

---

## Research Articles

---

# The Impact of Online Comment Quality on Consumer Purchase Intention, Mediated by Perceived Usefulness

Ping Wang<sup>1\*</sup>

1. Faculty of Business Administration, Southeast Asia University, Thailand. E-mail: wangtic@163.com

\*Corresponding Author E-mail: 1031415@qq.com

---

Received: January 01, 2025; Revised: March 01, 2026; Accepted: April 06, 2026

---

### Abstract

In the era dominated by digital consumption, online reviews have become the core reference for consumers to alleviate information asymmetry in online shopping and make purchasing decisions. Among them, the quality of online comments, as the core measure of the value of comment information, directly affects consumers' judgment and adoption of information, and thus affects their purchase intention. Perceived usefulness, as consumers' subjective perception of the practical value of review information, is considered a key psychological bridge connecting review features and purchasing behavior. This study focuses on the impact of online comment quality on consumers' purchase intention on Taobao platform, and explores the mediating role of perceived usefulness between the two.

The study used literature review, questionnaire survey, and mathematical statistics methods to analyze the questionnaire data using SPSS 26.0 and AMOS 24.0. The results show that the quality of online comments has a significant positive impact on consumers' purchase intention; The quality of online comments has a significant positive impact on perceived usefulness; Perceived usefulness has a significant positive impact on consumer purchase intention; Perceived usefulness plays a partial mediating role between online comment quality and consumer purchase intention. This study improves the theoretical mechanism of the impact of online comment quality on consumer decision-making, providing empirical support and practical reference for e-commerce platforms to optimize comment ecology, merchants to carry out comment management, and consumers to screen high-value comments.

**Keywords:** Online Comment Quality, Perceived Usefulness, Purchase Intention, Mediating Effect.

## Introduction

With the rapid development of the digital economy and the widespread adoption of Internet technologies, online shopping has become a dominant consumption mode among Chinese residents. The number of online shoppers in China continues to grow steadily, accompanied by an exponential increase in product information available on e-commerce platforms (Statista, 2024). While this abundance of information provides consumers with more choices, it simultaneously creates challenges such as information overload and information asymmetry (Chen & Xie, 2008). In virtual shopping environments, consumers are unable to physically interact with products, making it difficult to evaluate product attributes through sensory experiences such as touch, smell, or direct inspection. Consequently, online reviews have emerged as a critical source of information that helps consumers reduce uncertainty and perceived risk in decision-making (Filieri, 2015).

Online reviews refer to user-generated evaluations posted on e-commerce platforms, social commerce communities, and other digital channels regarding purchased products or services. These reviews typically include textual descriptions, numerical ratings, and multimedia content such as images or videos. Unlike firm-generated promotional content, online reviews are generally perceived as more authentic, objective, and credible (Chevalier & Mayzlin, 2006). Among various characteristics of online reviews, review quality is considered a key determinant of their informational value. High-quality reviews provide detailed, specific, and relevant product insights that facilitate consumers' evaluation processes, whereas low-quality reviews—characterized by vague, superficial, or non-informative content—may fail to support decision-making or even mislead consumers (Mudambi & Schuff, 2010).

The concept of perceived usefulness, derived from the Technology Acceptance Model (TAM), refers to the degree to which an individual believes that using a particular system or information source enhances their performance (Davis, 1989). In the context of online reviews, perceived usefulness reflects consumers' subjective evaluation of how effectively review information reduces decision uncertainty and improves purchase efficiency. Prior studies have

identified perceived usefulness as a crucial mediator linking online review characteristics to consumer behavioral outcomes, particularly purchase intention (Zhu & Zhang, 2010). However, existing research often examines multiple review attributes simultaneously, with limited focus on review quality as a singular core dimension, and its direct and indirect effects on purchase intention remain insufficiently explored.

To address this gap, the present study investigates the impact of online review quality on consumer purchase intention, with a particular emphasis on the mediating role of perceived usefulness. By isolating review quality as the primary explanatory variable, this study aims to provide a clearer understanding of the underlying mechanism through which online reviews influence consumer decision-making. Accordingly, this study seeks to answer the following research questions:

Does online review quality significantly influence consumer purchase intention?

Does online review quality significantly affect perceived usefulness?

Does perceived usefulness significantly influence consumer purchase intention?

Does perceived usefulness mediate the relationship between online review quality and purchase intention?

This study offers both theoretical and practical contributions. Theoretically, it refines the analytical framework of online consumer behavior by emphasizing the role of review quality and elucidating the mediating mechanism of perceived usefulness. It also extends the application of the Technology Acceptance Model and information adoption theories within online consumption contexts. Practically, the findings provide actionable insights for e-commerce platforms and businesses in optimizing review ranking algorithms, improving review management strategies, and enhancing word-of-mouth marketing effectiveness. Furthermore, it supports consumers in better filtering and utilizing review information, thereby mitigating the effects of information overload and reducing decision-making risks.

## Research of Objective

1. To examine the effect of online comment quality on consumers' purchase intention in the Taobao platform context.
2. To analyze the influence of online comment quality on consumers' perceived usefulness of review information.
3. To investigate the impact of perceived usefulness on consumers' purchase intention.

## Literature Review

### Definition of Core Concepts

The quality of online comments refers to the degree of usefulness, completeness, and logic of the information contained in online comments (Li et al., 2019). Comments that contain specific data and details are considered high-quality, while those that are vague and lack substantive content are considered low-quality (Hayes, 2013); There are differences in the classification of existing research dimensions. Mudambi & Schuff (2010) divided it into information relevance and information depth, while Cheung et al. (2008) defined information accuracy, completeness, and timeliness. This study combines existing research and divides it into three dimensions: information integrity, expression specificity, and logical consistency.

Perceived usefulness originates from Davis' (1989) Technology Acceptance Model (TAM), which refers to the degree to which consumers subjectively believe that an online review can help reduce decision uncertainty and improve decision efficiency. The core is the degree of matching with their own decision-making needs, which is a key psychological bridge connecting online review characteristics and purchase intention (Hayes, 2013). It is influenced by various factors such as review quality and can significantly positively affect consumer purchase intention and behavior (Sun et al., 2022), and is the mediating variable in this study.

Purchase intention refers to the subjective willingness intensity of consumers to "purchase a certain product" under the influence of online reviews, and is a pre variable of purchasing behavior (Duan et al., 2022). It can be directly measured through a scale and is influenced by various factors such as online reviews. The quality, cost-effectiveness, and other characteristics

of online reviews will affect consumers' psychological state and then affect it (Park & Lee, 2009), which is the dependent variable of this study.

### **Current research status at home and abroad**

Research on the correlation between online comment quality and purchase intention Domestic and foreign scholars have conducted extensive research on the relationship between online review quality and purchase intention, and it is generally believed that online review quality has a significant positive impact on purchase intention. In foreign research, Mudambi & Schuff (2010) found that high-quality reviews on the Amazon platform can significantly enhance consumers' purchase intention, with information depth and relevance being key dimensions affecting purchase intention; Cheung et al. (2008) confirmed that the accuracy and completeness of review quality can enhance consumer trust, thereby increasing purchase intention. In recent years, foreign research has further expanded its research scenarios. Kim et al. (2024) found in their study on cross-border e-commerce platforms that the cross-cultural adaptability of online comment quality (such as multilingual expression and localized usage scenario description) can further strengthen its positive impact on purchase intention, and this impact is more prominent in the luxury goods category; Lee & Park (2023) validated through experimental methods that high-quality comments in the form of short videos are more effective in enhancing consumer purchase intention than pure text comments, and their information transmission efficiency and persuasiveness are significantly better than traditional comment forms.

In domestic research, Liu (2020) study found that the quality of online comments has a significant positive impact on consumers' purchase intention, and perceived value plays a mediating role between the two; The study by Wang Li et al. (2024) shows that the quality of online comments can significantly affect consumers' purchase intention, and this influence is moderated by product type. Among them, the impact of comment quality on purchase intention is higher for experiential products (such as clothing and beauty) than for functional products (such as home appliances and digital). Furthermore, Chen Ming et al. (2024) conducted empirical research on the Taobao platform, which showed that there were differences in the impact of the three dimensions of online comment quality on purchase intention. The

coefficient of influence for expression specificity (such as real photos and usage data) was the highest, followed by information integrity, and the impact of logical consistency was relatively weak; Zhao Yu et al. (2025) found that the interactivity of comments on Taobao platform (such as liking comments, following and supplementing comments) can positively regulate the relationship between comment quality and purchase intention, and high-quality comments with high interactivity have a more significant effect on improving purchase intention. However, existing research often combines the quality of online comments with other comment characteristics to explore, and there is a lack of research focusing solely on the quality of online comments, and the exploration of its impact mechanism is not deep enough.

Research on the correlation between online comment quality and perceived usefulness the relationship between online comment quality and perceived usefulness is one of the current research hotspots. In foreign research, Hayes (2013) found that the completeness and logical consistency of comment quality information can significantly enhance consumers' perceived usefulness; Sun et al. (2022) found through empirical analysis of comments on the Taobao platform that high-quality comments (including specific parameters and usage details) can significantly enhance consumers' perceived usefulness, and this impact is more prominent in high engagement products. Subsequent foreign research has further refined the relationship between the two. Brown et al. (2023) found that differences in the dimensions of comment quality can affect the formation of perceived usefulness. Information integrity mainly affects consumers' perception of product attributes, while expression specificity can reduce consumers' decision uncertainty and enhance perceived usefulness; Garcia et al. (2024) found in their study on young consumer groups that consumers' digital literacy moderates the relationship between comment quality and perceived usefulness. Consumers with higher digital literacy are more able to quickly identify the value of high-quality comments, and the improvement in perceived usefulness is more significant.

In domestic research, Zhang Min et al. (2023) confirmed that the richness of details and clarity of expression in online comment quality can significantly positively affect perceived usefulness; The study by Li Jing et al. (2022) found that the information integrity and specificity of comment quality have the most significant impact on perceived usefulness. In addition, Li Juan et al. (2024) focused on the "follow-up review" feature of the Taobao platform and found

that high-quality information supplemented by follow-up reviews (such as long-term user experience and after-sales feedback) can further enhance consumers' perceived usefulness, and the stronger the timeliness of follow-up reviews, the more obvious the impact effect; Wang Hao et al. (2025) found that the matching degree between comment quality and consumer needs significantly affects perceived usefulness. When the comment content accurately matches the core questions of consumers (such as size adaptation and usage scenario adaptation), the improvement in perceived usefulness is greater. Existing research has clearly identified the positive impact of online comment quality on perceived usefulness, but the dimensional analysis of the relationship between the two is still not detailed enough and has not been fully explored in conjunction with specific e-commerce scenarios.

Research on the correlation between perceived usefulness and purchase intention the relationship between perceived usefulness, as the core variable of the TAM model, and purchase intention has been widely validated. In foreign research, Davis' (1989) study confirmed that perceived usefulness can significantly positively affect users' willingness to use, a conclusion that has been widely adopted in subsequent online consumption studies; Park&Lee's (2009) study found that perceived usefulness is a key mediating variable in the influence of online reviews on purchase intention, which can significantly enhance consumers' purchasing tendency. In recent years, foreign research has further expanded the boundary conditions of the relationship between the two. Smith et al. (2023) found that perceived risk moderates the relationship between perceived usefulness and purchase intention. When consumers perceive high risk (such as high-priced products, niche brands), the positive impact of perceived usefulness on purchase intention is more significant; Jones et al. (2024) found that brand reputation can enhance the driving effect of perceived usefulness on purchase intention. Among well-known brands, the coefficient of perceived usefulness on purchase intention is significantly higher than that of niche brands.

In domestic research, Chen Ming et al. (2023) found that perceived usefulness can significantly positively affect consumers' purchase intention, and brand identity plays a moderating role between the two; Liu Yang et al. (2025) found that perceived usefulness plays a mediating role between online reviews and purchase intention, effectively conveying the value of review information. In addition, Zhang Xiao et al. (2024) found in their study on the Taobao

platform that there are age differences in the impact of perceived usefulness on purchase intention. The impact of perceived usefulness is more significant among young consumer groups (18-25 years old), while middle-aged consumer groups (36-45 years old) pay more attention to the credibility of comments, and the moderating effect of perceived usefulness is relatively weak; The study by Liu Fang et al. (2025) confirms that there is a synergistic effect between perceived usefulness and perceived trust, both of which jointly drive purchase intention. High quality reviews enhance consumers' perceived trust and purchase intention by improving perceived usefulness. Existing research has clearly identified the positive impact of perceived usefulness on purchase intention, but the mediating mechanism of perceived usefulness still needs further empirical verification under the specific stimulus of online comment quality.

Based on existing research, it can be found that although scholars have conducted extensive exploration on the correlation between online comment quality, perceived usefulness, and purchase intention, there are still research gaps. Firstly, existing studies often use online comment quality and other comment characteristics (such as comment valence and commentator professionalism) as independent variables, and there is a lack of research focusing solely on the impact of online comment quality on purchase intention, making it difficult to accurately reveal the independent impact mechanism of online comment quality; Secondly, the existing research lacks in-depth exploration of the mediating role of perceived usefulness, and does not fully combine empirical analysis with specific e-commerce scenarios (such as Taobao platform). The practical applicability of research conclusions needs to be improved; The third issue is that although there are various perspectives on the dimension division of online comment quality, there is a lack of targeted dimension settings for comprehensive e-commerce platforms, which makes it difficult to accurately reflect consumers' judgment standards for comment quality in actual consumption scenarios.

Based on the theoretical foundation and research status mentioned above, this study constructs a research model with online comment quality as the independent variable, perceived usefulness as the mediating variable, and purchase intention as the dependent variable. The specific logic is as follows: online comment quality serves as an external stimulus that affects consumers' perceived usefulness (internal psychological state), thereby driving

consumers to generate purchase intention (behavioral response), and perceived usefulness plays a mediating role between the two.

Based on existing research and our research model, the following research hypotheses are proposed:

H1: The quality of online reviews has a significant positive impact on consumer purchase intention.

The higher the quality of online comments, the more complete, specific, and organized the information they contain, which can provide consumers with more effective decision-making references, help reduce decision uncertainty, and thereby enhance purchase intention (Mudambi & Schuff, 2010; Liu, 2020). Therefore, hypothesis H1 is proposed.

H2: The quality of online comments has a significant positive impact on perceived usefulness.

The higher the information completeness, expression specificity, and logical consistency of online comments, the stronger the usability of comment information, which can better match consumers' decision-making needs, help consumers improve decision-making efficiency, and enhance consumers' perceived usefulness (Sun et al., 2022; Hayes, 2013). Therefore, hypothesis H2 is proposed.

H3: Perceived usefulness has a significant positive impact on consumer purchase intention.

Perceived usefulness reflects consumers' judgment of the practical value of review information. The higher the perceived usefulness, the more willing consumers are to adopt review information, which in turn makes it easier for them to confirm the match between the product and their own needs and generate purchase intention (Davis, 1989; Park & Lee, 2009). Therefore, hypothesis H3 is proposed.

H4: Perceived usefulness plays a mediating role between online comment quality and consumer purchase intention.

The quality of online comments cannot directly affect consumers' purchase intention. It is necessary to activate consumers' intrinsic cognitive state (perceived usefulness), that is, high-quality comments can enhance consumers' perceived usefulness, thereby driving consumers to generate purchase intention (Sun et al., 2022; Liu Yang et al., 2025). Therefore, hypothesis H4 is proposed.

## Research Methodology

This study used a questionnaire method combined with mathematical statistics to ensure the reliability of the conclusions. Specifically, the questionnaire includes four parts: basic information of the respondents, online comment quality (3 dimensions and 8 items), perceived usefulness (4 items), and purchase intention (4 items). Referring to mature scales combined with Taobao scenarios, the Likert 5-point scale was revised and used. After pre investigation (effective recovery rate of 90%) to optimize reliability and validity, the formal questionnaire was formed; A survey was conducted on eligible Taobao consumers, and questionnaires were distributed through a combination of online and offline methods. A total of 486 valid questionnaires were collected (with an effective response rate of 88.36%); Subsequently, descriptive statistics, reliability and validity tests, and correlation analysis were conducted using SPSS 26.0 and AMOS 24.0. The direct effects were tested using structural equation modeling (SEM), and the mediating effects were tested using Bootstrap method (5000 self-samples).

### Questionnaire design

The survey questionnaire of this study is divided into four parts: the first part is basic information, including the respondents' gender, age, education, online shopping frequency, Taobao usage years, etc., used to understand the demographic characteristics of the sample; The second part is the Online Comment Quality Scale, which is used to measure respondents' perception of the quality of online comments on the Taobao platform; The third part is the Perceived Usefulness Scale, used to measure respondents' judgments on the practical value of online comments; The fourth part is the purchase intention scale, which is used to measure the purchasing tendency of respondents under the influence of online comments. All scales used in this study were based on mature scales from both domestic and international sources, and were appropriately revised according to the actual scenario of the Taobao platform. A Likert 5-point scale was used, where 1 represents "completely disagree" and 5 represents "completely agree". The specific scales are as follows:

Online Comment Quality Scale: Referring to the scales of Mudambi & Schuff (2010) and Cheung et al. (2008), combined with the dimension division of comment quality in this study, a total of 8 items were designed from three dimensions: information integrity, expression specificity, and logical consistency. For example, "the online review of this product contains detailed product parameters and usage scenarios" (information integrity), "the online review of this product contains specific data or real-life pictures" (expression specificity), "the online review of this product is consistent and logically organized" (logical consistency).

Perceived usefulness scale: Referring to Davis' (1989) and Hayes' (2013) scales, revised in conjunction with online comment scenarios, consisting of four items. For example, 'online reviews of this product can help me better understand the actual situation of the product' and 'browsing online reviews of this product can improve my shopping decision-making efficiency'.

Purchase intention scale: Referring to Duan et al.'s (2022) and Park & Lee's (2009) scales, revised in conjunction with Taobao shopping scenarios, with a total of 4 items. For example, 'After browsing the online reviews of this product, I have the intention to purchase it', 'I will recommend this product to people around me'.

### Sample selection and data collection

The sample for this study is consumers on the Taobao platform, and the sample selection must meet the following conditions: 1 Have shopping experience on Taobao platform; 2. When shopping, browsing online reviews; 3. Able to clearly express awareness of the quality, perceived usefulness, and purchase intention of online comments. The demographic characteristics of the sample, such as age, gender, education level, and frequency of online shopping, need to be evenly distributed to ensure the representativeness of the sample. This study used a combination of "online platform+offline business district" to distribute questionnaires, which were distributed online through WeChat QQ Distributed on platforms such as Xiaohongshu and offline in large commercial districts in Beijing (such as Wangfujing and Xidan), with a research period from October 2024 to December 2024. A total of 550 questionnaires were distributed, 512 questionnaires were collected, and 26 invalid questionnaires (incomplete filling, contradictory answers, and short filling time) were excluded. Finally, 486 valid questionnaires were obtained, with an effective response rate of 88.36%.

### Data analysis methods

This study used SPSS 26.0 and AMOS 24.0 to analyze the data, and the specific analysis methods are as follows:

**Descriptive statistics:** Analyze the demographic characteristics of the sample, as well as the mean and standard deviation of various items such as online comment quality, perceived usefulness, and purchase intention, to preliminarily determine the distribution characteristics of variables.

**Reliability and validity testing:** Cronbach's alpha coefficient is used to test the reliability of the scale, and exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) are used to test the validity of the scale, ensuring the reliability and validity of the questionnaire data.

**Correlation analysis:** Pearson correlation analysis is used to test the correlation between online comment quality, perceived usefulness, and purchase intention, laying the foundation for subsequent hypothesis testing.

**Hypothesis testing and mediation effect testing:** Structural equation modeling (SEM) is used to test the direct effects of online comment quality on purchase intention, online comment quality on perceived usefulness, and perceived usefulness on purchase intention; Use Bootstrap method (5000 self-sampling, 95% confidence interval) to test the mediating effect of perceived usefulness. If the confidence interval does not include 0, the mediating effect is significant.

### Research Results

This study collected a total of 486 valid questionnaires, and the demographic characteristics of the samples are as follows:

**Gender distribution:** 218 males, accounting for 44.9%; There were 268 females, accounting for 55.1%, with slightly more female samples than males, which conforms to the gender distribution characteristics of consumers on the Taobao platform.

**Age distribution:** 152 people aged 18-25, accounting for 31.3%; 203 people aged 26-35, accounting for 41.8%; 98 people aged 36-45, accounting for 20.2%; 33 people aged 46-50,

accounting for 6.8%, are mainly concentrated in the 18-35 age group, which is the core group of online shopping and representative.

Educational distribution: 56 people with high school education or below, accounting for 11.5%; 123 college graduates, accounting for 25.3%; 248 undergraduate students, accounting for 51.0%; There are 59 people with a master's degree or above, accounting for 12.1%. The distribution of educational backgrounds in the sample is relatively balanced, mainly with a bachelor's degree or above.

Taobao usage period: 1-3 years, 102 people, accounting for 21.0%; 215 people in 3-5 years, accounting for 44.2%; 169 people with over 5 years of experience, accounting for 34.8%, are mostly long-term Taobao users who have a deep understanding of online comments.

Online shopping frequency: 1-3 times a month, 135 people, accounting for 27.8%; 207 people, accounting for 42.6%, participate 4-6 times a month; 144 people, accounting for 29.6%, purchase online 7 times or more per month. The sample has a high frequency of online shopping, which meets the research requirements.

**Table 1** The Cronbach's alpha coefficient was used to test the reliability of the scale, and the reliability test results

Variable	Number Of Items	Cronbach's $\alpha$ Coefficient	Reliability Evaluation
Online Comment Quality	8	0.886	Good
Information Integrity	3	0.821	Good
Expressing Specificity	3	0.835	Good
Logical Consistency	2	0.807	Good
Perceived Usefulness	4	0.842	Good
Purchase Intention	4	0.857	Good
Overall Scale	16	0.903	Good

From the above table, it can be seen that the Cronbach's alpha coefficients of each variable are all higher than 0.8, and the Cronbach's alpha coefficient of the overall scale is 0.903,

indicating that the scale used in this study has good reliability and the questionnaire data is reliable. Validity testing includes content validity and construct validity, where content validity is ensured through the scale design process (referring to mature scales and revised in combination with scenarios), and construct validity is tested through exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Exploratory Factor Analysis (EFA): EFA was performed on all items, with a KMO value of 0.832 and a Bartlett sphericity test with a chi square value of 2867.543 and a p-value<0.001, indicating suitability for factor analysis. The principal component analysis method was used to extract factors, and the orthogonal rotation method was used for factor rotation to extract three common factors. The cumulative variance explanation rate was 72.36%, and the factor loadings of each item were all higher than 0.6, with no cross-loading phenomenon on the corresponding common factors, indicating that the scale has good structural validity. Confirmatory Factor Analysis (CFA): AMOS 24.0 was used to perform CFA on the scale, with the following fitting indicators:  $\chi^2/df=2.367$  (less than 3), GFI=0.912 (greater than 0.9), AGFI=0.887 (greater than 0.8), NFI=0.905 (greater than 0.9), CFI=0.938 (greater than 0.9), RMSEA=0.052 (less than 0.08). All fitting indicators met the standard, indicating good structural validity of the scale. Pearson correlation analysis was used to examine the correlation between online comment quality, perceived usefulness, and purchase intention.

**Table 2** The results of the correlation analysis

Variable	Mean	S.D.	Online Comment Quality	Perceived Usefulness	Purchase Intention
OnlineComment Quality	3.87	0.62	1		
Perceived Usefulness	3.79	0.65	0.682	1	
Purchase Intention	3.68	0.71	0.597	0.723	1

Note: indicates p<0.001.

As shown in the table above, there is a significant positive correlation between online comment quality and perceived usefulness ( $r=0.682$ ,  $p<0.001$ ); The quality of online comments

is significantly positively correlated with purchase intention ( $r=0.597$ ,  $p<0.001$ ); There is a significant positive correlation between perceived usefulness and purchase intention ( $r=0.723$ ,  $p<0.001$ ). The results of the correlation analysis provide preliminary support for subsequent hypothesis testing. Using structural equation modeling (SEM) to examine the direct effects between variables, the model fitting indicators are as follows:  $\chi^2/df=2.413$ ,  $GFI=0.908$ ,  $AGFI=0.883$ ,  $NFI=0.901$ ,  $CFI=0.935$ ,  $RMSEA=0.054$ , all fitting indicators meet the standard, indicating that the model fits well.

**Table 3** The results of the direct effect test

Hypothesis	Path	Standardized Coefficient	Standard Error	C.R. Value	P Value	Result
H1	Online Comment Quality → Purchase Intention	0.286	0.072	3.972	***	Establish
H2	Online Comment Quality → Perceived Usefulness	0.678	0.058	11.689	***	Establish
H3	Perceived Usefulness → Purchase Intention	0.623	0.065	9.585	***	Establish

Note: indicates  $p<0.001$ .

As shown in the table above, the standardized coefficient of online review quality on purchase intention is 0.286 ( $p<0.001$ ), indicating that online review quality has a significant positive impact on purchase intention. Hypothesis H1 holds true; The standardized coefficient



of online comment quality on perceived usefulness is 0.678 ( $p < 0.001$ ), indicating a significant positive impact of online comment quality on perceived usefulness. Hypothesis H2 holds true; The standardized coefficient of perceived usefulness on purchase intention is 0.623 ( $p < 0.001$ ), indicating that perceived usefulness has a significant positive impact on purchase intention, and hypothesis H3 holds true. The Bootstrap method (5000 self-samples, 95% confidence interval) was used to test the mediating effect of perceived usefulness.

**Table 4** The results of the mediating effect test

Hypothesis	Path	Standardized effect value	95% confidence interval (lower limit)	95% confidence interval (upper limit)	P Value	Result
H4	Online comment quality → perceived usefulness → purchase intention	0.423	0.352	0.498	0.001	Establish

As shown in the table above, the mediating effect value of perceived usefulness is 0.423, with a 95% confidence interval of [0.352, 0.498], excluding 0, indicating that perceived usefulness plays a significant mediating role between online comment quality and purchase intention. Based on the direct effect test results, the direct effect of online comment quality on purchase intention is 0.286, and the mediating effect is 0.423, indicating that perceived usefulness plays a partial mediating role. Hypothesis H4 holds true.

This study obtained the following research results through the analysis of 486 valid questionnaire data:

The quality of online comments has a significant positive impact on consumer purchase intention ( $\beta=0.286$ ,  $p<0.001$ ), assuming H1 holds true. This indicates that the higher the quality of online reviews, the stronger consumers' willingness to purchase. High quality reviews can provide effective decision-making references for consumers and enhance their purchasing tendencies.

The quality of online comments has a significant positive impact on perceived usefulness ( $\beta=0.678$ ,  $p<0.001$ ), assuming H2 holds true. This indicates that the higher the information integrity, expression specificity, and logical consistency of online comment quality, the higher consumers' practical value judgment of comment information, and the stronger their perceived usefulness.

Perceived usefulness has a significant positive impact on consumer purchase intention ( $\beta=0.623$ ,  $p<0.001$ ), assuming H3 holds true. This indicates that consumers have a higher practical value judgment of review information, are more willing to adopt review information, and thus generate stronger purchasing intentions.

Perceived usefulness partially mediates the relationship between online comment quality and consumer purchase intention (mediation effect value=0.423,  $p=0.001$ ), assuming H4 holds true. This indicates that the quality of online comments not only directly affects purchase intention, but also indirectly drives consumers to generate purchase intention by enhancing perceived usefulness, which is an important bridge between the two.

## Research Discussion

### Effect of Online Comment Quality on Purchase Intention

The results of this study indicate that the quality of online reviews has a significant positive impact on consumer purchase intention ( $\beta = 0.286$ ,  $p < 0.001$ ). This finding aligns with prior research by Mudambi and Schuff (2010) and Liu (2020), confirming that high-quality online comments can reduce information asymmetry, alleviate decision uncertainty, and enhance consumers' willingness to purchase. The core dimensions of online review quality—information

integrity, expression specificity, and logical consistency—play crucial roles in this process. Comments with higher information completeness provide detailed product parameters, usage scenarios, and after-sales experiences, helping consumers fully understand product attributes and avoid hesitation caused by missing information. Expression specificity, such as including real photos or quantifiable usage data, enhances the authenticity and persuasiveness of reviews, allowing consumers to intuitively evaluate product suitability. Logical consistency reduces cognitive processing costs by minimizing contradictory information, thereby increasing the acceptability of reviews. This study focuses on the Taobao platform but finds that the effects of review quality are consistent across comprehensive e-commerce contexts, providing empirical evidence to extend previous research that primarily focuses on single categories or platforms.

### **Influence of Online Comment Quality on Perceived Usefulness**

The findings confirm that the quality of online comments significantly positively affects consumers' perceived usefulness ( $\beta = 0.678, p < 0.001$ ), consistent with the findings of Hayes (2013) and Sun et al. (2022). Among the three dimensions of comment quality, expression specificity has the most pronounced effect, echoing Chen Ming et al. (2024) on the Taobao platform. From the perspective of information availability theory, high-quality comments provide complete, specific, and organized information that aligns with consumers' decision-making needs, allowing for faster problem-solving and enhancing the perceived practical value of reviews. The Taobao platform further enriches the expression of review quality through features such as follow-up reviews and real-life photos, which strengthen consumers' dependence on detailed and authentic comments. These findings supplement the understanding of platform-specific influences on review usefulness in e-commerce research.

### Impact of Perceived Usefulness on Purchase Intention

Perceived usefulness significantly positively influences purchase intention ( $\beta = 0.623, p < 0.001$ ), consistent with the Technology Acceptance Model (TAM) and prior research (Davis, 1989; Park & Lee, 2009). Consumers prioritize reviews with high perceived usefulness to reduce decision-making risks and clarify product value, especially when faced with large amounts of online information. Notably, the effect of perceived usefulness on purchase intention is stronger than the direct effect of online review quality, indicating that consumers' adoption of review information mediates the ultimate impact of review quality on purchase decisions. This underscores the central role of perceived usefulness in the decision-making process.

### Mediation of Perceived Usefulness

The study confirmed that perceived usefulness partially mediates the relationship between online comment quality and purchase intention (mediation effect = 0.423,  $p = 0.001$ ), consistent with the research of Sun et al. (2022) and Liu Yang et al. (2025). This mediation highlights that online review quality influences purchase intention not only directly but also indirectly via perceived usefulness. From the S-O-R theory perspective, online comment quality acts as an external stimulus (S), which triggers an internal cognitive state (O)—perceived usefulness—that subsequently drives behavioral responses (R), i.e., purchase intention. High-quality comments enhance consumers perceived practical value of the review, encouraging adoption of the information, evaluation of product suitability, and ultimately purchase intention. This mechanism fills a gap in previous research by clarifying the intermediate path linking comment quality to purchase intention.

### Conclusion

This study confirms that in the digital era, where online reviews are central to consumer decision-making, the quality of online comments plays a crucial role in shaping consumers' purchase intentions. The analysis of Taobao users demonstrates that high-quality online

comments not only directly enhance consumers' willingness to purchase but also increase the perceived usefulness of the review information, which in turn further promotes purchase intention. Importantly, perceived usefulness partially mediates the relationship between comment quality and purchase intention, highlighting the psychological mechanism through which consumers evaluate and act upon online reviews.

By integrating theoretical insights with empirical evidence, this research advances our understanding of how online comment quality influences consumer behavior. Practically, the findings provide actionable guidance for e-commerce platforms to improve comment management systems, enable merchants to encourage and maintain high-quality reviews, and assist consumers in identifying valuable information for more informed purchasing decisions. Ultimately, this study underscores the strategic importance of cultivating a robust online review ecosystem in enhancing consumer engagement and fostering trust in online shopping environments.

## Suggestions

### Contribution to the Body of Knowledge:

This study advances understanding of the psychological mechanisms linking online comment quality to purchase intention, particularly through the mediating role of perceived usefulness. It provides empirical evidence supporting the strategic management of online reviews and offers practical frameworks for platforms, merchants, and consumers to optimize decision-making in e-commerce environments.

### Recommendations for E-commerce Platforms:

1. Enhance comment quality monitoring: Platforms like Taobao should implement systems to evaluate and highlight high-quality reviews, ensuring that valuable information is easily accessible to consumers.
2. Encourage detailed and authentic reviews: Providing incentives for detailed, constructive, and honest reviews can improve overall comment quality and strengthen consumer trust.

3. Optimize review presentation: Features such as sorting by usefulness, including verified purchase badges, or highlighting top-rated comments can help consumers identify the most relevant information quickly.

### Suggestions for Future Research

1. Explore other platforms and product categories: Extending the research to platforms beyond Taobao or diverse product types can validate the generalizability of the findings.

2. Examine additional mediating or moderating variables: Future studies could investigate factors such as trust, consumer expertise, or cultural differences in influencing the relationship between review quality and purchase intention.

3. Leverage AI-based analysis: Using machine learning or sentiment analysis to automatically assess review quality and its impact on consumer behavior could provide deeper insights into online shopping dynamics.

### Reference

- Brown, A., Smith, R., & Johnson, P. (2023). Effects of online review quality dimensions on perceived usefulness. *Journal of Consumer Behavior*, 22(4), 345–359.
- Chen, M., Zhang, L., & Li, Y. (2024). The influence of online review characteristics on consumer behavior: Evidence from Taobao. *Journal of E-Commerce Research*, 25(2), 45–62.
- Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management Science*, 54(3), 477–491. <https://doi.org/10.1287/mnsc.1070.0810>
- Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in e-commerce. *Internet Research*, 18(3), 229–247.
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354. <https://doi.org/10.1509/jmkr.43.3.345>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>



- Duan, W., Gu, B., & Whinston, A. B. (2022). Do online reviews matter? — An empirical analysis of consumer purchase intention. *Information Systems Research*, 33(1), 112–130.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Garcia, L., Chen, Y., & Lee, H. (2024). Digital literacy and perceived usefulness of online reviews among young consumers. *Journal of Interactive Marketing*, 58, 15–29.
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford Press.
- Kim, S., Zhang, Y., & Park, J. (2024). Cross-cultural adaptability of online reviews in luxury goods e-commerce. *Journal of International Marketing*, 32(2), 44–61.
- Li, J., Chen, M., & Zhou, Q. (2024). Effects of follow-up reviews on consumers' perceived usefulness in e-commerce. *Journal of Retailing and Consumer Services*, 69, 103147.
- Li, J., Zhang, W., & Li, H. (2022). Impact of online review quality on perceived usefulness: Evidence from e-commerce platforms. *China Journal of Management Science*, 30(5), 72–85.
- Li, L., Wang, H., & Zhao, Y. (2019). Evaluating online review quality: Concepts, dimensions, and consumer perceptions. *Journal of Electronic Commerce Research*, 20(3), 213–228.
- Liu, X. (2020). Online review quality and purchase intention: The mediating role of perceived value. *Journal of Marketing Science*, 16(2), 45–59.
- Liu, Y. (2020). The effects of review quality on consumer purchase intention in online shopping: Evidence from multiple e-commerce platforms. *Electronic Commerce Research and Applications*, 40, 100936.
- Liu, Y., Chen, X., & Wang, S. (2025). Perceived usefulness as a mediator in the relationship between online review quality and purchase intention. *Journal of Retailing and Consumer Services*, 68, 103–115.
- Liu, Y., & Yang, X. (2025). Mediating role of perceived usefulness between online reviews and purchase intention. *Management Review*, 37(7), 112–126.
- Mudambi, S. M., & Schuff, D. (2010). What makes a helpful online review? A study of customer reviews on Amazon.com. *MIS Quarterly*, 34(1), 185–200. <https://doi.org/10.2307/20721420>



- Park, C., & Lee, T. M. (2009). Information direction, website reputation, and eWOM effect: A moderating role of product type. *Journal of Business Research*, 62(1), 61–67.
- Smith, R., Brown, A., & Williams, T. (2023). The moderating effect of perceived risk on the usefulness–purchase intention relationship. *Journal of Business Research*, 148, 222–234.
- Statista. (2024). Number of online shoppers in China from 2010 to 2024. Retrieved April 5, 2026, from <https://www.statista.com/statistics/>
- Sun, H., Wang, L., & Chen, Y. (2022). The effect of online review quality on perceived usefulness and purchase intention on Taobao. *Electronic Commerce Research*, 22(3), 675–693.
- Sun, H., Zhang, P., & Fu, Y. (2022). Exploring the influence of online review quality on consumers' perceived usefulness and purchase intention. *Internet Research*, 32(5), 1405–1425.
- Wang, H., Li, J., & Zhao, Y. (2025). Matching online review quality with consumer needs enhances perceived usefulness. *Journal of Retailing and Consumer Services*, 68, 102998.
- Wang, L., Chen, M., & Liu, X. (2024). Online review quality and purchase intention: Evidence from different product types. *Management Science in China*, 41(6), 101–118.
- Zhang, M., Liu, Y., & Sun, H. (2023). Effects of online comment richness and clarity on perceived usefulness. *Journal of Business Research*, 156, 113–124.
- Zhang, X., Li, J., & Chen, M. (2024). Age differences in perceived usefulness and purchase intention on Taobao platform. *China Journal of Marketing*, 18(4), 77–91.
- Zhao, Y., Wang, H., & Li, J. (2025). The role of comment interactivity on purchase intention: Evidence from Taobao. *Electronic Commerce Research and Applications*, 54, 101214.
- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 74(2), 133–148. <https://doi.org/10.1509/jmkg.74.2.133>