Research on the Influence of Consumer Confusion on Consumer Negative Word-of-Mouth Dissemination -- The Mediating Role of Perceived Gain and Loss

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Abstract. In the context of the growing Internet, the growth and fragmentation of information on the Internet has had a profound impact on consumers' ability to discern information and to make their own judgements. The similarity, overload and ambiguity of products not only confuse consumers in the decision making process, but also make it more difficult for consumers to make decisions. With the development of consulting apps, applets and public websites, ready access to information has become a must for consumers to make purchase decisions, which will undoubtedly increase Consumer Confusion. I reviewed previous research on Consumer Confusion and introduced the mediating variable of Customer Perceived Sacrifices of profit to investigate the influence of three dimensions of Consumer Confusion, namely, similar confusion, overload confusion and ambiguous confusion, on the spread of Negative Consumer Word-of-mouth. The results of the study show that: all three dimensions of Consumer Confusion have a significant positive impact on Customer Perceived Sacrifices of profit; all three dimensions of consumer confusion have a positive impact on Consumer Negative Word-of-mouth Communication; and Customer Perceived Sacrifices of profit mediates between Consumer Confusion and Consumer Negative Word-of-mouth Communication. Finally, based on the empirical study, this paper makes recommendations to companies and discusses marketing countermeasures that should be taken to address different dimensions of Consumer Confusion in order to help companies rationalise their product lines, highlight their product promotions and make their product features obvious in order to reduce the phenomenon of Consumer Confusion, reduce Customer Perceived Sacrifices and enhance customer experience and satisfaction, thereby avoiding the risk of Negative Word-of-mouth spread by consumers due to negative purchase sentiment and excessive perceived profit loss.

Keywords: Consumer Confusion, Customer Perceived Sacrifices, Negative Consumer Word-of-mouth Communication.

1. Introduction

The Internet is in the ascendant stage, product promotion and product consultation through the Internet has become an essential channel for enterprises and consumers. Companies like to pass on corporate culture, product advertising, and promotional activities to consumers through the Internet, and consumers like to know their favorite products and services through mass media, blogger evaluation, KOL recommendation, and network user evaluation. With the growth and fragmentation of network information, consumers' ability to distinguish information and their ability to self-evaluate and discriminate is seriously affected. A large number of similar products, complex product information, identical marketing selling points, and difficult to distinguish between true and false blogger reviews have seriously affected and disrupted consumers' purchase decision planning. Similar, excessive products and product information with vague focus and unclear efficacy not only increase the cognitive burden of consumers, but also increase the confusion of consumers' decision-making (Ghost and Rao, 2014; Garaus et al., 2015), which further intensifies the decision-making difficulty of consumers (Lurie, 2004), increases the perceived cost of consumers (Jiao Guanzhe, 2018), and increases the risk of negative word-of-mouth communication of consumers (Lee&Wu, 2015).

Consumer confusion is usually manifested as frustration, loss, anxiety and other emotions and psychological states of consumers in the process of purchasing decision-making, which has a great negative impact on consumers' cognition and decision-making (Lomax et al., 2015). So far, consumer

confusion is everywhere. In summary, by combing the existing literature, this paper introduces customer perception of profit and loss as an intermediary variable to explore the impact of various dimensions of consumer confusion on consumers' negative word-of-mouth communication.

2. Theoretical review

2.1. Consumer confusion

2.1.1 Concept definition

Consumer confusion refers to a kind of negative emotions, including frustration and anxiety, produced by external stimuli such as the similarity between products, the complexity of products and their information, and the fuzziness of product information, which usually have a negative impact on consumers' judgment of purchase decision and post-purchase satisfaction. Previous studies have shown that the impact of consumer confusion on consumers is mainly reflected in two aspects: the first aspect is the impact on the shopping process, including the fatigue state in shopping, the delay of purchase decision, the change of purchase brand and the negative emotional state including frustration, anger and anxiety; The second aspect is the impact on post-purchase behavior, including affecting customer satisfaction, spreading negative word of mouth, reducing brand loyalty and brand trust. To sum up, this paper combs and analyzes existing literature in detail, and discusses the impact of consumer confusion on consumers' negative word-of-mouth communication behaviors from theoretical and empirical research, in order to provide reference for the theoretical promotion of consumer confusion or marketing practice.

2.1.2 Dimension study

As the research of Walsh et al. (2007) focuses on the development of consumer confusion scale, it has good reliability and validity, and is widely recognized and applied by the academic circle. Therefore, this paper uses the classification of Walsh et al. (2007) to classify consumer confusion It can be divided into similarity confusion, overload confusion and fuzziness confusion. Similarity confusion refers to the degree to which consumers perceive similarities between different products visually and functionally, such as similar advertising, interpersonal communication and shopping environment. Overload confusion refers to the degree of difficulty consumers perceive in effectively comparing and understanding alternative products or solutions when faced with additional product information and alternatives; Ambiguity confusion is the degree of confusion that consumers perceive when dealing with some unclear or ambiguous product information, such as complex product information, ambiguous information, false product claims, and lack of transparent pricing.

2.2. Customer Perceived Sacrifices

Customer perceived value is an overall evaluation after tradeoff, which mainly weighs the perceived benefits against the cost paid in obtaining products or services (Zeithaml, 1988). Customer perceived profit and loss refers to a series of costs paid by consumers in the process of purchasing products, including costs, time, energy, physical strength and even the cost of buying products or services. KisangRyu et al. (2008) found that customer perceived value not only directly affects customer behavioral tendency, but also indirectly affects customer behavioral tendency through customer satisfaction. In other words, customers' perception of value during the shopping process will affect customer satisfaction, and thus affect customers' purchase and post-purchase behavior tendency.

To sum up, this paper introduces customer perception of profit and loss as an intermediary variable to explore the mechanism of consumer confusion affecting negative word-of-mouth communication.

2.3. Negative Consumer Word-of-mouth Communication

A satisfied customer will pass on a good experience to five people, but an unhappy customer will pass on an unpleasant experience to ten or more people (Stauss, 1997). According to the definition of

Rixhins (1984), negative word of mouth means that consumers tell their acquaintances about the unsatisfactory experience of product consumption, or denigrate an enterprise or product in interpersonal communication. Chen Shulin and Liang Shian (2006) believe that negative word-of-mouth is a process in which consumers have unsatisfactory consumption experience after using a certain product or service, and tell others the dissatisfied experience and warn them not to consume or experience the product or service. Based on the definitions of the above scholars, this paper defines negative word-of-mouth communication of consumers as the process in which consumers take the initiative to inform others of their dissatisfied experience due to factors such as the shopping environment and the product itself during or after the purchase decision, so as to warn other consumers.

Relevant studies have shown that the negative emotions generated by consumers in the process of consumption, such as sadness and anger, will encourage them to spread negative word of mouth. Thus, it can be seen that the negative emotions caused by consumer confusion will prompt consumers to carry out negative word-of-mouth communication (Malhota, 1982; Lee&Wu, 2015).

To sum up, this paper focuses on the impact of consumer confusion on consumer negative word-of-mouth communication, and discusses the impact mechanism of customer perceived value on the relationship between the two, in order to provide reference for enterprise marketing management practice.

3. Research design

This study takes similarity confusion, overload confusion and fuzziness confusion as independent variables, customer perception of gain and loss as intermediate variables, and negative word-of-mouth communication of consumers as dependent variables, aiming to explore the internal logical relationship between various dimensions of consumer confusion and negative word-of-mouth communication, pay attention to how customer perception of gain and loss affects the logical relationship, and propose research hypotheses accordingly.

3.1. Research hypothesis

3.1.1 Consumer confusion has a significant impact on customer perception of profit and loss

Similar brands will lead to consumer confusion, which will increase the difficulty and cost of consumer decision making (Foxman, Muehling, Berger et al., 1990). In addition, Babin&Attaway (2000) also points out that consumers' negative emotions caused by too many products and ambiguous product information during the shopping process will have a negative impact on the shopping value. While discussing the impact of consumer confusion on consumers' purchase intention, domestic scholar Jiao Guanzhe (2018) also pointed out that each dimension of consumer confusion has a significant positive impact on customers' perceived gain and loss.

To sum up, this paper proposes the following hypotheses:

H1: consumer confusion has a significant impact on customers' perceived gain and loss.

H1a: similarity confusion (SC) is positively correlated with perceived gain and loss (PC).

H1b: overload confusion (OC) is positively correlated with perceived gain and loss (PC)

3.1.2 Customer perception of profit and loss has a significant impact on consumers' negative word-of-mouth communication

Customer perception of profit and loss is the customer's perception of all the costs they face in the process of shopping. Pleasant purchasing experience and low perceived gain and loss will affect customers' post-purchase behavior to a large extent. This is also confirmed by relevant studies. For example, Day, Landon (1977), Bearden (2000) ③, Geok and Sophia (2001) ④ all believe that the higher the cost invested by customers in the purchase, the stronger the possibility of customers complaining after purchase. In other words, the higher the customer perception of profit and loss, the stronger the possibility of negative word-of-mouth transmission.

To sum up, this paper proposes the following hypothesis:

H2: Customer perception of gain and loss is positively correlated with negative word-of-mouth communication of consumers

3.1.3 Consumer confusion has a significant impact on consumer negative word-of-mouth dissemination

When consumers are faced with too many choices in shopping, they will usually have decision-making confusion, which will lead to negative effects such as negative word of mouth, decreased satisfaction, delayed purchase and reduced loyalty (Malhota, 1982). In addition, similar products and vague product information will lead to consumers' purchase confusion, which will seriously affect consumers' information processing and decision-making ability, and lead to misleading purchases, incorrect understanding and use of products (Walsh&Mitchell, 2010), thus generating negative word-of-mouth dissemination. Lee&Wu (2015) also pointed out that consumers' negative emotions such as frustration and loss during the consumption process will prompt consumers.

To sum up, this paper proposes the following hypothesis:

H3: consumer confusion has a significant impact on consumer negative word-of-mouth communication.

H3a: similarity confusion (SC) is positively correlated with consumer negative word-of-mouth communication (OS)to spread negative word of mouth.diating effect of customer perception of profit and loss.

H3b: Overload confusion (OC) is positively correlated with consumer negative word of mouth (OS).

H3c: Ambiguity confusion (AC) is positively correlated with consumer negative word of mouth (OS)

3.1.4 The mediating effect of customer perception of profit and loss

Based on the logical sequence of "cognitive-emotion-attitude-behavior" of consumers, in the face of a large number of similar products and vague product information, consumers will have insufficient understanding and unclear understanding of products and brands, and then produce depression, loss, anxiety and other emotions caused by confusion. With negative emotions, consumers also need to spend a lot of time and energy on product exclusion and final selection, and also bear the corresponding shopping risks. This series of problems will seriously affect consumers' shopping experience. When consumers' perceived cost of shopping is too high and shopping experience is not good, it will lead to negative word-of-mouth communication among consumers.

In the process of consumers' negative word-of-mouth communication, correct marketing strategies can reduce consumers' negative word-of-mouth communication willingness, but by reducing customers' perceived cost, consumers' negative word-of-mouth communication willingness will be lower. Customer perception of profit and loss will play a positive mediating role in the process of marketing strategy's influence on consumers' negative word-of-mouth communication intention. This intermediary role is manifested as follows: marketing strategy can reduce consumers' perceived profit and loss, and lower perceived profit and loss will reduce consumers' negative word-of-mouth communication intention.

To sum up, this paper puts forward the following hypothesis.

H4: Customer perception of profit and loss plays an intermediary role between consumer confusion and consumer negative word-of-mouth communication.

H4a: Customer perception of profit and loss plays an intermediary role between similarity confusion and consumer negative word-of-mouth communication.

H4b: Customer perception of profit and loss plays an intermediary role between overload confusion and consumer negative word-of-mouth communication.

H4c: Customer perception of profit and loss plays an intermediary role between fuzziness confusion and consumers' negative word-of-mouth dissemination.

3.2. Conceptual model

Based on the above analysis, the theoretical model of this paper is constructed as follows:

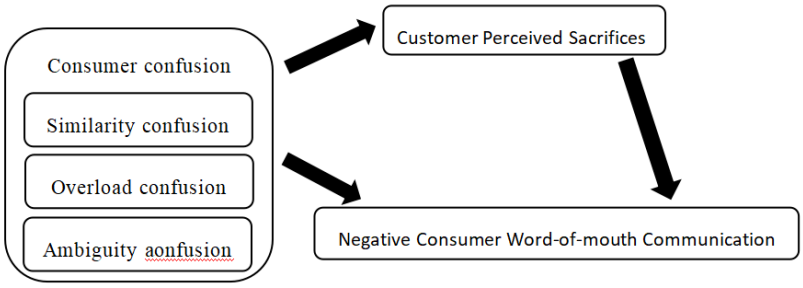


Figure 1. Conceptual model

4. Empirical analysis

4.1. Sample basic characteristics statistics

A total of 384 sample data were obtained in this study. Through the review and analysis of questionnaires, it was found that 7 samples had problems of different degrees. After removing the unqualified questionnaire data, 377 valid samples were obtained for research analysis, and the sample recovery efficiency was 98.18%.

From the perspective of gender structure, the number of men and women accounted for 32.98% and 67.02% of the total sample, respectively, and the sample population was mostly female. From the perspective of age distribution, there are 312 people between 18 and 25 years old, accounting for 82.32% of the total sample, and the sample population tends to be younger. From the point of view of the average monthly disposable amount, the average monthly disposable amount of people below 1500 yuan accounted for a relatively large number of 230 people, accounting for 60.9% of the total sample, mainly because this part of the sample population is mostly school students, low income level. In terms of education level, the sample population is relatively highly educated, with 311 respondents with bachelor's degree or above, accounting for 82.6% of the total sample. From the perspective of occupation, the sample population is mainly concentrated in the student group, with a total of 300 people, accounting for 79.16% of the total sample.

To sum up, the sample statistics of this study have the characteristics of more women, younger group, lower income level, higher education level and biased student group.

4.2. Conceptual model

Reliability is mainly used to measure the reliability of questionnaire survey data. Cronbachα coefficient is used in this paper. If Cronbachα coefficient is greater than 0.8, the reliability is high. If 0.7≤Cronbachα coefficient <0.8, it indicates that the reliability is good; If this value is between 0.6 and ≤Cronbachα coefficient <0.7, it indicates that the reliability is acceptable. If the Cronbachα coefficient is < 0.6, the reliability is not good.

4.2.1 Reliability analysis of consumer confusion

It can be seen from the following table that the Cronbachα coefficient is 0.895, which indicates that the reliability of the research data is high and can meet the needs of this study. If the CITC values of analysis items are all greater than 0.4, it indicates that the correlation between analysis items is good and can meet the requirements of subsequent analysis.

Table 1. Cronbach reliability analysis table of consumer confusion

Name	CITC	The term has been deleted for the α coefficient	Cronbach α coefficient
SC1	0.534	0.893	
SC2	0.638	0.885	
SC3	0.702	0.880	
OC1	0.671	0.883	
OC2	0.698	0.880	0.895
OC3	0.707	0.880	
AC1	0.675		
AC2	0.689	0.881	
AC3	0.601	0.888	

4.2.2 Reliability analysis of customer perception of profit and loss

It can be seen from the following table that the Cronbachα coefficient is 0.722, which indicates that the reliability of the research data is high and can meet the needs of this study. If the CITC values of analysis items are all greater than 0.4, it indicates that the correlation between analysis items is good and can meet the requirements of subsequent analysis.

Table 2. Cronbach reliability analysis of customer perceived gain and loss

Name	CITC	The term has been deleted for the α coefficient	Cronbach α coefficient
PC1	0.604	0.556	
PC2	0.622	0.533	0.722
PC3	0.418	0.769	

4.2.3 Reliability analysis of consumer negative word-of-mouth communication

It can be seen from the following table that the Cronbachα coefficient is 0.824, which indicates that the reliability of the research data is high and can meet the needs of this study. If the CITC values of analysis items are all greater than 0.4, it indicates that the correlation between analysis items is good and can meet the requirements of subsequent analysis.

Table 3. Cronbach reliability analysis of consumer negative word-of-mouth communication

Name	CITC	The term has been deleted for the α coefficient	Cronbach α coefficient
OS1	0.633	0.786	
OS2	0.722	0.745	0.824
OS3	0.615	0.793	
OS4	0.626	0.788	

4.3. Validity analysis

Validity analysis is mainly used to judge the rationality of questionnaire survey data. It is generally believed that the minimum value of the KMO coefficient should be greater than 0.5, and when the KMO coefficient is less than 0.5, it means that the questionnaire is not suitable for factor analysis. When KMO>0.9, it indicates that it is very suitable. The larger the value, the stronger the correlation between various indicators, and the more suitable for factor analysis. As shown in the following table: The KMO coefficients analyzed in this paper are 0.903, 0.631, and 0.790 respectively, indicating that the data are suitable for factor analysis; The Chi-square Vlue of Bartlett sphericity test were 1624.488, 257.678 and 538.219, respectively, with $p<0.01$, indicating that the relationship between each item was good and factor analysis could be carried out.

Table 4. Validity analysis table

variable	Test index		Numerical value
Consumer Confusion	KMO		0.903
	Bartlett	Approximate chi-square	1624.488
		Degree of freedom	36
		p	0.000
customer perception of profit and loss	KMO		0.631
	Bartlett	Approximate chi-square	257.678
		Degree of freedom	3
		p	0.000
Consumer negative word-of-mouth communication	KMO		0.790
	Bartlett	Approximate chi-square	538.219
		Degree of freedom	6
		p	0.000

4.4. Correlation analysis

Correlation analysis is mainly used to measure the correlation between different variables in this study. The Pearson correlation coefficient is the method used for correlation analysis in this study.

As can be seen from the following table 5: similarity confusion, overload confusion, fuzziness confusion, perceived gain and loss, and negative word-of-mouth communication of consumers, there is a certain correlation among the five variables, and the coefficient mainly remains between 0.405-0.892.

Table 5. Correlation analysis

	SC	OC	AC	Consumer Confusion	PC	OS
SC	1					
OC	.675**	1				
AC	.595**	.656**	1			
Consumer Confusion	.868**	.892**	.858**	1		
PC	.449**	.495**	.506**	.554**	1	
OS	.405**	.528**	.487**	.543**	.545**	1

**. At level 0.01 (two-tailed), the correlation was significant.

4.5. Hypothesis testing

4.5.1 Regression analysis of customer perceived gain and loss from each dimension of consumer confusion

As can be seen from Table 6, among the regression results of the three dimensions of consumer confusion and customer perceived gain and loss, the F value of the model is 56.231, and the overall significance of the model passes the significance test at 5% level, indicating that the model is effective. The goodness of fit of the model is 0.306, which means that the overall fit of the model is low, and the regression results cannot be fully explained. Similarity, overload and fuzziness all have significant effects on customer perception of gain and loss ($p<0.05$), and the regression coefficients are 0.111, 0.183 and 0.242, respectively, indicating that the higher the similarity, overload and fuzziness, the greater the impact on customer perception of gain and loss, that is, H1a, H1b and H1c are assumed to be valid.

Table 6. Regression analysis of similarity confusion, overload confusion and fuzziness confusion on customers' perceived gain and loss

Model		Unnormalized coefficient		Standardization coefficient	t	P
		B	Standard error	Beta		
1	(constant)	1.610	.151		10.626	.000
	SC	.111	.051	.132	2.182	.030
	OC	.183	.054	.221	3.425	.001
	AC	.242	.051	.282	4.770	.000
Adjusted R^2		.306				
F		56.231				

a. Dependent variable: perceived gain and loss
b. Predictive variable: (constant), fuzziness, similarity, overload

4.5.2 Regression analysis of customers' perceived gain and loss on consumers' negative word-of-mouth communication

As can be seen from Table 7, in the regression results of customer perception of profit and loss and consumer negative word-of-mouth communication, the F value of the model is 158.808, and the overall significance of the model passes the significance test of 5%, indicating that the model is effective. The goodness of fit of the model is 0.296, which means that the model has a low fit and the regression results cannot be fully explained. Customer perception of gain and loss has a significant impact on consumers' negative word-of-mouth communication ($p<0.05$), and the regression coefficient is 0.580, indicating that the stronger customer perception of gain and loss, the greater the impact on consumers' negative word-of-mouth communication, that is, H2 is established.

Table 7. Regression analysis of customers' perceived gain and loss on consumers' negative word-of-mouth communication

Model		Unnormalized coefficient		Standardization coefficient	t	p
		B	Standard error	Beta		
1	(constant)	1.498	.166		9.052	.000
	PC	.580	.046	.545	12.602	.000
Adjusted R^2		.296				
F		158.808				

a. Dependent variable: negative word-of-mouth spread among consumers
b. Predictive variable: (constant), perceived gain and loss

4.5.3 Regression analysis of negative word-of-mouth communication from different dimensions of consumer confusion

As can be seen from Table 8, among the regression results of the three dimensions of consumer confusion and customer perceived gain and loss, the F value of the model is 56.901, and the overall significance of the model passes the significance test at 5% level, indicating that the model is effective. The goodness of fit of the model is 0.308, which means that the overall fit of the model is low, and the regression results cannot be fully explained. Similarity, overload and fuzziness had significant effects on customers' perceived gain and loss ($p<0.05$), and the regression coefficients were 0.120, 0.314 and 0.219, respectively.

Table 8. Regression analysis of negative word-of-mouth communication from different dimensions of consumer confusion

Model		Unnormalized coefficient		Standardization coefficient	t	p
		B	Standard error	Beta		
1	(constant)	1.556	.161		9.673	.000
	SC	.120	.054	.322	.372	.030
	OC	.314	.057	.356	5.527	.000
	AC	.219	.054	.240	4.066	.000
Adjusted R2		.308				
F		56.901				

a. Dependent variable: negative word-of-mouth spread by consumers

b. Predictive variables: (constant), fuzziness, similarity, overload

4.5.4 Testing the mediating effect of customer perception of profit and loss

Mediating effect is that the independent variable (X) influences the dependent variable (Y) by influencing the mediating variable (M), where M is called the mediating variable. This paper assumes that the variables have been centralized or standardized, c is the total effect of the independent variable (X) on the dependent variable (Y), and a is the effect of the independent variable X on the intermediary variable. b is the effect of intermediate variable (M) on dependent variable (Y) after controlling the influence of independent variable (X); c 'is the direct effect of the independent variable (X) on the dependent variable (Y) after controlling for the influence of the intermediary variable M.

This paper adopts the Bootstrap sampling test method to test the mediating effect. The Bootstrap sampling test method refers to whether the 95% confidence interval of the regression coefficient a*b includes the number 0. If it does not, it indicates that it has a mediating effect. Including means that there is no intermediary role. The results of the mediation effect test in this paper are shown in Table 9:

Table 9. Intermediate effect test

item	c	a	b	a*b	a*b (95% BootCI)	c’	Test conclusion
X1=>M=>Y	0.363**	0.378**	0.484**	0.183	0.131 ~ 0.282	0.180**	Partial mediation
X2=>M=>Y	0.467**	0.411**	0.400**	0.164	0.116 ~ 0.267	0.302**	Partial mediation
X3=>M=>Y	0.443**	0.433**	0.428**	0.185	0.130 ~ 0.283	0.258**	Partial mediation

**. At level 0.01 (two-tailed), the correlation was significant.

As can be seen from Table 5-10, the results of product terms are significant, and 95% confidence intervals do not include the number 0, indicating that customer perception of gain and loss plays an intermediary role between similarity confusion, overload confusion, fuzziness confusion and negative word-of-mouth communication of consumers. Therefore, assume that H4 is true.

5. Marketing advice

5.1. Adopt effective product differentiation strategy to reduce similarity confusion

Effective product differentiation strategy refers to starting from the real user needs, to find the strongest value points perceived by users, and to continuously optimize and upgrade it as the core value point, so as to exceed the user's cognition and expectation, and ultimately to occupy the customer's mind. Enterprises can choose differentiated development goals consistent with brand positioning, product characteristics and target customers' consumption habits from the six aspects of appearance differentiation, technology differentiation, functional differentiation, experience differentiation, extreme cost performance and market segment differentiation to make differentiated products and services with strong user perception and value.

5.2. Rational planning of product lines, scientific brand extension, reduce product overload confusion

According to relevant surveys, the same category, consumers can remember no more than 3 brands, in the case of prompts, can recognize no more than 8. Although the extension of product line can provide consumers with more choices, excessive product line will lead to the increase of product complexity, aggravate the difficulty of consumers to identify brand differentiation, and eventually lead to a series of adverse consequences. Therefore, enterprises should combine their own company's scale capabilities, based on user needs, purchasing ability, brand tonality to consider the collocation of product lines, timely consider the value of product lines to improve the rationalization of product lines, brand extension scientific, reduce the difficulty and confusion of consumer product identification.

5.3. The focus of brand publicity is prominent, reducing information overload and confusion, and reducing customer decision-making costs

It has been pointed out that excessive product information will increase the degree of confusion and pressure of consumer decision-making, thus reducing consumer satisfaction. When consumers attribute confusion to the brand, negative consequences such as negative word of mouth can result. Enterprises should fully strengthen the ability of information integration, refine the core selling points of products, promote the accurate communication of advertising, and reduce the cost and difficulty of consumers receiving 17 information, identifying information, processing information and making shopping decisions.

5.4. Deliver clear brand and product information to reduce ambiguity

There is a theory in product psychology called the "fuzzy effect", which refers to the decision being affected by missing or ambiguous information.Similarly, for enterprises, delivering clear brand and product information is of great significance to reduce consumers' uncertainty and promote consumers' positive decision-making. For product display on shopping platforms and social media, enterprises should focus on highlighting the core attributes and functions of products, adopt simple and clear expressions, so that consumers can fully understand the products at the lowest cost, and avoid decision-making difficulties caused by lengthy language, scattered information or vague information.

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