

Analysis and Recommendations for Community E-commerce Word-of-Mouth Marketing Strategies Based on Trust Theory

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Abstract: Based on the perspective of trust theory, this paper conducts in-depth research and analysis on the word-of-mouth marketing strategy of community e-commerce. In the course of the research, the basic concepts of trust theory and the characteristics of community e-commerce are sorted out, and the importance of word-of-mouth marketing in community e-commerce is clarified. The research results show that the success of community e-commerce word-of-mouth marketing is closely related to users' trust in the platform. Community e-commerce word-of-mouth marketing has challenges to the authenticity of word-of-mouth, the proliferation of false word-of-mouth, and the response to public opinion crises. In order to solve these problems, through the implementation of strategies such as strengthening the monitoring and management of user evaluations, establishing a true and credible word-of-mouth communication mechanism, strengthening the identification and prevention of false word-of-mouth, and establishing a crisis management mechanism to respond to public opinion crises in a timely manner, these strategies will help improve community e-commerce. The effect of word-of-mouth marketing and users' trust in the platform will promote the innovation and sustainable development of the community e-commerce industry.

Keywords: Trust theory, Community e-commerce, Word of mouth marketing, Marketing strategy.

1. Introduction

With the rapid development of the Internet, community e-commerce, as one of the important forms of e-commerce, has received widespread attention. With its emphasis on localized services, community interaction and user participation, community e-commerce can meet consumers' needs for personalization, interaction and trust, and has become an emerging force in the e-commerce industry. In the development of community e-commerce, how to build trust through word-of-mouth marketing strategies and attract more users to participate and consume has become an important research issue.

This paper aims to conduct an in-depth analysis of community e-commerce word-of-mouth marketing from the perspective of trust theory, and put forward relevant strategic suggestions. By exploring the influence factors of trust on word-of-mouth communication and the development of community e-commerce, it reveals the application and shortcomings of word-of-mouth marketing in community e-

commerce, and provides a feasible word-of-mouth marketing strategy for community e-commerce platforms.

2. Overview of Relevant Theories

2.1. Trust Theory

2.1.1. Definition of trust

Trust theory is a theory that studies interpersonal relationships and organizational behavior, and aims to explain the importance of trust in social interactions and how trust affects the behavior and decision-making of individuals and organizations. Trust can be defined as an individual's degree of trust and dependence on others or organizations. In a business setting, trust is considered the basis for building good relationships and driving deals.

The central point of trust theory is that trust is a social phenomenon that plays an important role in interpersonal relationships and organizations. The formation and development of trust usually depends on factors such as risk tolerance, experience and knowledge, and social capital of the trustee (Table 1)

Table 1. Influencing factors of trust formation and development

No.	Factor	Factor Definition	Trust Relationship
1	Risk tolerance of trustees	Individuals' tolerance for risk and uncertainty will affect their trust in others.	Individuals with higher risk tolerance are more likely to build trusting relationships
2	Truster's experience and knowledge	Individuals' level of knowledge about others or organizations will affect their trust level	For individuals or organizations with good reputation and reliable behavior, the level of trust is higher
3	Social capital of trustees	The social network and social relationship of individuals play an important role in the formation and development of trust.	Social capital includes social connections, trust networks and social support, all of which can enhance the establishment of trust relationship

2.1.2. The importance of trust

Trust is a state of mind based on competence, integrity, reliability and goodwill toward others. Trust plays an important role in social communication and organizational behavior. Trust is a key factor in social communication and organizational behavior. It plays an important role in promoting cooperation, reducing costs, promoting customer relationships and loyalty, and promoting social harmony and stability. Building and maintaining trust is critical, both in personal life and in a business setting.

2.2. Community E-commerce

2.2.1. The concept of community e-commerce

Community e-commerce (Community e-commerce) refers to an e-commerce platform established in a specific community or region, which provides a platform for community residents to purchase, communicate and share goods and services through a combination of online and offline methods. It emphasizes the community-based e-commerce model. By using the Internet and mobile technology, it combines the connection between people in the offline community with the convenience of online e-commerce to promote transactions and cooperation within the community, and sharing, improving the quality of life and consumption experience of community residents.

2.2.2. Characteristics of Community E-commerce

Community e-commerce has unique characteristics compared with traditional e-commerce. It has the characteristics of localized services, community interaction, user participation, trust and recognition. Community e-commerce focuses on the supply of local goods and services, establishes cooperative relationships with local businesses, and provides a socialized shopping environment encourages communication, sharing and interaction among community residents, encourages users to participate in product design, evaluation and recommendation, enhances users' sense of participation and belonging, and relies on trust and recognition among users to promote word-of-mouth communication and sales growth .

2.3. Word of mouth marketing

Word-of-Mouth Marketing is a marketing method that uses the power of word-of-mouth communication among consumers to promote products or services. The principle of word-of-mouth marketing is to actively guide and promote word-of-mouth communication among consumers, making it an effective tool for brand promotion and marketing. The main method and principle of word-of-mouth marketing is to induce and manage positive word-of-mouth communication among consumers to enhance brand credibility and awareness, attract more potential customers' interest, and prompt consumers to make purchase decisions. By utilizing methods such as user-generated content, social media dissemination, planning word-of-mouth marketing campaigns, and brand word-of-mouth management, businesses can effectively use word-of-mouth marketing to promote products or services, expand brand influence, and build closer relationships with consumers.

3. Analysis of Influencing Factors of Community E-commerce Word-of-mouth Marketing

3.1. The influence of trust on word-of-mouth marketing of community e-commerce

Trust plays an important role in community e-commerce word-of-mouth marketing, and it has a significant impact on word-of-mouth communication and user participation. The following will discuss the impact of trust on community e-commerce word-of-mouth communication and user participation, including the impact of trust establishment, maintenance and strengthening on user word-of-mouth.

The establishment of trust is based on consumers' trust in the reliability, integrity, and sense of responsibility of the community e-commerce platform. Key factors include platform security measures, transaction transparency, merchant reputation, and user feedback. If users have a sense of trust in the community e-commerce platform, they are more inclined to believe other users' word-of-mouth information and are willing to participate in word-of-mouth communication.

The maintenance of trust requires the community e-commerce platform to take measures to maintain the trust of users, which includes solving user problems and complaints in a timely manner, providing good customer service, ensuring the security of transactions, ensuring the quality of goods and the reliability of delivery, etc. By actively responding to users' needs and concerns, the platform can strengthen users' trust in it, thereby increasing the effect of word-of-mouth communication.

Community e-commerce platforms can enhance the effect of word-of-mouth communication by strengthening trust. This can be achieved by providing trust marks, user ratings and recommendation systems, etc. The trust mark can be the certification mark of the platform or the certification of a third-party certification body, which can increase users' trust in the platform. User evaluation and recommendation systems allow users to see other users' evaluations of products and businesses, thereby strengthening trust and encouraging them to participate more actively in word-of-mouth communication.

3.2. The relationship between community interaction and word-of-mouth communication

Community interaction is an important feature of community e-commerce platforms, which has a positive impact on word-of-mouth communication. The impact of community interaction characteristics of community e-commerce platforms on word-of-mouth communication, including user comments, community discussions, and interactive activities. User comments provide real user feedback and evaluation, which enhances the trust of other users; community discussions promote communication and interaction between users, and strengthen users' sense of identity with the platform; interactive activities stimulate user participation and word-of-mouth Spread positivity. Therefore, the community e-commerce platform should pay attention to the design and guidance of community interaction in order to improve the effect of word-of-mouth communication and

strengthen the interaction and participation among users.

3.3. The relationship between user evaluation and word of mouth

The formation and dissemination of word-of-mouth from users' evaluations of products or services includes two aspects: user ratings and review content. User ratings are users' overall reviews of a product or service, usually expressed in star or numerical form. User ratings directly reflect users' satisfaction with products or services, and play an important role in the formation and dissemination of word of mouth. Products or services with high ratings often arouse the interest and trust of other users, increasing the enthusiasm and dissemination of word-of-mouth. On the contrary, a low rating may cause other users to doubt and distrust the product or service, and affect the formation and dissemination of word-of-mouth.

User comments can provide more detailed user experience and opinions, and influence other users' purchasing decisions and word-of-mouth communication behaviors. Positive comments can strengthen the advantages and value of a product or service, increase the trust and favor of other users, and promote the positive spread of word of mouth. On the contrary, negative comment content may trigger other users' concerns and hesitation, and inhibit the spread of word-of-mouth.

3.4. The influence of community e-commerce platform characteristics on word of mouth

The design of the community e-commerce platform, interface user experience, community interaction function, utilization of user-generated content, personalized recommendation and customized service will all have an impact on the formation and dissemination of word-of-mouth. Enterprises should pay attention to these characteristics, continuously optimize the user experience of the platform, and improve user satisfaction, so as to promote the positive spread of word-of-mouth and the improvement of word-of-mouth effect.

4. Analysis of Community E-commerce Word-of-mouth Marketing Strategy

4.1. Application of word-of-mouth marketing in community e-commerce

Word-of-mouth marketing can be applied in a variety of ways in community e-commerce. Here are some common word-of-mouth marketing strategies:

(1) Utilization of User Generated Content (UGC). Community e-commerce platforms can encourage users to generate content, such as product evaluations, comments, pictures and videos, etc., and then display these contents on the platform for other users' reference and decision-making. UGC can increase the credibility and persuasiveness of word of mouth, stimulate the interest and trust of other users, and promote the positive spread of word of mouth.

(2) The spread of social media. Community e-commerce platforms can use social media platforms for word-of-mouth communication. By sharing users' shopping experience, product recommendations and preferential information on social media, the influence of word-of-mouth can be expanded, and more users can be attracted to understand and participate in the community e-commerce platform.

(3) KOL (Key Opinion Leader) cooperation. Community e-commerce platforms can cooperate with influential KOLs and invite them to evaluate and recommend products or services on the platform. The influence of KOL can help improve the exposure and credibility of word of mouth, and attract more users' attention and participation.

(4) Planning of word-of-mouth activities. Community e-commerce platforms can plan various word-of-mouth activities, such as user sharing rewards, word-of-mouth selection, and word-of-mouth promotion. These activities can stimulate user participation and word-of-mouth communication, while increasing user interaction and loyalty to the platform.

(5) Customer service and care. Community e-commerce platforms can build good user relationships by providing high-quality customer service and care, thereby gaining word-of-mouth recommendations from users. Solve users' problems and needs in a timely manner, provide personalized service experience, let users feel the attention and attention of the platform, and then generate positive word-of-mouth.

In community e-commerce word-of-mouth marketing, the key is to actively guide users to participate in word-of-mouth communication, provide high-quality products and services, establish good user relationships, and use appropriate word-of-mouth marketing strategies to increase the enthusiasm and communication effect of word-of-mouth. Through effective word-of-mouth marketing, community e-commerce platforms can attract more users to participate and purchase, and enhance brand image and competitiveness.

4.2. Insufficient application of word-of-mouth marketing in community e-commerce

Although the application of word-of-mouth marketing in community e-commerce has achieved certain results and practical experience, there are still some challenges and problems to be solved:

(1) Response to false word-of-mouth and public opinion crisis. Community e-commerce platforms face problems such as false word-of-mouth and malicious comments. Some merchants or users may publish false word-of-mouth information to improve the reputation of products or services. At the same time, the crisis of public opinion may also spread rapidly on social media, which will have a negative impact on the image of the platform. The platform needs to strengthen the review and monitoring of word-of-mouth information, discover and deal with false word-of-mouth and public opinion crises in a timely manner, and protect the rights and interests of users and the platform.

(2) Evaluation and monitoring of word-of-mouth communication effects. The success of word-of-mouth marketing requires the evaluation and monitoring of word-of-mouth communication effects. However, in community e-commerce, it is not easy to accurately evaluate and monitor the influence and effect of word-of-mouth. The platform needs to establish scientific evaluation indicators and monitoring mechanisms, such as measuring the effect of word-of-mouth communication through user participation, conversion rate, brand exposure and other indicators, and timely adjust marketing strategies to optimize the effect of word-of-mouth communication.

(3) Personalization and differentiation of word-of-mouth marketing strategies. Word of mouth marketing needs to consider the individual needs and differentiated characteristics of users. Each user's participation behavior and

preferences on the community e-commerce platform are different, so the platform needs to formulate personalized word-of-mouth marketing strategies according to the characteristics of different user groups. This includes providing personalized recommendations and customized word-of-mouth content, as well as accurately locating target users through user data analysis and behavior tracking to improve the pertinence and effectiveness of word-of-mouth communication.

(4) Lack of user participation and interaction. The core of word of mouth marketing is user participation and interaction. However, in community e-commerce, users' willingness to participate and interact may not be high enough. The platform needs to actively encourage users to participate in word-of-mouth communication, such as through incentive mechanisms, interactive activities, user-generated content, etc., to increase the enthusiasm of users to participate and promote the continuation and spread of word-of-mouth communication.

5. Suggestions on Community E-commerce Word-of-mouth Marketing Strategies

Word-of-mouth marketing faces some challenges and deficiencies in community e-commerce. By adopting the following strategies to deal with these problems, make better use of word-of-mouth marketing strategies, and enhance the effect and influence of word-of-mouth communication.

5.1. Establish a monitoring and feedback mechanism for the effect of word-of-mouth communication

By adopting effective tools and indicators, monitor the effect of word-of-mouth communication, and adjust marketing strategies in time to optimize the effect of word-of-mouth marketing. The platform can pay attention to user comments and feedback, track the scope of influence of word-of-mouth communication and user participation, and obtain data and insights about word-of-mouth marketing to provide a basis for decision-making.

In establishing a monitoring and feedback mechanism for the effectiveness of word-of-mouth communication, it is crucial to adopt effective tools and indicators. First, network analysis tools can be used to track the path and scope of word-of-mouth communication, for example, key opinion leaders and influencers can be identified through social media analysis tools. Secondly, it is also necessary to pay close attention to user comments and feedback on community e-commerce platforms. Data can be collected by monitoring user messages, ratings, and comments. In addition, tracking the scope of influence of word-of-mouth communication and user participation is also a key indicator. Indicators such as page views, forwarding volume, likes and shares can be considered to evaluate the influence of word-of-mouth and user participation. In addition, regular user surveys and questionnaires can also collect users' evaluation and feedback on word-of-mouth marketing effects, so as to understand users' acceptance of word-of-mouth information, attitudes towards word-of-mouth influence, and trust in the platform. Finally, combined with sales data and user behavior analysis, the impact of word of mouth on actual sales and user behavior can be evaluated, and the commercial benefits of word of mouth can be measured through indicators such as sales, order

quantity, and conversion rate.

5.2. Implement personalized and differentiated word-of-mouth marketing strategies

According to different user groups and product characteristics, formulate personalized and differentiated word-of-mouth marketing strategies to improve the pertinence and attractiveness of word-of-mouth. By understanding the characteristics and needs of different user groups, the platform can cooperate with influential opinion leaders to promote word-of-mouth information in a targeted manner, or attract users to participate and spread word-of-mouth through personalized word-of-mouth content and activities. Here are several personalized and differentiated word-of-mouth strategies:

(1) Target user positioning: For different user groups, clarify their characteristics, needs and preferences, and tailor word-of-mouth content and communication channels according to their characteristics. For example, for young user groups, you can focus on word-of-mouth communication on social media platforms; for high-end user groups, you can attract their attention and participation through refined word-of-mouth recommendations and personalized services.

(2) Emphasize product characteristics: formulate corresponding word-of-mouth strategies according to the uniqueness and characteristics of the product. For example, if a product is environmentally friendly, it can emphasize its environmental value and sustainable development advantages to attract users who are concerned about environmental protection; if the product is innovative, it can emphasize its subversive features through word of mouth to arouse users' curiosity and interest.

(3) Stimulate user participation: By encouraging users to participate in word-of-mouth activities, improve the interactivity and participation of word-of-mouth. User evaluation activities, word-of-mouth sharing activities or user story sharing activities can be organized to encourage users to actively participate in word-of-mouth communication and share their experiences and insights.

(4) Create a word-of-mouth interactive platform: build an interactive platform to encourage users to communicate, share and comment on the platform. User forums, community discussion boards or online customer service systems can be set up to enable users to speak freely, ask questions and share purchasing experiences.

(5) Utilize the power of influencers: cooperate with influential opinion leaders, experts or core community users, and achieve wider influence through their word-of-mouth recommendations and sharing. They can be invited to participate in product reviews, offline activities or cooperative promotions to increase the influence and credibility of word-of-mouth communication.

5.3. Improve the user evaluation system of the community e-commerce platform

Build a comprehensive user evaluation system, including functions such as ratings, reviews, and user experience sharing. The platform should encourage users to actively participate in evaluations, and ensure timely responses to users' evaluations and questions, so as to improve users' satisfaction and trust in the platform. The platform can improve user participation and evaluation quality by optimizing the interface and user experience of the evaluation system. Improving the user evaluation system of the

community e-commerce platform can be carried out from the following aspects:

(1) Establish a comprehensive evaluation function: ensure that the user evaluation system has multiple functions such as scoring, commenting, and user experience sharing. Users can evaluate products or services based on their purchasing experience and feelings, and share their opinions and suggestions with other users.

(2) Simplify the evaluation process: Simplify the process and operation of user evaluation, lower the evaluation threshold for users, and encourage more users to participate in evaluation. Simple interface design, clear evaluation requirements and options can be adopted to enable users to conduct evaluations quickly and conveniently.

(3) Respond to user comments in a timely manner: establish a rapid response mechanism to ensure that the platform can respond to user comments and questions in a timely manner. For user comments and feedback, the platform should actively reply, solve problems or provide solutions, and enhance user satisfaction and trust in the platform.

(4) Monitoring and management of evaluation content: establish a monitoring and management mechanism for evaluation content, and promptly discover and deal with issues such as false evaluations, malicious attacks, or inappropriate remarks. Use automated tools or manual review to ensure the authenticity and legality of the evaluation content.

(5) Encourage active participation in evaluation: By setting up reward and incentive mechanisms, users are encouraged to actively participate in evaluation activities. Points, discounts, gifts and other rewards can be given to stimulate user enthusiasm and participation.

(6) Provide evaluation filtering and sorting functions: provide users with evaluation filtering and sorting functions, so that they can filter and view evaluation content according to their needs and preferences. For example, it can be sorted and filtered according to high and low scores, time order or specific tags to provide more targeted evaluation references.

(7) Protect user privacy and information security: ensure the security and privacy protection of the user evaluation system, and prevent user information from being leaked or abused. Establish privacy policies and data protection measures, encrypt user data, and strictly control access to evaluation content.

5.4. Strengthen the word-of-mouth marketing integration of social media

Combine word-of-mouth marketing with social media, and increase the coverage and influence of word-of-mouth communication through social media platforms. Platforms can actively participate in social media discussions, interact with users, provide interesting and useful content, attract more users to participate and share word-of-mouth information. Create official accounts on platforms such as Douyin and Instagram, and interact with users. Second, attract users' attention through content creation and sharing, provide interesting and useful content to stimulate users' active participation and spread word-of-mouth information. The platform should actively respond to user messages, comments and questions, interact and communicate with users, and establish a good brand image and user relationship. At the same time, encourage users to share their shopping experience and product reviews on social media, and set up a reward mechanism to motivate users to generate real and useful word-of-mouth content. In addition, cooperate with influencers, opinion leaders, bloggers or Internet celebrities on social media to increase the brand's exposure and influence on social media. Community e-commerce platforms can also use social media advertising platforms to place targeted advertisements related to word-of-mouth marketing to increase the coverage and influence of word-of-mouth marketing. Finally, by regularly analyzing the data of social media platforms, we can understand the effect of word-of-mouth communication and user participation, and make strategic adjustments and optimizations based on the analysis results. By integrating social media word-of-mouth marketing, community e-commerce platforms can expand the influence of word-of-mouth and establish a closer interactive relationship with users, thereby increasing users' trust and participation in the platform.

5.5. Provide Reward and Incentive Mechanism

In order to motivate users to generate authentic and useful word-of-mouth content by means of points, discounts, and gifts, community e-commerce platforms can adopt the following strategies:

Table 2. Reward and Incentive Strategies

Incentive method	Content
Integral system	Users get points after participating in word-of-mouth marketing activities, which can be used to redeem coupons, gifts, etc.
Discount	offers Provide corresponding discount offers based on the products or services mentioned in user word-of-mouth reviews
Free gift	A small gift or sample related to the purchase of a specific product
member's privilege	Provide additional exclusive benefits and privileges for member users who actively participate in word-of-mouth marketing
Referral Rewards	Encourage users to invite friends to join the community e-commerce platform and participate in word-of-mouth marketing to obtain rewards or discounts
level promotion	According to the user's reputation quality and participation, upgrade the user's membership level on the community e-commerce platform and enjoy more privileges

Through the above incentive methods, the community e-commerce platform can use points, discounts, gifts, etc. to motivate users to generate real and useful word-of-mouth content. The point system allows users to obtain points by participating in word-of-mouth marketing activities, and the

points can be used to redeem coupons, gifts, etc. Discount offers According to the products or services mentioned in user word-of-mouth reviews, corresponding discount offers can be provided to reward users for their participation. Gifts can be used as additional benefits after purchasing a specific product,

increasing users' enthusiasm for word-of-mouth marketing. In addition, the community e-commerce platform can also provide membership privileges for member users who actively participate in word-of-mouth marketing, improving user experience and satisfaction. The recommendation reward mechanism can encourage users to invite friends to join the community e-commerce platform and participate in word-of-mouth marketing to enjoy rewards or discounts. At the same time, the community e-commerce platform can also increase the user's membership level on the platform based on the user's word-of-mouth quality and participation, allowing users to obtain more privileges and rewards. These incentive methods can effectively promote users to generate real and useful word-of-mouth content, and enhance users' enthusiasm for participating in word-of-mouth marketing.

6. Conclusion

6.1. Research Summary

This study finds that trust is the core element of community e-commerce word-of-mouth marketing. Building users' trust in the platform is the key to attracting more users to participate and consume. Therefore, community e-commerce platforms should strive to create a reliable word-of-mouth environment and provide authentic and reliable user evaluation and feedback mechanisms. At the same time, this study reveals the challenges and problems faced by community e-commerce word-of-mouth marketing, including the proliferation of false word-of-mouth, the difficulty of guaranteeing the authenticity of word-of-mouth, and the response to public opinion crises. Community e-commerce platforms need to take effective measures to solve these problems, such as strengthening the word-of-mouth review mechanism, identifying and preventing the spread of false word-of-mouth, and establishing a crisis management mechanism to deal with public opinion crises. In addition, this study also points out the importance of community e-commerce word-of-mouth marketing strategies. Community e-commerce platforms can promote word-of-mouth communication and user engagement by guiding user reviews, incentivizing social sharing, and celebrity endorsements. At the same time, the analysis of the shortcomings of the word-of-mouth marketing strategy provides the direction of improvement and optimization for the community e-commerce platform.

6.2. Research Outlook

Future research can be carried out in the following

directions to gain a deep understanding of the potential and challenges of word-of-mouth marketing in community e-commerce:

(1) Evaluation and monitoring of word-of-mouth marketing strategies. Establish an effective word-of-mouth marketing strategy evaluation and monitoring mechanism, use a variety of indicators and tools to evaluate the effect of word-of-mouth marketing activities and user feedback, discover and respond to word-of-mouth crises in a timely manner, and optimize word-of-mouth marketing strategies.

(2) Application of artificial intelligence and big data technology. Use artificial intelligence and big data technology to mine the data of the community e-commerce platform, conduct user behavior analysis and personalized recommendations, and improve the effect of word-of-mouth communication and personalized word-of-mouth marketing capabilities.

Through in-depth research on these directions, we can better understand the mechanism and effect of word-of-mouth marketing in community e-commerce, and provide more effective strategies and methods for community e-commerce platform operation and marketing in order to promote the development and innovation of community e-commerce industry.

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