**5 Data Statistics and Analysis**

5.1 Sample composition and characteristics

From the data presented in Tables 5.1 and 5.2, it is evident that the female participants constitute a majority, comprising 67.5% of the total sample size, whereas the male participants represent 32.5%. Furthermore, a significant proportion of the surveyed individuals, amounting to 86.7%, are aged 21 and above, constituting the predominant age group. Geographically, participants are distributed across various regions, with the central region hosting the highest percentage at 49.8%, followed by the eastern region at 33.5% and the western region at 16.7%. Regarding product preferences, experiential products are favored by 73% of the participants, with clothing emerging as the most preferred category, comprising 48.3% of the sample selection.

Table 5.1 Sample Information

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Information | Characteristic | Number of People | Percentage | Cumulative Percentage |
| Gender | Male | 66 | 32.5 | 32.5 |
| Female | 137 | 67.5 | 100 |
| Age | 18 years | 4 | 2 | 2 |
| 19 years | 5 | 2.5 | 4.5 |
| 20 years | 18 | 8.9 | 13.4 |
| 21 years | 49 | 24.1 | 37.5 |
| 22years | 80 | 39.4 | 76.9 |
| Area | Eastern | 68 | 33.5 | 33.5 |
| Central | 101 | 49.8 | 83.3 |
| Western | 34 | 16.7 | 100 |

Table 5.2 Product Type

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product Type | | Number of People | Percentage | Cumulative percentage |
| Search Oriented | Virtual Products | 6 | 2.9 | 2.9 |
| Book Products | 21 | 10.3 | 13.2 |
| Electronic Products | 28 | 13.8 | 27 |
| Experience Oriented | Daily Necessities | 22 | 10.9 | 37.9 |
| Food Products | 28 | 13.8 | 51.7 |
| Clothing Products | 98 | 48.3 | 100 |

5.2 Reliability and Validity

5.2.1 Reliability

This article combines SPSS software to test the reliability of the survey questionnaire and measurement scale items, and the results are shown in Table 5.3.

Table 5.3 Measurement Table Reliability

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Items | Question | Corrected Item Total Correlation | Cronbach’s Alpha | Number of Questions |
| Number of online comments | Q1 | 0.796 | 0.886 | 2 |
| Q2 | 0.796 |
| quality of Online comment | Q3 | 0.889 | 0.954 | 4 |
| Q4 | 0.895 |
| Q5 | 0.888 |
| Q6 | 0.877 |
| emotional direction of Online comment | Q7 | 0.881 | 0.937 | 2 |
| Q8 | 0.881 |
| expertise level of Recipients | Q9 | 0.917 | 0.958 | 3 |
| Q10 | 0.909 |
| Q11 | 0.906 |
| involvement of Receivers | Q12 | 0.918 | 0.965 | 4 |
| Q13 | 0.898 |
| Q14 | 0.926 |
| Q15 | 0.905 |
| Intention of purchasing | Q16 | 0.906 | 0.959 | 4 |
| Q17 | 0.879 |
| Q18 | 0.913 |
| Q19 | 0.865 |

The outcomes of the reliability analysis reveal that the Cronbach's alpha coefficients for each variable surpass 0.8, indicating high internal consistency. Moreover, the total correlation coefficient of the corrected items for each measurement variable exceeds 0.5. Notably, upon the removal of specific items within the variables, there is no significant enhancement observed in the overall correlation coefficient, reinforcing the robustness of the questionnaire's reliability. Hence, the scale successfully passes the reliability test [11].

5.2.2 Validity

The present study employs exploratory factor analysis to ascertain the reasonableness of the questionnaire's dimensions and to evaluate the structural validity of the scale.

1. Validity of the scale

As per the data presented in Table 5.4, Table 5.5 and Table 5.6, the Kaiser-Meyer-Olkin (KMO) coefficient for the overall table stands at 0.980, surpassing the threshold of 0.7. Additionally, the significance level of the sphericity test registers below 0.05. These results collectively signify a high degree of correlation among measurement items, rendering them highly suitable for factor analysis.

Table 5.4 KMO and Bartlett's Test Results of The Total Scale

|  |  |  |
| --- | --- | --- |
| Kaiser-Meyer-Olkin | | .980 |
| Bartlett's sphericity test | Approximate chi square | 6157.863 |
| degree of freedom | 171 |
| Sig | .000 |

Table 5.5 Total Variance of Explanation

| Ingredients | initial eigenvalue | | | Extract sum of squares loading | | | Rotational sum of squares loading | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total | Variance(%) | Cumulation  (%) | Total | Variance  (%) | Cumulation  (%) | Total | Variance  (%) | Cumulation  (%) |
| 1 | 12.32 | 82.184 | 82.184 | 12.328 | 82.184 | 82.184 | 3.770 | 25.131 | 25.131 |
| 2 | .451 | 3.006 | 85.190 | .451 | 3.006 | 85.190 | 3.409 | 22.729 | 47.860 |
| 3 | .378 | 2.518 | 87.708 | .378 | 2.518 | 87.708 | 2.988 | 19.919 | 67.779 |
| 4 | .296 | 1.971 | 89.679 | .296 | 1.971 | 89.679 | 2.388 | 15.918 | 83.697 |
| 5 | .258 | 1.721 | 91.400 | .258 | 1.721 | 91.400 | 1.155 | 7.703 | 91.400 |
| 6 | .198 | 1.318 | 92.718 | .198 | 1.318 |  |  |  |  |
| 7 | .191 | 1.270 | 93.989 | .191 | 1.270 |  |  |  |  |
| 8 | .146 | .974 | 94.963 | .146 | .974 |  |  |  |  |
| 9 | .142 | .948 | 95.910 | .142 | .948 |  |  |  |  |
| 10 | .131 | .874 | 96.784 | .131 | .874 |  |  |  |  |
| 11 | .117 | .781 | 97.565 | .117 | .781 |  |  |  |  |
| 12 | .101 | .673 | 98.238 | .101 | .673 |  |  |  |  |
| 13 | .094 | .629 | 98.866 | .094 | .629 |  |  |  |  |
| 14 | .089 | .595 | 99.461 | .089 | .595 |  |  |  |  |
| 15 | .081 | .539 | 100.000 | .081 | .539 |  |  |  |  |
| 16 | .198 | 1.318 | 92.718 | .198 | 1.318 |  |  |  |  |
| 17 | .191 | 1.270 | 93.989 | .191 | 1.270 |  |  |  |  |
| Extraction method: Principal component analysis. | | | | | | | | | |

Table 5.6 Matrix of Factor Loading

|  | Ingredients | | | | |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
| 1 | .709 | .386 | .348 | .222 | .291 |
| 2 | .702 | .309 | .362 | .405 | .148 |
| 3 | .688 | .337 | .364 | .376 | .227 |
| 4 | .647 | .365 | .446 | .339 | .212 |
| 5 | .359 | .728 | .317 | .227 | .335 |
| 6 | .371 | .706 | .356 | .325 | .182 |
| 7 | .507 | .598 | .412 | .362 | -.011 |
| 8 | .549 | .561 | .272 | .348 | .268 |
| 9 | .352 | .417 | .721 | .288 | .182 |
| 10 | .444 | .338 | .692 | .293 | .211 |
| 11 | .427 | .337 | .649 | .323 | .325 |
| 12 | .410 | .368 | .318 | .695 | .207 |
| 13 | .441 | .363 | .336 | .661 | .220 |
| 14 | .363 | .415 | .389 | .324 | .623 |
| 15 | .246 | 268 | .385 | .461 | .613 |
| Extraction method: Principal component analysis.  Rotation method: Orthogonal rotation method with Kaiser standardization. | | | | | |
| a. The rotation converges after 8 iterations. | | | | | |

1. Validity of online comments

As per the data provided in Table 5.7, the Kaiser-Meyer-Olkin (KMO) coefficient for online comments is calculated as 0.949, exceeding the recommended threshold of 0.7. Furthermore, the significance level of the sphericity test registers below 0.05, affirming the suitability of the variable data regarding "online comments" for factor analysis.

Based on the findings from Table 5.8, three factors exhibit eigenvalues surpassing 1, specifically the number of online comments, the quality of online comments, and the emotional orientation of online comments. Each item demonstrates automatic aggregation without any instances of cross-loading, thereby attesting to the structural validity of the scale. Consequently, the division of online comments into three dimensions is deemed rational [12].

Table 5.7 KMO and Bartlett's Test Results for Online Comments

|  |  |  |
| --- | --- | --- |
| Kaiser-Meyer-Olkin | | .949 |
| Bartlett's sphericity test | Approximate chi square | 2105.835 |
| degree of freedom | 28 |
| Sig | .000 |

Table 5.8 The Factor Load Matrix of Online Comments

|  |  |  |  |
| --- | --- | --- | --- |
| Question | Ingredients | | |
| 1 | 2 | 3 |
| Q1  Q2  Q3  Q4  Q5  Q6  Q7  Q8 | .545  .379  .746  .740  .729  .633  .396  .418 | .453  .427  .540  .432  .306  .522  .803  .780 | .578  .786  .246  .400  .541  .436  .366  .382 |

1. Validity of receiver professionalism

As per the data presented in Table 5.9, the Kaiser-Meyer-Olkin (KMO) coefficient for receiver professionalism stands at 0.779, surpassing the accepted threshold of 0.7. Additionally, the significance level of the sphericity test is below 0.05, affirming the suitability of the variable data pertaining to receiver professionalism for factor analysis.

Table 5.9 KMO and Bartlett's Test Results for Receiver Professionalism

|  |  |  |
| --- | --- | --- |
| Kaiser-Meyer-Olkin | | .779 |
| Bartlett's sphericity test | Approximate chi square | 688.425 |
| degree of freedom | 3 |
| Sig | .000 |

Due to the unipolar nature of the scale concerning receiver professionalism, rotational adjustments are precluded. Upon extracting its component matrix, it was discerned that the factor loadings of all three items associated with receiver professionalism exceed 0.9, contributing to a cumulative variance of 92.251%. Consequently, no items necessitate exclusion. The construct of receiver professionalism is effectively expounded by the aforementioned items, thus ensuring scale validity.

1. Validity of receiver involvement

According to the findings in Table 5.10, the Kaiser-Meyer-Olkin (KMO) coefficient for receiver involvement is computed as 0.866, surpassing the recommended threshold of 0.7. Furthermore, the significance level of the sphericity test falls below 0.05, signifying the suitability of the dataset concerning receiver involvement for factor analysis.

Table 5.10 KMO and Bartlett's Test Results for Receiver Involvement

|  |  |  |
| --- | --- | --- |
| Kaiser-Meyer-Olkin | | .866 |
| Bartlett's sphericity test | Approximate chi square | 1038.371 |
| degree of freedom | 6 |
| Sig | .000 |

Given the unipolar nature of the scale concerning receiver involvement, rotational adjustments are unfeasible. Upon extracting its component matrix, it was revealed that the factor loadings of all four items pertaining to receiver involvement stand at 0.9, resulting in a cumulative variance contribution rate of 90.433%. Consequently, no items necessitate removal. The construct of receiver involvement is sufficiently explicated by the aforementioned items, thus ensuring the validity of the scale.

1. Validity of purchase intention

According to the data provided in Table 5.11, the Kaiser-Meyer-Olkin (KMO) value for purchase intention is calculated to be 0.874, exceeding the threshold of 0.7. Additionally, the significance level of the sphericity test is below 0.05, indicating the adequacy of the "purchase intention" variable dataset for factor analysis.

Since the scale related to purchase intention consists of only one factor, it cannot undergo rotation. Upon extracting its component moments, it was observed that the factor loadings of all four items pertaining to purchase intention exceed 0.9, resulting in a cumulative variance contribution rate of 88.994%. Consequently, there is no need to remove any items. The construct of purchase intention can be effectively elucidated by the aforementioned items, thus meeting the criteria for scale validity.

Based on the aforementioned analysis, the KMO value test for the overall scale, as well as the KMO value test and factor analysis for the dependent, independent, and moderating variables, all yield satisfactory results, meeting the predefined criteria. Thus, the questionnaire developed in this study is deemed effective.

Table 5.11 KMO and Bartlett's Test Results for Purchase Intention

|  |  |  |
| --- | --- | --- |
| Kaiser-Meyer-Olkin | | .874 |
| Bartlett's sphericity test | Approximate chi square | 947.7.9 |
| degree of freedom | 6 |
| Sig | .000 |

5.3 Acorrelation Analysis

In this paper, the Pearson correlation coefficient among variables such as the quantity, quality, emotional direction, professional degree of the receiver, engagement degree of the receiver and purchase intention of different types of products is measured by SPSS. The results are shown in Table 5.11 and Table 5.12:

Table 5.11 Relevant Analysis Results of Search Products

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Amount | Quality | Emotion direction | Professional level | Involvement degree | Purchase intention |
| Amount | 1 | .267 | -.019 | .223 | .080 | -.165 |
| Quality | .267 | 1 | -.088 | .316\* | .192 | .261 |
| Emotion direction | -.019 | -.088 | 1 | .248 | .265 | .200 |
| Professional level | .223 | .316\* | .248 | 1 | .633\*\* | .279 |
| Involvement degree | .080 | .192 | .265 | .633\*\* | 1 | .601\*\* |
| Purchase intention | -.165 | 0.261 | .200 | .279 | .601\*\* | 1 |
| \*. There was a significant correlation at the level of 0.05 (bilateral). | | | | | | |
| \*\*. There was a significant correlation at the level of 0 .01 (bilateral). | | | | | | |

Table 5.12 Relevant Analysis Results of Experiential Products

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Amount | Quality | Emotion direction | Professional level | Involvement degree | Purchase intention |
| Amount | 1 | .521\*\* | .355\*\* | .538\*\* | .306\*\* | .340\*\* |
| Quality | .521\*\* | 1 | .311\*\* | .516\*\* | .414\*\* | .409\*\* |
| Emotion direction | .355\*\* | .311\*\* | 1 | .322\*\* | .282\*\* | .265\*\* |
| Professional level | .538\*\* | .516\*\* | .322\*\* | 1 | .464\*\* | -.320\*\* |
| Involvement degree | .306\*\* | .414\*\* | .282\*\* | .464\*\* | 1 | .557\*\* |
| Purchase intention | .340\*\* | .409\*\* | .265\*\* | -.320\*\* | .557\*\* | 1 |
| \*. There was a significant correlation at the level of 0.05 (bilateral). | | | | | | |
| \*\*. There was a significant correlation at the level of 0 .01 (bilateral). | | | | | | |

As can be seen from Table 5.11, for search products, the variables of online reviews have no significant influence on purchase intention.

From Table 5.12, it can be seen that the purchase intention of experiential products is significantly related to the number, quality, emotional direction and receiver involvement of online reviews at the level of 0.01 or 0.05, and there is also a significant correlation between online reviews and receiver variables. This shows that in the face of experiential products, college students' willingness to buy is influenced by many factors. Hypothesis 3, Hypothesis 4 and Hypothesis 5 have been verified, and the specific role and the regulatory role of the recipient's professionalism and involvement need further analysis.

5.4 Regression Analysis

According to the correlation analysis, the variables of online reviews of experiential products are significantly related to purchase intention. According to the research needs, this paper makes regression analysis on the sample data of experiential products to determine its impact intensity.

1. Regression analysis of online comments on college students' purchase intention

As can be seen from Table 5.13, the F test value of the model is 12.850. At the significance level of 0.05, it passed the significance test, and the regression effect of the regression model is remarkable. The regression equation of purchase intention is:Purchase intention =0.141\* number of online comments +0.298\* quality of online comments +0.132\* emotional direction of online comments.

Judging from the size of the regression coefficient, the quantity, quality and emotional direction of online comments all positively affect the purchase intention, and the quality of online comments has the greatest influence on the purchase intention, and Hypothesis 1, Hypothesis 2 and Hypothesis 3 are all verified.

Table 5.13 Experiential Products: Regression Analysis Results of the Influence of Online Comments on Purchase Intention

| Model | Non-standardized coefficient | Standardized coefficient | t | Sig | Adjust r square | F | Sig |
| --- | --- | --- | --- | --- | --- | --- | --- |
| B | Beta |
| (constant) | 2.403 |  | 8.784 | .000 | .187 | 12.850 | .000 |
| Number of online comments | .093 | .141 | 1.614 | .009 |
| Quality of online comments | .241 | .298 | 3.463 | .001 |
| Comment on emotional direction online | .095 | .123 | 1.564 | .020 |
| Dependent variable: purchase intention | | | | | | | |

1. Analysis of the moderating effect of the receiver's professionalism between online comments and purchase intention.

According to the definition of regulating variable given by Wen Zhonglin and others in their research, if the relationship between variable X and variable Y is a function of variable M, M is called regulating variable. Judging from the design of the scale, the variables in this paper are all quantitative variables, so whether there is a moderating effect is carried out according to the following steps: after the data is centralized by using the data analysis tool SPSS, the interactive item between the receiver's professional degree and online comments is constructed, and then the hierarchical regression method is used to test whether there is a moderating effect between the receiver's professional degree and the online comments by testing whether the significance level of the coefficient of the interactive item is less than 0.05. The results are shown in tables 5.14, 5.15 and 5.16.

Table 5.14 Regression Analysis Results of Online Comments, Recipients'

Professional Degree and Their Interaction Items on Purchase Intention

| Model | | Non-standardized coefficient | Standardized coefficient | t | Sig | Adjust r square | F | Sig |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| B | Beta |
| 1 | (constant) | 3.020 |  | 15.070 | .000 | .131 | 12.639 | .000 |
| Number of online comments | .156 | .236 | 2.655 | .009 |
| Professional level of receiver | .120 | .193 | 2.169 | .032 |
| (constant) | .095 | .123 | 1.564 | .020 |
| 2 | Number of online comments | .332 | .501 | 1.654 | .100 | .160 | 10.877 | .000 |
| Professional level of receiver | -.274 | -.441 | -1.668 | .097 |
| Iinter1 | -.130 | -1.218 | -2.540 | .012 |
| Dependent variable: purchase intention | | | | | | | | |

As can be seen from Table 5.14, the standardized regression coefficient of the interaction term (Inter1) between the number of online comments and the professional level of the recipients to the purchase intention is -1.218, P=0.012, which indicates that when the product is experiential, the professional level of the recipients has a reverse regulatory effect between the number of online comments and the purchase intention, and the hypothesis 7 is verified.

Table 5.15 Regression Analysis Results of Online Comment Quality, Recipient's Professional Degree and Their Interaction Items on Purchase Intention

| Model | | Non-standardized coefficient | Standardized coefficient | t | Sig | Adjust r square | F | Sig |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| B | Beta |
| 1 | (constant) | 2.649 |  | 11.279 | .000 | .173 | 17.205 | .000 |
| Quality of online comments | .270 | .333 | 3.905 | .000 |
| Professional level of receiver | .092 | .148 | 1.736 | .035 |
| (constant) | 3.337 | .853 | 3.912 | .000 |
| 2 | Quality of online comments | .076 | .093 | .313 | .006 | .171 | 11.683 | .000 |
| Professional level of receiver | -.103 | -.166 | -.432 | .045 |
| Iinter2 | -.154 | -1.487 | -.839 | .003 |
| Dependent variable: purchase intention | | | | | | | | |

As can be seen from Table 5.15, the standardized regression coefficient of the interaction term (Inter2) between the online review quality and the recipient's professional degree to the purchase intention is -1.487, P=0.003, which means that when the product is experiential, the recipient's professional degree has a reverse regulatory effect between the number of online reviews and the purchase intention, and the hypothesis of 8 parts is verified.

Table 5.16 Regression Analysis Results of Emotional Direction of Online Comments, Professional Degree of Recipients and Their Interaction Items on Purchase Intention

| Model | | Non-standardized coefficient | Standardized coefficient | t | Sig | Adjust r square | F | Sig |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| B | Beta |
| 1 | (constant) | 2.887 |  | 11.533 | .000 | .120 | 11.599 | .000 |
| Comment on emotional direction online | .140 | .181 | 2.276 | .024 |
| Professional level of receiver | .162 | .261 | 3.284 | .001 |
| (constant) | 3.337 | .853 | 3.912 | .000 |
| 2 | Comment on emotional direction online | .269 | .349 | 1.099 | .274 | .116 | 7.796 | .000 |
| Professional level of receiver | -.293 | -.471 | -1.202 | .131 |
| Iinter3 | -.135 | -.310 | -.546 | .046 |
| Dependent variable: purchase intention | | | | | | | | |

As can be seen from Table 5.16, the standardized regression coefficient of the interaction term (Inter1) between the number of online reviews and the professional level of the recipients to the purchase intention is -0.310, P=0.046, which means that when the product is experiential, the professional level of the recipients has a reverse regulatory effect between the emotional direction of online reviews and the purchase intention, and the hypothesis 6 is verified.

1. Analysis of the moderating effect of receiver engagement between online comments and purchase intention

Use SPSS, a data analysis tool, to construct the interactive item between the receiver's engagement and online comments, and then use the method of regression analysis to test whether the receiver's professionalism has a moderating effect between them. The results are shown in Table 5.17, Table 5.18 and Table 5.19:

Table 5.17 Regression Analysis Results of Online Comments, Recipient Engagement and Their Interaction Items on Purchase Intention

| Model | | Non-standardized coefficient | Standardized coefficient | t | Sig | Adjust r square | F | Sig |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| B | Beta |
| 1 | (constant) | 1.813 |  | 7.278 | .000 | .333 | 39.668 | .000 |
| Number of online comments | .124 | .187 | 2.715 | .024 |
| Receiver involvement | .437 | .499 | 7.247 | .001 |
| (constant) | 1.964 | 1.060 | 1.852 | .000 |
| 2 | Number of online comments | .076 | .329 | .232 | .174 | .329 | 26.283 | .000 |
| Receiver involvement | .400 | .255 | 1.572 | .001 |
| Iinter4 | .111 | .078 | .147 | .030 |
| Dependent variable: purchase intention | | | | | | | | |

As can be seen from Table 5.17, the standardized regression coefficient of the interaction term (Inter4) between the number of online comments and the receiver's engagement degree to the purchase intention is 0.078, P=0.030, which means that when the product is experiential, the receiver's engagement degree has a positive regulating effect between the number of online comments and the purchase intention, assuming that part 10 is verified.

Table 5.18 Regression Analysis Results of Online Comment Quality, Recipient Engagement and Their Interaction Items on Purchase Intention

| Model | | Non-standardized coefficient | Standardized coefficient | t | Sig | Adjust r square | F | Sig |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| B | Beta |
| 1 | (constant) | 1.699 |  | 6.546 | .000 | .340 | 40.901 | .000 |
| Quality of online comments | .175 | .216 | 3.012 | .003 |
| Receiver involvement | .409 | .467 | 6.516 | .000 |
| (constant) | 2.585 |  | 2.613 | .010 |
| 2 | Quality of online comments | -.083 | .102 | -.291 | .771 | .339 | 27.529 | .000 |
| Receiver involvement | .183 | .209 | .726 | .469 |
| Iinter5 | .065 | 489 | .328 | .042 |
| Dependent variable: purchase intention | | | | | | | | |

As can be seen from Table 5.18, the standardized regression coefficient of the interaction term (Inter5) between online review quality and receiver engagement degree to purchase intention is 0.489, P=0.042, which indicates that when the product is experiential, receiver engagement degree has a positive adjustment effect between online review quality and purchase intention, assuming that part 11 is verified.

Table 5.19 Regression analysis results of online comments' emotional direction, receiver involvement and their interaction items on purchase intention

| Model | | Non-standardized coefficient | Standardized coefficient | t | Sig | Adjust r square | F | Sig |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| B | Beta |
| 1 | (constant) | 1.816 |  | 6.644 | .000 | .314 | 36.411 | .000 |
| Comment on emotional direction online | .091 | .118 | 1.696 | .092 |
| Receiver involvement | .458 | .523 | 7.544 | .000 |
| (constant) | 1.198 |  | 1.124 | 263 |
| 2 | Comment on emotional direction online | .264 | .342 | .899 | .370 | .311 | 24.293 | .000 |
| Receiver involvement | .611 | .699 | 2.322 | .022 |
| Iinter6 | .043 | .324 | .600 | .049 |

As can be seen from Table 5.19, the standardized regression coefficient of the interaction term (Inter5) between the emotional direction of online reviews and the receiver's engagement degree to the purchase intention is -0.342, P=0.049, which means that when the product is experiential, the receiver's engagement degree has a positive adjustment between the emotional analysis of online reviews and the purchase intention, and the hypothesis 12 is verified.

5.5 Hypothesis Test

Through analysis, this paper assumes that the inspection summary is shown in Table 5.20:

Table 5.20 Summary of Hypothetical Verification Results

|  |  |  |
| --- | --- | --- |
| Suppose | Content | Result |
| H1 | The number of online comments positively affects the purchase intention of college students. | justified |
| H2 | The quality of online reviews positively affects the purchase intention of college students. | justified |
| H3 | The emotional direction of online comments positively affects the purchase intention of college students. | justified |
| H4 | With different product types, the number of online reviews has different effects on college students' purchase intention. | justified |
| H5 | With different product types, the quality of online reviews has different effects on college students' purchase intention. | justified |
| H6 | With different product types, the emotional direction of online reviews has different effects on college students' purchase intention. | justified |
| H7 | Professional level of receiver negatively regulates the influence of online comments on college students' purchase intention. | partly justified |
| H8 | Professional level of receiver negatively regulates the influence of online review quality on college students' purchase intention. | partly justified |
| H9 | Professional level of receiver negatively regulates the influence of emotional direction of online comments on college students' purchase intention. | partly justified |
| H10 | Recipient engagement positively regulates the influence of online comments on college students' purchase intention. | partly justified |
| H11 | Recipient engagement positively regulates the influence of online review quality on college students' purchase intention. | partly justified |
| H12 | Receiver engagement positively regulates the influence of emotional direction of online comments on college students' purchase intention. | partly justified |