

chapter 3

3.1 Foreign research results

Kotler P (2001) proposes a general model of consumer behavior. The buyer's decision-making behavior reflects the positive psychological response to the stimulus from the outside world, because the process of the buyer's psychological activity can neither be seen nor known, so the psychological process of the consumer is called "black box" when receiving the external stimuli^[21]. He believes that to study the behavior of consumers, we must first learn from the consumer black box, start from consumers accepting external incentives such as marketing stimulus and the environment, through the consumer black box, then make some purchase decisions. In Figure 3-1, consumers are stimulated both by marketing and external environment. The black box process refers to the interaction between external stimuli and consumers' own characteristics (cultural, social and psychological impact) after consumers receiving the external stimuli, which eventually will lead to the consumers' differentiated purchase decision of products, brands and purchase quantities.



Figure3-1 Kotlermode

Brown, J, & Broderick, A. J. Lee N (2007) according to the IWOM online communication environment influence on consumers' evaluation and purchase, through in-depth qualitative research, determine the influence factors of word-of-mouth, then they make social network analysis with application of social

network theory through a product experience virtual business community. They incorporate the site itself as a network "node" into the network to study the influence of online word-of-mouth communication on consumer evaluation and purchase [24].

Figure 3-2:

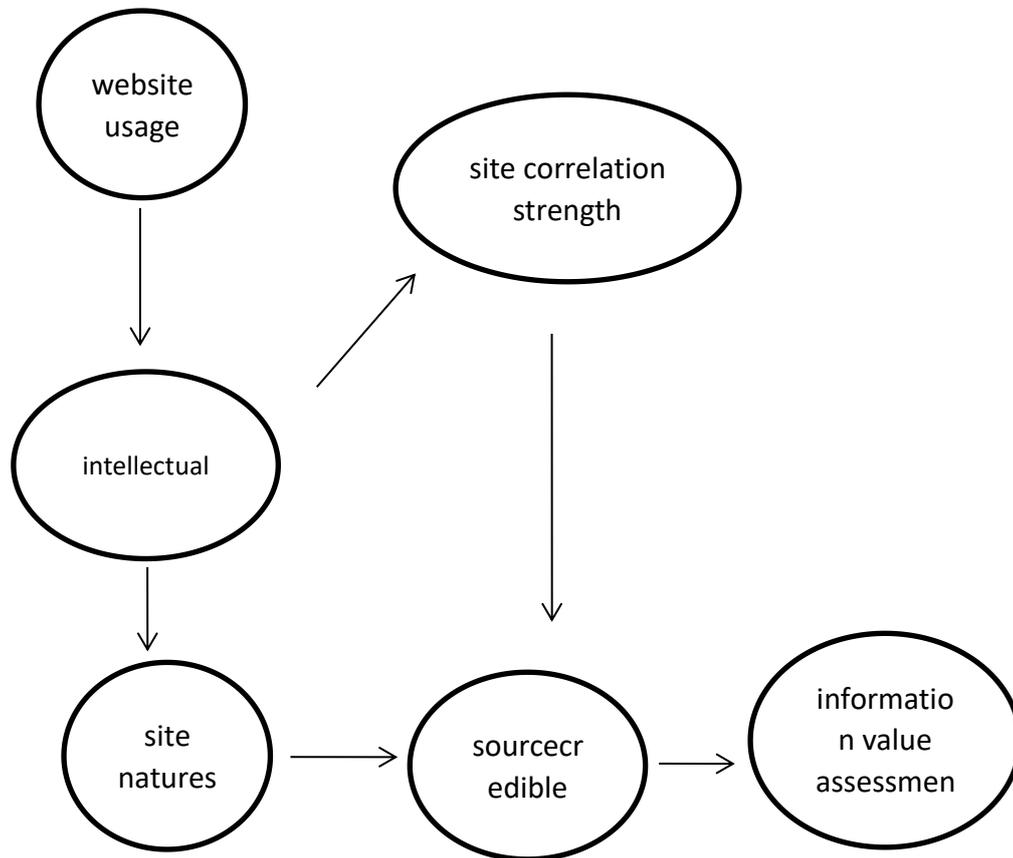


Figure 3-2

3.2 Domestic research results

Chinese scholars Jiang Min and RuanFenger through applying the information adoption model of Sussman and Siegal (2003) to study the influence of the IWOM of female's cosmetics on purchase decision and the model as below [22]:

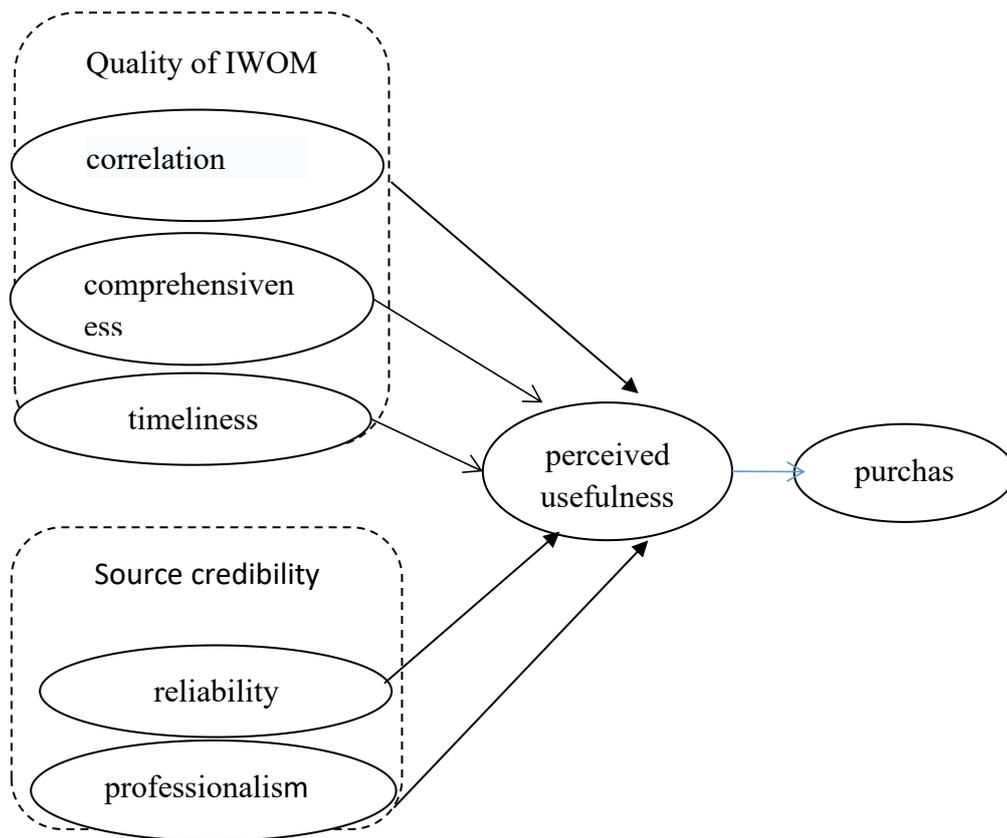


Figure 3-3 IWOM influence model

Through this model, the results show that IWOM has a significant influence on the network purchase decision of female's cosmetics. The perceived usefulness of female consumers to IWOM has greatly affected their decision-making when they buy cosmetics in the network. In addition, through the research that quality and source credibility of IWOM that influence the antecedent variables of consumers perceived usefulness of the antecedent variables, we found in the network environment, the female consumers considered the perception of IWOM was useful or not, they valued the quality of IWOM.

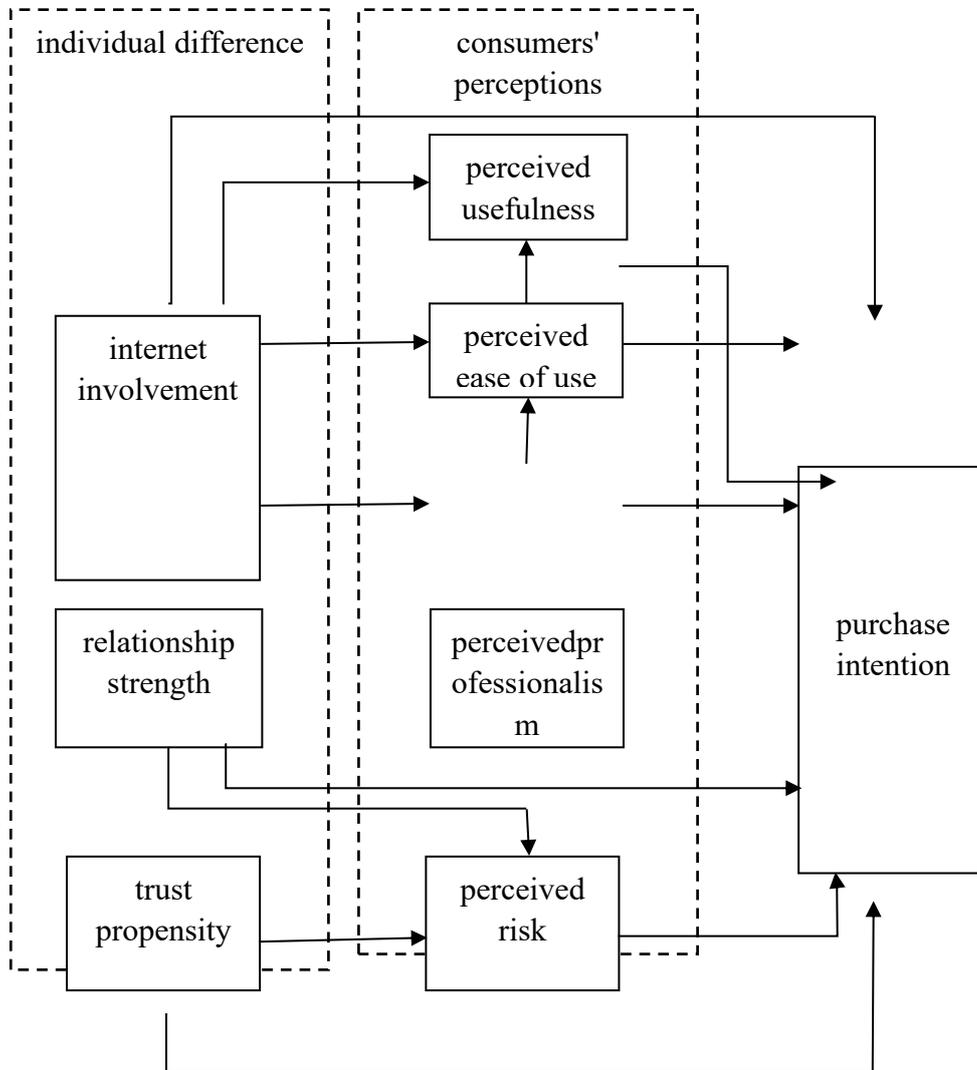


Figure 3-4 Concept model of IWOM Influence on consumers' purchase intention

By combining the TAM theory and from the perspective of consumer perception, the model of the influence of IWOM on the consumer's purchase intention is constructed, which provides a new thought for the research of IWOM. Combined with the empirical analysis of Chinese consumers, it not only makes up for the shortcomings of the current research, but also provides valuable reference for the practice of IWOM marketing.

Ai Qing (2008) used demographic variables to analyze variance. It was found that there was a difference in the credibility of IWOM source and the credibility

of IWOM channels among people of different genders and income levels. There was no significant difference between IWOM credibility and IWO information content credibility, but there was a significant difference among people of different age and educational level. Analysed by AMOS software showed that the IWOM disseminator's professionalism and the altruistic motivation, basic trust concept of IWOM recipient have significant positive influences on source credibility perception of IWOM. The similarity between the IWOM disseminator and the recipient had a significant positive influence on the credibility of the IWOM. The recipient's expertise had no significant negative influence on the credibility of IWOM source. IWOM recipient's network involvement degree and media dependence degree had significant positive influence on the credibility perception of IWOM channel. The credibility of IWOM and the credibility of the channel had a significant positive influence on the credibility perception of IWOM information.

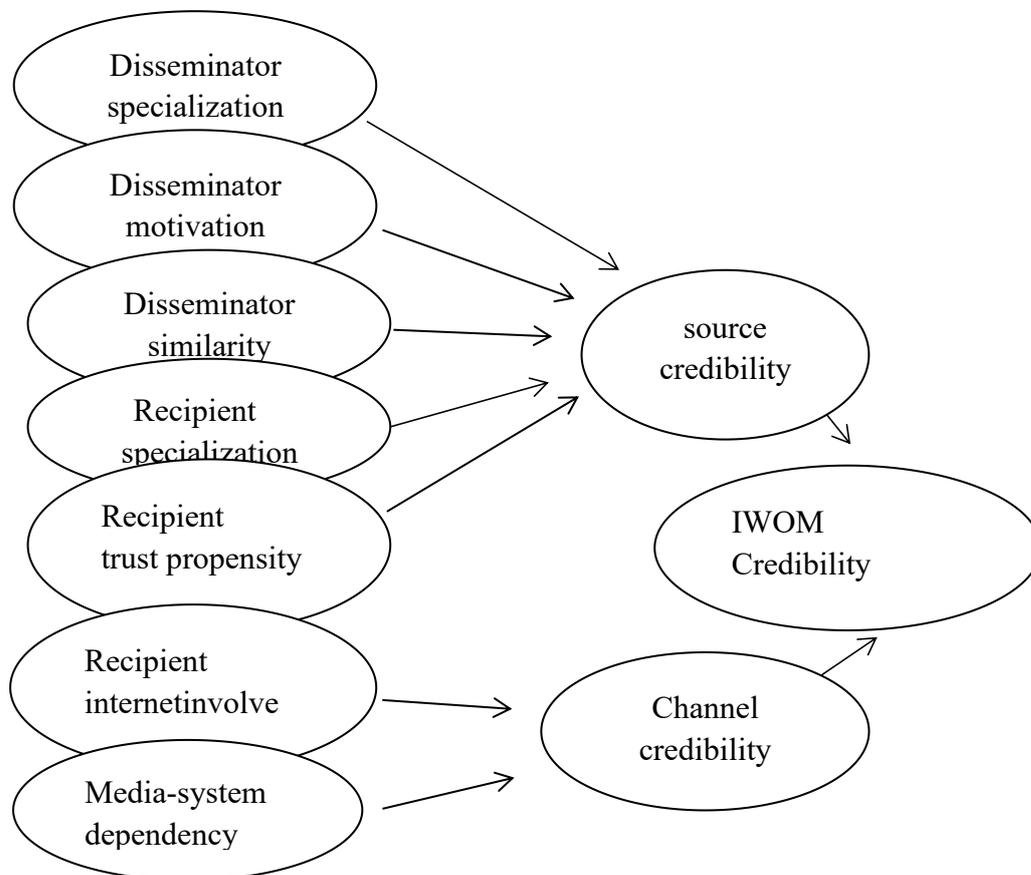


Figure3-5Ai Qing research on the credibility of IWOM

3.3 The theoretical model building

This research of the domestic and foreign research data collection and integration, based on the actual marketing characteristics of female's cosmetics products purchased online in our country, using the number of IWOM, the types of IWOM, contents and the recipient's own factors to study the influence of consumer purchase intention. Among them, the number of IWOM affect the consumer's degree of concern, thus affecting the purchase intention.

positive and negative IWOM directly affects the consumer's purchasing decisions, especially negative word-of-mouth; IWOM Information accuracy and the relevance of cosmetics also largely changes consumer decisions. Finally, it is the consumer's own factors. Such as age, income, occupation, level of education, etc. Therefore, this article presents the following theoretical model based on the research model of Bi Ji Dong (2010) and Ai Qing (2008).

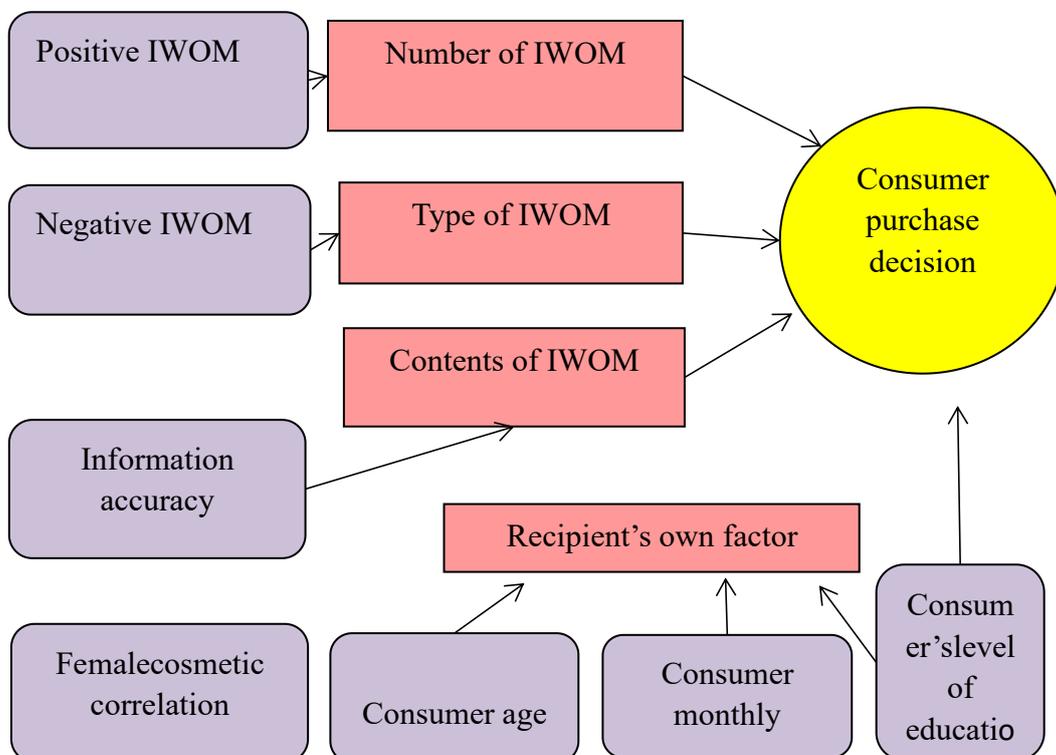


Figure3-5IWOM of female's cosmetics and consumerspurchase intention Model

3.4 Related hypotheses in this article

3.4.1 The hypothesis of the relationship between consumer purchase intention and the number of IWOM. The large numbers of product IWOM will cause the attention of the information.

recipient, The attention of consumers to products with less IWOM will also decrease. Whether positive or negative, the quantity of comments will affect the attitude of the recipient to the product. Therefore, the first hypothesis of this article is proposed.

3.4.2 The hypothesis of the relationship between consumer purchase intention and the type of IWOM.

If a product has more positive information than negative information on the Internet, consumers may feel good about products. If negative information is more than positive information, consumers may abandon their purchase decisions. So in general, both positive and negative information will affect the acceptor's attitude towards the product. The second hypotheses of this paper are proposed. H2-1 The positive IWOM has a positive influence on consumer's purchase intention. H2-2. The negative IWOM has a negative influence on consumers' purchase intention.

3.4.3 The hypothesis of the relationship between consumer purchase intention and IWOM contents.

The credibility degree of IWOM content refers to the truthful, objective and impartial perception degree of recipient with IWOM. It includes the degree of information accuracy, the content of IWOM and correlation degree of cosmetics, etc. So this article proposed the second hypothesis. H3-1. information accuracy degree has a positive impact on consumer's purchase intention. H3-2. the correlation of female's cosmetics has a positive impact on consumer's purchase intention.

3.4.4 Recipient's own factors

Monthly income of consumers. Consumers who engage in different jobs have different income and different consumption concepts. The consumers who are in the high-income profession usually have strong pursuits for the first-line brand, but for the low-grade or mid-range products, even if IWOM evaluation is very high, they will not make purchase decisions. And consumers in medium or low income levels may be more likely to think about the price of the product and review IWOM. Therefore, the third hypothesis is proposed in this article. H4-1 The influence of IWOM on consumers' purchase intention is proportional to monthly income level of consumers.

Consumers of different ages have different degrees of dependence on the Internet and different shopping habits. Young people aged 20-35 years old have relatively high mastery of the Internet. They pursue new shopping ways and participate in online forums and forum activities. Middle-aged consumers aged 36-50 are in a relatively neutral position. For older consumers, the IWOM information is generally not seen because of the influence of traditional shopping habits. Therefore, the fourth hypothesis is proposed in this article. H4-2 The influence of IWOM on consumers' purchase intention is in direct proportion to the age of consumers. The higher education level of consumers, the more rational Internet information can be utilized. Before buying goods, they hope to take the public opinion to make rational judgments on whether to buy or not. The less educated consumers are easy to make purchase decisions, and they are less involved in the discussion on the Internet. The fifth hypothesis of this article is proposed. H4-3 The influence of IWOM on consumer's purchase intention is directly proportional to the degree of consumer's education.