Research on Consumer Initial Trust Model Based on Internet of Things

Wang Ai-ling*, Li Lei-ming and Xu Guo-ling
School of Economics and Management, China University of Petroleum (East China), Qingdao, China

*Corresponding author's email: 896221370@qq.com

Abstract. With the rapid development of the Internet, consumers are getting more and more diversified information and information channels. Information channel and information content play a vital role in the initial trust of consumers. On the basis of receiving a certain amount of information and information valence, consumers are influenced by information channels to generate corresponding perceived value, thus generating and establishing initial trust. When the information channel is the customer side, the interaction between information quantity and information valence has the strongest regulating effect on perceived value. When the information channel is an enterprise, information quantity and information interaction have the weakest regulating effect on perceived value.

Key words. Consumer; Initial trust; Perceived value; Access to information

1. Hypothesis deduction and research model

With the rapid development of the Internet, the amount of information obtained by consumers is huge and complicated, and the information channels are diversified. No matter online or offline, consumers' purchases have common characteristics. The content and channel of information have great influence on the initial trust of consumers. Kim and Tadisina divided the development of trust into initial stage and firm stage. In the initial stage, initial trust is formed, and when the positive factors deepen, it will further develop into more firm trust, that is, it will enter a more advanced stage of trust development and then form firm trust. Initial trust is the starting point of continuous trust, so it is of great significance to study the establishment of initial trust. Through literature review, foreign scholars' definitions of initial trust are often associated with transaction behavior, and most scholars frequently apply such words as "the first time" and "the first time" to explain the definition of initial trust. Through sorting out a large number of literatures, it is concluded that the initial trust of consumer brand refers to the initial purchase of a brand from the initial state of no trust or zero trust, through consumers' cognition and judgment of the product brand, and in the risk environment. Among them, the occurrence of the first purchase indicates the true establishment of initial trust.

This paper intends to study the trust object by selecting basic skincare products among FMCG products. On the one hand, it is because basic skin care products belong to fast moving consumer goods; Second, there are a large number of basic skincare brands, and new brands are constantly emerging. The whole market is in a state of perfect competition. Consumers can choose brands and build brand trust.
independently, so enterprises need to pay more attention to the establishment and promotion of consumers and brand trust.

1.1. Hypothesis deduction

1.1.1. Information content. Consumers from know nothing about the brand to know and understand, is based on the mastery of certain brand information. That is to say, consumer brand trust from the initial zero state to the establishment of initial trust must be based on the acceptance of certain brand information content.

1) Information quantity

From the perspective of enterprises, 4P marketing theory is the basis for enterprises to make marketing strategies. From the perspective of consumers, 4P marketing strategy is an important source of information for consumers to make purchasing decisions. According to 4P theory, product sales information includes product information, price information, channel information and promotion information, which are objective descriptions of products and sales. Therefore, the four aspects of product sales information are taken as objective descriptions of information content. The more consumers know about objective description information, the more comprehensive their cognition of product brand will be, thus affecting the value of customers' perceived value.

2) Information potency

In addition to obtaining a certain amount of information, information valence is also crucial. Purnawirawan et al. [1,2] It is believed that the titer of a comment can be divided into three types, namely positive, neutral or negative. Positive evaluation of a product is positive, while negative evaluation is negative. Neutral evaluation does not contain descriptive information of both positive and negative sides. Since consumers' attitude towards products can be directly reflected through information valence, positive or negative comments directly express the reviewer's attitude towards products or services, which will promote or restrain other consumers' purchase desire and influence the decision of potential consumers.

To sum up, the following hypotheses are proposed:

H1: The interaction between information quantity and information valence positively affects consumers' perceived value. Specifically, when the information valence is positive, the information quantity positively affects the perceived value; When the titer of information is negative, the influence of information quantity on perceived value is weakened.

1.1.2. Information channels. Based on the classification of information sources by scholars, this paper divides the information sources of consumers when they buy products into enterprise, customer and third-party information sources. Among them, enterprise information channel refers to the information content that consumers get product brand from various channels through which enterprises themselves pass, which is commonly propagandized and reported by various paid media. Customer information channel refers to the information that consumers get about a product brand from themselves, their friends and relatives or other unfamiliar customers, which is commonly referred by their friends and relatives as well as various online comments. Third party information refers to the consumer product brand information content from the independent of enterprise for the customer and the neutrality of various channels, common is CCTV or recommendations issued by the government agency information, such as the little red book blogger and quickly trill short video platform web celebrity released products testing information and product recommendations, such as the number WeChat public platform since the media people recommend information, paid consulting platform to provide product information, etc.

Generally speaking, consumers are more inclined to trust the information released by information channels with high trust. For information channels to trust the specific regulation effect of perceived value, such as bing-jia shao argue that consumers on the contents of the information depends on trust evaluation information disseminator and receiver, the close degree between the richness of the close degree mainly for interaction, views of similarities and relations of intimacy three aspects, information
disseminator and receiver to the relationship between the intensity, the greater the information receiver
when evaluating information channels credibility tend to think that the higher credibility of information
channels. The information channel of the customer side has the most interaction with consumers, and
the views are the most consistent and resonating. The information provider of the customer side has the
most intimate relationship with consumers, so the information channel of the customer side has the
highest trust, and the information content has a more significant effect on the perceived value under the
information channel of the customer side. Comparatively speaking, the third party comes second, and
the enterprise side has the least interaction with consumers and the most distant relationship. Therefore,
this paper holds that the three information channels are in the order of customer side, third party and
enterprise side from high to low trust. Based on this, this paper studies the moderating effects of different
information channels on the relationship between information content and perceived value.

To sum up, the following hypotheses are proposed:

H2: Information channels regulate the influence of the interaction between information quantity and
information valence on consumers' perceived value. Specifically, when the information channel is the
customer side, the interaction between information quantity and information valence has the strongest
influence on the perceived value of consumers. When the information channel is a third party, the
interaction between information quantity and information valence has a second effect on the perceived
value of consumers. When the information channel is an enterprise, the interaction between information
quantity and information valence has the weakest impact on the perceived value of consumers.

1.1.3. Perceived value. Many scholars have talked about the relationship between customer perceived
value and initial trust, and Zeithaml verified through empirical analysis that consumer perceived value
plays an important role in the occurrence of consumer purchasing behaviors and the generation of
purchasing decisions [3]; Sweeney et al. verified the important role of customer perceived value when
discussing the influencing factors of consumer purchasing behaviors in the traditional retail industry,
and developed a consumer perceived value measurement scale, which provided a mature scale for the
subsequent research on customer perceived value [4]; Later, with the development of e-commerce, Dong
Dahai et al. analyzed the theory of customer perceived value in the field of e-commerce, providing a
conceptual basis for further research on the status and role of perceived value in consumer behavior in
the network environment. Zhang Guozheng mentioned that perceived value is an important criterion
that affects consumers' decision-making. It is influenced by consumers' judgment of preference and
guides consumers' choice. Zhao Bingyan studied the positive influence of consumer perceived value on
behavioral intention in the context of mobile e-commerce [5,6]. Consumers make judgments and
cognition based on the amount of information they obtain, information valence and the source of
information channels, which generate perceived value and thus affect their trust in the brand. To sum
up, the following hypotheses are proposed:

H3a: Perceived value positively affects initial trust.
H3b: The influence of the interaction between quantity of information and titer of perceived value
mediation on initial trust.
H3c: The influence of quantity, titer and information channel interaction of perceived value
mediating information on initial trust.

1.2. Research model
Based on the above analysis, the initial trust formation and establishment model of consumers is shown
in Figure 1.
2. Experimental design
In combination with the hypothesis of this study, which involves the regulatory role of information channels, the scenario experiment method is adopted to verify the hypothesis. It has been described above that consumers have generated perceived value at the time of initial purchase from three perspectives, namely, the amount of information, the positive and negative valence of information and the information channel. Therefore, in the experiment, the questionnaire items were set by manipulating three information channels, namely, more information and less information, positive and negative information valence.

2.1. Manipulation and measurement of variables
The manipulation of the amount of information combined with people's psychological cognition, "nothing is more than three", so this study defined the amount of information less than or equal to 3 as the amount of information. Considering the feasibility of the survey and the effect of variable manipulation, combined with the psychology that "7 is the maximum number of people's short-term memory", the number of information greater than or equal to 7 is defined as the number of information.

The manipulation of positive and negative information valence is based on Purnawirawan et al. (2012). The information valence is the positivity or negativity of the evaluation information, which represents the attitude tendency of the evaluator towards the product. Therefore, this study realized variable manipulation by compiling situational materials with positive and negative evaluation information respectively. Among them, the positive evaluation information is explained by the presentation of the favorable rating rate, while the negative evaluation information is presented by the fact that "a few people will have allergies when they first use the product".

The manipulation of information channel sources is mainly based on the preparation of different situational materials that can show that product information comes from a certain information channel. The enterprise information channels to provide product information for the keywords "A brand enterprise", the customer party information channels to provide product information for the keyword "good friends", third party information channels to provide product information keywords for the independent of enterprise is in the public welfare nature between the customer and for evaluating the cosmetics and the recommended "zhang".

Design 2 (Quantity of information: small quantity of information vs. large quantity of information) × 2 (valence of information: positive evaluation vs. Negative evaluation) × 3 (information channels: enterprise information channels vs. customer information channels vs. Third party information channel) 12 scenarios in total. These 12 scenarios provide consistent information from the perspective of more information and less information. One of the examples is described as follows:

Scenario 1: Lots of information & Positive evaluation of information & the enterprise side
Brand A introduced in the advertisement that the ingredients of this basic skin care product are pure plant extraction, which has moisturizing effect.

In the sales spot advertisement of Brand A, the main basic skin care cream is 50g, and the price in the skin care counter is 200 yuan.
The sales store of A brand product is carrying out online and offline promotion activities. Now you can get a 5ml sample gift box of A brand product if you buy it.

Brand A chose popular flow stars to endorse the basic skin care products, with 56 million fans (take An A-lister Yang * for example, with 55.23 million fans).

The online and offline shopping platform of Brand A advertised A 30% discount for basic skincare products purchased before September this year.

Brand A has counters in major department stores.

When brand A introduced this basic skin care product, it mentioned that it was widely praised, with A favorable rating of 99%.

For the measurement of variables in the model, we mainly used mature scales at home and abroad. Perceived value of reference for Sweeney (2001) study, measurement contains four entries, respectively is "I love the product information in the description of the brand product", "can I think the basic skincare brand is recognised by others", "I think the basis to protect skin to taste is content of value" and "I think the basis to protect skin to taste is very good quality". Initial trust Kim, Tadsina (2005) study, measurement contains four entries, respectively is "I believe the basic skincare brand is worthy of trust", "I believe the basic skincare brand provides products and services are safe and reliable", "I believe that the basic skincare brand will abide by the commitment to consumers" and "I believe the basic skincare brand will be concerned with the interest of the customer".

2.2. Questionnaire design
The questionnaire is mainly divided into three parts: The first part is screening questions. Through two questions, male subjects without basic skin care purchase experience were eliminated. The second part is the personal data survey, mainly including the respondent's age, education level, monthly income and other basic information. The third part is the main part of the questionnaire. At first, relevant situational materials are given, and "which information channel do you think the above information comes from? "You think the quantity of product sales information provided in the materials" and "You think the evaluation information provided in the materials is positive evaluation information" were used to measure the quantity of information, information valence and information channels. The first question was a single choice question, and the last two questions were measured using Richter scale 7. Then, the items that measured perceived value and initial trust were still measured by a seven-point Likert scale, with the score ranging from "strongly disagree" to "strongly agree" successively assigned to 1-7.

3. Data analysis
3.1. Statistical characteristics of samples
A total of 368 sample data were collected. All the respondents were female and the age distribution was concentrated between 18 and 30 years old, accounting for 54.1%. The education level was mainly undergraduate, accounting for 52.4%. Disposable income is concentrated in the 2000-5000 and 5000-1000 range, accounting for 28.0% and 29.1% respectively. See Table 1 for specific data.

| Statistics project | category                | Number of samples | The proportion |
|--------------------|-------------------------|-------------------|----------------|
| gender             | female                  | 368               | 100%           |
|                    | Under the age of 18     | 26                | 7.1%           |
| age                | The age of 18 to 30     | 199               | 54.1%          |
|                    | 31-40 years old         | 85                | 23.1%          |

Table 1. Statistical characteristics of samples (N=368)
41 to 50 years of age 48 13.0%
Over 50 years of age 10 2.7%
Junior High school and below 30 8.2%
Senior high School (or Vocational technical College) 51 13.9%

| Education level | N  | The mean | The standard deviation | Standard error |
|-----------------|----|----------|------------------------|----------------|
| college         | 48 | 13.0%    |                        |                |
| Undergraduate course | 193 | 52.4%    |                        |                |
| Master and above | 46 | 12.5%    |                        |                |
| 2000 yuan and under | 124 | 33.7%    |                        |                |

| Monthly disposable income | N  | The mean | The standard deviation | Standard error |
|---------------------------|----|----------|------------------------|----------------|
| 2001 yuan - 5000 yuan     | 103| 28.0%    |                        |                |
| 5001 yuan - 10000 yuan    | 107| 29.1%    |                        |                |
| More than 10000 yuan      | 34 | 9.2%     |                        |                |

3.2. Maneuverability test

In this paper, SPSS21.0 was used to test the samples. Before conducting control tests. Firstly, the internal consistency reliability measurement of mediating variables and dependent variables is carried out. After summarizing the internal consistency of 12 scenarios, the internal consistency values of perceived value and initial trust were 0.80 and 0.77 respectively, which met the requirements of the study (>0.6).

The test of situational manipulation is mainly based on the design of situational materials, including the amount of information, positive and negative valence of information and the type of information channels. The variables assigned in the manipulation test are respectively: in the aspect of information channel, 1 is the customer; 2 is the third party of the enterprise; Quantity of information 1 is less and 2 is more; In terms of titer of information minus 1 is minus 1 is positive.

Manipulation test f (1,366) =1906.74>8.18, p=0.001<0.01. When the amount of information is small, the mean value is 2.01; when the amount of information is large, the mean value is 5.95, showing a significant difference (see Table 2 for specific data).

| Table 2. Descriptive Statistics of information Quantity (N=368) |
|---------------------------------------------------------------|
| N  | The mean | The standard deviation | Standard error |
|----|----------|------------------------|----------------|
| 1.0| 183      | 2.011                  | 1.0163         | 0.0751         |
| 2.0| 185      | 5.946                  | 0.6815         | 0.0501         |

Manipulation test f (1,366) =1680.94>8.18, p<0.001. The negative time mean of WOM is 2.325 and the positive time mean of WOM is 6.000. The mean of the total sample is 4.033. There is a significant difference between the two (see Table 3 for specific data).
Table 3. Descriptive Statistics of information titer (N=368)

| N     | The mean | The standard deviation | Standard error |
|-------|----------|------------------------|---------------|
| 1.0   | 197      | 2.325                  | 1.0232        | 0.0729        |
| 2.0   | 171      | 6.000                  | 0.6136        | 0.0469        |

The information channels are divided into three parties. In the manipulation test, two parties are compared first. The information channels were 2.00 for customers and 1.04 for enterprises, $f(1,251) = 1225.88 > 8.18$, $p < 0.001$. There are significant differences between the two (see Table 4 for specific data).

Table 4. Comparison of descriptive statistics between customer side and enterprise side (N=253)

| N     | The mean | The standard deviation | Standard error |
|-------|----------|------------------------|---------------|
| 1.0   | 114      | 2.00                   | 0.000         | 0.000         |
| 2.0   | 139      | 1.04                   | 0.292         | 0.025         |

When the information channel is the customer side, the mean value is 2.00; when the third party, the mean value is 2.98. $F(1,227) = 3164.37 > 8.18$, $p < 0.001$. There are significant differences between the two (see Table 5 for specific data).

Table 5. Comparison of descriptive statistics between customers and third parties (N=229)

| N     | The mean | The standard deviation | Standard error |
|-------|----------|------------------------|---------------|
| 1.0   | 114      | 2.00                   | 0.000         | 0.000         |
| 2.0   | 115      | 2.98                   | 0.187         | 0.017         |

When the mean value of information channel enterprises is 1.04 and the mean value of third parties is 2.98, $F(1,254) = 3798.06 > 8.18$, $p < 0.001$. There are significant differences between the two (see Table 6 for specific data).

Table 6. Descriptive statistics of comparison between enterprises and third parties (N=254)

| N     | The mean | The standard deviation | Standard error |
|-------|----------|------------------------|---------------|
| 2.0   | 139      | 1.04                   | 0.292         | 0.025         |
| 3.0   | 115      | 2.98                   | 0.187         | 0.017         |

The mean value of information channels is 1.04 for customers, 2.98 for third parties and 2.00 for enterprises. $F(2,365) = 2756.25 > 5.54$, $p < 0.001$. There are significant differences among the three (see Table 7 for specific data).
Table 7. Descriptive statistics of three parties of information channel (N=368)

|     | N   | The mean | The standard deviation | Standard error |
|-----|-----|----------|------------------------|---------------|
| 1.0 | 114 | 2.000    | 0.0000                 | 0.0000        |
| 2.0 | 139 | 1.043    | 0.2917                 | 0.0247        |
| 3.0 | 115 | 2.983    | 0.1865                 | 0.0174        |

The above data show that the manipulation of information quantity, information valence and information channel has achieved the expected effect.

3.3. Hypothesis testing

Main effect test. Hypothesis 1 proposes that the interaction between information quantity and information valence positively affects consumers' perceived value. Specifically, when the information valence is positive, the information quantity positively affects the perceived value; When the titer of information is negative, the influence of information quantity on perceived value is weakened. The correlation coefficient of M2 information quantity and information titer in Table 8 (β=0.104, P <0.05) shows that the interaction of information quantity and information titer has a significant effect on perceptive value. Figure 2 shows the interaction between information quantity and information valence. When information valence is positive, information quantity positively affects perceived value. When the titer of information is negative, the influence of information quantity on perceived value is weakened. So H1 is true. The M5 perceived value coefficient in Table 8 (β=0.639, P <0.001) shows that perceived value positively affects initial trust, and H3a is established.

Table 8. Regression analysis results

| variable                      | Perceived value | The initial trust |
|-------------------------------|-----------------|-------------------|
| intercept                     | M1   M2   M3   M4   M5   M6   M7   M8   M9   M10   M11   |
|                               | 3.290 3.297 3.363 3.350 0.977 3.609 0.827 2.564 0.454 2.628 0.511 |
|                               | ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   |
| Information quantity          | 0.546 0.538 0.547 0.555 | 0.692 0.348 0.691 0.345 |
|                               | ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   |
| Information titer             | 0.839 0.994 0.840 0.983 | 0.422 0.214 0.674 0.004 |
|                               | ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   |
| Access to information         | 0.037 0.036 |                  |
| Quantity of information *     | 0.104 0.052 | 0.281 0.04 * 0.05 0.117 |
|                               | *     *     ***   *     ** |
| Quantity of information *     | 0.098 |                  |
|                               | **     |
| titer of information *        |                  |
| information channels          |                  |
| Perceived value               | 0.639 0.675 0.640 0.631 |
|                               | ***   ***   ***   ***   |
| R2                            | 0.554 0.656 0.555 0.567 0.721 0.260 0.724 0.446 0.767 0.458 0.763 |
| F                             | 226.73 151.9 151.1 94.90 943.9 128.9 477.8 97.78 298.6 76.63 232.9 |
| AR2                           | 0.554 0.656 0.555 0.567 0.721 0.260 0.724 0.446 0.767 0.458 0.763 |
| AF                            | 226.73 151.9 151.1 94.90 943.9 128.9 477.8 97.78 298.6 76.63 232.6 |
|                               | ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   ***   |
**Note 1:** Sample size $N=368 + P < 0.1$, * $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$, reported as non-standardized coefficient.

**Figure 2.** Two-dimensional interaction diagram between information quantity and information valence

Moderating effect test. Hypothesis 2 proposes the influence of information channel regulation of information quantity and information valence interaction on consumers' perceived value. Specifically, when the information channel is the customer side, the interaction between information quantity and information valence has the strongest influence on the perceived value of consumers. When the information channel is a third party, the interaction between information quantity and information valence has a second effect on the perceived value of consumers. When the information channel is an enterprise, the interaction between information quantity and information valence has the weakest impact on the perceived value of consumers. In Table 8, the regulating effect of information channel on information quantity and titer in Model M4 ($\beta=0.052$, $P < 0.05$) shows the influence of information channel regulation on information quantity and titer on perceived value. Table 9 Shows that the influence of information quantity and information valence on perceptive value after information channel division is respectively 0.753 (customer side), 0.216 (enterprise) and 0.583 (third party), and the interpretability of quantity and valence interaction on perceptive value is 0.680 (customer), 0.160 (enterprise) and 0.607 (third party), respectively. In addition, the results of interaction effect Figure 3 showed that (M4: $\beta=-0.098$, $P < 0.01$) showed significant positive effects. So, H2 is proved to be true.

**Table 9.** Analysis of regression results

| variable | The customer | Perceived value | The third party |
|----------|--------------|----------------|-----------------|
|          | M1           | M2             | M2              |
| intercept| 4.046 ***    | 4.274 ***      | 3.923 ***       |
The interaction effect of information quantity and information valence is significant. The interaction effect is as follows:

| Interaction Effect | β     | t-value | p-value |
|--------------------|-------|---------|---------|
| Information titer * Information quantity | 0.753 | ** | <0.001 |
| Information titer * Information valence | 0.216 | ** | <0.001 |
| Information quantity * Information valence | 0.583 | ** | <0.001 |

The R^2 values are 0.68, 0.16, and 0.607, respectively, indicating a moderate to strong effect size. The F values are 238.268, 26.067, and 174.69, respectively, indicating significant differences between the conditions.

Δ R^2 values are 0.680, 0.160, and 0.607, respectively, and the Δ F values are 238.268, 26.067, and 174.69, respectively, showing the incremental effect of the interaction.

Note 1: + P < 0.1, * P < 0.05, ** P < 0.01, *** P < 0.001

Figure 3. Tripartite interaction diagram of information quantity, information valence and information channel

Mediating effect test. Hypothesis 3 proposes the influence of the interaction between the quantity of perceived value mediating information and information valence on initial trust. The influence of information quantity, information valence and information channel interaction of perceived value mediators on initial trust. In Table 8, the coefficient of interaction between quantity of information and tivalence in M6 β=0.281, P <0.001; the coefficient of interaction between quantity of information and tivalence in M7 β=-0.04, P <0.005; at this time, the coefficient of perceived value β=0.675, P <0.001, indicating that perceived value almost completely mediates the effect of interaction between them on initial trust.H3b.In model M10, the coefficient of triple interaction on initial trust is β=-0.058, P <0.001. In model M11, the coefficient after perceived value mediation is β=-0.009 and is not significant, indicating that H3c is established.

4. The results discussed

First, empirical results prove that information content can significantly affect customer perceived value. From the initial untrust state to the initial trust, the amount of information received by consumers and the price of information play an important role. Remarkably, the effect of information valence on perceived value is much greater than the amount of information. This shows that enterprises should pay great attention to the satisfaction and comments of relevant parties on the brand, which not only involves whether the old customers buy back; It's also about getting new customers. Based on this, the attention...
of information valence is very important to obtain the initial trust of enterprise brand.

Second, empirical results prove that information content can significantly affect perceived value, but the interaction between information quantity and information valence positively affects value, and there is a significant interaction effect between them. But with the addition of information channels, the interaction between the three is more obvious. This is also consistent with communication logic. The amount of information and the positive and negative value of information are both affected by information channels. Consumers have different trust in different information channels, and this trust transfer will affect the perceived value of the information content obtained by consumers. It can be seen from Figure 3 that the interaction between information quantity and information valence on the customer side has the greatest regulatory effect on perceived value, followed by the third party, and finally the enterprise side. This conclusion is consistent with the word of mouth potency that most of our studies have focused on. Word of mouth potency is the information evaluation content of the customer side. The perception of the third party is often the third party that is independent of the enterprise and customers. The authority and independence of the third party determine its credibility. As the type of the third party is quite different, such as CCTV rating report or product exposure and web celebrity propagator. Part of the third party web celebrity belongs to the third party, and part of web celebrity is employed by the enterprise. Although, enterprises pay attention to the importance of web celebrity communication, more and more web celebrity to participate in the camp of enterprise publicity. As a result, more and more customers will naturally classify third parties such as web celebrity as enterprise parties, thus reducing their trust. Therefore, how to classify the third party and the regulating effect of different third parties should also be different, which can also be further studied.

Third, empirical results prove that perceived value plays a mediating role in the relationship between information quantity, information valence, information channel interaction and initial trust. The influence of perceived value complete mediating information quantity and information valence on initial trust; The influence of the quantity, valence and channel interaction of some mediations on initial trust. The information communication between the brand and consumers will eventually lead to consumers' comprehensive cognition of the brand, thus affecting their initial trust.

5. References
[1] Purnawirawan N., De Pelsmacker P., Dens N 2012 Balance and sequence in online reviews: How perceived usefulness affects attitudes and intentions Journal of Interactive Marketing 26 pp 244-255
[2] Lee M, Youn S 2009 "Electronic Word of Mouth(Ewom). How eWOM Platforms Influence Consumer Product Judgement" International Journal of Advertising 28 pp 473-499
[3] Valarie A. Zeithaml 1988 Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence SAGE Publications 52(3) pp 2-22
[4] Jillian C Sweeney, Geoffrey N Soutar 2001 Consumer perceived value: The development of a multiple item scale Elsevier Inc. 77(2) pp 203-220
[5] Chih-Lun Alan Yen, Chun-Hung Hugo Tang 2019 The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors International Journal of Hospitality Management 79 pp 9-18
[6] Jillian C Sweeney, Geoffrey N Soutar 2001 Consumer perceived value: The development of a multiple item scale Journal of Retailing 2 pp 203-220