

# The Impact of Online Word-of-mouth on the Online Sales of Traditional Chinese Women's Apparel and Accessories

Yan Cheng<sup>1</sup>

<sup>1</sup> Southwest University, No.2 Tiansheng Road, Beibei District, Chongqing City, China,

e-mail: chain1205@email.swu.edu.cn

**Abstract:** Online word-of-mouth is often considered to be one of the most important factors in e-commerce marketing as it is closely related to the online sales of the products. Although a few examples of analyzing the impact of online word-of-mouth on the online sales have been reported so far, the specific attributes of online word-of-mouth were barely considered in the traditional Chinese women's apparel and accessories domain. Therefore, this study applied the data of online word-of-mouth and online sales of Chinese women's traditional apparel and accessory products from Tmall as samples, using multiple linear regression model and random forest model to analyze the impact and predict effect of online word-of-mouth attributes as description score, logistics score, service score, price, the number

of reviews, the number of pictures in reviews, the number of Q&A and the number of follow-up reviews, on the online sales. The results indicate that the price, the number of reviews and the number of pictures in reviews post a significant impact and well predict effect on the online sales. Then, suggestions of management measures to increase online sales for e-commerce merchants were presented accordingly, so as to promote the economic performance and cultural inheritance of Chinese women's traditional apparel and accessory.

**Keywords:** *online word-of-mouth, Chinese traditional women's apparel and accessories, online sales, random forest model, multiple linear regression model.*