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Hong Peng  
*College of Business Administration, Zhongnan University of Economics and Law, Wuhan, 400000, China, hpeng520@126.com*

Junfang Cao  
*College of Business Administration, Zhongnan University of Economics and Law, Wuhan, 400000, China*

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Research on the Influence of Content Presentation Mode of Online Video Comments on Consumer Interaction Behavior

Hong Peng1, Junfang Cao2

College of Business Administration, Zhongnan University of Economics and Law, Wuhan, 400000, China

Abstract: Online video comments have become an important form of online comments on e-commerce platforms and social platforms, but there is little research on online video comments at present. In this study, 199 evaluation videos from microblogs were selected, and content analysis was used to divide the video content into three parts: daily content sharing, product testing and personal evaluation. Stata was used to analyze the influence of content presentation on user interaction (LIKE and comment). The research shows that the influence of testing product content and sharing daily content on consumers' interactive behavior is inverted "U" shape, and the increase of personal evaluation content will lead to the decrease of interactive behavior.

Keywords: online video comments, product evaluation, interactive behavior

1. INTRODUCTION

In the Internet era, online shopping has gradually become a common way of shopping. Online comments are an important reference for most people before shopping, and also a hot topic for many scholars to study in recent years. Initially, online reviews were focused on various shopping platforms. However, with the rise of social e-commerce and web celebrity economy, online reviews have gradually expanded to social platforms. Many influential consumers publish personal comments on products on social platforms, which arouse more consumers' attention and interaction. Therefore, a new form of online reviews has emerged -- product review video. Min Qiu (2019)1 points out that product evaluation video has become a new business form of joint marketing between video publishers and brands.

According to the development history of mobile communication technology, Liting Ma (2020)2 points out that the forms of online comments include text, pictures and videos. At present, most scholars focus on text and pictures. For example, Mudambi and Schuff (2010)3, Hao Yuanyuan (2010)4 et al. analyzed the usefulness of online comments from the perspective of text features. Huang Simeng (2019)5, Wang Yue (2019)6 et al. analyzed the impact of online reviews on consumers' buying intention and behavior from the perspective of picture reviews. However, there are few studies on online video comments.

Pei Xu and Liang Chen (2015)7 and Zhang Jige (2020)8 compared online video comments with text and picture comments and confirmed that online video comments have a more significant impact on consumers’ intention. However, few scholars have studied whether the content of online video reviews will have an impact on consumers’ psychology and behavior. This paper takes product evaluation videos as the research object and divides the video content into three parts: daily sharing, testing products and personal evaluation. The different presentation ways of video content are used to study the impact on consumer psychology and then influence consumer behavior.

By dividing the specific content of the evaluation video, this paper studies the influence of the content presentation of online video reviews on consumer behavior, further enriches the research on the influence of online reviews on consumer behavior, provides new ideas and methods for analyzing the content of online video reviews, and provides certain reference for brands and video creators to attract consumers and expand their popularity and reputation by using evaluation videos.

1 Email of Author: hpeng520@126.com
2. LITERATURE REVIEW

2.1 Online Video Comments

The concept of "online comment" was first put forward by Chatterjee, and then scholars at home and abroad defined it from different perspectives. Bickart (2001)\textsuperscript{[9]} pointed out that online reviews were mainly generated on product websites, commercial websites and personal homepages. Li Fenglin (2012)\textsuperscript{[10]} believed that the comments on goods or services that consumers share with other consumers on online media such as shopping platforms and social networking sites are all online comments, which are dominated by text and supplemented by pictures and videos.

This paper holds that online video comments refer to consumers' own comments on commodities or services published in the form of videos on online shopping platforms and social platforms. The video online comments studied in this paper are from online social platforms.

2.2 The Classification of Product Evaluation Video Content

Existing studies (Chen Yu, 2020 \textsuperscript{[11]}) regard product performance testing as the functional content of evaluation videos, while the content related to the anchor is not included in the functional content category. Based on this, the content of testing product performance in the video is divided into functional content, which is recorded as testing product content, including basic information of the product such as brand, texture, color number, applicable group, and instant and interval use effect of the blogger himself. The rest is recorded as non-test product content.

Non-test product content is mainly bloggers to show users some of their daily life snippets, as well as expressed by the blogger on the product, brand personal views or feelings. These personal information related to bloggers can meet users' sensory stimulation and psychological needs (Wang Yaqian, 2020 \textsuperscript{[13]}) and improve users' stickiness. Krasnova et al. (2010) \textsuperscript{[12]} defined the process of communication in which an individual transacts information about himself to a specific object as self-disclosure, and studies have pointed out that a certain degree of self-disclosure by bloggers in online videos can improve the communication object's trust in the individual and perception of the authenticity of the information (Xianya Wang, 2020 \textsuperscript{[13]}). The life content and emotional expression of these bloggers can satisfy consumers' curiosity and freshness, and shorten the psychological distance between bloggers and consumers. Sullivan (2013) \textsuperscript{[14]} further subdivided self-disclosure into factual and affective. Factual self-disclosure refers to the disclosure of personal information and events, while affective self-disclosure refers to personal feelings, opinions and judgments. Therefore, this paper further split the non-product testing part, and divided the part recording the daily life of the video publisher into factual self-disclosure, which was recorded as sharing daily content. The comments and emotional expressions about products, individuals and brands made by the video publishers were classified as affective self-disclosure and recorded as personal evaluation content.

2.3 Consumer Interaction

Existing studies (Yang Yu, 2018 \textsuperscript{[15]}) pointed out that in social platforms, people transmit information through chatting, LIKE, comments, forwarding and other interactive ways. Forwarding refers to users transferring the content published by others to their own content. Comment is expressing one's opinion about other people's content; LIKE is the expression of approval or approval of what someone else has posted. Zhao Changkuan (2014) \textsuperscript{[16]} analyzed the interactive behaviors of friends in blogs (sharing, commenting, leaving messages, etc.) and drew the conclusion that interactive behaviors are an important force for developing friendship and transmitting information. Yang Yu (2018) \textsuperscript{[15]} believes that forwarding, commenting and LIKE are common interactive behaviors in online social networks, and the interaction is an important reflection of the degree of trust among users. Trust means that in the social network environment, the viewer and the video publisher still believe that the other party will behave in good faith even when the viewer is unable to judge and
predict the behavior of the video publisher (Li Weimin, 2002). Lowenthal and C. Haven (1968) [17] argued that people develop intimate relationships by discovering similarities between existing and repeated interactions. Berscheid and Reis (1998)[18] defined intimacy as "a kind of closeness and emotion", which can continuously reflect one person's thoughts, emotions and behaviors towards another person. Intimacy is a measure of how close you feel. Existing studies (Tang Jiayan, 2009, Ran Jingjing, 2013 et al.) point out that intimacy is related to trust, while in social media, the establishment and maintenance of intimate relationship between users is based on well-designed credibility (Wang Yaqian, 2020[19]). When trust is generated in the evaluation blogger or video content, consumers will increase their recognition and acceptance of the video, promote the establishment and development of intimate relationship, and then trigger the interactive behavior of displaying recognition and trust. Zickmund (2007)[20] pointed out that through the Internet platform, people can tell about their emotional status, share personal information, enhance emotional intimacy and develop more intimate relationships. Therefore, in the social platform, the interaction behavior of users can reflect the intimate relationship between bloggers and users to a certain extent.

According to the researches on social networks in reality, it can be found that the importance of forwarding, commenting, and liking behaviors to the interaction situation is decreasing ( Yang Yu, 2018 [15]), but the forwarding behavior is affected by time and originality, the embodiment of the consumers for product assessment video interaction behavior is not sufficient, therefore, this study selected commentary behavior and thumb up behavior as a measure of interaction situations.

2.3 Research Hypothesis

In this study, the video is the product test video, in which the content of the test product is the main body of the online video comments. The product selected in this paper is the experience-type product foundation liquid, the product information includes brand, appearance, capacity, color number, texture, actual use effect and so on. Compared with text and picture online reviews, consumers can learn more abundant and detailed information about products from online video reviews, thus reducing uncertainty and cognitive risks and improving the credibility of video content ( Pei Xua, 2015 [71]).

Xianya Wang (2020) [13] used the theory of media synchronicity to point out that Vlog, which is the same as the way of evaluating video presentation, can improve viewers' trust in video content and video publishers through narrative recording and direct camera angle. In social platforms, the level of trust between users is directly proportional to their interactive behaviors (Yang Yu, 2018 [15]). At the same time, online video comments can simulate face-to-face communication, such as looking directly at the camera, tone, expression, etc., so as to enhance the intimacy between the video publisher and the viewer (Meyrowitz, 1986[22]), and thus increase the interactive behavior of users.Test product content as the main body of online video reviews, although is an indispensable part, but too high proportion may lead to video content tends to be functional, lack of interest and attraction.

Based on this, this paper proposes the following hypotheses:

H1: In online video comments, the influence of test product content on consumers' LIKE behavior is inverted "U" shaped.

H2: In online video comments, the influence of test product content on consumer review behavior is inverted "U" shaped.

Daily content sharing is a kind of factual self-disclosure that evaluates the content in the video where the blogger shows clips of his personal life to the user. User of this video contains a large number of private information content dependence is very strong (Ryoo and Koo, 2010), a blogger video scene strategy selection and expression are issued as showing the truthfulness of their private life, let users think this is the real life of the blogger, while satisfy the user's curiosity, can effectively reduce the uncertainty of user for bloggers and video
Sharing daily content is the content of the blogger showing the user a fragment of personal life in the evaluation video, which is a factual self-disclosure. Users have a strong dependence on the content of this kind of video that contains a lot of private information (Ryoo and Koo, 2010[23]). A blogger video scene strategy selection and expression are issued as showing the truthfulness of their private life, let users think this is the real life of the blogger. While satisfying users’ curiosity, it can effectively reduce users’ uncertainty about bloggers and video content.

These video content based on daily life scenes, the user will own life with bloggers display life connect with each other, cause the resonance of the users and the blogger (Qiu Min, 2019), effectively Narrows the perception of the distance between users and the blogger, further strengthen the identity of the user of the bloggers and their video content and trust (Wang Yaqian, 2020). The add of daily life fragments is one of the important characteristics of video online comments in social media, video of establishment of the main self-disclosure is associated with higher authenticity and credibility (Daft and Lengel, 1986), helped build blogger close relationship with users (Xiao Ma, 2016), causing the user interaction with bloggers.

These video content based on daily life scenes enable users to connect their lives with the lives shown by bloggers, triggering resonance between users and bloggers (Qiu Min, 2019[11]), effectively bringing the relationship between users and bloggers closer, further strengthening the identity of the user of the bloggers and their video content and trust (Wang Yaqian, 2020[19]). The inclusion of daily life clips in evaluation videos is an important feature of online video comments in social media. The self-disclosure degree of bloggers in videos is related to higher authenticity and credibility (Daft and Lengel, 1986[23]), which helps to establish the close relationship between the bloggers and users (Xiao Ma, 2016[24]), and it also in turn triggers the interaction between them. However, since the main content of online video reviews is still to review products, too higher proportion of daily content sharing is not better, otherwise it will deviate from the topic and no longer belong to the category of online reviews.

Based on this, this paper proposes the following hypotheses:

H3: In online video comments, the influence of daily content sharing on consumers’ LIKE behavior is inverted "U" shaped.

H4: In online video comments, the influence of daily content sharing on consumer review behavior is inverted "U" shaped.

The content of personal evaluation refers to the evaluation and emotion expressed by the blogger on the product and brand in the online video comment, which is a kind of emotional self-disclosure of the blogger. Personal evaluation belongs to the subjective feelings and experience of the blogger. Adding this part to the video can make the bloggers and users have an equal relationship, allowing the blogger to achieve in-depth interaction with the users through personal experience and personal subjective feelings (Qiu Min, 2019[11]), which will have a subtle impact on target consumers, enhance consumers’ awareness and trust of the brand. In social platforms, the main manifestation of the close relationship between users and bloggers is the interactive behavior of forward, comment and LIKE. However, it should be noted that if bloggers express too much feelings for products and brands, they will weaken the personal attributes of online video comments, causing users to resent and even lose users (Cheng Qia, 2020).

Based on this, this paper proposes the following hypotheses:

H5: In online video comments, the influence of personal comments on consumers' LIKE behavior is inverted "U" shaped.

H6: In online video comments, the influence of personal comments on consumer comment behavior is inverted "U" shaped.
3. RESEARCH DESIGN

3.1 Research Samples and Data Collection

The research object of this study is the online video about the "liquid foundation evaluation". This study chooses Weibo as the video source for the following reasons: First, Weibo is the leading social media in China, which supports users to upload, share, watch videos and conduct Video interactive behaviors such as LIKE, comment and forward. Second, the average number of daily active users of Weibo is 216 million, and most of them are young people. There are a large number of target audiences for evaluating bloggers and evaluating videos on liquid foundation.

Using "liquid foundation evaluation" as the key word, the researchers searched through the search function of Weibo platform. A total of 127 valid videos were found, and each selected valid video was liked as a mark to prevent repeated screening. Due to the small number of videos, the researchers found hundreds of beauty bloggers through the "Top Beauty Bloggers List", randomly entered the blogger's homepage, and searched again with the keyword "liquid foundation evaluation". In the end, 199 valid videos were found. Each video contains fields: blogger name (the Weibo nickname of the selected video’s publisher), number of fans (number of fans owned by the blogger, in units of 10,000), video duration (total duration of the selected video, in seconds), release date (the date the video was uploaded to the Weibo platform), LIKE (as of the statistical date, the number of likes of the video) and the number of comments (as of the statistical date, the number of comments on the video).

The criteria for selecting videos were as follows: a video should be between five and 20 minutes long, have more than 20 LIKES, have more than 10,000 followers, and be published no earlier than January 1, 2019, and no later than November 20, 2020.

3.2 Video Content Classification Extraction

In this study, video content processing is mainly to complete the quantification of video content classification. According to the foregoing, this study divides the video content into three categories, namely, test product content, sharing daily content and personal evaluation content. Since the specific content of each category is reflected in the video, it can be quantified by the total duration of its appearance in the video. The concrete treatment method is the content analysis method.

The video content of this study is divided into three categories: test product content, sharing daily content and personal evaluation content. Combined with the description of coding content, the specific coding framework and operation definition of each category are as follows:

Test product content: including the basic information about the product displayed by the blogger (brand, appearance, texture, color number, price, etc.), the blogger's immediate and interval use effect, collectively referred to as product information. The specific operation is defined as follows: when the content about product information appears for the first time in the video, record the playing time of the video at this time, and the first cycle begins. Once the content unrelated to product information appears in the video, it means the end of the first cycle. The playing time of the video at this time is recorded again. Calculate the length of the first period by subtracting the beginning of the first period from the end of the first period. When the content about product information appears again in the video after the end of the previous cycle, the next cycle will start, and the specific operations will repeat the first cycle. Finally, the duration of each cycle of recording product information was accumulated to obtain the total duration of the content of the tested product in the video.

Sharing daily content: including the daily life content displayed by the blogger, such as eating, playing games, makeup, shopping and other life segments, recorded as the blogger's daily life. The specific operation is defined as: when the content related to the daily life of the blogger appears for the first time in the video, record the playing time of the video at this time, and the first cycle begins. Once the content that is not related to the daily life of the blogger appears in the video, it means the end of the first cycle, and the video playing time at this time is recorded.
again. Calculate the length of the first period by subtracting the beginning of the first period from the end of the first period. When the content related to the daily life of the blogger appears again in the video after the end of the previous cycle, the next cycle starts, and the specific operation is repeated in the first cycle. Finally, the length of each recording blogger's daily life cycle is accumulated to obtain the total length of daily content shared in the video.

Personal evaluation content: including the feelings and evaluation of the brand or product expressed by the blogger, recorded as the blogger's personal evaluation. The specific analysis method is the same as above. Finally, the duration of each recording period of bloggers' personal comments is accumulated to obtain the total duration of personal comments in the video.

### 3.3 Variable Definitions

This study contains a total of 5 variables, of which the dependent variables are user LIKE behavior and user comment behavior. The data comes from the number of video LIKES and video comments. The independent variables are test product content, sharing daily content and personal evaluation content, and the data comes from the content analysis of the video. The specific variables and their definitions are shown in Table 1.

<table>
<thead>
<tr>
<th>Variable category</th>
<th>Manipulate variable</th>
<th>Operating variable measurement standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent variable</td>
<td>User LIKE behavior</td>
<td>Number of video LIKES</td>
</tr>
<tr>
<td></td>
<td>User comment behavior</td>
<td>Number of video comments</td>
</tr>
<tr>
<td>Independent variable</td>
<td>Sharing daily content</td>
<td>The duration of sharing daily content in the video (s)/total duration of the video (s)</td>
</tr>
<tr>
<td></td>
<td>Test product content</td>
<td>The length of the product test content in the video (s)/total length of the video (s)</td>
</tr>
<tr>
<td></td>
<td>Personal evaluation content</td>
<td>The length of the personal evaluation content in the video (s)/total length of the video (s)</td>
</tr>
</tbody>
</table>

### 4. DATA ANALYSIS

In this study, 199 data collected were analyzed by Statase 15 to study the relationship between different presentation modes of video online comments and user interaction behavior.

#### 4.1 Descriptive Statistical Analysis

Using Stata descriptive statistics analysis, it is concluded that the dependent variable and independent variable characteristics of basic data in the distribution of video content, sharing daily content and personal evaluation content of the minimum value is 0, and the minimum value of test product content is 0.1983. This data is consistent with review videos, where product testing is an essential part of the review. Descriptive statistical results of specific variables are shown in Table 2.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Obs</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>User LIKE behavior</td>
<td>199</td>
<td>5307.09</td>
<td>6663.035</td>
<td>25</td>
<td>52000</td>
</tr>
<tr>
<td>User comment behavior</td>
<td>199</td>
<td>1994.04</td>
<td>2288.275</td>
<td>10</td>
<td>13000</td>
</tr>
<tr>
<td>Sharing daily content</td>
<td>199</td>
<td>0.3264704</td>
<td>0.1821563</td>
<td>0</td>
<td>0.7694</td>
</tr>
<tr>
<td>Test product content</td>
<td>199</td>
<td>0.5508533</td>
<td>0.1703525</td>
<td>0.1983</td>
<td>0.9391</td>
</tr>
<tr>
<td>Personal evaluation content</td>
<td>199</td>
<td>0.1224302</td>
<td>0.0776647</td>
<td>0</td>
<td>0.7652</td>
</tr>
</tbody>
</table>

#### 4.2 Hypothetical Test

In this study, simple linear regression and multiple linear regression were used to analyze the impact of sharing daily content, test product content and personal evaluation content on users' LIKE behavior and review behavior. Since the dependent variables in the model are all values in ten thousand, while the independent variable
is a decimal, and there is a large numerical gap between the dependent variable and the independent variable, the logarithm of two dependent variables with large values (LIKE behavior and comment behavior) is taken in this study, so that all variables are in the same quantitative level. Statase 15 is used to draw the graph of the relationship between each independent variable and video LIKE behavior and comment behavior, as shown in Figure 1-6. The regression analysis results of this study are shown in Table 3 and Table 4.
Table 3. Regression results of the dependent variable being the LIKE behavior

<table>
<thead>
<tr>
<th></th>
<th>OLS(1)</th>
<th>OLS(2)</th>
<th>OLS(3)</th>
<th>OLS(4)</th>
<th>OLS(5)</th>
<th>OLS(6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharing Daily</td>
<td>2.2978 ***</td>
<td>5.283 ***</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sharing Daily²</td>
<td>-4.607 ***</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test Product</td>
<td></td>
<td>-1.965 ***</td>
<td>1.299</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test Product²</td>
<td></td>
<td>-2.863 **</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Evaluation</td>
<td></td>
<td></td>
<td></td>
<td>-3.160 ***</td>
<td>-0.442</td>
<td></td>
</tr>
<tr>
<td>Personal Evaluation²</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-5.549 **</td>
<td></td>
</tr>
<tr>
<td>R²</td>
<td>0.1105</td>
<td>0.1294</td>
<td>0.0707</td>
<td>0.0758</td>
<td>0.0380</td>
<td>0.0480</td>
</tr>
<tr>
<td>_cons</td>
<td>7.189</td>
<td>6.858</td>
<td>9.022</td>
<td>8.176</td>
<td>8.326</td>
<td>8.110</td>
</tr>
<tr>
<td>n</td>
<td>199</td>
<td>199</td>
<td>199</td>
<td>199</td>
<td>199</td>
<td>199</td>
</tr>
</tbody>
</table>

Note: *** means P<0.05, ** means P<0.1

Table 4. The dependent variable is the regression result of comment behavior

<table>
<thead>
<tr>
<th></th>
<th>OLS(1)</th>
<th>OLS(2)</th>
<th>OLS(3)</th>
<th>OLS(4)</th>
<th>OLS(5)</th>
<th>OLS(6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharing Daily</td>
<td>2.345 ***</td>
<td>4.865 ***</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sharing Daily²</td>
<td>-3.889 ***</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test Product</td>
<td></td>
<td>-1.873 ***</td>
<td>1.719</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test Product²</td>
<td></td>
<td>-3.151 **</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Evaluation</td>
<td></td>
<td></td>
<td></td>
<td>-3.847 ***</td>
<td>-0.517</td>
<td></td>
</tr>
<tr>
<td>Personal Evaluation²</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-6.795 ***</td>
<td></td>
</tr>
<tr>
<td>R²</td>
<td>0.1128</td>
<td>0.1260</td>
<td>0.0629</td>
<td>0.0690</td>
<td>0.0552</td>
<td>0.0698</td>
</tr>
<tr>
<td>_cons</td>
<td>6.196</td>
<td>5.917</td>
<td>7.994</td>
<td>7.062</td>
<td>7.433</td>
<td>7.168</td>
</tr>
<tr>
<td>n</td>
<td>199</td>
<td>199</td>
<td>199</td>
<td>199</td>
<td>199</td>
<td>199</td>
</tr>
</tbody>
</table>

Note: *** means P<0.05, ** means P<0.1
4.2.1 Test product content and consumer interaction behavior

It can be seen from OLS (3) in Table 1 and Table 2 that the increase of the content of the test product will reduce the user interaction behavior, but this conclusion is not consistent with the actual situation. In this study, OLS (4) was obtained by further adjusting the model, at this time $\beta_1>0, \beta_2<0$, determined the best advantage of testing product content for LIKE behavior $=\beta_1/\beta_2=22.68\%$; for the comment behavior, the best point of testing product content $=\beta_1/\beta_2=27.27\%$. In addition, P values of quadratic term coefficients are all significant at the significance test level of 10%. Therefore, the influence of test product content on consumers' LIKE behavior and review behavior shows an inverted "U" shape, and the hypothesis H1 and H2 of this study are valid.

As mentioned above, test product content is the subject of online video reviews, with only 22.68% or 27.27% of the content appearing to be unrealistic. However, combined with the development of online shopping and social e-commerce, it is not difficult to find that consumers can easily obtain detailed basic product information on shopping platforms. The reason why online video comments of experience-based products are popular among consumers is that online comments in the form of video can provide consumers with potential product information that cannot be obtained in other forms (text, picture), such as personal real effects and feelings of video display. This is the real core and focus of online video reviews. Therefore, the content of online video reviews should contain some non-traditional product information as much as possible, so as to help consumers to have a more comprehensive and objective understanding of products and brands while reducing uncertainties and risks.

4.2.2 Sharing daily content and consumer interaction behavior

According to OLS (1) in Table 1 and Table 2, sharing daily content in product evaluation videos can significantly improve consumers' LIKE behavior and review behavior. In order to further study the relationship between the two, the model was adjusted as OLS (2) in this study, at this time $\beta_1>0, \beta_2<0$.

For LIKE behavior and comment behavior, the turning points were 57.34% and 62.55%, respectively, and the P value of the first term coefficient was 0.001 and 0.002, and the P value of the second term coefficient was 0.041 and 0.087. Therefore, the influence of sharing daily content on consumers' interactive behavior is inverted "U" shape, and H3 and H4 are assumed to be true in this study.

Sharing daily content can significantly shorten the perception distance between bloggers and users, and the content of daily life can arouse emotional resonance between users and bloggers, making users feel that the content shown in the video is the blogger's real life state, increasing trust and recognition of video content, which induce the interactive behavior of praise and recognition. But this ratio cannot be increased indefinitely, otherwise it will deviate from the subject of online video reviews.

4.2.3 Personal evaluation content and consumer interaction behavior

Based on OLS (5) in Table 1 and Table 2, it can be seen that adding personal evaluation content in product evaluation videos will lead to a decrease in the amount of thumb up and the number of comments in the videos. In order to further verify the hypothesis of this paper, OLS (6) as shown in Table 1 and Table 2 is established. The quadratic coefficient of personal evaluation content is negative, but the coefficient of personal evaluation content is still negative, which does not meet the requirement of an inverted "U" shaped relationship between personal evaluation content and consumer interaction behavior (thumb up and comments). Therefore, the hypothesis of H5 and H6 in this study is not valid.

From the perspective of consumer psychology, if bloggers add too many positive comments on products or services in their product evaluation videos, consumers will think that bloggers have reached a deal with brand owners, which violates the principle of authenticity and objectivity of product evaluation videos and is likely to cause consumers' aversion. If the blogger adds more negative comments on the product or service in the product evaluation video, it may cause consumers to question the blogger himself, which is not conducive to the
establishment of an intimate relationship between the blogger and consumers. Therefore, too much personal subjective feeling should be avoided in the product evaluation video as much as possible, and the products and services should be displayed in a real and objective way, leaving room for consumers to make self-judgment.

5. DISCUSSION

In the past studies, there are very few literatures on online video reviews, and the research on online video reviews is even less due to the lack of research tools and other reasons. In this study, 199 online video reviews were disassembled through content analysis, which were divided into three parts: testing product content, sharing daily content and personal evaluation content. The regression model was used to analyze the relationship between the presentation of the above video content and consumer interaction behavior. The results show that: in online video comments, the effects of test product content and sharing daily content on consumer interaction behavior are inverted "U" shaped; The increase of personal evaluation content will reduce consumer interaction behavior.

For promoting users' LIKE behavior and comment behavior, the optimal proportion of test product content in the video is 22.68% and 27.27%, respectively, the content should be inclined to display non-traditional product information. Sharing daily content can improve the closeness between bloggers and users, and thus increase the interaction behavior, with the optimal proportion of 57.34% and 62.55%. However, the more content of personal comments, the less interactive behavior of consumers. In the era of increasingly intense internet marketing, consumers are also more sensitive to advertisements. Therefore, excessive personal comments in the evaluation videos will make the commercial intention of online comments of videos obvious and cause consumers’ aversion.

5.1 Theoretical contribution and practical significance

At present, most of the studies on online comments focus on text and picture comments, while few scholars have studied online comments in the form of video, and all of them remain at the superficial stage of comparing three online comments, and lack of in-depth analysis on the content of online video comments. By identifying and defining the content of online video comments, this research studies the influence of the presentation of content of online video reviews on consumers' interactive behavior, promotes the research process of online video reviews, and enriches the research of online video comments.

For social platforms and e-commerce platforms, attention should be paid to platform intercommunication, which means combining social networking with e-commerce to allow consumers to obtain potential and non-traditional information about products, so as to reduce the uncertainty of information. This move can not only attract social platforms, but also bring more potential consumer groups to e-commerce platforms.

For brands, they can expand the marketing and promotion of their products on social platforms, and cooperate with bloggers to recommend products by means of online video comments and so on. However, we should pay attention not to blindly pursue product marketing while ignoring the authenticity of video content, otherwise it will have a negative impact on the reputation of the product and the image of the blogger. For review bloggers, the key to making their content popular with consumers is authenticity. Therefore, bloggers should try to show their true feelings in their videos. For example, a blogger can create a personal image by carefully designing the scene and content presentation, which can enhance the authenticity and credibility of the video content. At the same time, when bloggers cooperate with brands to promote products, they should not add too many advertisements and praises. Video content with obvious marketing intention will arouse consumers' disgust, which is detrimental to the long-term development of the relationship between bloggers and fans.

5.2 Limitation

The limitations of this study is to fix the video content on framework, which make the lack of certain innovative video content. And the online video comments this research mentioned refer to the evaluation of social platform video, which are quite different with the online video comments on shopping platform. So this study
can't provide too much reference for the traditional online video reviews.

REFERENCES

