Judith Chevalier et al [J. Chevalier, D. Mayzlin. The Effect Of Word Of Mouth On Sales: Online Book Review[J]. Working Paper, 2003.12.] discovers that positive comments are crucial to customers’ purchase choices by examining online comments on Amazon. Christy M.K. Cheung [], based on the dual process theory, constructs the model of receiving information to study the factors that influence the online consumer information receiving, and finds that comprehensiveness and correlation are the most important factors. Kelly o. Cowart conducts a questionnaire survey of 357 sample of university students in the United States through consumer decision-making form. He finds that in online purchase of clothing, quality consciousness, brand consciousness, fashion consciousness, hedonism, impulsivity, and brand loyalty are positively correlated to consumer buying behavior, while price sensitivity is a negative correlation. Michael d. Smith et al [Michael D. Smith, Erik Brynjolfsson. Consumer Decision-Making at an Internet Shopbot: Brand Still Matters[J]. The Journal of Industrial Economics, 2001.12(4):541-558], by comparing the shopping network of 20268 valid samples for empirical research, finds that goods brand is one of the most important determinants of consumer decision-making. At the same time, if the package goods and services cannot be apart, brands are considered as the credit guarantee of retailers.