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Evaluation System for Online Reputation of Consumer Products

消费品在线信誉评价指标体系

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Evaluation System for Online Reputation of Consumer Products

1 Scope

This Document specifies the basic principles, evaluation system, evaluation indicators, and comprehensive evaluation of online reputation of consumer goods.

This Document applies to evaluation activities for online reputation of consumer products.

2 Normative References

The provisions in following documents become the essential provisions of this Document through reference in this Document. For the dated documents, only the versions with the dates indicated are applicable to this Document; for the undated documents, only the latest version (including all the amendments) is applicable to this Document.

GB/T 29185-2012 Brand Value - Vocabulary

GB/T 31880-2015 Essential Requirements of Integrity for Inspection Body and Laboratory

GB/T 35411-2017 Requirements of Product Information Presentation in E-Commerce Platform

3 Terms and Definitions

For the purposes of this Document, the following terms and definitions apply.

3.1 Consumer product

Mainly but not limited to products designed and produced for personal use, including product components, parts, accessories, instructions for use and packaging.

[SOURCE: GB/T 35248-2017, 2.2]

3.2 Reputation

The reputation that is accumulated by an individual or organization in social or economic activities.

[SOURCE: GB/T 22117-2018, 2.3]

3.3 Online reputation

A reputation that is formed through network transmission and existing in the minds of the network public.

NOTE: Also known as online word-of-mouth.

3.4 Evaluation index system

An overall system that is composed of elements such as index system and evaluation method for the purpose of evaluating things.

[SOURCE: GB/T 27922-2011, 3.5]

3.5 Integrity

The honest and trustworthy behavior and norms of individuals and/or organizations, including the consistency of commitment and behavior in their business activities.

[SOURCE: GB/T 31880-2015, 3.2]

4 Basic Principles

4.1 The online reputation evaluation index system of consumer products shall consider relevant indicators that affect the quality of online consumer products and user experience from multiple dimensions and all aspects; and consider the hierarchical distribution and weight distribution of different indicators to ensure the scientificity of the evaluation index system.

4.2 The online reputation of consumer products is different from the reputation of consumer products under the traditional sales model. The evaluation of its online reputation directly determines the willingness of consumers to buy. The online reputation of a consumer product is the recognition of an online consumer product. The online reputation evaluation index system of consumer products shall comprehensively consider the factors related to the reputation of online consumer products, highlighting the characteristics of online sales.

4.3 The online reputation index system of consumer products needs to consider factors such as consumer products themselves, sales platforms, and related parties, as well as factors such as after-sales evaluation, customer complaints, consumer product recalls, injury accidents, etc. The evaluation index system shall not only be perfect, but also take into account its operability.

4.4 The online classification of consumer products shall consider the inspection and testing reports issued by inspection and testing agencies with higher integrity levels. The basic requirements for the integrity of the inspection and testing agencies shall comply with the provisions of GB/T 31880-2015.

The degree to which the actual use function and functional durability of the consumer products meet the relevant requirements, and the degree to which it conforms to the online consumer product description.

6.1.4 Added value of consumer products

On the basis that the function and safety indexes of consumer products meet the relevant requirements, it reflects the added value of consumer products, such as technology level, science-tech content, and humanized design, etc.

6.2 Enterprise reputation

6.2.1 Description compliance of consumer products

The product information displayed on the e-commerce trading platform shall be consistent with the product actually received by the buyer and the information on the product. When using more than two languages, their contents shall be consistent. The description compliance shall comply with the provisions in GB/T 35411-2017.

6.2.2 Sales volume of consumer products

It mainly includes information such as monthly sales and annual sales, which are the core indexes that affect consumers' choice of products.

6.2.3 After-sales service of consumer products

The after-sales service of online consumer products includes after-sales service of the manufacturer of consumer products, return and exchange services of consumer products, logistics and distribution, and services such as information assistance from sellers or spare parts support and maintenance when consumer products fail.

6.3 Sales platform reputation

6.3.1 Platform popularity

The degree to which the sales platform is known, understood and recognized by the public, including platform satisfaction, platform scale, etc.

6.3.2 Platform service level

The convenience and humanization of the platform provided by the sales platform for enterprises and customers, and the professionalism of coordinating transaction services between buyers and sellers.

6.3.3 Reliability of fund supervision

The reliability of the sales platform for the supervision of buyers' and sellers' funds. When there

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