Coping strategies for negative comments of online stores

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ABSTRACT. *Nowadays, with online shopping coming into the public's vision, online shopping users can spread their shopping feelings through the Internet according to their shopping experience, which is the so-called online word-of-mouth. In online word-of-mouth, online reviews account for half of the country. For consumers, online shopping and physical shopping are different, because there is no contact with physical goods, transactions will certainly bring certain risks. Most online shopping users usually choose to browse the comments of previous consumers as a reference before deciding to buy goods. At the same time, in order to effectively avoid risks, online shopping users tend to pay more attention to negative comments. So how to avoid bad reviews is particularly important. This paper collects the online reviews of Jingdong computer online stores, filters out negative comments, classifies them, and summarizes the solutions and methods to avoid bad reviews.*

KEYWORDS: *online reviews, bad reviews, solutions online shopping*

1. Introduction

The biggest difference between online shopping and traditional shopping is virtuality, so for consumers, online shopping is more risky than traditional shopping. Most of the online shopping users always know the information about the goods through various channels before making the purchase decision, so as to reduce the risk of online shopping.There are many ways to obtain commodity information through Internet. Among them, online reviews have become an important way for online shopping users to understand commodity information because of its advantages of easy access and easy to understand. However, consumers tend to pay more attention to negative comments on products.At the same time, the influence of negative comments on online shopping users is far greater than that of positive reviews. There are different reasons for the negative comments. How to effectively avoid the negative comments from consumers and how to deal with the existing bad comments is a key and difficult point for e-commerce enterprises. The author chooses online reviews of computer online stores as the research object. Through the study of hundreds of negative comments, it is found that most of the reasons for negative comments come from commodity quality, logistics problems, customer

service, etc.In view of different negative comments, this paper puts forward different solutions and methods to avoid all kinds of negative comments.

2. Online reviews

2.1 Introduction to online reviews

Online word-of-mouth refers to that online shopping users spread their shopping feelings and evaluation of enterprises to others through the network.Among them, because the online product review information not only has the advantages of long time and high concentration, but also has the advantages of low difficulty in obtaining.Therefore, in many online word-of-mouth, consumers generally prefer online reviews to obtain product information.

Since it was put forward at the beginning of the 21st century, online review has experienced more than ten years of development. he author defines the concept of online review by sorting out relevant materials: consumers summarize the usage and shopping experience of the purchased goods according to their own personal experience, and then publish the comments in the form of text and grading on the shopping website page of the purchased goods.At the same time, the comments are open to anyone.

2.2 Impact on consumers

According to the data, as the main consideration of online shopping users, online word-of-mouth accounts for the largest proportion, reaching 77.5%. It can be seen that online shopping users prefer the commodity information from online word-of-mouth.

For online shopping consumers, due to the virtuality of the e-commerce platform, the online shopping mode let customers directly look at the goods, and produce the reality of offline shopping. Therefore, there are certain risks in online shopping. From the theory of risk aversion, people always modify the plan to reduce or prevent the occurrence of risk. Therefore, before purchasing, online shopping consumers should take control measures to deal with the uncertain factors and unknown risks in the purchase, so as to avoid their own risks. There are two aspects of people's behavior in order to reduce the risk: one is to obtain the relevant information for processing and analysis as much as possible to increase the certainty of the purchase result; the other is to reduce the level of purchase. By purchasing low-cost goods, reducing the number and price of goods purchased (or even giving up the purchase) can reduce the result of product failure. Online shopping users are not exposed to goods, browsing online reviews related to goods has become an important way for them to understand product information.

2.3 The impact of negative comments

When online shopping users purchase goods, the positive comments related to the goods can enhance the purchase impulse and increase the probability of consumption. But relatively speaking, negative comments may bring risks and losses to online shopping.

As mentioned above, when people feel the unknown risk, they will take risk aversion behavior to reduce the level of purchase, thus inhibiting the purchase. Therefore, in order to eliminate the risk of online shopping and reduce the loss, online shopping users generally focus on browsing negative comments related to products.

According to Figure 2.2, 85.34% of online shopping users will browse all the comments about the products. Interestingly, only focus on users with good reviews, far from only focusing on users with poor reviews.

In many ways, the impact of positive comment content on consumers is far less than that of negative content. Positive comment information will promote consumers to engage in this behavior, while negative comment information will promote consumers to engage in risk aversion behavior.

At the same time, because there may be malicious brush positive merchants, so for online shopping users, in the comparison of positive comments and negative comments, they are more willing to believe the content of negative comments. In order to reduce the risk of online shopping, the majority of online shopping users will try their best to obtain relevant commodity information through poor evaluation. In the e-commerce environment, online shopping users are more vulnerable to the impact of negative word-of-mouth. Similarly, online shopping users prefer stores with more reviews and less bad reviews. Therefore, for e-commerce enterprises, in order to achieve rapid development, they should find out the causes of negative comments, improve themselves, avoid the appearance of bad reviews, so as to win the market.

3. The research of poor evaluation

3.1 Data sources

Online shopping users have their own unique personality, so the proportion of each part of online shopping in the hearts of different online shopping users is different, and the causes of poor reviews are also different. The author collects the bad comments from online stores, classifies them, summarizes them, and then draws a conclusion. At the same time, in order to avoid the differences caused by gender, age, occupation and other issues, the author takes the ordinary commodity computer as the research object. Let take the computer shop in JingDong Mall as an example to collect 26411 comments. The proportion of bad reviews and the main reasons for consumers to comment on business trip are obtained.

Data source: JingDong Mall

Total comments: 26411, negative comments: 766, accounting for 2.9%

Customer service includes: consultation after purchase; maintenance service

Product quality problems include: packaging problems; software and system problems; the existence of refurbished machines; hardware problems of goods

Price problems include: price reduction in the short term after successful transaction; price fluctuation

Logistics problems include: timeliness; logistics service; safety in distribution; return and replacement

Platform issues include: invoice; price protection

Other problems include: online shopping users' personality; Jingdong does not support Alipay and so on.

3.2 Poor evaluation analysis

It can be seen from the data that the main reason for the poor evaluation is the quality problems of the goods themselves, accounting for 73.2% of the total. Customer service also accounted for 11.6%.Due to the price, logistics, JingDong platform itself and so on caused by the poor rating only accounted for 15.4%.It is not difficult to see that even in online shopping, consumers are also most interested in the quality of goods. So, what kind of negative comments are more likely to affect the purchase decisions of potential consumers?

According to the data (Figure 3.2): only 3.29% of online shopping users can stick to their original purchase choice. It is worth noting that favorable comments have not become a decisive factor for potential consumers to buy goods. However, 72.27% of online shopping users reduced their preference because of the poor quality of the products. Only 5.63% of online shopping users were not affected by logistics express.

Figure 3.2 (source: China Internet Information Center)

Negative comments can interfere with most potential consumer's purchases. Avoiding negative comments is a problem that online stores have to face at any time. For businesses, the first problem to reduce negative comments is to improve the quality of the product itself. On the premise of meeting the quality of goods, improve the level of customer service and optimize the logistics system.

4. Solutions

4.1 Value online reviews

4.1.1 Encourage online shoppers to comment

The above points out: for potential online shopping users, in order to avoid risks, they will inevitably learn and be familiar with the relevant information of commodities from commodity reviews. By browsing online reviews, consumers will master more product information, and the more likely consumers are to have impulse purchase intention. Therefore, e-commerce enterprises should create a good comment environment, strive to increase the number of comments, provide convenience for buyers to comment, and provide information about related products to potential consumers.

4.1.2 Pay attention to the marketing value of online reviews

Many e-commerce companies do not combine their own development with online reviews. Any time, any place, a good word-of-mouth image is a very good effect of advertising. Especially in today rapid development of the Internet, online word-of-mouth is widely spread, fast and influential.

As an important part of online word-of-mouth, if enterprises ignore this point, they will lose a large number of potential consumers, lose their competitive advantage and gradually decline.Therefore, if e-commerce enterprises want to succeed in marketing and gain advantages, they must integrate the idea of attaching importance to online reviews as the cultural soft power of enterprises into the overall strategic planning of enterprises.

4.1.3 Establish a good feedback mechanism for comments

Strengthen the customer service management of online reviews, and let professional customer service respond to each consumer comments one by one. Especially negative comments. When bad reviews have appeared, businesses should actively communicate with customers, suit the remedy to the case (if the business or the product itself makes up for the loss of online shopping users in time), and establish a good corporate image. Avoid such problems in the eyes of potential consumers.

4.2 Avoid bad reviews

Through the above analysis of negative comments on computers, we can see that online shopping users still attach great importance to the quality of goods. The

quality of goods accounts for the vast majority of the factors that cause poor evaluation. Secondly, customer service and logistics.

4.2.1 Improve the quality of goods

As the provider of goods, the business should first disclose their commodity information comprehensively and truly. For consumers reference. Secondly, we should strengthen the supervision of commodities, establish a sound commodity supervision system, and put an end to the flow of fake and inferior commodities into the hands of online shopping users from the source. Actively cooperate with the online shopping platform and the government home inspection agencies to detect the goods, and pass the certification results to consumers timely and accurately.

The traditional commodity quality inspection methods have fallen behind, and e-commerce enterprises should also consider updating their own supervision methods and means. Spot checks do not necessarily detect all inferior goods. However, every bad comment must be due to the existence of a poor product. So, use the Internet to create a new mechanism for monitoring the flow of goods and goods into the market.

4.2.2 After sales service of customer service

After sales service refers to the service behavior that the business needs to provide a series of behaviors to help users to use the goods normally after the completion of the transaction for special goods, and the return and exchange service for the goods when the goods have problems. Even though online shopping users browse more information and comments, they never go to look directly at the goods, and produce the reality of offline shopping. Therefore, in the e-commerce market, consumers will pay more attention to the after-sales service in addition to the products themselves when they choose and buy large products such as computers.

The after-sales service caused by customer service accounted for 11.6%, which was less than 20% of the poor quality evaluation. But it can be ignored. Having a stable number of consumers is seen by most companies as a non replicable resource. In the competition between enterprises, products, manpower, technology and raw materials may be copied by competitors, but once customers become loyal customers of a certain business, it is difficult to be copied. Therefore, for enterprises, to obtain long-term development and long-term profits, it is extremely important to have a batch of stable and rich customer resources.

After sales service is one of the short boards that e-commerce enterprises can avoid. For e-commerce enterprises, having a high-quality customer service is also a key factor to increase customers. Whether it is traditional shopping or online shopping, consumers often choose high-quality service under the condition of equal price. Similarly, the price of most goods tends to depreciate after a sale. But fast after-sales service is easier to recover the value of goods in time.For most e-commerce enterprises, due to the lack of understanding of customers, it is easy to ignore the after-sales service. If the online shopping users have a poor shopping

experience, they should first give feedback to the enterprise through after-sales service. After sales service can not only enhance customers shopping experience and promote customer relationship, but also can communicate with consumers, improve the sales of goods, and understand the use habits of consumers. If the business can not provide a good after-sales service, do not get feedback and suggestions from consumers in time, it will cause the loss of customers.

Therefore, on the premise of ensuring the quality of goods, we should establish a good after-sales service mechanism to provide online consultation or door-to-door service in time when online shopping users have commodity problems and need help. In this process, the customer recognition of the enterprise will continue to improve, the trust in the enterprise will continue to strengthen, and gradually establish a long-term and stable relationship between the customer and the enterprise. In order to increase the number of loyal customers, bring profits.

4.2.3 Optimize logistics system

7.2% of the bad comments came from logistics, which can not be ignored even though the proportion is not high. According to the data collected in this paper, there are 45 return and exchange problems among 55 logistics problems. Logistics personnel service timeliness, logistics service, commodity safety problems in distribution only accounted for 10, less than 20%. Under the condition of ensuring the safety of commodity transportation, e-commerce enterprises should develop reverse logistics and improve the return and exchange system.

Compared with the traditional logistics, reverse logistics is more uncertain because of the different time, location and product types. The same reason is the attributes of the goods themselves, such as the regular maintenance of electronic products and the replacement of parts. Therefore, the development of reverse logistics is more complex and difficult. But in the long run, the development of reverse logistics can help enterprises improve their service quality and customer satisfaction, and enhance their core competitiveness. However, the construction of reverse logistics not only needs a lot of funds, but also requires enterprises to have strong logistics science and technology and corresponding professionals. Therefore, although some enterprises have realized this, the lack of personnel and capital is the key to curb the development of reverse logistics. In the development of reverse logistics, enterprises need to consider the attributes, characteristics and scale of their own goods.

The author summarizes three logistics modes for reference

1) Self support

Self support means that some enterprises with economic strength and large scale establish their own reverse logistics system. Enterprises invest and purchase equipment by themselves, set up operation and management departments, and bear the cost of recovery and utilization of enterprise products. Manage the reverse logistics information system, recycling facilities and related personnel.

Advantages: the enterprise is in charge of logistics, which can strengthen the relationship between the supply chain and the upstream and downstream of the supply chain; it can quickly get the feedback information of consumers on the products; and the rapid recovery processing will reduce the loss to the minimum

Disadvantages: large capital investment is needed; the risk of enterprise is increased

Suggestion: e-commerce enterprises can strengthen the control of upstream and downstream of supply chain through self operated reverse logistics. However, self operated logistics has higher requirements on the economic strength, logistics network and information technology of enterprises, so it is not suitable for small and medium-sized enterprises.

2) Joint venture

Joint venture refers to a certain type of e-commerce enterprises to cooperate, jointly invest, establish and share the same reverse logistics service in the case of similar geographical location or with the same products. At the same time, all enterprises share the cost and risk.

Advantages: reduce risks and costs; learn from each other to achieve win-win results

Disadvantages: it is slow to get feedback information from consumers; sharing the same logistics channel will reduce security

Suggestion: the joint venture mode does not require the strength of the company as much as the self-management mode, but it should also have the corresponding capital, technology, personnel, etc. For e-commerce enterprises, self operated reverse logistics is generally required to be higher in terms of enterprise scale and product characteristics, and most of Chinese e-commerce enterprises can only flinch. Therefore, Chinese industrial alliance should play a unique role in the construction and operation of reverse logistics system, and unite similar enterprises to face the problems of reverse logistics.

3) Outsourcing

Outsourcing reverse logistics means that enterprises do not participate in the activities related to reverse logistics, but hand over the relevant work to other enterprises for management.

Advantages: low risk and low cost; more investment in core business

Disadvantages: slow access to feedback information of consumer products; work transfer will reduce security; reduce contact with other enterprises, which is not conducive to relationship management

Suggestion: for those enterprises with their own core competitiveness, reverse logistics outsourcing can reduce investment and concentrate on developing their own products.

In the development of reverse logistics, enterprises need to consider the attributes, characteristics, scale and strength of their own goods.There is no best model, only the most suitable model.Of course, with the development and growth of e-commerce enterprises and the evolution of products, enterprises can also upgrade and transform the current logistics channels.

5. Summary

Online shopping has entered every household, but negative comments have impacted the consumption intention of potential online shopping users. If e-commerce enterprises want to achieve rapid development, they must effectively avoid bad reviews and deal with the aftermath of bad reviews. In order to avoid the appearance of poor evaluation, enterprises must strengthen the supervision of the quality of goods, and give priority to ensure that the quality of goods will not occur. On the premise of good commodity quality, we should also improve the level of after-sales service and optimize the reverse logistics system. Because high quality service and efficient logistics can quickly deal with any problems in online shopping. At the same time, for the existing bad reviews, businesses should actively communicate with customers to restore the corporate image. This kind of online shopping will avoid the influence of the public online shopping intention.

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