

# Analysis of the Influence of Internet Negative Word-of-mouth on College Students' tourism Product Negative Purchase Intention

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**Abstract.** This article aims to study the relationship between the negative information on travel products and the negative purchase intention of college students. Based on theoretical analysis and logical reasoning, this paper believes that the negative reputation of tourism product network is positively related to the negative purchase intention (from the quality, quantity, professionalism of the negative information itself, and the relationship between the senders and the receivers. The relationship between the tightness starts to explore the impact on negative purchase intentions, and the consumer self-construction type regulates the relationship between the two factors. For example, the independent self-construction type of consumers will be reduced relationship. The data analysis results support the assumptions in this paper. Based on it, the article proposes how to deal with Internet negative word-of-mouth.

## 1. Introduction

More and more people use and rely on online shopping. In 2016, the "Double 11" shopping carnival's TMALL value of trade reached 120.7 billion, set a new world record. At the end of 2016, travel sharing class comprehensive the monthly average daily coverage number of UV statistical rankings reached 340 million, shows that people were paying attention to the tourism product in Internet. Consumers are increasingly paying attention to the website's word-of-mouth information. The endless stream of travel websites provides more choices for consumers. The exchange of products provides a convenient platform between people. The network has high efficiency, high popularity, and high coverage make the dissemination of travel information far beyond the traditional television, paper media, and broadcasting. Because of the high repeatability of tourism product purchases, once a negative word-of-mouth information about a product appears on the Internet, it will spread at a rate of one hundred times or even a thousand times, which will have a more or less impact on the image of tourism. It is a devastating blow.

## 2. Literature review

Richins (1983) proposed that negative word-of-mouth was defined as telling familiar people about the unsatisfying purchase experience associated with a product or service, in other words, referring to a type interpersonal communication of company or a product that consumers are reciting together. And later, he put forward a negative word of mouth by experimenting with unsatisfied consumer responses and was considered to be a key factor in explaining dissatisfaction. Singh (1990) proposed the following definition of negative word-of-mouth: Customers inform others about unsatisfactory shopping experiences. Mengya Chi (2014) proposed that "when there are photographs as the basis for word-of-mouth discussion, consumers tend to think that word-of-mouth senders actually bought the product and carefully evaluated it, that is, if the communicator communicates the content of the word-of-mouth evaluation is negative, and consumers themselves will feel a great deal of risk, which will affect their purchase."

### **3. Theoretical review and research hypothesis**

#### **3.1 Internet negative word-of-mouth network and negative purchase intention**

This article defines Internet word-of-mouth as: in the context of the Internet, consumers inform other customers about their unsatisfactory experience in purchasing some products through the Internet, which in turn affects the purchase decisions of other buyers. The following is a description of negative word-of-mouth from four perspectives:

1) The quality of online word-of-mouth refers to the fact that the information conveyed by word-of-mouth is authentic, straightforward, and objective. Under normal circumstances, the quality of word-of-mouth is better than poor quality information, which is more appealing and persuasive to customers' purchase decisions. 2) The more information contained in the word-of-mouth, the greater the influence and the higher the consumer's awareness of the corporate brand or a product brand. 3) Relationship strength refers to the close relationship between word-of-mouth senders and word-of-mouth receivers. 4) The level of specialization of the sender refers to whether or not the information communicator can provide information recipients with the information they feel useful and correctly convey the information. Generally speaking, the ability is based on the disseminator. Above the understanding of information, the information conveyed by a person with professional ability is often more contagious and persuasive than the information conveyed by a person who does not have this ability, in other words, the information receiver can reduce himself according to the existence of this information. Inherent concepts determine the process of authenticity of information and attenuate perceived risk before purchase decisions.

Therefore, this article describes the negative Internet word of mouth from four aspects: quality, quantity, tightness of relationship, and professionalism of the disseminator.

#### **3.2 Consumers' negative purchase intention**

The negative purchase intention is opposite to the positive purchase intention and is defined by the positive purchase intention. Han Rui, Tian Zhilong (2005) pointed out that the purchase intention is whether consumers will buy a certain product, and vice versa. The negative intention is that consumers will not buy a product. Intention to purchase means that consumers are willing to take action to buy a certain product or service. The negative intention to purchase is the degree to which consumers are not willing to take action to purchase a certain product or service.

#### **3.3 Negative word of mouth and negative purchase intention**

The theory of social information processing, called "the social information processing model of children taking aggressive behavior," was proposed by Dodge and Craig in the 1990s. The process of this information processing includes six stages, there are coding, interpretation and characterization, objective clarification and choice, reaction extraction, reaction decision and carried out. Therefore, the author proposes the following assumptions:

H1a: The higher the quality of the network's negative word-of-mouth, the more it will have a significant positive effect on the negative purchase intention of tourism products.

H1b: The greater the number of negative word-of-mouth on the Internet, the more positive the negative purchase intention of tourism products will be.

H1c: The closer the relationship between the communicator and the recipient, the more positive the negative purchase intention of the tourism product will be.

H1d: The higher the communicator's specialization level, the more likely it is to have a positive and positive effect on the negative purchase intention of tourism products.

#### **3.4 Self-construal**

Marcus and Kitayama (1991) suggest that there are two kinds of self-concepts related to the group: mutual independence and mutual dependence. They suggest that Westerners hold more of an independent view of self, pay attention to their own independence, internal quality, and the individual's own degree of independence, most non-Western people hold interdependent self, which emphasizes

connection, social context, and mutual relations. Singlies proposes the meaning of self-construction from the perspective of individual's thoughts and behaviors and relationships with other people as well as emotional perspectives. Pan Li and Lu Wei proposed that self-construction refers to the degree to which oneself is related to or separated from others, and also from how to treat oneself, divides self-construction into two types, one is independent self-type. The other is dependent self-type.

H2: Independent self-construction type moderate the relationship between negative word-of-mouth and negative purchase intentions of tourism products. That is, the higher the consumer's self-construction of independent type, the less positive relationship between negative word of mouth and negative purchase intention will be weakened.

H3: Dependent self-construction type moderate the relationship between negative word-of-mouth and negative purchase intention of tourism products. That is, the higher the consumer's self-consistent self-construction, the stronger the positive relationship between negative word of mouth and negative purchase intention.

#### 4. Data analysis

The article takes college students as the survey objects, and the reference data comes from the questionnaire. The questionnaire mainly collects online data through friends' circles and space reprints. The results were all completed by the person who filled it in, ensuring that the data was accurate and useful. A total of 102 questionnaires were filled out and 102 valid questionnaires.

##### 4.1 Descriptive statistical analysis

Table.1 Mean, variance, and correlation of each major variable

variable	Mean	Sd	1	2	3	4	5	6	7	8	9	10
1.gender	1.64	0.48	1.00									
2. grade	3.05	1.01	0.08	1.00								
3.Monthly disposable income	3.06	1.23	-0.18	0.09	1.00							
4.Negative word-of-mouth quality	3.37	0.97	0.06	-0.04	0.15	1.00						
5.Negative word-of-mouth number	3.37	0.76	-0.02	-0.16	0.26	0.71**	1.00					
6.Relationship tightness	3.28	0.78	0.11	-0.14	0.30	0.68**	0.71**	1.00				
7.Communicator professionalism	2.98	0.87	-0.11	-0.16	0.28	0.55**	0.62**	0.68**	1.00			
8.Self-dependent	3.54	0.82	0.16	-0.03	0.07	0.43**	0.50**	0.47**	0.26**	1.00		
9.Independent self	3.11	0.98	-0.01	-0.01	0.08	0.16	0.24*	0.15	0.17	0.23*	1.00	
10.Negative purchase intention	3.15	0.72	0.13	0.17	0.05	0.54**	0.40**	0.38**	0.32**	0.60**	0.24**	1

Table.1 reviews the average, variance, and correlation coefficients for each control variable, independent variable, and dependent variable. In addition, negative word-of-mouth has little difference among undergraduates of different grades, gender, and monthly disposable income. It can be seen that the quality of negative word-of-mouth and the number of negative word-of-mouth ( $r=0.71$ ,  $p<0.01$ ), the relational compactness ( $r=0.68$ ,  $p<0.01$ ), and the communicator's specialization level ( $r=0.55$ ,  $p<0.01$ ), Correlation self ( $r=0.43$ ,  $p<0.01$ ) and negative purchase intention ( $r=0.54$ ,  $p<0.01$ ) all showed a positive correlation; negative word-of-mouth and relational tightness ( $r=0.71$ ,  $p<0.01$ ), spread The level of specialization ( $r=0.62$ ,  $p<0.01$ ), dependent self ( $r=0.50$ ,  $p<0.01$ ), independent self ( $r=0.24$ ,  $p<0.05$ ), negative purchase intention ( $r=0.40$ ,  $p<0.01$ ) all showed positive correlation; relationship tightness and the communicator's specialization level ( $r=0.68$ ,  $p<0.01$ ), dependent self ( $r=0.47$ ,  $p<0.01$ ), negative purchase intention ( $r=0.38$ ,  $p<0.01$ ) There is a positive correlation; there is a positive correlation between professionalism and self-dependent ( $r=0.26$ ,  $p<0.01$ ), negative purchase intention ( $r=0.32$ ,  $p<0.01$ ); dependent self and independent self ( $r=0.23$ ,  $p<0.01$ ), there is a positive correlation between dependent self and negative purchase intention ( $r=0.60$ ,  $p<0.01$ ); there is significant difference between independent self and negative purchase intention ( $r=0.24$ ,  $p<0.01$ ).

## 4.2 Hypothesis verification

### 4.2.1 Main Effect Analysis

Table. 2. Hypothesis test results

	<i>Negative purchase intention</i>						
	Model1	Model 2	Model 3	Model 4	Model5	Model6	Model 7
<b>Control variable</b>							
gender	0.19	0.12	0.16	0.22	0.22	0.01	0.06
grade	0.11	0.14**	0.17	0.16**	0.16	0.15	-0.10
Monthly disposable income	0.03	-0.02	-0.04	-0.05	0.03*	-0.04	0.18
<b>Independent variable</b>							
Negative word-of-mouth quality		0.41***				0.27***	0.37***
Negative word-of-mouth number			0.43***				
Relationship tightness				0.42***			
Communicator professionalism					0.32***		
<b>Moderator</b>						0.02**	
Self-dependent							0.31*
Independent self							
<b>Interaction items</b>							
Quality*Self-dependent						0.29	
Quality*Independent self							-0.13*
R <sup>2</sup>	0.05	0.33	0.23	0.20	0.18	0.50	0.39
F	1.54	12.14**	7.27**	7.11**	5.18***	16.04***	0.53**
ΔR <sup>2</sup>	0.16	0.31	0.20	0.18	0.13	0.01	10.19
ΔF	1.54	41.99**	23.39**	22.78**	15.42***	1.15	5.03***

Assume that the quality, quantity, and the tightness between the senders and the receivers of negative word-of-mouth proposed in H1a-H1d, and the professionalism of communicators have a significant positive effect on the negative purchase intention of college students' tourism products. The hierarchical results are shown in Table.1. It can be found that the quality of negative word-of-mouth (M2,  $\beta = 0.41$ ,  $p < 0.001$ ), quantity (M3,  $\beta = 0.43$ ,  $p < 0.001$ ), and between communicators and recipients The relational tightness (M4,  $\beta = 0.42$ ,  $p < 0.001$ ) and the communicator's level of specialization (M5,  $\beta = 0.32$ ,  $p < 0.001$ ) all had a positive effect on the negative purchase intention of tourism products. Therefore, H1a-H1d has data support and the hypothesis holds.

### 4.2.2 Moderating effect analysis

In the hierarchical regression of Table.2, it can be seen that the negative quality of online word-of-mouth and independent self-construction interactions have a significant impact on negative purchase intention. This shows that the higher the consumer's self-construction of independence, the weaker the positive relationship between online negative word of mouth and the negative purchase intention, supporting hypothesis H2 and H3. Fig.1 shows that individuals with different self-constructed individuals were negatively rated on the basis of one standard deviation above average and one standard deviation below average. Therefore, H2 and H3 has data support and the hypothesis holds.

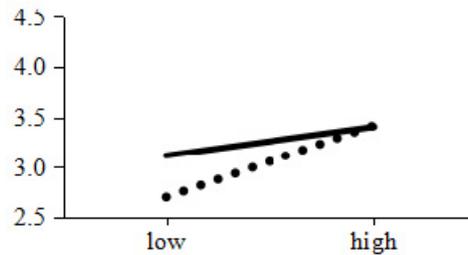


Fig.1. Moderating effect. The vertical axis indicates the negative purchase intention of the tourism product, and the horizontal axis negative word of month quality. Dots represent independent self-construction low, linear represent independent self-construction high.

## 5. Summary

From the above it can be concluded that negative word-of-mouth will have a significant positive effect on the negative purchase intention of tourism products. The level of individual self-construction of college students will play a weakening role in the positive relationship between negative word-of-mouth and negative purchase intention. People with independent self-construction are less likely to be influenced by the negative reputation of the Internet and choose to purchase other products or directly abandon purchases. Therefore, the network's negative reputation will not have a great impact on the purchase decisions of people with high personality tendencies. Based on it, the article proposes the following suggestions on how to deal with the negative reputation of the Internet, real-time monitoring of negative word-of-mouth information and timely response, improving the quality of products and services from the source, constructing a good communication platform to maintain good customer relations; positive Marketing measures to expand the effect of positive word of mouth.

Tourism products are accompanied by tourism. To achieve a healthy development of the tourism industry, tourism products must be free from the problems of negative word-of-mouth information. As a college student who pursues individuality and publicity, the stronger the self-independence, the weaker the positive correlation between negative word-of-mouth and negative buying intentions. For tourism companies, efforts should be made to reduce the impact of negative word-of-mouth on corporate reputation and image, and maintain a good image of their own companies in the public's heart. Only in this way can tourism companies provide more help for the development of the national economy.

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