

The study of the impact of word-of-mouth and promotion type on consumer purchase behavior research :

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ABSTRACT

Due to the gradual increase of the national income of Taiwanese people, the emphasis on consumer products and consuming models have changed greatly in recent years. The users of cosmetic products expand in various age groups. Wearing cosmetics is regarded as an expression of politeness. In addition, the spread of cosmetics knowledge, the rising of education degree, the change of social concepts and the frequent interaction among people increase the need for the cosmetic products. The amount of consumption of the cosmetic products is also increasing continually. How to attract consumers to buy their products can not be ignored.

This study mainly cosmetic products for the study of materials to explore when consumers buy cosmetics, whether because of word of mouth, sales promotion is different, they affect purchase intention significant difference in views. In this study, convenience sampling method for Taichung City conducted a questionnaire survey of women consumers. Issued a total of 400 questionnaires, 302 valid questionnaires, the effective recovery rate of 75.5%.

Statistics analytical methods used in this study include factor analysis, t-test, reliability analysis and regression Analysis etc.

The research induces the result as follows:

1. word-of-mouth is positively correlative with purchase intension of consumer.
2. The promotion type reveal the difference existence to the female cosmetics consumers purchase intension, most has the influence by the monetary promotion type.
3. word-of-mouth for promotions influence consumer buying behavior showed a significant positive impact

Keywords : word-of-mouth、 promotion type、 consumer purchase behavior

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