

Analysis of Customer Review Perception Pathways in Social Commerce Based on Customer Perception

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Abstract: This paper delves into the perception pathways of customer reviews in social commerce and their impact on purchase decisions. The study reveals that customer reviews, whether positive or negative, significantly influence potential customers' purchasing decisions. Therefore, businesses should actively respond to and optimize review systems, use customer reviews for targeted marketing, and establish feedback mechanisms between reviews and product development. Case analyses further underscore the importance of customer reviews. Additionally, the method, content, and credibility of reviews emerge as key factors influencing purchasing decisions. Looking ahead, more attention should be given to new trends in customer reviews, the integration of targeted marketing and product development, the measurement of review credibility, and the perception differences of customer reviews across cultural backgrounds. As social commerce continues to globalize, future research is expected to provide strong support and practical guidance for businesses' international development.

Keywords: Social commerce; Customer perception; Review perception pathways; Purchase decision

1. Research Objectives and Significance

This paper explores the perception pathways of customer reviews in social commerce and their impact on purchase decisions. The research highlights the critical role of customer perception in social commerce, where customers acquire and evaluate products or services through various channels, directly influencing their purchasing decisions. Businesses should focus on and leverage these perception pathways to enhance customer satisfaction and loyalty. Customer reviews can be either positive or negative, and businesses need to actively respond to reviews, optimize review systems, use reviews for targeted marketing, and establish a feedback mechanism between reviews and product development. The paper, through case analysis, emphasizes the importance of customer reviews, identifying that factors such as the method, content, and credibility of reviews all influence purchasing decisions. Future research should focus on new developments in customer reviews, the integration of targeted marketing and product development, the measurement of review credibility, and the perception of customer reviews in different cultural contexts. The development and application of social commerce vary globally, and future studies can provide theoretical support and practical guidance for businesses aiming for international growth.

2. Customer Reviews in Social Commerce

2.1. Definition and Classification of Customer Reviews

Customer reviews refer to consumers' personal insights and feedback on purchased products or services, carrying rich meaning within the context of social commerce. These reviews go beyond simply evaluating product quality, incorporating multiple dimensions such as shopping experience, service attitude, and delivery speed. Customer reviews can be categorized into two types based on emotional tendency: positive and negative. Positive reviews are valuable assets for a business's reputation and can effectively attract potential customers, while negative reviews, despite possibly impacting the company's image, provide opportunities for improving products and services.

2.2. Forms of Reviews on Social Commerce Platforms

On social commerce platforms, customer reviews take various forms, reflecting the interactive and multimedia nature of social media. The most common form is textual reviews, where consumers describe their shopping experiences and opinions about the product in detail. This type of review is rich in information, providing a comprehensive reflection of the consumer's true feelings.

Additionally, image reviews are becoming increasingly popular. Consumers can upload actual product photos or images showcasing the product in use, offering a more direct and vivid representation of the product. These visual reviews serve as valuable references for other potential consumers.

Video reviews are a more advanced form of review where consumers can showcase the usage process and share their personal experiences through videos. This type of review not only offers high authenticity and credibility but also provides more detailed information.

In addition to the above forms, there are other innovative review formats, such as rating systems and tag-based reviews, which are concise and allow consumers to express their opinions quickly and easily.

2.3 The Impact of Customer Reviews on Purchase Decisions

In social commerce, the impact of customer reviews on purchase decisions is significant. Firstly, positive reviews can boost consumers' confidence in making a purchase. When consumers see a large number of positive reviews, they are more likely to trust the quality of the product or service and thus make a purchase decision. Although negative reviews may impact a business's image, they provide valuable reference information for potential consumers. By analyzing negative reviews, consumers can learn about the shortcomings of a product or service and make more informed decisions. Customer reviews also help consumers gain deeper insights into product details and user experiences. By reading other consumers' reviews, potential buyers can better understand the product's performance, appearance, and

usability, which is crucial for making the right purchase decision.

3. Analysis of Perception Pathways for Customer Reviews

3.1 Direct Perception Pathways

3.1.1 Display of User Reviews on Product Pages

Product pages are the primary source of product information for customers and the most direct platform for displaying customer reviews. Here, customers can browse reviews from other buyers, including text descriptions, ratings, photos, and more. These reviews are usually sorted by time or popularity, allowing customers to quickly access the most recent or relevant feedback. The display of user reviews on product pages has a significant impact on customer perception. Positive reviews can enhance consumer confidence, while negative reviews may cause hesitation. Therefore, businesses should closely monitor these reviews and respond promptly to customer feedback to maintain brand image and customer trust.

3.1.2 Q&A and Interaction Sections

Feedback in the Q&A and interaction sections also plays a multifaceted role in shaping customer perception. Positive feedback can strengthen purchasing confidence, while negative feedback may cause doubts or even lead to a decision not to purchase. Businesses need to pay close attention to these sections, promptly addressing customer questions and handling complaints to maintain brand image and customer satisfaction.

3.2 Indirect Perception Pathways

3.2.1 Word-of-Mouth on Social Media

In the era of social media, word-of-mouth has become a crucial pathway for customers to perceive reviews. Consumers share their shopping experiences and evaluate products or services on social media, and this word-of-mouth spreads quickly through shares, likes, and comments from friends. For potential customers, this information carries high credibility and influence.

The impact of word-of-mouth on social media is profound. Positive word-of-mouth can enhance brand image and attract more potential customers, while negative word-of-mouth can damage a brand's reputation and lead to customer loss. Therefore, businesses should closely monitor word-of-mouth on social media, responding promptly to feedback and complaints to maintain brand image and customer satisfaction.

3.2.2 Reviews from Influencers and Key Opinion Leaders

Reviews from influencers and key opinion leaders have a significant impact on customer perception. Positive reviews can drive purchasing enthusiasm among their followers, while negative reviews may harm the brand's image and result in customer loss. Businesses should establish strong relationships with influencers and key opinion leaders by offering high-quality products and services to gain their recognition and recommendations. Additionally, companies must closely monitor their review dynamics, responding promptly to any negative reviews to protect their brand image and customer satisfaction.

4. The Mechanism of Customer Review Perception Impacting Purchase Decisions

4.1 The Influence of Review Content on Purchase Decisions

Review content is direct feedback from customers about a product or service, covering aspects such as product quality, user experience, service attitude, and delivery speed. For potential customers, these reviews are a critical way to understand the actual conditions of a product or service.

Positive review content can significantly enhance consumers' favorability towards a product or service, thereby increasing their willingness to purchase. For example, when consumers see numerous positive reviews about excellent product quality and user experience, they are more likely to trust the product and make a purchase decision. Conversely, negative review content can cause doubts or even lead to abandoning the purchase. If customers frequently mention product quality issues or poor service attitudes in their reviews, it can severely damage the product's image and reduce potential customers' willingness to buy.

4.2 The Influence of Review Credibility on Purchase Decisions

In social commerce, the credibility of reviews is another critical factor affecting customers' purchase decisions. Customers tend to trust reviews that are objective, unbiased, and come from real users. Review credibility is influenced by several factors:

- The identity and reputation of the reviewer: If the reviewer is a verified user with a history of objective reviews, the credibility of the review is relatively high.
- The level of detail and objectivity in the review: Reviews that are detailed and specific, without obvious exaggeration or false information, are considered more credible.
- The source and platform of the review: Reviews from well-known e-commerce platforms or social media sites that enforce strict review moderation are more likely to be trusted.

5. Marketing Strategy Suggestions Based on Customer Review Perception

5.1 Utilizing Customer Reviews for Targeted Marketing

Customer reviews are not only feedback on products and services but also contain valuable market information and customer needs.

With the help of advanced data mining and analysis techniques, businesses can turn these reviews into practical marketing strategies. For example, based on customer reviews and purchase history, companies can offer personalized product recommendations, which not only improve the shopping experience but also boost sales. Additionally, by analyzing keywords and sentiment trends in reviews, businesses can gain insights into market dynamics, predicting and adjusting strategies to align with market changes. Positive reviews, full of praise, are excellent showcases of the brand's image. Skillfully using these reviews for multi-channel promotion can significantly enhance brand awareness and reputation.

5.2 Establishing a Feedback Mechanism Between Customer Reviews and Product Development

Customer reviews are not only powerful tools for marketing but also key sources of information for product development and optimization. Businesses should actively build an efficient feedback system to ensure that customer input reaches the product development team. Regularly compiling and analyzing customer reviews is crucial, as it allows companies to uncover valuable insights for improving products and identifying potential market demands. Close communication and collaboration between the marketing and product development departments are essential to ensure that every piece of feedback from the market is captured by the development team, allowing for precise adjustments and innovation.

By leveraging this interaction mechanism between reviews and development, companies can better anticipate market trends, implement product and service iterations, and ultimately stand out in a competitive market, meeting the diverse expectations of consumers.

6. Conclusion and Outlook

Although this paper provides an in-depth exploration of the perception pathways of customer reviews in social commerce, there are still future research directions and challenges to consider. First, with the continuous advancement of technology and changes in consumer behavior, the forms and content of customer reviews are constantly evolving. Future research needs to focus on how these new changes influence customer perception and purchase decisions. Secondly, how to more effectively utilize customer reviews for targeted marketing and product development to improve customer satisfaction and loyalty is another key issue for future studies. Additionally, accurately measuring the credibility of customer reviews and managing and utilizing reviews effectively for different customer segments are also topics worthy of further investigation. Finally, as social commerce is an emerging business model, its development and application vary across regions globally. Future research could explore customer review perceptions and their impact mechanisms in different regions and cultural contexts, providing theoretical support and practical guidance for the international development of businesses.

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