

An Empirical Study of the Impact of User Comments on Sales of Online Travel Products——Based on Fliggy in Thailand

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Abstract: Online tourism plays a more and more important role in our daily lives. Groups have a great impact on consumer individuals buying certain types of products and brands, consumers may be more willing to choose a product with a large number of comments when making decisions. This paper shows that the user score under this section of the website has no relationship with the product sales volume, and the number of user comments shows a nonlinear relationship with the product sales volume.

Keywords: Online tourism; Consumers; Online comments

1. Introduction

The sales of online tourism products are undoubtedly the most important for merchants. Best-selling products can bring merchants a lot of income and add value such as reputation. There are many factors affecting sales, such as whether the product price is competitive, the word of mouth of the product, the number of consumer comments on the product and so on. More and more people and scholars in the industry tend to think that online reviews have an important impact on product sales and consumer purchase decisions; the effective use of online reviews can promote product sales and bring more profits to enterprises^[1]At present, many scholars have studied the impact of product evaluation quantity on sales volume in different Internet consumption fields. In order to avoid the difference of sales volume caused by different geographical names for tourism purposes, this paper chooses the local play items in the outbound supermarket as the object of verification.

Fliggy is a brand of Alibaba , Fliggy Travel website can book hotels, air tickets, inn apartments, scenic spots tickets, train tickets and so on, in its home page has a special product as “outbound supermarket “, covering visa, international hotel, wifi card, and other items, outbound free travel consumers can easily and quickly buy in it.

Thailand is one of the hot choices for the people of our country to leave the country for leisure and vacation, because of the convenient visa in Thailand, the mature tourism market and the beautiful scenery. Therefore, this paper to fly pig online outbound supermarket local play products as the research object to verify.

2. Literature Review

2.1 User online comment

User online comments refers to consumers who have purchased products to publish information on the quality, performance, experience and so on of their own products or services on the website. In the study of whether consumers will refer to the comments of previous buyers, Chatterjee^[2] put forward the concept of “online review” for the first time. Park^[3] emphasize the dual role of comment publishers, who as providers, provide current consumers with user-oriented information, as referrals to current or potential consumers for product certification or negative expression. Through the network platform can be obtained by most people. This definition emphasizes the accessibility of online comments and therefore plays a greater role than other forms of comment.

The content of online reviews is mainly to discuss information about product quality, price and so on, and because only users who have purchased goods can comment on goods, online reviews are more authentic and credible, and online reviews can help consumers to increase their understanding and dissemination of products.

2.2 Impact of online comments on product sales

After searching through the database, it is found that the research on the relationship between online reviews and product sales is mainly focused on books, among which Amazon has become a hot spot for many scholars. Chen and Wu^[4] concluded that the number of online reviews has a significant impact on product sales, while the online review score has no effect on product sales. Hu and Pavlou believed that comment scores can not represent the true quality of the product, but will mislead consumers. At the same time, many scholars have studied the box office of the film. Liu,Rui believed the number of reviews positively affects the film box office through studying the relationship between Yahoo online review and Twitter online review data and film box office income,. Duan and Guconcluded that the number of comments positively affects the box office, and the score has no significant effect on film

income. Zhang and Dellarocas found that the number of comments and emotional tendency did not affect the box office significantly, and the score significantly affected the box office. In addition, in beer, games, food and other aspects, scholars have also carried out corresponding research on online reviews and sales.

In recent years, research on the impact of online reviews and product sales has slowly increased, with Lu Xianghua^[9] choose Dianping website as the research carrier, get the score and number of online reviews have a significant impact on the income of the visit; Ye Qiang found that positive and negative emotional variance and average emotional tendency significantly affected hotel reservations in the study of the relationship between online reviews and hotel reservations; Hao Yuanyuan^[11] select the movie panel data to analyze, and draw the conclusion that the number of comments affects the change of clock pattern with time; Gong Shiyang, Liu Xia^[12] concluded that the number of scores and comments positively affects the sales volume, and the score difference negatively affects the sales volume based on the analysis of Dangdang book panel data.

3. Hypotheses

According to the research of previous scholars, it is concluded that the number of comments and the titer of comments are the main dimensions of measuring the time of network word of mouth.

Conformity refers to the phenomenon that personal ideas and behaviors are influenced by external groups and tend to be consistent with most people. American scholars Bourne believe that groups have a great impact on consumer individuals buying certain types of products and brands.

Gong Shiyang and others through the Dangdang online more than 32 million book reviews empirical analysis shows that the impact of online book reviews on sales mainly comes from the increase in the number of comments caused by the awareness effect.

Because of the herd mentality and awareness effect, consumers may be more willing to choose a product with a large number of comments when making decisions. Therefore, we propose the following hypothesis:

H1: number of consumer reviews of Thai play products in the outbound supermarket of Fliggy website is positively affecting product sales.

According to the theory of information dissemination, only useful information for consumers to purchase decisions can improve consumers' perception. The perceived usefulness of online comment information mainly comes from consumers' comments on other consumers on the Internet. Many scholars have found that online product scoring is useful information for consumers to make purchase decisions. The score of the Fliggy travel website is a comprehensive score of "project arrangement" and "description matching". Consumers will give corresponding scores according to their own experience after buying the products of Fliggys. The consumers of subsequent purchase can clearly judge the emotional tendency of the reviewer to the product according to the evaluation scores of other consumers, and then affect their purchase intention. The willingness to buy is an important basis for consumers to make purchase decisions, which is a psychological performance before the implementation of purchase behavior, which directly affects the sales volume of merchants' products. We therefore propose the assumption that:

H2: Fliggy website exit supermarket Thailand play product comprehensive score is positively affecting product sales.

4. Data and Analysis

4.1 sample selection

In order to avoid the influence of different place names on the analysis, we choose the local play products in Thailand in the outbound supermarket of Fliggy travel website as the research object, which can control the variables as much as possible. Reduce the sales volume of endogenous reasons. A total of 104 play products were intercepted from the Fliggy Travel website.

4.2 Research variables

The dependent variable Fliggy Travel website only provides monthly sales, while Thailand travel is more suitable throughout the year, there is no obvious seasonal difference, we use monthly sales as a substitute for sales, to analyze.

Number of independent variable user comments. The Fliggy Travel website provides cumulative evaluation numbers and comprehensive scores on the product details interface, which we use as analysis data. Among them comprehensive score, adopt 5 points system principle, 5 points represent the best, 1 point represents the worst.

4.3 Data analysis

spss 21.0 software is used to analyze the data regression.

4.3.1 Descriptive statistics and correlation analysis

Figure 1 Descriptive Statistics and Correlations

		Mean	SD	1	2	3
1	Number of comments	233.12	689.06	1		
2	Sales Volume	77.87	207.75	0.908**	1	
3	Score	4.92	0.08	-0.119	-0.075	1

Figure 1 summarizes the average and standard deviation of the main variables and the correlation analysis of each variable, in which the average product sales volume is 77.87, the standard deviation is 207.75; the average number of user comments on the product is 233.12, the standard deviation is 689.06; the average product comprehensive score is 4.92, and the standard deviation is 0.08. It can be seen that the product sales volume is positively correlated with the number of user comments on the product ($r = 0.908$, $p < 0.01$), but the correlation between product sales volume and comprehensive score is not significant.

4.3.2 Regression analysis

Because the correlation between product sales and comprehensive score is not significant, only the relationship between product

sales and user score is analyzed by regression.

Figure 2 Regression Analysis

	Model 1		Model 2	
	B	SE	B	SE
Constant	14.080	9.080	30.968	8.952
Number of comments	0.274**	0.013	0.117	0.034
Number of comments*comments			3.722E-005	0.001

Dependent variable: Sales Volume

From the regression analysis table in figure 2, we can see that the number of user comments on the product has a significant positive effect on the sales volume, and the relationship between the two is not a simple linear correlation.

5. Results and Discussions

5.1 Results

Through the analysis of the sales volume, the number of comments and the comprehensive score of Thai play products in the outbound supermarket of Fliggy Travel website, we know that the user score under this section of the website has no relationship with the product sales volume, and the number of user comments shows a nonlinear relationship with the product sales volume.

5.2 Discussion

The average comprehensive score of website products is 4.921, the standard deviation is 0.08, and the difference is too small, which may be due to two reasons: one is that the authenticity of the score needs to be verified; the other is that customers who experience the product are more likely to comment. It can be seen that the rating of Fliggy travel products is not high for consumers, and will not affect product sales.

The number of product reviews has an impact on product sales. When the number of product reviews is small, consumers tend not to buy products because of the awareness effect or herd mentality. As the number of comments increases, Consumers will refer to the number of comments in decision-making and follow the crowd to buy products. The regression analysis shows that it is not a simple linear relationship. This paper speculated that when the score is too high, it will make consumers distrust, have the possibility of brushing comments, but will reduce the sales of products. This needs further analysis and verification.

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更正证明

20年4期二篇文章更正:

- 作者: Jiaxin Tang, Changyong Zhu, Shizhen Zhou (朱长永 汤家欣 周仕楨)
 题目: 《Design and Implementation of Virtual Interaction in Tangzha Ancient Town》
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- 作者: Changyong Zhu, yunyun Wang, Jiaxin Tang (朱长永、王芸芸、汤家欣)
 题目: 《Application of Computer Graphic Technology in Animated Scene》
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