cues of OWOM. They should not only pay attention to the layout of the text to ensure its standard and clarity, but also enhance the picture and video information of the product, so as to attract consumers' attention with vivid product information and improve their memory, so as to improve the communication effect of OWOM.

3. Establish membership system and cultivate user relationship. As previously known, the degree of consumer product involvement will have an impact on OWOM perception. Therefore,

clothing brand enterprises can attract female consumers to register as members by rewarding them with points or giving coupons, thus increasing their possibility of browsing the web and increasing their involvement in products. At the same time, through the information filled in by the members, the enterprise can also communicate the latest fashion information and the corresponding new clothing launched by the company to female consumers regularly by Email, which can not only improve the female consumers' understanding of clothing, but also promote clothing products and increase the possibility of consumers to buy.

4. Multi-channel integration, the esta blishment of a comprehensive network OWOM communication system, the initiative to carry out product and brand word-of-mouth marketing. Clothing enterprises can according to their own product positioning, target customers, using the current variety of OWOM communication channels, such as weibo, community sites, such as cele brity blog platform, take the initiative to enhance brand image, promote brand products of iwom information, the integrated use of various media means, realize the complementary advantages, to achieve the maximization of transmission, Thus, it not only enhances brand awareness but also positively affects consumers' perception of OWOM and to some extent promotes the formation of consumers' willingness to buy brand products.

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