

# Personality's Influence on the Relationship between Online Word-of-mouth and Consumers' Trust in Shopping Website

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**Abstract**—This paper did a survey on 162 college students, with an aim to find out the role of consumers' personality in their trust in the website as far as the online word-of-mouth is concerned. All the data collected are analyzed by SPSS 15.0 and LISREL. It shows that there is a significant difference between the introverted consumers and the extroverted consumers viewing their attitude towards online word-of-mouth. When the online word-of-mouth is affecting the consumers' trust in shopping websites, the introverted and extroverted influence exist difference.

**Index Terms**—f online word-of-mouth, Trust, Personality

## I. INTRODUCTION

Being a new media able to provide an open, fair, cheap and efficient access for information, the Internet has played a more and more important role in people's daily life. At present, it is very common to use the E-media to communicate with each other, which results in a wide spread of virtual communication. The Internet has also made the online shopping a common thing, the consumers can publish their opinions conveniently on the website, including the quality, the price, and the style of the product, the service of the website and the online sellers and the delivery speed.

The research shows that the potential online consumers may refer to other consumers' comment when they are about to shop. The online word-of-mouth is becoming more and more influential. Our (Chen & Li 2009) research shows that the online word-of-mouth published in the shopping websites' BBS has an influence on the online consumers' trust in the shopping websites. However, what are the factors in control?

According to the research done on consumer behavior, the consumers' personality is affecting their shopping behavior and shopping decision. The influence of the consumers' personality on virtual shopping and virtual shopping decision is yet to be discussed. The main purpose of this paper is to explore this aspect, mainly focusing on the specific types of information when consumer of different personalities are looking for the online word-of-mouth and the role of the personality in affecting consumers' trust in websites.

## II. LITERATURE REVIEW

### A. Online Word-of-mouth

The generation of online word-of-mouth

With the development of e-commerce, online word-of-mouth also has attracted a lot of attention. The consumers use Internet to search for information about product quality, price, service, delivery. Because of the virtual shopping environment, consumers take some risk before they make shopping decisions. Therefore, online word-of-mouth, as a source of information, is also considered by consumers.

Stauss (1997, 2000) discussed the influence of online communication on consumer, which used 'Internet consumer communication' to define the information about products online, a kind of word-of-mouth. It makes a potential consumer communicate with many other people about the product information.

Hanson (2000) used online word-of-mouth or electronic word-of-mouth to describe computer-mediated word-of-mouth. The consumers use e-mails, user groups, online forums to transfer information. Hennig-Thurau et al. (2004) pointed out that consumers use WebPages to collect the information from other consumers, which can be defined as electronic word-of-mouth.

The types of online word-of-mouth

According to Kiecker & Cowles (2001), there are four types of online word-of-mouth. Spontaneous word-of-mouth: consumers use their WebPages or e-mail as communication channel to transfer information.

Quasi-Spontaneous word-of-mouth: consumers use BBS or virtual communities of shopping sites to transfer information.

Independent-or Third Party-sponsored word-of-mouth: special interest groups transfer information about product and service from the Internet. They answer consumer's questions and help consumer search for information.

Corporate Sponsored word-of-mouth: the sellers create websites and hair consumers to transfer information about product or service.

In this research, I focus on Quasi-Spontaneous word-of-mouth. I define it as consumer-generated comments.

These comments are all from the BBS or virtual communities of shopping sites.

The influence of online word-of-mouth

Bickart & Schindler (2001) defined the type of online information as used User-generated online information and marketer-generated online information. Consumers used those as information collecting channels. The researchers collected information about consuming potential, expected consuming expense, product knowledge, thought and interest of those consumers. User-generated online information is from the BBS, marketer-generated online information is from the WebPages of sellers. After 12-week data collection, they found that consumers who collect User-generated online information are more interested in the products.

With 252 students as research objects, Smith, Menon & Sivakumar (2005) found that online shoppers made buying decisions with the information from other consumers who have bought same products.

Based on the 616 virtual community members' data, Gruen, Osmonbekov & Czapslewski (2006) thought that online word-of-mouth influence the perceived value of product and the intention of loyalty.

In the real world environment, researchers focused on the positive and negative information on the shopping decision-making and they found out negative information has more influence on the decision-making.

In this research, I focus on the influence of consumer-generated comment on consumer trust to online sellers.

### B. Trust Model

Based on the traditional trust theories, there are three trust models: rational-emotional trust model, institutional-interpersonal trust model and faith-intention trust model.

#### Rational-emotional Trust Model

This model analyzes trust from both the rational and emotional aspects. The consumer trust in the e-commercial transaction context is determined by two aspects: First, the buyer will analyze the competitive power, marketing ability, brand influence of the seller. Second, the buyer will analyze the honesty, credibility, benevolence and integrity of the seller and consider its customer care to determine whether this seller is reliable and credible.

#### Institutional-interpersonal Trust Model.

Institutional trust is a trust in the whole Internet environment, and interpersonal trust is an appraisal for credibility of the seller on the Internet. The related literatures taking interpersonal trust into consideration believed that transaction itself is an interactive interpersonal process. Compared with the normal interpersonal relation, the buyer in the transaction process is in the inferior position. Only when knowing a lot about the seller's competitive power and benevolence, combining with the satisfaction based on the previous transactions, the buyer can judge the seller's credibility and determine his/her own buying behaviors..

#### Faith-intention trust model

McKnight (1998) put forward the two-dimensional trust: intention and faith. The intention of trust is: in the given environment, even if the bad results may happen, the object is still willing to trust others. The definition of the faith of trust is: in the given environment, the object believes that others are benevolent, capable, honest and predictable. In the context of e-commerce, the faith of trust includes the faith and the expectation of online customers toward the online sellers which are related to the trust. The intention of trust is the degree that the customer is willing or intended to trust the seller on the shopping site, even if they risk a deception.

In my research, I mainly care about the interpersonal trust, which is between the consumer and seller. In interpersonal dimension, basically I use Gefen's three-dimensional trust (2002), which are ability, benevolence and integrity.

### C. Personality And Online Word-of-mouth

According to the Consumer Information Search Theory in Consumer Behavior Theory, the consumers depend on the external information when they are doing the shopping or making the shopping decision, although the degrees varied. When it comes to the same external information, it's decisive for dependent consumers; while it might only be a facilitator for independent consumers.

The influence of information provider's personality on the online word-of-mouth

During the diffusion of online word-of-mouth, the information provider is the main part of the process, the prior user of the product or the consumption and the trust-deliver which means the degree of his wiliness of spreading the online word-of-mouth and the appropriate opportunity are the decisive factors as to the diffusion of online word-of-mouth.

As for the personality, Hawkins pointed out that consumers who are affected by the collectivism are more likely to spread their shopping experience or information to the relevant groups. Money R.B. et al., after researching the differences between the different consumers' influence on the diffusion of online word-of-mouth, found that compared to the introverted consumers, the extroverted consumers are more likely to share the shopping information with their family members and friends.

The influence of information receiver's personality on the online word-of-mouth

The online word-of-mouth receiver, being the one affected by the online word-of-mouth, the degree of the information acceptance will not only affect its shopping behavior or decision, but also is an important index for evaluating the diffusion of the online word-of-mouth. The better the receivers' understanding and acceptance, the more possibilities the receiver makes the same decision as the online word-of-mouth, which reflects the positive effect of the diffusion of online word-of-mouth. The main factors affecting the receiver's acceptance is the receivers' personality, wiliness and receiving ability.

Personality is a stable psychological characteristics gradually formed in the psychological development. The development of the consumer's personality is affected by

such background factors as development environment, education, society and heritage. They are the antecedents in the receiving of online word-of-mouth, among which, culture is a decisive factor in the formulation of consumers' personality. For example, when researching the cross-cultural spread of online word-of-mouth, Bruce noticed that the consumers under the Japanese culture are more active in searching the online word-of-mouth compared to the American consumers, and the possibility is higher under the same cultural background than the different ones, and the influence is greater. At the same time, according to the consumer information search behavior in the Consumer Behavior, the consumers are affected by the external information to some extent, however, as for the same information, the influences are varied. For dependent consumer, the external information might be decisive for the shopping decision; but for the independent consumer, it might only be a facilitator. Therefore, I can clearly see that the online word-of-mouth receiver's personality is an important factor in the process of online word-of-mouth spreading.

This research mainly used one of the Big Five Personality Traits: extroversion (introverted, extroverted) to research the consumers' attention on the online word-of-mouth and the adjustment function of the personality traits.

#### *D. The Classification of Online Word-of-mouth*

In my previous research, I studied about 1,000 comments of consumers on BBS and virtual communities of shopping sites after their shopping behaviors. In that research, I used empirical factor analysis to analyze the data, then the results showed the contents of comments could be divided into four dimensions: Service, Product and price, Self-display and After-sale action (Chen, 2009). Service refers to the solutions to all the problems the customers may have in the process of decision-making, product delivery and receiving, product operation, etc. According to different service phases, service can be divided into three dimensions: customer service, logistics and packing, after-sales service and solutions. Product and price refers to the comments of quality and price of the product in the shopping sites. Self-display can be divided into two dimensions: background description of the consumption and feeling of the consumers. After-sale action comment means a feedback for the specific website, the specific seller or other consumers after purchasing and using the products or services. Moreover, After-sale action comment can be divided into two dimensions: action (measured in deeds) and suggestion (measured in words).

Based on this, I developed the questionnaire of 'Comments on shopping sites, which is composed of 29 items.

#### *E. The Relationship Between Online Word-of-mouth and Consumer Trust*

With the development of social networking, online word-of-mouth, being an important component of the shopping websites, has become more and more welcomed by the online shoppers. It is shown that the consumer's purchasing ability is greatly affected by his surrounding

people. In the shopping website, the majority consumers will first look for adequate information at the comment community and then make their shopping decisions. At present, most shopping websites provide the community for publishing comments on product and the purchase. In some western countries, I can even find those comparison shopping websites which aim at searching the consumers' comments and make comparisons. Therefore, I can say that there is significant relationship between the online word-of-mouth and consumer trust, and it has been proved by lot scholars from different angles, both home and abroad.

Liu et al. studied about 284 Korean adult consumers who have the online shopping experience in the past year and found that: (1) When shopping online, consumers mainly consider the four factors of comments, the first factor is related to the product returned, restitution, after-sales service, namely dissatisfaction solution factor; The second factor is related to the delivery time, the accuracy of product delivered, product packaging, namely the product delivery factor; The third factor is that with the product quality, product attributes, product design, namely the product attributes factor; The fourth factor is related to the product price, delivery costs and payment, namely money factor. (2) The factors associated with the product attributes and the after-sale dissatisfaction solutions are very influential on the online shopping. On the contrary, the product delivery factor and the money factor did not affect the online shopping intention. Therefore, I need to manage the product attributes factor and the after-sale dissatisfaction solution.

When a consumer is buying a certain product, there is a decision making process, although differed with the product type and purchaser type. However, a typical purchasing decision process usually includes the following aspects: Demand recognition, information collecting, comparison, purchase decided and after-purchase activity. During the information collecting phase, the information comes from the following channels: (1) personal channel: from the interpersonal relationship with family members, relatives, neighbors and colleagues. (2) business channel (main source and can be monitored by the enterprises): advertisements, introduction by the salesperson, package of the products and the instructions for the products. (3) public channel: mass media such as TV, radio and magazines. (4) experience: from their own contact with the products. The existence of virtual community expands the sources of information and enables the community members to search professional and well-targeted brand and its information. At the same time, the virtual community has also rewritten the meaning of the source of experience, enabling community members to observe and learn from the experience of others, and be supported. These benefits arise primarily from the online word-of-mouth within the virtual brand community.

It is also proved by Ni Yegang in his paper after an empirical study that the content of the comments has a significant influence on the consumer trust. He arrived at

the conclusion: "Consumers have more trust on the product on which comments are allowed to express."

According to iResearch's latest release - "China E-consumer Decision-making Research -2008", the reputation of the online shops is the primary factor in the E-consumer's decision-making, after-sale service and comment are the focus of the E-consumers. 70% of E-consumers used the user comment to help their decision making. The Information authenticity, usefulness, the credibility of the commentators and the number of comments are the most concerned user comment attributes.

My research (Chen, 2010) found out that, Service comment has weak influence on the trust in the consumer websites. Service comment has influence on neither Capability nor Honesty.

Product and price comment has strong influence on the trust in the consumer websites. Products comment has strong influence on Capability and Honesty.

Self-display comment has strong influence on the trust in the consumer websites. Self-display comment has strong influence on Benevolence.

After-sale actions' comment has strong influence on the trust in the consumer websites. After-sale actions' comment has strong influence on Benevolence.

### III. HYPOTHEIS AND MODELS

In this research, I used the questionnaire designed by myself "the questionnaire of comments on shopping sites", and divided the shopping website comments into 4 domains: Service, Product and price, Self-display and After-sale action.

Meanwhile, according to the questionnaire developed by Gefen in 2002 for testing cyber trust which was based on Mayer's three-dimensional model in 1995, this paper divides the trust into three dimensions: Capability, honesty and benevolence.

Capability is the combination of profession, technology, competency and experience of online sellers. Honesty refers that online sellers have some regulations and principles to protect the online consumers. Benevolence refers that online sellers will behave kindly to shoppers without self-interested profit motive. They may give up their potential interest and treat the consumer benevolently.

I classify the consumers' personality types according to the extroversion domain in the Big Five Personality Traits.

The consumers who are intolerant of uncertainty would prefer to have a clear view of the things before making a decision, so they tend to search for and evaluate information before buying. While at the same time, compared to the introverted consumers, the extroverted consumers are more independent, more adventurous rather than conservative, so I can make a guess that consumers of different characteristics might have different concerns for the online word-of-mouth, so come the following assumptions:

H1: as for the attention of the comment on the service, there is significant difference between the extroverted and introverted consumers.

H2: as for the attention of the comment on the product and the price, there is significant difference between the extroverted and introverted consumers.

H3: as for the attention of the comment on the shop owners' self display, there is significant difference between the extroverted and introverted consumers.

H4: as for the attention of the comment on the after-sale service, there is significant difference between the extroverted and introverted consumers.

It is proved by some empirical researches that the comments of the products exert an obvious influence on the consumers. In the information exchange mechanism, it is also pointed out that by providing a detailed introduction of the product, an objective evaluation by a third party, virtual advisers and by establishing virtual communities which enable a free exchange of information between consumers, the shopping sites will influence the consumers' trust. In the purchasing process, extroverted consumers are more likely to be influenced by the external environment, which means the great degree of herd mentality. While the introverted consumers are more concentrated on the heart, which means they are not likely to be affected by the external environment. That is to say, compared to the introverted consumers, the extroverted consumers are more vulnerable to the external interference. Therefore, I can suggest that speaking of the influence of the comments on the trust of shopping websites. It is greater on the extroverted consumers than the introverted consumers, thus the following hypothesis:

H5: Compared to the extroverted consumers, the introverted consumers' trust on the websites' ability are more easily to be affected by the comments on service.

H6: Compared to the extroverted consumers, the introverted consumers' trust on the websites' honesty are more easily to be affected by the comments on service.

H7: Compared to the introverted consumers, the extroverted consumers' trust on the websites' ability are more easily to be affected by the comments on the products and prices.

H8: Compared to the introverted consumers, the extroverted consumers' trust on the websites' honesty are more easily to be affected by the comments on the products and prices.

H9: Compared to the introverted consumers, the extroverted consumers' trust on the websites' benevolence are more easily to be affected by the comments on the shop owners' self display.

H10: Compared to the introverted consumers, the extroverted consumers' trust on the websites' honesty are more easily to be affected by the comments on the after-sale service.

### IV. RESEARCH METHODOLOGY

**A. Research Objectives**

The study chose the college students as the sample for doing the questionnaire. The reasons for choosing the college students are: First, because of the fact that the objects of empirical research are online shoppers. According to report of February, 2009 provided by the iResearch Research Institute (I Research), the majority of internet active consumers are the college students; the proportion is up to 70%, among them, most are with bachelor degree. Therefore, it is representative of choosing college students as the sample. Moreover, the research aims at investigating the different perceptions of trust in the shopping websites' comments among different personalities, so the focus of the survey sample is to cover different consumers of different personalities.

**B. Research Materials**

This questionnaire is composed of four parts.

**The questionnaire of Comments on Shopping Sites**

It is composed of 29 items, mainly measuring the degrees of the concerns of the E-consumers for the following 4 aspects: service, product and price, consumer self-display and after-sale service. The questionnaire of 'Comments on shopping sites' is from my previous study, which has certified the validity and credibility (Chen, 2009). I use Likert scale to measure the degree of concern of online consumers before they make online shopping decision, from "1" to "6", means "not concern" to "concern a lot".

**The questionnaire of Trust on Shopping Sites**

The questionnaire of 'Trust on shopping sites' is the one from Gefen (2002), which has also certified the

validity and credibility. It also used Likert scale to measure the degrees of agreement of online consumers to the shopping websites, from "1" to "6", means "totally disagree" to "totally agree".

**The questionnaire of personality**

The study used the Mini-Marker questionnaire developed by Saucier, the questionnaire is composed of 8 categories of adjectives from which the respondents are asked to determine the consistency with their personality. The 8 adjectives can determine the extent of the respondents' extroversion. The questionnaire used Likert scale, "1" to "9", means from "totally incompatible" to "full compliance" correspondingly.

**The questionnaire of demographics**

It is used to survey the E-consumers' basic information, including gender, age, marital status, education background, location of surfing the Internet, the times of online shopping and the name of websites frequently visited.

**C. Statistic Methods**

First I used the SPSS 12.0 to analyze the responsibility and validity of the data, and then used the Lisrel to do the structural equation analysis.

**V. RESEARCH RESULTS**

**A.. The Demographic Information of The Sample**

I distribute 200 questionnaires and collects 194. Eliminating invalidate ones, the final number of validate questionnaires is 162. The demographic data of research objects is in Table I.

TABLE I.  
THE DEMOGRAPHIC DATA OF THE RESEARCH OBJECTS

variables	Gender		Age		Education degree		Locations of surfing Internet			Times of online shopping per month			
	Male	Female	19-24	25-30	Bachelor	Master and above	Home	Campus	net bar	<1	1-5	5- 10	>10
number	97	65	128	34	118	44	13	142	7	64	87	3	8
Proportion	59.9%	40.1%	79%	21%	72.8%	27.2%	8.0%	87.7%	4.3%	39.5%	53.7%	1.9%	4.9%

**B. The Reliability of The Questionnaire**

I use Cronbach's Alpha to analyze the internal reliability of each dimension in the questionnaires. The

Cronbach's Alpha value is shown in Table II. The results show that the reliability can be accepted of every dimension.

TABLE II  
THE RESPONSIBILITY OF EVERY DIMENSION

Dimensions	Service	Product and price	Self-display	After-sale service	Ability	Honesty	Benevolence
α	0.527	0.578	0.471	0.575	0.506	0.548	0.747

**C. Concerns for Comments Between Different Personality**

Mini-Marker calculates the combined score to determine the person's characteristics. This research used the same method, the respondents scored from 1 to 36 are marked as introverted consumers, and those from 37 to 72 are marked as extroverted consumers. It shows that,

among the 162 respondents, 70 are introverted and 92 are extroverted.

I used the one-way ANOVA to measure the different degrees of concerns for different domains of the comments on online shops between two different kinds of consumers. Sig= 0.05 is the dividing level, when sig <

0.05, it means there is significant difference between the two personalities, when sig > 0.05, it means the

difference is not significant. The results can be found in Table III.

TABLE III.  
THE DIFFERENCE IN CONCERNS FOR COMMENTS IN WEBSITES BETWEEN THE INTROVERTED AND EXTROVERTED CONSUMERS

	Sum of Squares	Df	Mean Square	F	Sig.
Service	1.038	1	1.038	1.868	.174
Quality and Price	.926	1	.926	.923	.338
Self-display	6.317	1	6.317	9.875	.002
After-sale activity	7.935	1	7.935	11.561	.001

The result shows that there is a significant difference between the introverted and extroverted consumers in their concerns for the self-display. The average score for the introverted consumers is 3.77, while it is 4.17 for the extroverted consumers, which is to say that the extroverted consumers have a higher degree of concern for the self-display of the other consumers. There is also significant difference between the introverted and extroverted consumers in their concerns for after-sale activities. The average score for the introverted consumers is 3.62, while it is 3.17 for the extroverted consumers. It means that the introverted consumers have a higher degree of concern for the after-sale activity than the extroverted consumers. However, I cannot find significant difference between the two types of consumers in their concerns for service, product quality and price. Therefore, Hypothesis 1 and 2 are denied, Hypothesis 3 and 4 are confirmed.

*D.The Influence of Comments on Trust Between Different Personality*

The empirical model and the goodness-of-fit of SEM (Structural Equation Model) acquired by analyzing the introverted consumers' relative data, using LISREL, is statistical acceptable. The result can be found in Table IV.

TABLE IV.  
THE GOODNESS-OF-FIT OF SEM FOR INTROVERTED CONSUMERS

$\chi^2/df$	RMSEA	NFI	NNFI	CFI	GFI	IFI
1.51	0.087	0.83	0.87	0.80	0.84	0.80

Without considering the other variables, I can see the degrees of significance of the influences that the variables of online shopping sites' comments have on the introverted consumers' trust in the website are: the comments on the service have a significant influence on the introverted consumers' trust in the website's ability; the comments on the product and service have a significant influence on the introverted consumers' trust in the website's ability; the self-display of other consumers have a significant influence on the introverted consumers' trust in the website's ability; the comments on the after-sale activity have a significant influence on the introverted consumers' trust in the website's benevolence. The results are shown in Fig. 1.

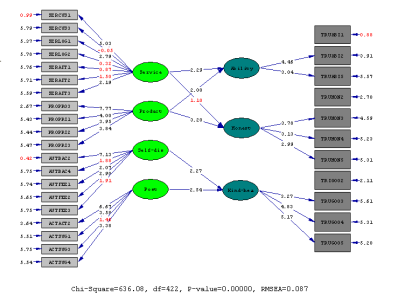


Figure 1. The model of "consumers' comment on websites influences introverted consumer trust"

The empirical model and the goodness-of-fit SEM acquired by analyzing the extroverted consumers' relative data, using LISREL, is statistical acceptable. The result can be found in Table V.

TABLE V.  
THE GOODNESS-OF-FIT OF SEM FOR EXTROVERTED CONSUMERS

$\chi^2/df$	RMSEA	NFI	NNFI	CFI	GFI	IFI
1.23	0.050	0.83	0.87	0.80	0.74	0.86

Without considering the other variables, I can see the degrees of significance of the influences that the variables of online shopping sites' comments have on the extroverted consumers' trust in the website are: the comments on the product and price have a significant influence on the extroverted consumers' trust in the website's ability; the comments on the product and service have a significant influence on the extroverted consumers' trust in the website's ability; the comments on the after-sale activity have a significant influence on the introverted consumers' trust in the website's benevolence. The results are shown in Fig. 2.

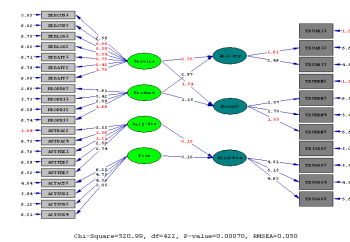


Figure 2. The model of "consumers' comment on websites influences extroverted consumer trust"

Based on the above results, Hypothesis 5, 8 and 9 are rejected; Hypothesis 6, 7 and 10 are confirmed.

## VI. DISCUSSION

### A. *The Degrees of Concern for The Comment in The Shopping Websites*

There is no significant difference between the introverted and extroverted consumers' concerns for the comments on services. And both the introverted and extroverted consumers' concerns for the comments on services are above the middle value. It means that both the introverted and extroverted consumers are more concerned about the comments on the services of the online shops. The main reasons for shopping online are the convenience and efficiency, so they might pay special attention to the online shopping process and customer service quality.

The significant difference between the introverted and extroverted consumers' concerns for the comments on the product and price cannot be found. From average score of both groups, I can see that both the introverted and extroverted consumers show a special concern for the comments on product and price. The result is also achieved by Tsai. This kind of comment involves product itself, price and payment, which are the nature attributes for the consumers' final decision as to which product or service to buy and thus draws special attention from the consumers. Therefore, both the extroverted consumers and introverted consumers give the same weight to this kind of comment.

There is significant difference between the introverted and extroverted consumers' concerns for the consumers' self-display. Extroverted consumers have comparatively more concerns for the comments such as the consumers' self-display. The extroverted consumers are more easy-going. They like to communicate with the salesperson or other consumers, and like to take others' comment on the products in the traditional shopping mode. Whereas, the introverted consumers have less communication with other people, thus less attention on others' self-displays.

There also exists significant difference between the introverted and extroverted consumers' concerns for the comments on after-sale activities, and the introverted ones have more concerns than the extroverted ones. Introverted consumers cannot stand the high degrees of uncertainties, so they tend to focus more on the feasibility of the product and convenience of the service. They are more cautious in the buying process, which can account for the different degrees of concern for the after-sale service between the introverted and extroverted consumers.

### B. *The Personality's Role*

Many factors in the comments on the websites can have a direct or indirect role in the consumer's trust in the website. However, as for the introverted and extroverted consumers, there is a difference in the comments' influence on their trust in the website.

For the extroverted consumers, the comments on the service influence their trust in the websites' honesty; the comments on the product and price influence their trust in the websites' ability; the comments on the after-sale service influence their trust in the websites' benevolence. The extroverted consumers are more willing to communicate, and communicate with other people during the buying process, thus more possibility of being influenced by the external information. The introverted consumers are more tranquil. They don't like to have much communication with others, thus more cautious in the buying process, less possibility of being influenced by the external information such as comments and advertisements. In other words, the extroverted consumers are more susceptible to the external information, while the introverted consumers attach more importance to the natural quality of the commodity and not likely to be influenced by the external environment.

The extroverted consumers are less likely to be influenced by the following aspects: the comments on service influencing the trust in the websites' ability, the comments on the product and price influencing the trust in the websites' honesty and the self-display influencing the trust in the websites' benevolence. The introverted consumers are cautious in their buying decision, so they would attach adequate importance to certain information of the products and comments, such as the feasibility and price of the products. These aspects would exert a comparatively huge influence on the buying decision. Extroverted consumers like adventure and changes, so they are easily to accept the things. Therefore, although they can easily accept the external information, they cannot have an in-depth understanding compared to the introverted consumers. This leads to the fact that the extroverted consumers are less influenced in the above 3 aspects.

### C. *Research Limitations And Future Research*

First, there are some limitations in variety of the sample's profession, age and education degree, which might possibly lead to some errors in the sample's representativeness. Second, the questionnaire is based on the respondents' memory, so their choices might be affected by some objective elements, which may also lead to a divergence of the actual situation.

So the statistical scope of the sample should be expanded in the future study, the classification of the content of the comments, trust and personality should be standardized, where possible, under the conditions of laboratory experiments to study ways to reduce the error.

Perspectives on the future research:

1. Research the inner psychological characteristics of the consumers

After the empirical research, the study shows that personality have a certain influence on certain stages during the buying process, and the traditional consumer behavior research shows that the other aspects of the consumer psychological traits such as the consumer innovation, emotion stability and impulse will exert certain influence on the decision making, so the future research can focus on these aspects, and further discuss

their influence on E- consumers' comments and trust in the website.

2. Research the influence that the types of shopping websites might have on the E-consumers' comments and trust in the websites.

At present, there are different types of shopping websites in China, such as the C2C shopping platform, professional B2C websites and other online department stores. Different types of websites have their own advantages and disadvantages. Whether there is a significant difference between the website features? Whether the consumers have different trust in the online word-of-mouth and in the websites? These are all to be researched in the future.

## VII. CONCLUSION

1. For the concerns for the self-display, there is significant difference between the introverted consumers and extroverted consumers. The extroverted consumers pay more attention to the other consumers' self-displays.

2. For the concerns for the after-sale activity, there is significant difference between the introverted consumers and extroverted consumers. The introverted consumers pay more attention to the other consumers' after-sale activities.

3. Compared to the extroverted consumers, the comments on the service are more likely to influence the introverted consumers' trust in the website's honesty.

4. Compared to the introverted consumers, the comments on the products and price are more likely to influence the extroverted consumers' trust in the website's ability.

5. Compared to the introverted consumers, the comments on the after-sale service are more likely to influence the extroverted consumers' trust in the website's benevolence.

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