

# The Study on the Impact of Online Store Brand Image, Electronic Word-of-Mouth, Perceived Value on Repurchase Willingness

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## ABSTRACT

In 2011, online shopping output value was up to 325.6 billion NT dollars. Soon, it will reach 508.8 billion NT dollars in 2013. The growth rate is more than 20 % annually. Therefore, electronic commerce has been an indispensable channel for shopping and promoting. The topic of this study is online clothing shopping, and the aims to discuss the correlative relationship among brand image, electronic word-of-mouth, perceived value, and repurchase intention of online stores. With the study, we hope to provide those online clothing stores some suggestions in building brand image, enhancing electronic word-of-mouth, improving customers' perceived value, and lifting their repurchase willingness. In this study, the use of a convenience sample of survey. A total of 497 valid questionnaires was collected. The SPSS12.0 statistical software as the tools of statistical analysis, sample data using descriptive analysis, reliability analysis, validity analysis, ANOVA, correlate analysis and regression analysis to analyze test. The results were as follows: 1. Brand image has significant relationship on Electronic Word-of-Mouth. 2. Brand image has significant relationship on perceived value. 3. Brand image has significant relationship on repurchase willingness. 4. Electronic Word-of-Mouth has significant relationship on perceived value. 5. Electronic Word-of-Mouth has significant relationship on repurchase willingness. 6. Perceived value has significant relationship on repurchase willingness.

Keywords : Online Store、 Brand Image、 Electronic Word-of-Mouth、 Perceived Value、 Repurchase Willingness

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