

國立高雄科技大學  
企業管理系碩士班  
碩士論文

網路口碑對消費者購買意願影響之研究  
-以美妝品為例

The Effects of Electronic Word-of-Mouth on Consumer's  
Purchase Intention  
- An Example of the Cosmetics

研究生：林靖珉

指導教授：陳榮方 博士

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# 網路口碑對消費者購買意願影響之研究

## -以美妝品為例

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#### 摘要

隨著網際網路的盛行及台灣消費者對於美妝產品的需求與日俱增，消費者通常會透過尋求口碑以降低購買新美妝產品前所產生的不確定性及感知的風險。因網路不受時空限制、即時的特性，使網路口碑的影響力超越了傳統口碑。美妝產品的消費者，可將美妝產品評論公布於網路平台上與其他的消費者分享。以往關於網路口碑之研究，大多以網路購物作為背景，探討接收網路口碑後是否會於網路進行衝動性購買行為，且多數針對美妝品之研究是以品牌形象、知覺品質為研究變數，因此本研究將網路口碑相關因素融入美妝背景，提出一個完整研究架構，針對美妝品之網路口碑，探討來源可信度、關係強度、訊息數量及說服效果對購買意願之影響，再進一步瞭解接收者在不同的產品涉入程度中，說服效果與購買意願之間有何影響。

本研究以網路美妝平台使用者為研究對象，共回收 410 份有效問卷。採用 spss 24.0 統計軟體進行資料分析與假說檢定。

研究結果發現：1.網路口碑之來源可信度會增強口碑接收者的購買意願。2.強化網路口碑傳播者與接收者之間的關係強度，以提升口碑接收者的購買意願。3.增加網路口碑之訊息數量，以促進口碑接收者的購買意願。4.說服效果擔任來源可信度、關係強度、訊息數量影響至購買意願的中介角色。5.口碑接收者的美妝產品涉入程度在說服效果對購買意願之影響上扮演正向干擾角色。

關鍵字：網路口碑、說服效果、購買意願、產品涉入

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ABSTRACT

As the internet is getting more prevalent, Taiwanese customers' demand of makeup products is increasing. The consumers usually would search for products with positive electronic word-of-mouth (e-WOM) to reduce the uncertainty and perceived risks induced before purchasing new makeup products. Since the internet has the characteristics that it is not limited to time and space and it is instant, e-WOM communication and its influence online have exceeded the reputation of the traditional products. Today the consumers of makeup products can publicize on the network platforms their comments on the makeup products they have tried and share their opinions with other consumers. In the past the studies about e-WOM communication mostly took online shopping as the background, and explored whether consumers would carry out impulsive shopping behavior online after receiving positive e-WOM messages on certain products. Besides, most of these studies focusing on makeup products took brand image and perceived quality as the research variables. Therefore, this paper attempts to add the e-WOM related factors to the background of makeup products, and then proposes a complete research framework. Focusing on the e-WOM on makeup products, the paper explores the effects of source credibility, relationship strength, information quantity and persuasion effect on consumers' willingness to purchase. Furthermore, the paper can understand the effects between persuasion effect and consumers' willingness to purchase when e-WOM recipients have different extents of involvement in different products.

Taking the users of the online makeup product platform as the research targets, the paper finally collected a total of 410 effective questionnaires, and then employed the software of SPSS statistic 24.0 to carry out data analysis and hypothesis verification.

As found in the research results: 1. The source credibility of e-WOM messages would increase the e-WOM message recipients' willingness to purchase. 2. Intensifying the relationship strength between e-WOM message broadcasters and recipients can increase the e-WOM message recipients' willingness to purchase. 3. Increase in the number of e-WOM messages can facilitate the e-WOM message recipients' willingness to purchase. 4. Persuasion effect plays a mediating role in source credibility, relationship strength, information quantity, and consumers' willingness to purchase. 5. The extent of e-WOM message recipients' involvement in makeup products plays a role of positive interference in the influence of persuasion effects on consumers' willingness to purchase.

Keywords: e-WOM, effects of persuasion, willingness to purchase, product involvement