

部落格口碑、品牌形象對購買意願之影響 - 以某知名美妝部落格為例

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摘要

現今社會因網路科技的發達與普遍，促成社群網絡的快速發展，例如部落格、Twitter、Plurk、FaceBook、討論區等，該網絡業已成為目前掌握產品行銷的最新趨勢。透過部落格上彼此的口碑傳達，讓消費者購買的風險大幅降低。部落格口碑分享顯已變成改變人們生活習慣及消費行為的一個重要因素。因此，本研究以知名美妝部落格FashionGuide為例，探討部落格口碑及品牌形象如何影響消費者的購買意願。本研究以女大學生為調查對象，研究發現：（1）口碑推薦能顯著提高消費者購買意願，顯示出口碑推薦對消費者在作產品決策時，是一項重要的影響因素，且當顧客對於較複雜、缺乏客觀評估標準的產品(如美妝產品)，通常會詢問口碑訊息以作為購買決策的重要參考依據。（2）品牌形象會顯著提高對顧客購買意願。（3）平價流行形象及品質優質形象會顯著提高消費者購買意願，顯示消費者的購物習慣已隨大環境的改變而變動，不僅要求品質良好的產品形象，且在價格上也要平價親民。（4）部落格口碑會正向顯著干擾品牌形象對消費者購買意願影響。本研究建議可提高部落格的「口碑推薦力」及「口碑信賴度」，讓文章能在部落格中有「許多網友回應」及「相當吸引人的注意」，進而提高接受者對口碑內容的信賴；在品牌形象的建立上，可優先從平價流行形象及品質優質形象著手，大環境不景氣下，企業能提供更平價實用且品質尚優的產品，將更能提高消費者購物的意願。

關鍵詞：部落格口碑、品牌形象、美妝部落格、購買意願

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