

# A Study on the Influence of Blog Word-of-Mouth and Brand Image on Purchase Intention - A Well-Known Cosmetic Blog Case

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## ABSTRACT

Due to the grown development of network technology, social community network, such as Blog, Twitter, Plurk, and FaceBook etc., has been prospered fast. They have become a new trend of goods marketing. Customers can reduce their consumption risk via blog word of mouth. Obviously, blog word of mouth becomes a vital factor for changing the life habit and consumption behavior; therefore, the aim of this study is to research the influence of makeup blog ( FashionGuide ) word of mouth and brand image on purchase intention. .The results of study are: (1) blog word of mouth can significantly increase consumers purchase intention, and the recommendation power and reliability of blog word of mouth are asignificant variables. (2) brand image can significantly increase consumers purchase intention. (3) well-functioned and bargain fashion brand image can significantly increase consumers purchase intention. (4) blog word of mouth plays a vital interaction variable between brand image and purchase intention, and the interaction way is strongly positive. Enterprise should enhance the recommendation power of blog word of mouth. Due to the slow growth of domestic economy, well-functioned and bargain fashion brand image could make consumers take it much more acceptable.

Keywords : Blog word of mouth、 Brand image、 Cosmetic blog、 Purchase intention,

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