

# COMMUNICATION EFFECTIVENESS OF CHINESE ONLINE CONSUMER REVIEWS

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## ABSTRACT

On modern e-commerce platforms, consumer reviews and ratings have well evolved beyond basic informational feedback. Many consumers and vendors alike make decisions based on these reviews. While many prior researches focus on helpfulness of online consumer reviews, few has investigated linguistic features of online consumer reviews, let alone in other languages than English, in IS and marketing disciplines. By doing an empirical study on consumer reviews toward 225 sellers on Tmall, the largest and most famous B2C e-commerce platform in China, the article explores characteristics of review languages and frequency of specific keywords, and concludes on the communication effectiveness of review wording and the relationship between the pattern of review language and the sales. This article also discusses the implication for practitioners and researchers, contributions, and future research directions.

**Keywords:** e-commerce, product ratings, online consumer reviews, electronic word of mouth (eWoM), diversity of language, online sales