

An Empirical Study of the Relationship among Brand Image, Customer Loyalty and Word-of-Mouth on Cosmetics

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ABSTRACT

The purpose of this study was to investigate the correlations among brand image, customer loyalty and word-of-mouth in cosmetic products. The analysis of data was carried out by means of AMOS. The results showed that (1) in the direct effects, there were significant positive effects between functional, symbolic and experiential brand image and customer loyalty; there were significant positive effects between customer loyalty and word-of-mouth; however, there were no significant positive effects between functional, symbolic and experiential brand image and word-of-mouth. (2) In the indirect effects, with the customer loyalty to functional, symbolic and experiential brand image, there were significant positive effects to word-of-mouth. As one's facial problem had got improved, her functional brand image of the products would get promoted; as attributing one's social status which had got recognized to her cosmetic products, the symbolic brand image of the products would get promoted; as one had good experiences of using cosmetic products, the experiential brand image of the products would get promoted. Good brand image would increase the intensity between customers and products, and furthermore rise the willing of consumers to share experiences with people.

Keywords : brand image ; customer loyalty ; word-of-mouth

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