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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 34051-2026

Replacing GB/T 34051-2017

**Evaluation guidelines for the public reputation index of
e-commerce commodities**

电子商务商品口碑指数评测指南

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1. Structure and Drafting Rules of Standardization Documents". Drafting. This document supersedes GB/T 34051-2017 "E-commerce Product Reputation Index Evaluation Specification" and is consistent with GB/T 34051-2017. Compared to previous versions, aside from structural adjustments and editorial changes, the main technical changes are as follows:

---The term "online commentary" has been changed (see 3.1, 2.1 in the 2017 edition);

---The evaluation metrics have been revised, and a multi-dimensional evaluation metric system has been established, including brand, quality, price, and customer service (see Chapter 5). Chapter 4 of the 2017 edition);

---The data sources and content for the evaluation data have been added (see

---Added the calculation method and result representation method of the comprehensive reputation index (see 7.4). Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Electronic Business Standardization Technical Committee (SAC/TC83). This document was drafted by: China National Institute of Standardization, China Federation of Internet Societies, Hubei Provincial Institute of Standardization and Quality, and China... China Jiliang University, China Electronic Commerce Association, and Hangzhou Hanzheng Standard Technology Service Co., Ltd. The main drafters of this document are: Wang Shuang, Cheng Yue, Wang Shijie, Liu Xingheng, Mao Haijun, Liu Huijia, He Pingping, and Pang Ning. The release history of this document and the document it replaces is as follows:

---First published in.2017 as GB/T 34051-2017;

---This is the first revision. E-commerce Product Reputation Index Evaluation Guide

1.Scope This document provides the basic principles, evaluation indicators, evaluation data, evaluation process, and results for the evaluation of e-commerce product reputation index. Guidance in this regard. This document is intended to guide e-commerce entities and third-party organizations in conducting e-commerce product reputation index evaluations.

4 Basic Principles

The principles followed in the evaluation process include, but are not limited to.

- a) Transparency. Disclosing information such as the source of data, the evaluation methods used, the evaluation indicators, and the evaluators during the evaluation process;
- b) Impartiality. The evaluation activities shall be conducted independently, objectively, impartially, and without any form of bias.
- c) Effectiveness. Develop and effectively implement an easy-to-operate evaluation plan;
- d) Authenticity. Collect real and objective data, and avoid false data;
- e) Credibility. The evaluation results objectively and accurately reflect the situation of the evaluated object;
- f) Compliance. Ensure that the evaluation activities are compliant and meet the requirements of the evaluation plan.

5 Evaluation Indicators

E-commerce product reputation index includes four dimensions. brand, quality, price, and customer service. Each dimension includes, but is not limited to, the following evaluations. The indicators are shown in Figure

1.Evaluation indicators for different product categories can be selected or expanded during the evaluation process.

- a) Brand. Reflects consumers' recognition of a product's credibility, which can be measured by consumers' brand awareness and reputation (e.g., their perception of the brand). The evaluation will consider factors such as brand affinity, trust and acceptance, brand history, and repurchase intention.
- b) Quality. Reflects consumers' perception of a product's ability to meet their needs; it is evaluated according to different product types. 1) Physical goods. These can be assessed based on the product's appearance and material (e.g., condition of appearance, material quality), and functionality (e.g., functionality and performance). The evaluation will cover aspects such as whether it meets the requirements, durability (e.g., lifespan), and safety. 2)

Virtual goods. These can be evaluated based on factors such as the quality of the product's content, its creative value, and its collectible value; 3) Service-type goods. The quality of service can be assessed through the content of the service (e.g., whether the service is comprehensive) and the service attitude of the personnel. The evaluation will cover aspects such as goal achievement (whether the service meets the consumer's expected goals).

Note. Physical goods refer to goods with a fixed form, such as household appliances, digital products, and clothing; virtual goods refer to goods that exist in digital form. Goods, such as e-books, music, games, internet-based creative products, and consumer vouchers; service goods refer to goods that exist in the form of service provision. Products, such as online travel and e-commerce services for housekeeping.

c) Price. Reflects consumers' perception of the value of a product. It can be assessed through factors such as the reasonableness of the pricing and price volatility. The surface was evaluated.

d) Customer Service. This reflects consumers' recognition of service guarantees throughout the entire shopping process, which can be achieved through pre-sales and after-sales services on the e-commerce platform. Whether customer service can effectively resolve problems and respond promptly, and the level of logistics services (such as response time, delivery efficiency, and cargo handling). Evaluations were conducted on aspects such as loss rate.

6 Evaluation Data

6.1 Data Sources The main sources of evaluation data include.

- a) Consumer reviews of a product on an e-commerce platform;
- b) Consumer comments obtained through questionnaires.

6.2 Data Content

6.2.1 Consumer Review Data The data collected from consumer reviews includes, but is not limited to.

- a) Information that accurately and clearly describes the time of the consumption experience, the quality of the goods or services, etc.
- b) Documents related to the purchase experience, such as product photos, receipts, etc.
- c) The posting time of the online comment.

6.2.2 Consumer Characteristic Information It is advisable to collect consumer characteristic information, including but not limited to.

- c) Educational background;

7 Evaluation Process and Results

7.1 Determine the evaluation object The evaluation targets are determined based on the evaluation objectives.

7.2 Develop an evaluation plan Building upon Chapter 5, this paper determines corresponding evaluation indicators and weights based on the characteristics of e-commerce products and their respective industries, using data from... The source, content, and time period should be specified to ensure the effectiveness of the evaluation objectives, and detailed implementation rules should be provided.

7.3 Evaluation Data Collection and Processing

7.3.1 Evaluation Data Collection Data collection should be carried out according to the content defined in

6.1 and 6.2, and the data collection process should be controlled. The main data collection methods are... include.

- a) Automated method. Automatically collect comments using comment collection software;
- b) Manual method. manual collection.

Note. Choose one or a combination of methods depending on the evaluation object.

7.3.2 Evaluation Data Processing The collected data is inspected, useless data is removed, and sensitive personal information is processed in accordance with the requirements of GB/T 45574. Useless data includes, but is not limited to.

- a) Data containing malicious or illegal comments that violate laws, regulations, or social ethics, or that includes spam links, personal attacks, hate speech, or other malicious or illegal content;
- b) Invalid review data that is irrelevant to the goods or services, too short or meaningless, or contains a large number of duplicates;
- c) Comments and data released by stakeholders for advertising and marketing purposes.

7.4 Index Calculation and Result Representation In actual evaluation, scores are calculated based on evaluation data and in accordance with implementation details to form evaluation results. These results include brand (A) and quality. The four dimensions are quantity (B), price (C), and customer service (D). The score for each dimension is calculated as shown in formula (1). $\text{Score} = \text{Actual score} / \text{Total score of items involved} \times 100$ (1) Note

1. The total score for each item refers to the sum of the theoretical scores for each item. The score is based on a 100-point scale and is rounded to two decimal places. The overall reputation index (I) can be calculated from four dimensions of rating values A, B, C, and D,