



**RESEARCH INFLUENCE OF COSMETICS IWOM ON REMALE
CONSUMER'S PURCHASE INTENTION**

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**RESEARCH INFLUENCE OF COSMETICS IWOM ON REMALE
CONSUMER'S PURCHASE INTENTION**

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Abstract

Title: Research Influence of Cosmetics IWOM on Female Consumer's Purchase Intention

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With the popularization and application of Internet and the coming of network economic era, shopping online has already become an indispensable part of people's daily life, people are even more inclined to shop online because of its convenience, cheapness and variety. Cosmetics have also shaken off the traditional marketing mode, the market of online marketing is also gradually opening, and the importance is becoming increasingly apparent. With the development of online marketing of cosmetics, the influence of IWOM (Internet Word-of-Mouth) on consumers' willingness to purchase is increasing. The evaluation of products online is the main basis for consumers to make purchase decisions. IWOM marketing has become a very popular marketing tool. Different from the traditional marketing word-of-mouth, internet word-of-mouth spread on the Internet faster, more detailed content, and internet word-of-mouth information is more convenient, fast and rich. But the credibility of internet word-of-mouth is not 100 percent. How can consumers buy cosmetics online to absorb these information, and what factors affect their purchase intention?

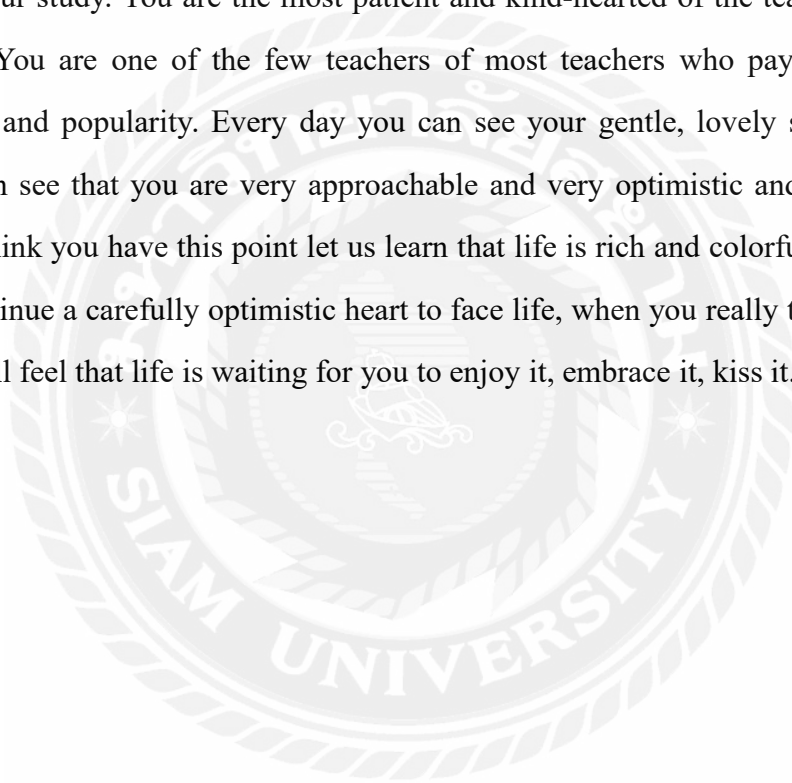
In this paper, through the research on the impact of IWOM on consumer's purchase intention at home and abroad and put forward its own research framework, and analysis of female cosmetics characteristics and consumer's factors, through the

design of questionnaire, theoretical model is established between female cosmetics IWOM and consumer's purchase intention, build hypothesis and process questionnaire survey data, so as to find out the influence factors of IWOM on consumer's purchase intention. The following conclusions are drawn: the number of IWOM has a positive influence on consumer's purchase intention; information accuracy has a significant positive influence on consumer's purchase intention; the correlation of female cosmetics has a positive influence on consumer's purchase intention; positive IWOM has a positive influence on consumer's purchase intention; negative IWOM has a significant negative impact on consumer's purchase intention; consumer's purchase intention is inversely proportional to consumer's monthly income level; consumer's purchase intention is inversely proportional to the age of them; consumer's purchase intention is inversely proportional to the level of education. As can be seen, consumer values the number of word-of-mouth, type and content of products when buying products. At the same time, consumer's own factors are also very important to purchase intention. Different types of consumers have different views and acceptability on online shopping and IWOM. Therefore, as the competition of online cosmetics market becomes more and more intense, improving the number of positive IWOM and controlling the number of negative IWOM are important ways to improve competitiveness.

Key words: Cosmetics; IWOM; Purchase intention

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Chapter 1

1.1 Research background

1.1.1 According to the CNNIC, 2013 ninety-second issue released

development information and dynamic of Internet " pointed out that, by the end of August 2013, the number of Internet users in China reached 599 million and the Internet penetration rate was 44.7%. With the large coverage of network applications in twenty-first Century, online sales are growing, and the speed of development is rapid. According to the 2013 Q3 China network shopping market data released by IRESEARCH, Q3 China's online shopping market scale is 454 billion 760 million yuan, an increase of 42.4% over the same period last year; From the perspective of online shopping market structure, B2C accounts for 36.6%, which is equivalent to that of the previous quarter. According to the National Bureau of statistics released data show that 2013Q3 total retail sales of consumer goods amounted to 5 trillion and 800 billion yuan, year-on-year growth of 13.4%, the third quarter of online shopping in the total retail sales of social consumer goods accounted for 7.8%, compared with the second quarter improved 0.5 percentage points, in addition to online shopping market transaction scale is 3.2 times the year-on-year growth rate of the total retail sales.

China's cosmetics market is known as the "beautiful economy" the largest emerging market in the world. After more than 20 years of rapid development, it has achieved unprecedented achievements. In recent years, with the rapid development of China's economy and the improvement of people's living standard, China has become one of the largest cosmetics market in the world relying on its huge population base. According to statistics from IRESEARCH, the total turnover of cosmetics market in China in 2012 was 250 billion yuan, of which the cosmetics online shopping market was about 598 billion yuan, and online sales accounted for 23.9%. From the above data, it is easy to see that cosmetics online sales has become a major

trend of online shopping. More and more people choose to buy cosmetics online, precisely because cosmetics online are cheap, diversified, and have brand guarantee and word-of-mouth guarantee. Especially for fast-moving consumer goods such as cosmetics, the IWOM influence on their sales is very significant. In particular, females are still the largest main force in the cosmetics online shopping market, and women are also very concerned about the stand or fall of IWOM, and the purchase intention is often influenced by IWOM.

1.1.2 Research motivation

According to the "2012 China online shopping survey report" released by CNNIC in 2013, no matter whether users are familiar or unfamiliar with products online, users' evaluation factors are the biggest influence on which shopping website to choose. Users' comments are the most critical factor affecting consumer's purchase decision, and 34.7% of users are influenced by online evaluation when they are familiar with products online. When users are shopping unfamiliar products, more users are affected by user evaluation, accounting for 44.8%. Online buyers' comments information are even more important than relatives and friends, and become the most important external information before shopping. Scholars exchange information about consumers' opinions, experiences and suggestions on products or services through the network virtual platform, which is called internet word-of-mouth or online word-of-mouth. The essence of the influence of IWOM is whether consumers will adopt the IWOM information they searched for, so as to change their purchase intention. The positive word-of-mouth can let the commodity quickly gain popularity and give consumers higher recognition and trust. So that consumers can have more purchase tendency, and finally get more actual sales volume, and gradually produce some consumers who have a certain degree of recognition for their brands. But there is a negative word-of-mouth when there is a positive word-of-mouth. And often negative word-of-mouth has more influence on consumers than positive word-of-mouth. The subconscious mind processes information and is more sensitive

to negative information. When a dissatisfied consumer spreads negative news on the Internet, it can be known far more than his friends and relatives, but any netizen who can see this information through the Internet. Consumers usually think negative information is more judgmental than positive information, so they will rely more on negative information when buying decisions. The ancient Chinese saying, "good things do not go out, bad things spread out" is a wide range of negative word of mouth spread, the impact of a strong image of the image. There is an old saying in China "For evil news rides fast, while good news baits later" is the real reflection of negative word-of-mouth widespread range and strong influence.

So with the development of economy and improvement of consumer cognitive level, purchase behavior becomes more and more rational, consumers will know and search before making purchase decisions. They will change their purchase intention by understanding the positive and negative IWOM, so as to avoid the risks arising from direct purchase. Therefore, this article hopes to find out the influence factors and influence degree of word-of-mouth on consumer's purchase intention through the investigation of women's cosmetics IWOM, and understand the importance of IWOM marketing to online shopping.

1.1.3 Research significance

At present, the research on IWOM mainly focuses on how to build positive IWOM. However, there are few researches about influences of IWOM on consumer's purchase intention. Therefore, this article takes the female cosmetics as an example from a new perspective to explore the general rule that consumer's intention is influenced by the IWOM. It has a positive effect on the online marketing of cosmetics.

Online shopping cosmetics as a fast-growing and hot B2C e-commerce shopping mode, gradually got the attention of public, its volume is also growing rapidly. Although China's network development started late, there are many researches about the influence of IWOM on consumer's purchase intention, but most of them are

biased towards theoretical and descriptive research. Although there are some empirical studies, most of them take the virtual community as the research object. Therefore, this article intends to research the influence of the IWOM on consumer's purchase intention by the empirical aspect. Taking females as the research goal, we studied the influence about IWOM quantity, word-of-mouth type, word-of-mouth content and consumer's own factor on purchase intention. It also puts forward personal views and carries out empirical verification.

1.1.4 Research contents and methods

This article starts from the following aspects to carry out the investigation and research: The first chapter is the introduction part, which mainly introduces the background, purpose and direction of the research, and explains what kind of research methods and chapters will be adopted in this article. The second chapter is literature review, through extensive reading of related literature at home and abroad and the latest industry information collection, the relevant theoretical knowledge of traditional word-of-mouth, IWOM and purchase intention will be introduced and analysis influence factors after combined with IWOM and consumer's purchase intention. The third chapter is the theoretical model research at home and abroad, and put forward the theoretical model and research hypothesis of this article, which is the key part of this article. The fourth chapter is the questionnaire design of this article, including research idea, research framework, research hypothesis and investigation design. The fifth chapter is an empirical analysis of the questionnaire data, and it is also a major focus of this article. Through the analysis of description and analysis of validity and reliability, and the influence factors of IWOM on consumer's purchasing intention, this article carries out the hypothesis and model verification of first-hand data. The main reasons for influencing factors are obtained through data analysis. The sixth chapter is the summary of this article, through the analysis of the above chapters, the final conclusion and the limitations of this research are formed and give some suggestions.

The main research methods of this article are as follows:

Theoretical analysis is the basis. Through reading and studying related literature, we summarize the main contents, types and characteristics of IWOM, the characteristics of consumer's purchase intention and the important factors that influence of IWOM on purchase intention, and lay a solid theoretical foundation for this research.

Questionnaire survey. A questionnaire was designed to analyze the influence of cosmetics IWOM on female consumer's purchase intention by likert scale method. The goal of the survey participants were females, age at 18~50 years old. 18~50 years old females are college students and in-service females, and most females over the age of 50 are retired, so they are not included in the survey. 18 to 50 years old females have a strong understanding of online shopping, and have great concern for cosmetics. They are the biggest consumers in the cosmetics market. Most of them have the experience of online shopping cosmetics, and they are the main participants of online shopping. They have the value of research, so they are selected as the research objects of this questionnaire.

Data analysis. After collecting and effectiveness screening the questionnaire, we will get first-hand valuable data and input these data to EXCEL and SPSS for further analysis. Through frequency analysis, description analysis, reliability detection, correlation analysis and model verification, a series of reliable information and conclusions are obtained.

Chapter 2

2.1 Definition of word-of-mouth

2.1.1 Definition of traditional word-of-mouth

Word-of-mouth as a consumer behavior has existed for a long time, but Whyte really realized its important role in consumer behavior, and published its thematic articles as an observer. He believed that word-of-mouth was the verbal communication between consumers. Subsequently, Arndt added behavior subjects and communication ways, so as to define word-of-mouth as information communication between the information sender and the information receiver through face-to-face or telephone. It also proved that word-of-mouth had a significant effect on the promotion of consumer's final purchase decisions. Stern also suggested that word-of-mouth was a transient, verbal exchange of information between information sources and receivers that were directly communicated in real life.

Richins pointed out that word-of-mouth was a kind of interpersonal communication that involved consumer's personal experiences of enterprises or products. Soderlund M also defined word - of - mouth as a communication that provided a degree of satisfaction to the recipient by telling a friend, family members, or colleagues. Gilly M C Gilly M C even put forward that word-of-mouth was composed of a group of information sources and searchers who provided a large number of information related to each other, which was an instant, Bidirectional interactive communication.

Tax S S, Chandrashekar M, Chris-Tiansen T put forward word-of-mouth was a positive or negative informal communication on suppliers and characteristics of products. Anderson W also put forward: word of mouth, including positive and negative, it was informal communication between consumers around product and service information, and recipients could form expectations about performance quality

based on these information and decided their own behavior. Chinese scholars Huang Xiaojun and Xu Weiqing also proposed word-of-mouth was an informal interpersonal communication about a product, brand, organization and service, which was perceived by non-commercial communicators and receivers. Liu Xiangyang also put forward that word-of-mouth was an informal communication with non-commercial purposes about your own or another's experience in the use of a product or service or related enterprise information between consumers through face-to-face contacts or various ways of transmission such as telephone, fax, etc.

According to the definition of the above scholars, I think word-of-mouth is a kind of communication, its behavior subject is consumer, and its consumers have strong interpersonal relationship. As a characteristic corollary of communication among strong relationship consumers, the number of word-of-mouth participants is minority. And the initiative of the behavior subject in the process of word-of-mouth communication is diverse, oral, two-way interactive and non-commercial. The content of word of mouth communication is related to consumption, and it has a certain attitude tendency and intensity.

2.1.2 Definition of IWOM

With the development of Internet, the problem of IWOM has attracted attention of scholars. Some complete definitions of IWOM were selected through the summary and combing of existing literature.

Bussiere D put forward that IWOM was the behavior that consumers communicated with others through the Internet forums, chat rooms and other ways to spread their positive or negative experiences, and it could also be called electronic word-of-mouth or online word-of-mouth. Newman P J proposed that IWOM communication was a text exchange conducted by two or more consumers via the Internet. Thorsten H T believed that online word-of-mouth communication, positive or negative statements about products or enterprises was made by potential, actual, or former consumers, this kind of communication was implemented by a wide variety of people and institutions through the Internet. Kjerstin S T believed that electronic

word-of-mouth was a positive or negative statement that could be widely disseminated through the Internet about products, enterprises or media personalities .

Chinese scholar Liu Xiangyang thinks IWOM is own experience in particular topics and opinions related knowledge sharing by active consumers through electronic media for non-commercial purposes, or to collect product information and topic discussions provided by other consumers, as well as a propagation of emotional cognition that is triggered by the interaction with enterprises, sometimes referred to as E-WOM or word-of-mouth.

To sum up, I think IWOM is internet users use the Internet network synchronous or asynchronous network communication channels to release and disseminate information about the organization, brand, products and services. It is represented by words, pictures, symbols, video, etc., or their combination. IWOM and traditional word-of-mouth are similar in content, but performance forms are very different.

2.1.3 Research on traditional word-of-mouth and IWOM

In the early 1967, Arndt studied the traditional word-of-mouth. It believed that the traditional word-of-mouth was a verbal informal communication between the communicator and the receiver with a commercial intention; it was mainly the discussion of a brand, product or service. Subsequent scholars further put forward the word-of-mouth, which includes all ideas, concepts or comments in addition to the above contents. The consumer would share the service with other people who were not involved in the transaction and provide the (not) happy experience of interacting with the service provider.

For online word of mouth, Hennig-Thurau believes that consumers can collect product information and topic discussions provided by other consumers after browsing web pages, and share their own experience, opinions and related knowledge for specific topics, it's also known as electronic word-of-mouth or word-of-mouth.

From the two word-of-mouth connotations, they tend to be consistent with content by the exchange of information and online word-of-mouth has kept some of the features

of traditional word-of-mouth, But online word-of-mouth information is not just a simple copy of traditional word of mouth information, because the qualitative changes of the information carrier and the way of communication has undergone a fundamental change. One is face to face communication through language, one is on the Internet via text, images, audio, video, etc. Therefore, no matter in the breadth and depth of communication, they are not to be mentioned.

Types of word-of-mouth

There are several types of word-of-mouth classifications, Jin Liyin proposes it can be divided into two categories according to the content: objective factual type and subjective evaluation type. Objective factual type is to introduce some information about product or service characteristics, such as the price, function and external physical properties of products. Subjective evaluation type refers to the individual's perception and evaluation of products or services after the use of products or service, which is subjective and reflects the judgment and values of consumers. It can be divided into two categories: positive word-of-mouth and negative word-of-mouth according to the direction. There is no difference between online word of mouth and traditional word of mouth by these two categories ^[16]. But Kiecker divides the online word-of-mouth type into spontaneity, semi spontaneous, independent or third groups and the company launched four categories. Compared to online word-of-mouth, traditional word-of-mouth is much simpler, which is basically disseminated by the consumers spontaneously.

Disseminate ways

Traditional word-of-mouth is a face-to-face oral communication to share the information of the product. While online word-of-mouth communication is more complex, network communication mainly uses the computer as the information transmitting and receiving device, digital data and information free transfer and exchange among users through the Internet. The application system software with the aid of the Internet allows users to interact with each other substantially, making the one-way, two-way, and even multidirectional communication smooth. Traditional word-of-mouth is mostly based on one to one mode of information communication.

Online word-of-mouth is a way to break the traditional one-to-one pattern, and it can transmit information to countless individuals at the same time. Online word-of-mouth can make the effect of influence between people more quickly and more widely. In the traditional world, if you make a consumer unhappy, he will tell six people the experience of dissatisfaction. But in the network world, if you make a consumer dissatisfied, he will use the network communication platform, and may disseminate the news to six thousand people. We can see that the influence of online word-of-mouth is wider than traditional word-of-mouth.

Dissemination process

The identity, status and religious belief of the traditional word-of-mouth disseminator are generally open and well known. So his published opinions are mostly thoughtful and mature. Otherwise, it will bring bad influence to the disseminator himself for risks of potentially dissemination. On the other hand, the dissemination of traditional word-of-mouth is limited to acquaintances. Therefore, the disseminator will feel the responsibility to provide the recipient with correct and objective word-of-mouth information to help the recipient. Word-of-mouth information released by online word-of-mouth disseminator is anonymous and the motivation is completely determined by the disseminator's state. That is to say, disseminator releases word-of-mouth information more to meet their own needs, rather than for recipients. Besides, the influence of the disseminator on what word-of-mouth information brings to himself is relatively limited. We can see that the two kinds of word-of-mouth disseminators have changed a lot in the process of word-of-mouth.

Recipient

The identity of traditional word-of-mouth recipient and disseminator is open to public. The relationship between traditional word-of-mouth recipient and disseminator is very close. Such face-to-face communication can be performed many times, which makes the communication more in-depth, but due to the knowledge level of disseminator is limited, the recipient may not be able to get a satisfactory answer, probably because of friendship might accept the advice, but it is passive acceptance of

information. On the other hand, the online word-of-mouth recipient is opposite and initiative to search for word-of-mouth information, and how to evaluate information and whether the adoption of information is voluntary and basically irrelevant with the disseminator. Because the information released by an anonymous disseminator, so it is impossible to confirm reliability of the information through the disseminator, so the online word-of-mouth recipient pays more attention to the information itself. Because of his own preference to collect purposefully, evaluate and make the purchase decision.

To sum up, we can conclude that information carrier of online word-of-mouth has changed compared with traditional word-of-mouth, but it is not only a simple replication, but a new field. The number of online word-of-mouth is far more than the traditional word-of-mouth. Information details and information professionalism are also higher than traditional word-of-mouth and longer than traditional word-of-mouth. Online word-of-mouth is not as good as traditional word-of-mouth in terms of information credibility, information evaluation and influence. Online word-of-mouth disseminates faster and wider than traditional word-of-mouth. In the course of dissemination, the disseminator and the recipient have all changed greatly.

2.2 Purchase intention

2.2.1 The concept of purchase intention

Intention is the subjective probability of individuals to engage in particular act. The same concept extends to the field of consumer purchase decision. The probability that consumer is willing to adopt specific purchasing behavior is purchase intention. In marketing research, purchase intention is often a measure of predicting purchase behavior. Mullet believes that consumer's attitude towards a product or brand, together with the effect of external factors, constitutes a consumer's purchase intention, purchase intention can be considered as subjective tendency when consumer

chooses a specific product, and it has been confirmed as an important index to predict consumer behavior. Dodds, Mmroe and and Grewal (1991) pointed out that purchase intention referred to the subjective probability or possibility of consumer buying a specific product. The higher perceived value of the consumer, the greater the purchase intention. Engel defines purchase intention as subjective tendency of consumer to choose a product or brand. It can be seen that the definition of the purchase intention is the same, which is the plan that consumer wants to consume the product.

Domestic scholars have done a lot of research on purchase intention, Zhu Zhixian (1985) tended to think purchase intention was psychological consultant of consumer psychology when he bought some requirements of products to meet his own needs, as well as a prelude of purchase behavior. Han Rui and Tian Zhilong (2005) thought that purchase intention was the possibility of consumer to purchase the product.

2.2.2 Influencing factors of purchase intention

There are many different researches at home and abroad on the influencing factors of purchase intention. Kotler P (1996) thought there were two factors could influence purchase intention. One was the attitude of others, a negative attitude to others' preference for one's own, and comply with of others' expectations. The other was the unpredictable situational factor, which meant that the consumer's purchase intention was based on the expected household income, expected price and expected product benefits, but when consumers were ready to buy, the unexpected situation factors suddenly changed their purchase intention. Different sources of information would make consumers have different preferences, and then affected their intention to purchase. In addition, Dodds et al. (1991) did an empirical research of price, quality and cognitive value and found that price and brand names had significant relationship with consumer's cognitive quality, cognitive value and purchase intention. And when the price of the product closer to the acceptable range of the consumer, the higher the value of cognition. The attributes of products are the most important factors that

influence consumer's purchase behavior. Therefore, the evaluation of product attributes will directly affect consumer's purchase intention.

Taiwanese scholar RongTaisheng believes that consumer's purchase decision will be influenced by personal factors, social factors, psychological factors and situational factors at the same time, these factors will eventually lead to the occurrence of consumer behavior. Study of ZhuangGuijun and Zhou Nan also find that in the research of situational factors that influence consumer's purchase decisions in shopping centers, 6 factors of 14 situational factors have a significant impact on consumers' purchase intention.

Chinese scholars Jiang Min and RuanFeng (2003) verified that IWOM had a significant influence on the network purchase decision of women's cosmetics through the research. The perceived usefulness of female consumer to IWOM had greatly affected their decision-making when they bought cosmetics on the Internet. In addition, through the verification of IWOM quality and source credibility both influenced consumers' usefulness of perceptions, in the network environment, female consumers were more concerned with the quality of word-of-mouth. However, the source credibility has not significantly affected the usefulness of female consumers' perception of IWOM.

Another Chinese scholar, Bi Jidong (2010) also researched the factors that influenced the consumer's purchase intention by IWOM from the perspective of consumer perception and drew on the TAM theory, the following conclusions are drawn: The relationship intensity is the most important factor affecting the purchase intention, and the second is the tendency of trust. The high relationship intensity indicates that the IWOM disseminator and the recipient are closely connected and communicate frequently, and they are more easily influenced by the other party's opinion. This is similar to the traditional word-of-mouth, which is based on the social network information communication between the acquaintances. Consumer trust is the key to success of online marketing, and trust tendency will affect trust degree of consumers. Consumers with high trust tend to recognize the virtual communication platform and accept information from others.

Perceived professionalism is the most important factor that negatively affects purchase intention, followed by perceived risk. Previous studies suggest that perceived professionalism has a positive impact on the purchase intention, the higher the professional degree of information publishers, the easier to win the trust of consumers. But This research draws the opposite conclusion. Word-of-mouth and IWOM are the informal communication between consumers and each person's views are often subjective, sporadic and non-systematic. On the contrary, a systematic, comprehensive and professional IWOM can make consumers feel that the information disseminated by the related personnel may be considered as a marketing behavior similar to advertising, thereby reducing the influence on consumers' purchase intention. The risk of IWOM perception increases the uncertainty and possible loss of consumer and inhibits the consumer's purchase intention, which is consistent with the previous research.

Network involvement is not directly related to purchase intention, but it indirectly affects purchasing intention through perceived ease of use and perceived usefulness. The high network involvement embodies the higher recognition and familiarity of the consumer on the Internet communication tools. The purchase intention is a measure of the strength of the intention of consumers to buy certain products. The content involved in both is not the same level and lack of relevance. High Internet Involvement consumers will be more familiar with internet operation, and the discrimination ability will be enhanced, so it will affect the perceived ease of use and perceived usefulness of IWOM. Perceived ease of use and perceived usefulness are positively affecting each other, this is a proof of the TAM theory. Many empirical studies of Chinese and foreign scholars have proved that TAM is effective on the study of consumers in the network environment.

The network involvement is positively related to the trust tendency. This research constructs the correlation between network involvement and trust tendency through structural equation model modification. As a new medium, the content and form of Internet update quickly, which needs consumers to learn constantly.

Consumers involved in high network tend to try new things and become more familiar with the network. This process depends on the high trust tendency of consumers, trying to think of a doubtful and conservative consumer's indecisive acceptance of new things.

2.3 The factors that influence consumer's purchasing behavior by word-of-mouth

Hovland, Janis and Kelly (1953) divided the factors that influence the communication effect into three categories: information disseminator, information itself and information recipient. Lazarsfeld and Merton (1954) further added that the relationship between information disseminator and recipient is another important factor that influenced communication effectiveness. Therefore, the factors that influence the effectiveness of word-of-mouth communication should include four categories: disseminator, the word-of-mouth, the word-of-mouth recipient, and the relationship between the word-of-mouth disseminator and recipient. However, because word-of-mouth information dissemination is in the form of private conversation when word of mouth is spread, so the factors of word-of-mouth itself are difficult to measure (Godes and Mayzlin, 2004). From the point of view of the existing literature, From the existing literature, scholars mainly based on information disseminator factors (including: professional, reliability), information recipient factors (including: professional, perceived risk), the relationship between information disseminator and recipient factors (including: the relationship strength and similarity) these three factors to do in-depth discussion.

2.3.1 Word-of-mouth disseminator factor

The disseminator's professionalism refers to perception of recipient's professional behavior to accurate information provided by disseminator (Bristol, 1990). Relative to the information receiver, the information sender has more knowledge in a certain field. For recipients, the word-of-mouth of the sender is professional (Schiffman and Kanuk, 1997). Compared with information recipient, the

information disseminator has more knowledge in a certain field. For recipient, the word-of-mouth of disseminator is professional (Schiffman and Kanuk, 1997). It is found that compared with non-professional information sources, consumers were more likely to seek advice from professional information sources and influenced by professional information sources (Gilly et al., 1998). For medical services (Silk, 1966), car purchase (Kiel and Layton, 1981), new product adoption (Reingen and Kernan, 1986), the higher professionalism of word-of-mouth disseminator, the greater impact on consumers. Especially when consumers are faced with a vague experience, the impact of word-of-mouth perception from experts is particularly strong (Bone, 1995). As a result, the word-of-mouth recipient feels that the expertise and experience of word-of-mouth disseminator have become an important factor influencing the purchase of consumer (Bansal and Voyer, 2000).

Disseminator's reliability is the motivation perception of the word-of-mouth recipient to disseminator's unbiased communication information (McGuire, 1969). The information recipient considers that the information disseminated by the information disseminator is fair and objective, that is, the trust degree of the information recipient to the information disseminator (Ohanian, 1990). The research found that most word-of-mouth searches and receptiveness were from recipients who were familiar or trusted, such as family and friends (Brown and Reingen, 1987). The recipient applied the word-of-mouth to the purchase, one of the main reasons is their trust in word-of-mouth disseminator (Fill, 2002). The recipient perceives that the word-of-mouth disseminated by the highly reliable disseminator is real and does not have any commercial purpose, so the persuasion effect is also better (Ko et al., 2005). In particular, when the reliability of the word-of-mouth is quite high, the original views of the recipient may change during the dissemination of the disseminator word-of-mouth (Hovland et al., 1953).

2.3.2 Word-of-mouth recipient factor

The professionalism of the recipient refers to the self-identification of

the recipient's expertise, knowledge, experience, technology and other professional abilities in a commodity or service area (Wang Zunzhi, 2004). Consumers usually search for word-of-mouth in order to reduce the risk of decision when their own professional knowledge and experience ability is not enough to make the right decision. Generally speaking, the information receiver has more professional knowledge, ability and experience, the influence of word-of-mouth will be smaller. (Bloch et al., 1986). Gilly et al. (1998), Bansal and Voyer (2000) point out that for the low-professional consumers, the influence of word-of-mouth is greater than that of highly professional consumers. The recipient will analyze the accepted word-of-mouth according to his professionalism. The higher professional word-of-mouth recipient is more likely to question the information disseminated by the disseminator. Therefore, there is a negative correlation between the professionalism of recipient and the influence effect of word-of-mouth. So the professionalism of word-of-mouth recipient is also an important factor affecting consumer's purchase by word-of-mouth, but whether the direction of this influence is positive or negative, scholars haven't formed a unified understanding.

The perceived risk of the recipients is that consumers can not predict the final results accurately when making any purchase decision, some of which may make them unhappy. Perceived risk includes two factors: the uncertainty of the decision results and the seriousness of the consequences of the wrong decision. It is found that the main motivation of word-of-mouth communication before making purchase decision because uncertainty with their purchase results, and the more important is concern about the result of the wrong purchase decision (Henning-Thurau and Walsh, 2003). When consumers perceive risk increases, they will be more worried about the severity of the wrong decision results, and tend to search for word-of-mouth to alleviate their anxiety (Murray, 1991). Arndt (1967) points out that word-of-mouth can help consumers to reduce perceived risk. In particular, where consumers have higher perceived risk, word-of-mouth has a particularly strong impact on their purchase decisions (Voyer, 1999).

2.3.3 The relationship factor between the word-of-mouth disseminator and recipient

The intensity of relationship refers to the relationship between the word-of-mouth recipients and the disseminator, such as the length of time, the intensity of the emotion, the degree of intimacy and the degree of mutual help (Granovetter, 1973). There are intimacy, support, and relevance four dimensions (Frenzen and Davis, 1990). The research found that the influence effect of word-of-mouth between the higher intensity of the relationship was significantly higher than the lower relationship intensity (Brown and Reingen, 1987; Frenzen and Nakamoto, 1993; Bansal and Voyer, 2000; Writz and Chew, 2002). Because those with higher intensity relationship are usually more willing to express their views and opinions unreservedly. In addition, most of the information obtained from close relatives and friends is recognized as more credible, selfless and helpful, so word-of-mouth recipient feels the information is reliable and trustworthy. Therefore, The intensity of relationship between the word-of-mouth recipient and disseminator is the key factor to determine the influence impact of word-of-mouth.

Similarity mainly refers to the commonality of the word-of-mouth disseminator and recipient on the demographic characteristics. For example, the similarity of the demographic characteristics between word-of-mouth disseminator and recipient in age, sex, occupation and educational level (Brown and Reingen, 1987). The social network theory has found that the similarity in demographic characteristics is beneficial to the flow of information. Those with similar demographics are more likely to have frequent contacts and are more likely to communicate (McPherson, Smith-Lovin and Cook, 2001). Word of mouth is more likely to occur between people of the same age, gender and social status (Brown and Reingen, 1987). When seeking medical services, couples with children are more likely to be influenced by the couples with the same demographic characteristics (Feldman and Spencer, 1965). For word-of-mouth recipient, the similarity of the demographic characteristics with the disseminator can be regarded as a hint: products or services may be they are interested in and fit their demographic characteristics, thereby

increasing the potential benefits of word-of-mouth perception. Existing research has found that the demographic similarity between word-of-mouth disseminator and recipient is also important to explain the effect of word-of-mouth influence.

2.4 The influence of IWOM on consumer's purchase behavior

In recent years, as the rapid development of information technology and the wide use of the Internet, consumer can not only search for product or service information more conveniently, but also release their evaluation of products or services to virtual platforms. The spread of word of mouth from the original "our group", that is, between friends and relatives, quickly expanded to the "world circle", that is, among all the consumers. The change of this phenomenon has ignited the enthusiasm of researchers and marketers in digital era to explore the influence of IWOM on consumers (Zufryden, 2000). The research found that Blair's success with witchbox office (Streisand, 1999), Botox popular (Ries, 2002), KrispyKreme donuts popular (Serwer, 2003) and so on, success was not the reason for advertising products, but also because marketers used the influence of IWOM. In particular, in the music industry, samples of products posted by companies via the Internet generate online word-of-mouth, which caused to consumer's attention (Humphries, 2004). In addition, influence of IWOM for the consumer's choice of TV programs (Godes and Mayzlin, 2004), selection of skin care products (Hennig-Thurau et al., 2004), purchase of books (Dellarocas, 2004), selection of wedding supplies (Nelson and Otnes, 2005), watch movies (Chen and Xie, 2006) and so on are significant. Sunraman and Rajagopalan (2003) point out that participating in product discussions on a virtual platform can affect consumers' attitudes towards products. Lee et al. (2006) also believes that IWOM not only influences consumer's attitude, but also influences his actual buying behavior. The original purchase intention of consumer will be canceled after searching and reading IWOM, or the original intention without purchasing has been conducted after searching and reading IWOM. The influence of IWOM is expanding. More and more consumers get product information and user experience

through internet forums, blogs and other Internet media, and make purchase decisions based on the content of IWOM (Rezabakhshetal., 2006). It can be said that Internet word of mouth has become an important part of consumer purchase decision, and has great potential impact on consumer's actual purchase (Chatterjee, 2001, Wathen and Burkell, 2002; Dellarocas, 2003; Goldes and Mayzlin, 2004). Different scholars have different opinions on the causes of the influence of IWOM on consumer..Through literature, this research found that Internet word of mouth could meet the demand of consumer's information needs, and had higher persuasion. The reasons are as follows : First , the consumer actively searches the IWOM based on the information needs ,sothey have a lower sense of exclusion and vigilance for IWOM (Dupue , 1996) . Second , because of the fact that many of the network communicators do not know each other ,and there is no pecuniary interest and reputation existing, so the disseminator of IWOM can speak freely and there is no intention to manipulate the recipient(Briggs and Hollis , 1997).Third, the information provided by IWOM usually reflects the effectiveness of the product, there's a higher correlation with the information needs of consumer, also can get more consumer identity (Bickart and Schindler, 2001). .In addition, Gelb and Sundaram (2002) added that the anonymity of IWOM made consumers dare to ask embarrassing details.

2.5The influence factors of IWOM on consumer's purchase behavior

Because IWOM is released in a virtual platform in a "write" way,enterprise can control the information and decide whether to release IWOM in product sales site, or from a third party web site to get IWOM permission (Epinions.com),then decide when to release the "smart" IWOM on the website.Consumers can also easily observe the number and content of IWOM,Due to the measurability and controllability of IWOM, researchers and marketers have begun to pay attention to the information factor they neglected before discussing the influence of word-of-mouth on consumers. However, the dissemination of IWOM has already exceeded the personal relationship

of family , friends , relatives and colleagues (Chatteraral , 2001) , the relationship between word-of-mouth recipients and disseminator is generally weak in network environment (Chatterjee, 2001). So the researchers and marketers are less concerned about the relationship between the disseminator and the recipient when discuss the influence of IWOM on consumers. As a result,to explore theexisting influence factors ofIWOMon consumers, mainly focused on the following three aspects: IWOM source factors (including site factors, disseminator's professionalism), IWOM information factors (including: number, price, form and quality) and IWOM recipient factors (including: IWOM recipient'sprofessionalism and recipient's product involvement).

The source factor of IWOM

The website factor,Shamdasani^{et al} (2001) found that the reputation of the website that carries the IWOMinfluenced consumer's causal inference on IWOM disseminator'sintentions.The trust of consumers to the website directly affects their trust in the word-of-mouth in the website, and then affects their purchasing decisions.Brown, Broderick and Lee (2007) also found that consumers gaining IWOM from websites with high reputation were more persuasive than those with less reputable sites.Congzhu (2008) further confirmed that there is a significant positive relationship between the reliability of the website and consumer's selection of movies.In addition, scholars have also made a comparison of the persuasiveness of IWOM in different types of Web sites.Hoffman, Novak and Chatterjee (1995) and Spiller and Lohse (1998)divide the website into three types:business website (the seller website), namely retailers or manufacturers set up their own websites (such as Amazon.com); commercial third party website,which can be used for product comparison (such as MySimon.com); non-commercial third-party sites, product or vendor review sites (such as: Consumerreports.org).Most scholars have found that the influence of word-of-mouth on the non-commercial third-party websites had great influence on consumers (Alba^{et al.}, 1997, Bakos, 1997, Lynch and Ariely, 2000, Bickart and Schindler, 2001, Xue and Phelps, 2004, Dabholkar, 2006).Lynch and Ariely (2000) point out that the reason is that consumers believe that the product information presented by the third party websites is more realistic and objective,

which can provide more product choices for them. Consumers trust in the word-of-mouth of third party websites which are non-commercial, so that they can choose products and make purchase decisions based on the information obtained from the website (Dabholkar, 2006). Bickart and Schindler (2001) use attribution theory to explain that consumers attribute the motivation of IWOM provided by non-commercial third-party websites to products and consumer interests are relevant. The motivation of a commercial website and a commercial third party website to provide IWOM is attributable to non-product related (for example, sales commission). When they get word-of-mouth from a non-commercial third party website, they are largely adopted. Song Xiaobing, Cong Zhu and Dong Dahai (2009) also support this view. The reliability of the website enables consumers to have positive attitude towards products after reading word-of-mouth in the website. However, Senecal and Nantel (2004) found that the type of website does not affect consumer's evaluation of the credibility of IWOM, so it does not affect their purchase decisions.

The disseminator of professional IWOM can be divided into two categories: expert reviewers and non-expert reviewers (i.e. general consumers) (Clemont et al., 2006). Most studies have pointed out that in the network virtual environment, consumers are more interested in IWOM from unprofessional more than the professional reviewers. Lim et al. (2004) study found that online consumer behavior was significantly influenced by IWOM, which was positively related to online shopping decisions. Smith et al. (2005) agrees with this view that the general consumer's IWOM is more likely to be preferred by consumers. Their adoption of IWOM from general consumers still exceeds expert reviewers. Huang and Chen (2006) conducted an experimental study of 180 college students in Taiwan. It was also found that the IWOM from the general consumers had greater influence than expert reviewers on the product selection of college students. Pollach (2006) believes that the reasons for this phenomenon, consumers will doubt the manufacturer or marketer hire expert reviewers, or posing as general consumers to release professional IWOM to cheat their trust. However, the research results of Chinese scholars Luo Xin (2007),

Li Hui (2008) and Fang Yanhong (2009) show that the professionalism of IWOM disseminator has a significant positive influence on consumers' purchase decisions. However, Senecal and Nantel (2004) point out that although consumers think that the motivations of expert reviewer and general reviewer to release IWOM are different, the influence on their products is not different. Amblee and Bui (2007) also support this view, which has almost the same meaning and importance of two reviewers' IWOM for the consumers' purchase decisions.

The information factor of IWOM

The IWOM is usually regarded as released by consumers who have experience of using products or service. There is a correlation between the number of IWOM and the number of consumers in the past. It can be regarded as a popular signal of products or service (Chen et al., 2004). Many existing studies have pointed out that there was a significant correlation between the number of IWOM and the behaviors of consumers. Buda and Zhang (2000) found that the number of IWOM would influence consumer's purchasing decision. Bowman and Narayandas (2001) explained that consumers by telling themselves "many other consumers also buy this product" as the reason of purchase decisions influenced by the number of IWOM. Anderson and Salisbury (2003) also believe that the increase of the number of IWOM will lead to the increase of consumers' consciousness. The more number of IWOM about a product, the more consumers' attention to the product, and then purchase decision will be made. In addition, the increase of the number of IWOM has a significant impact on the choice of consumers' TV programs, the purchase of books and the viewing of movies (Godes and Mayzlin, 2004; Liu, 2006; Amblee and Bui, 2007b). Alvarez et al. (2007) research further points out that the number of IWOM will change consumers' views on the original product. However, Park and Lee (2009) research points out that the number of IWOM does not influence consumers. Because of the dual role of Internet word of mouth, from the perspective of product recommender, the more number of IWOM indicates that the popularity of products, which leads to an increase in consumers' purchase intention. However, from the perspective of information providers, the increasing number of IWOM can make

consumers overload of information, which can not provide useful help for purchasing decisions. As the number of IWOM increases, the negative influence brought by information overload may be balanced with the positive influence brought by products popularity, thus eliminating the influence of IWOM number on consumers.

The value of IWOM

The IWOM can be both positive and negative (Buttle, 1998). That is to say, the Internet word of mouth conveys positive and negative effects (Liu, 2006). Different scholars have different opinions about the influence of IWOM on consumers. Anderson (1998) through the study of consumer behavior found that the positive IWOM did not necessarily make consumers make purchase decisions, but often provided them with product related references, or deepened and changed their original knowledge of products. Zhu and Zhang (2006) also supported this view. However, Senecal et al. (2004) found that after reading a product's positive IWOM, the possibility of consumers buying this product is twice of non-reading. Li Hui (2008) focused on studying the influence of negative IWOM on consumers' purchase decisions, and found that the intensity of the negative IWOM has a significant impact on the purchase decisions of hotel consumers. In addition, scholars have also compared the influence of the positive and negative IWOM on consumers. Gumeun-young (2000) found that negative IWOM had more impact on consumers than positive IWOM. Hennig-Thurau and Walsh (2003) further pointed out that only 28% of consumers had purchase intention after reading the product related positive IWOM, while 43.5% of consumers refused to buy products after reading the product related negative IWOM. Dellarocas (2003) also agreed that the negative IWOM, due to the fast speed and wide spread, would have more influence on consumers than traditional negative IWOM. However, Sungyoung-shin, Parjin-young and Parkeun (2002) found that the positive IWOM had more influence on people's intention to watch movies than the negative IWOM. Sorensen and Rasmussen (2004) also found that both the positive and negative IWOM had a significant positive impact on the purchase of consumers' books, and the positive had greater impact than the negative. Their explanation of the discovery is that consumers pay more attention to

the informativeness provided by IWOM than the content and persuasiveness of the IWOM. That is to say, Internet word of mouth encourages them to buy the book by notifying consumers of the existence and characteristics of the book, even though the content of Internet word-of-mouth is advising consumers not to buy. However, Luo Shixin's (2007) study found there is no significant difference in the impact of positive and negative IWOM on consumer's purchasing decisions.

The form of IWOM

Chevalier and Mayzlin (2006) take the online book review as an example to show that consumers not only pay attention to the number of IWOM, but also carefully read the content of IWOM. Holbrook (1978) points out that word-of-mouth can be divided into two forms, which are objective facts and subjective evaluation according to the information content. Factual word-of-mouth refers to the information that can be accurately tested by objective criteria, which mainly describes the physical properties of the product. The evaluation type of word-of-mouth is mainly the description of the intangible features of the product, including more subjective emotional factors. Scholars also divide IWOM which is presented in the network virtual platform into two forms: objective and subjective, and compare the two different forms of word-of-mouth influence on consumers. Yoonhyeung-yeol (2001) found that due to their different preferences and different expectations of consumers, there was a big difference in the subjective type of IWOM released in the network environment. For the same product, a consumer is satisfied and highly recommended, and B consumer does not agree and complain. It is difficult for potential consumers to have a clear understanding of the products they want to buy based on the subjective IWOM. The objective type of IWOM is very different, most of the consumers are standing in a fair position to describe the real efficiency of the product with an objective standard. Potential consumers can read through an objective IWOM to get a comprehensive understanding of the products. Therefore, the objective type of IWOM has a greater impact on consumers than subjective IWOM. In particular, when consumers make a purchase decision, they rely more on the objective type of IWOM (Gumeun-young, 2000). However,

Sungyoung-shin, Parkjin-young and Parkeun (2002) have different views. They have found that the subjective form of IWOM is more likely to affect the intention of to see the movie than the objective IWOM. Consumers through the network to browse the subjective evaluation information of other consumers through the internet and sharing of product purchase experience and subjective experience of product use effect, they can get a better understanding of the products and make purchase decision.

The quality of IWOM

The quality of IWOM refers to the degree of relevance and usefulness of consumer's reviews those are presented on virtual platform (Lee, Park and Han, 2008). The more comprehensive the product information provided in the IWOM, the more attention will be paid by consumers, which leads to an increase in purchase intention (Park and Lee, 2008). Dellarocas and Narayan (2006) also found that consumers paid much attention to the quality of information when they made use of IWOM to make a purchase decision. High quality IWOM is highly correlated with products that are evaluated, and has a strong understanding. It also gives sufficient reasons to win consumers' favor. On the contrary, low quality IWOM is less correlated with the products evaluated, poorly understanding, and there is no clear reason for that. Consumers often doubt that information is not reliable. Therefore, they further point out that high quality IWOM is more persuasive than low quality IWOM. Lee, Park and Han (2008) choose the four aspects relevance, credibility, comprehensibility and reasonability of the commentary as the dimension to judge the quality of Internet word of mouth, and focus on the influence of negative IWOM on consumers' purchase attitude. As the quality of negative IWOM increases, it is also found that the possibility that consumers would make non-purchase decisions also increase. Cheung, Lee and Rabjohn (2008) select the relevance, timeliness, accuracy and comprehensiveness of the reviews as the quality dimensions of IWOM. It is found that the relevance and comprehensiveness dimensions of IWOM quality have a significant positive influence on consumers' usefulness to information perception, and further affect their purchase decisions.

The recipient of IWOM factor

The existing literatures agree that consumers' own knowledge structure of products, services or brands regulates the influence of IWOM on their persuasion. Sundaram and Webster (1999) found that consumers were less familiar with a brand, the more careful they were to deal with the IWOM which was received by the brand. Because of the lack of understanding of the brand, the price of IWOM can easily lead to the formation of their established attitude towards the brand. On the contrary, consumers have a complete knowledge structure for a brand. Even if they receive the IWOM is opposite, they will not change their attitude to the brand easily (Kim, Lee and Bae, 2006). Cheung, Luo, Sia and Chen (2006) also agree with this view. They find that IWOM is consistent with consumers' original cognition concept, which greatly influences consumers' credibility perception of IWOM, and then affects consumers' adoption of IWOM. Park and Kim (2008) found that the expert consumers focused on the internet word-of-mouth described by product attributes and made purchase decisions accordingly. The novice consumers were more influenced by the Internet word-of-mouth, which was related to the product benefit evaluation. They used the cognitive adaptation theory to explain this. When consumers decide to adopt the Internet word-of-mouth, they will choose different information analysis strategies according to their professional level. Consumers of different professional level seek different forms of Internet word-of-mouth. When the form of Internet word-of-mouth matches their information analysis strategy, cognitive adaptation will take effect. Expert consumers believe that the internet word-of-mouth described by product attributes is more informative. Novice consumers think that internet word-of-mouth of product benefits is more helpful to them. For example, when choosing food, the expert consumers mostly identify the basis of attribute information (e.g., vitamin E), and novice consumers tend to judge by interest information, (e.g., enhancing memory).

The recipient's product involvement

Consumer's product involvement mainly refers to the degree of consumer's involvement in the product that is the relative importance of the product to the consumers. The greater the importance of the product to the consumer, the higher

consumer's involve in the product. On the other hand, the smaller value of the product to the consumer, the lower consumer's involvement in the product (Zaichowsky, 1985). Consumer's product involvement regulates the influence of internet word-of-mouth persuasion on their purchase decisions. The influence of the number and quality of the internet word-of-mouth on consumer's purchase decision is different with the consumer's difference in the degree of product involvement. Park and Kim (2008) research found that consumers with low product involvement, they generally didn't want to spend too much time and energy to analyze the contents of Internet word-of-mouth carefully and concern about the quality of Internet word-of-mouth. They though the number of internet word-of-mouth is more important, because the number of information reflected the popularity of the product from one side. On the contrary, for consumers with high product involvement, they hope to get more useful information. They were more willing to spend time and energy in reading and analyzing the content of Internetword-of-mouth. They did not care about the number of internet word-of-mouth, and the quality of the internet word-of-mouth.Study of Jin Yin (2008), Park and Lee (2008) also supports the view that consumer with higher product involvement browse products IWOM, make the purchase decision; consumers with low product involvement more based on related product recommendation to make purchase decisions.In addition to the source of Internet word-of-mouth factors, internet word-of-mouth information and internet word-of-mouth recipients, product type is another consideration for scholars to explore the influence of Internet word-of-mouth on consumers.Nelson (1970) divides the product into two categories: search products and experiential products. Search products, consumers can have a certain understanding of the quality and function of the product before purchasing. Experiential products, consumers are often difficult to identify the quality and function of the product before purchasing, and they will rely more on others' recommendations. Beietal (2004) finds that consumers who buy experiential products tend to use IWOM more frequently than consumers who buy search products. Hsiehetal. (2005) explains that, with the product characteristics change from search to experience, consumers' lack of knowledge and information leads to the rise of

perceived risk, which increases the importance of experience. Especially when consumers intend to purchase experiential products, the internet word-of-mouth can reduce their uncertainty, because internet word-of-mouth usually contains expert opinions and experienced users' reviews. Weathers et al. (2007) finds that for the experiential product, Internet word-of-mouth is provided by independent third party website or retailer website, and consumers' uncertain perception of product performance after reading is the same. Park and Lee (2008) select TOIEC books as search-based products and language school training as experience-based products. The experimental design study also found that experiential products, regardless of whether their IWOM was released on a reputation network or a poor reputation Website, the negative influence of IWOM on consumer's purchasing decisions must be greater than the positive IWOM. As for the search-based products, there were differences. When word-of-mouth is released on a reputation website, negative IWOM has a greater influence on consumer's purchasing decisions than positive IWOM; however, when word-of-mouth is released on poor reputation sites, negative IWOM and The influence of positive IWOM on consumer's purchasing decisions does not exist significant differences.

2.5.1 Comparison of traditional word-of-mouth and Internet IWOM definitions

The definition of internet word-of-mouth has been expanded on the basis of the traditional word-of-mouth definition, which enriches and complete the original word-of-mouth. The popularity of Internet has promoted the dissemination of IWOM. The information communication and communication through the Internet media is also a kind of word-of-mouth communication. However, scholars have found that the definition of traditional word of mouth is no longer applicable. Buttle (1998) made a more complete revision of word-of-mouth definition based on the traditional definition of word-of-mouth. word-of-mouth was no longer just for products, services or brands, but also for business or business leaders. word-of-mouth was not necessarily face-to-face verbal or verbal form of the phone to communicate, but also

through the network to text, pictures or audio-visual and other forms of information communication and delivery. word-of-mouth could be rewarded or network dissemination Ways to create.

2.5.2 Comparison of traditional word-of-mouth and IWOM characteristics

Traditional word-of-mouth communication is usually face-to-face, verbal communication between people, and therefore does not require additional media. The emergence of Internet has provided new channels for traditional word of mouth, including the world wide web, e-mail, blogs, bulletin boards, forums and so on. It has become an effective medium for word-of-mouth communication (Gelb and Sundaram, (2002). The form of traditional word-of-mouth communication is mainly oral form. As information is transmitted from one person to another, everyone will increase or decrease some information. In contrast, IWOM (Phelpsetal.) disseminates personal experience and opinions in written form, and the possibility of information modification is generally small in the process of transmission (Phelpsetal., 2004). In addition, written word-of-mouth features have long-lasting advantages that allow consumers to access information at their own pace (Bickart and Schindler, 2001). Traditional word-of-mouth communication usually occurs among well-known relatives, friends, colleagues, etc., that is, "our group." IWOM communication penetrates beyond our group. It is no longer confined to acquaintances, but also to unfamiliar or even totally unknown strangers. The use of search engines makes it easy for people to get ideas from strangers (Sunetal., 2006). The development of the Internet creates opportunities for more non - acquaintances to communicate on the Internet (Fong and Burton, 2006). Communication is not synchronous because traditional word-of-mouth communication is usually face-to-face and oral form, it is instant, synchronous communication and exchange of information. IWOM is mostly written in the form of text, and has retained attributes. Therefore, IWOM communication breaks through the limitation of time and space, making information transmission in non-simultaneous, heterogeneous and asynchronous environments.

The traditional word of mouth communication has a certain understanding of the identity of each other because it occurs between people who are familiar with them. In the IWOM communication, the Internet has blocked the physical identification between the disseminator and the recipient, making the word-of-mouth recipient almost never know who is the disseminator.

2.5.3 The influence comparison of traditional word-of-mouth, IWOM on consumer's purchasing behavior.

The Internet is considered to be more able to meet the needs of consumers, and has more convincing effect than other media. Therefore, the impact of IWOM on consumers is greater than that of traditional word of mouth (Ducoffe, 1996). In traditional word-of-mouth communication, word-of-mouth recipients usually inform the 6 individuals they know about the unsatisfactory product or service experience. However, in IWOM communication, word-of-mouth recipients simply release their unsatisfactory product or service experience. In the Internet, this negative IWOM can be disseminated to 6,000 people (Hanson, 2000). However, according to Wang Zun-zhi (2004), IWOM is still unable to replace the traditional role of word-of-mouth, because the traditional word-of-mouth communication is from the needs of people's social interaction and based on the trust mechanism, these elements can not be overcome by current IWOM.

Through summarizing the existing literature, we can find that the research on the influence of traditional word-of-mouth on consumers mainly focuses on the interpersonal perspective while the research on the influence of IWOM on consumers focuses more on the perspective of information. The research changes from focuses on the previous interpersonal influences and the influence of information to the existing information influence, interpersonal influence as a supplement. The author believes that there are three reasons for this change. In the dissemination of traditional word-of-mouth, information is communicated in the way of private conversation. The emergence of the Internet makes the content of the word of mouth open (Tanimoto and Fujii, 2003), which is helpful for the researchers to observe the characteristics of

word of mouth information. traditional word-of-mouth is face-to-face oral information exchange, with instant. The IWOM is released in the form of writing in the virtual platform, which is permanent. It not only helps researchers to effectively measure the information characteristics of word-of-mouth, but also helps enterprises control the emergence of IWOM and information content (P.Dwyer, 2007). traditional word-of-mouth mainly occurs between acquaintances such as friends and relatives. In the virtual space, the disseminator and the recipient's reputation are mostly unknown nor do they need to take care of any situation or interest

(Gelb and Sundaram,(2002).Ridingsetal.(2002), thus weakening the word-of-mouth interpersonal influence.The change of research focus leads to the change of research factors analysis. From influence factors of traditional word-of-mouth and IWOM on consumer literature review, research on factors from traditional reputation in the receiver, the disseminator and recipient factors, the relationship between them change from the recipient and disseminator. Among them, the influence of the IWOM disseminator factor on consumers, to be more exact, should be the source factor. Because in the network environment, both the word-of-mouth disseminator and the media themselves influence the persuasion effect of the word-of-mouth by influencing the recipient's confidence in the source, (Shamdasanietal., 2001). The two factors such as the disseminator ofIWOM and the web site that released the word-of-mouth can be summed up as an impact variable, that is, the source factors (Park and Lee, 2009). Literature review of research methods further found that four main research methods were used in the discussion of word-of-mouth influence, including observation, interview, questionnaire and experiment. The discussion about the influence of traditional word-of-mouth on consumers mainly used the first three methods, scholars through observation to confirm whether word-of-mouth influenced on consumers;interview analysed word-of-mouth influence degree on consumer; questionnaire explored the causes of differences of word-of-moth influence on consumers. The emergence of the Internet makes the IWOM have the manipulative characteristics that traditional word-of-mouth does not have. Scholars have gradually begun to introduce the

experimental method to explore the influence of IWOM on consumers, through experimental simulation to fully understand the mechanism of the influence of word-of-mouth on consumers. However, Bruyn and Lilien (2008) point out that the use of this method has some shortcomings. In real life, consumers take the initiative to search when they make purchasing decisions based on IWOM. But in the experimental method, consumers are told to use IWOM to assist in the purchase decision. When consumers are actually searching for IWOM, they will be selectively browsing according to their personal preferences and reading habits. In the experimental method, due to the time is limited, it will cause certain pressure on search and read of IWOM. In the experimental method, due to the limited human and material resources, IWOM presented to the consumers does not have the richness and diversity of the word-of-mouth in the actual network. Therefore, the research conclusions obtained through the experimental method may have some deviations from the influence of the actual IWOM. To an extent, the selection of research methods will affect the selection of the research object. The influence of traditional word-of-mouth on consumers is mainly due to the following three research methods: observation, interview and questionnaire. However, as many scholars choose the experimental method to explore the influence of IWOM on consumers. From the existing literature reading, it is found that almost all of the subjects they choose are mainly the consumer groups of college students. In this regard, many scholars have explained in the literature that. The representativeness of the experimental object. Internet users survey report point out that college students are people with high network usage, they use the Internet to make friends, shopping, browsing the news. The accessibility of experimental subjects. College students mainly live in group life, and can easily gather them together to complete the experiment design.

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.

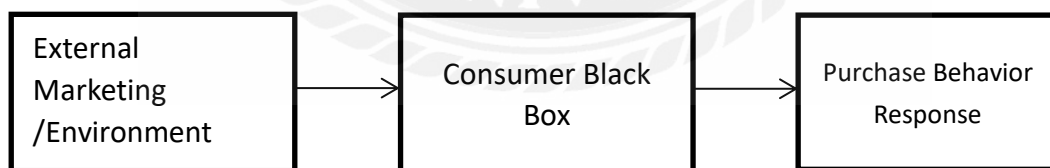


Figure3-1 Kotlermode

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:

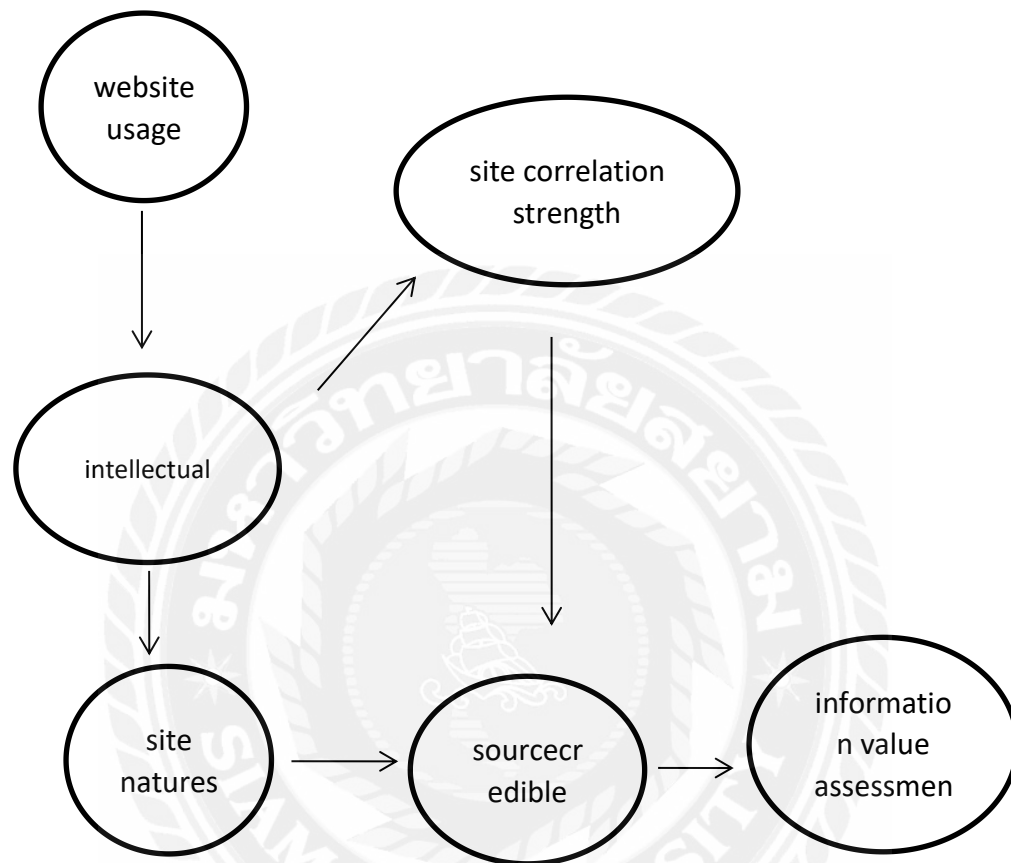


Figure 3-2

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]:

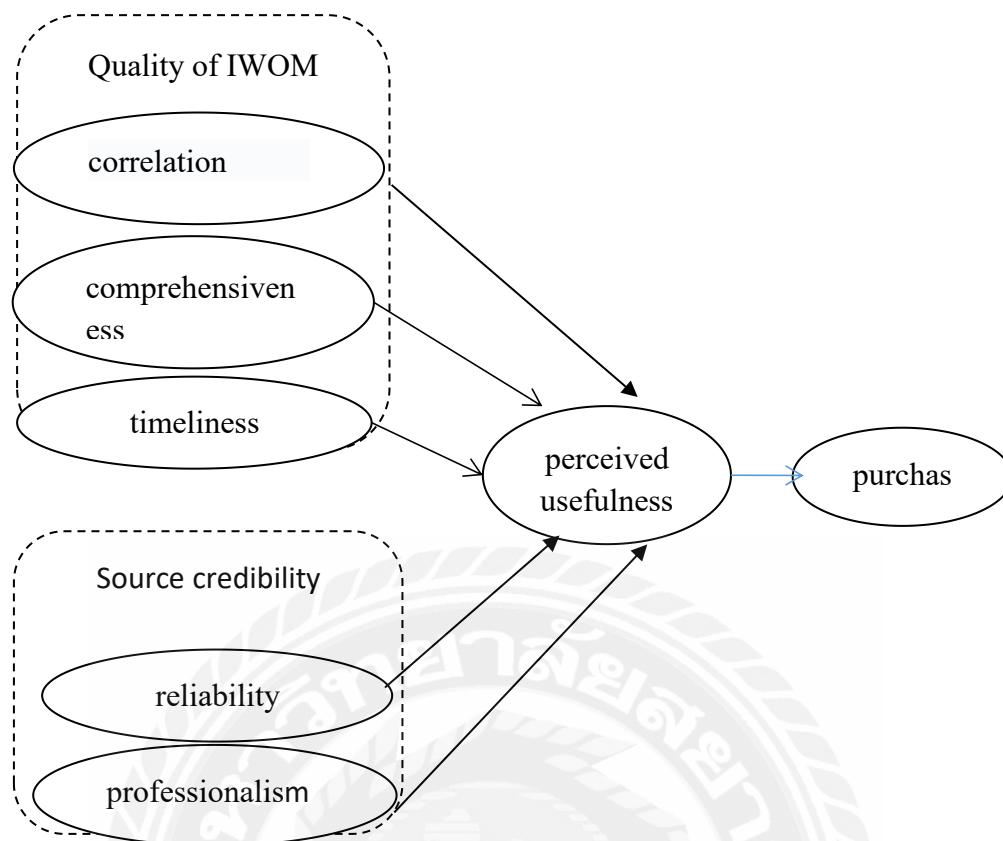


Figure 3-3 IWOM influence model

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.

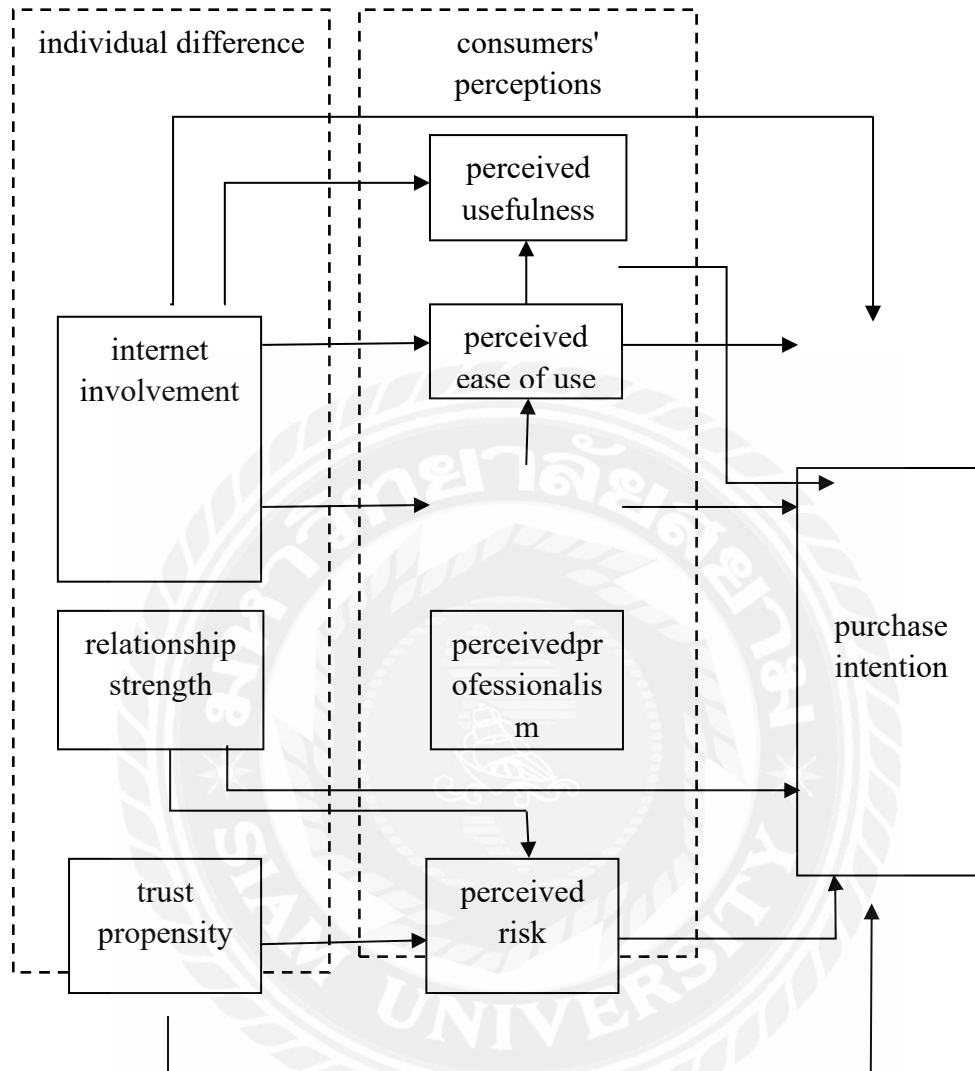


Figure 3-4 Concept model of IWOM Influence on consumers' purchase intention

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.

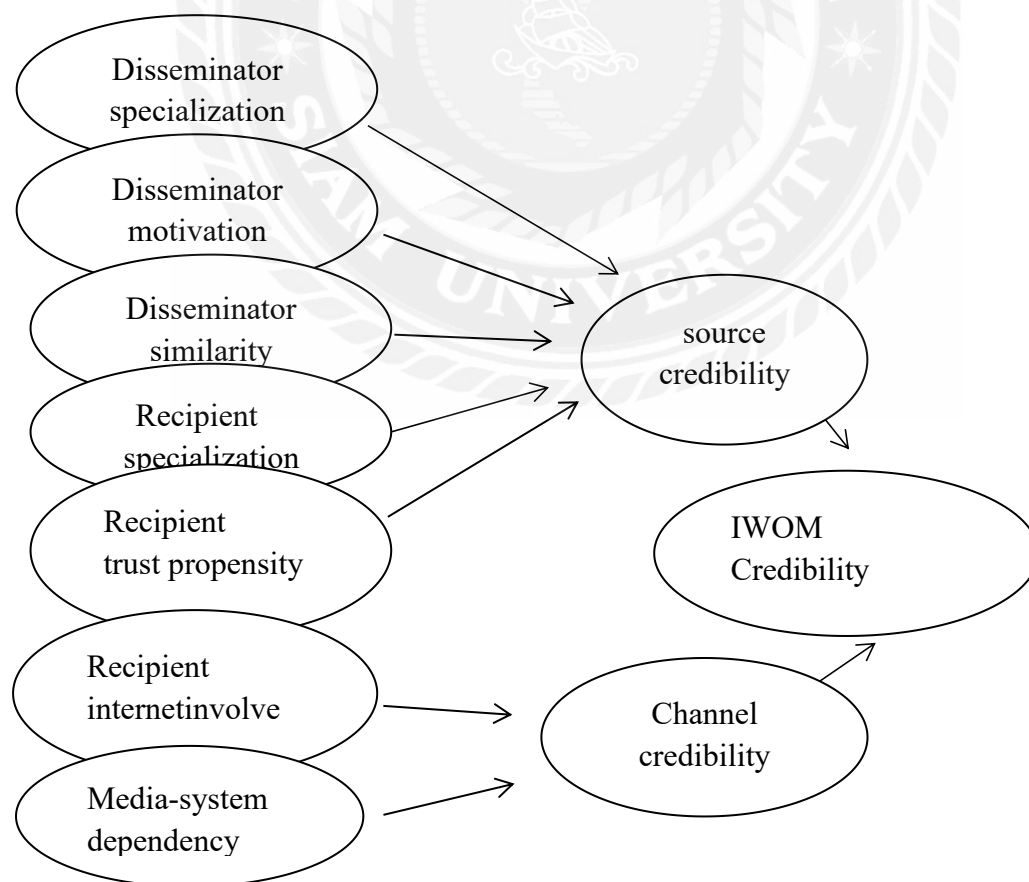


Figure3-5Ai Qing research on the credibility of IWOM

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).

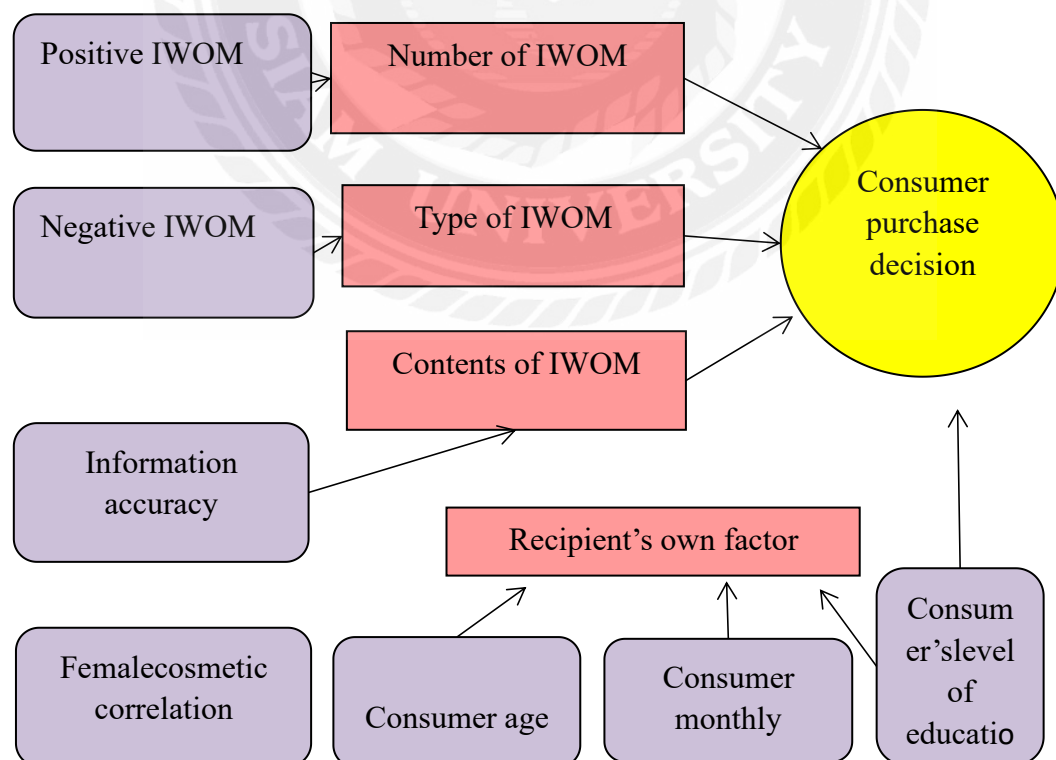


Figure3-5IWOM of female's cosmetics and consumerspurchase intention Model

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.

Chapter 4

4.1 Questionnaire design

The questionnaire will be design divided into 2 parts. The first part is using the “Five Likert Scale” on the questions such as reviews on the comments and introduction of the products on the website. This is to understand the consumers behaviors on the affections from the source of the website, comments of the users, the numbers of sales, source and qualities of the products, consumers trustworthy and the influence of mouth-to-words from the online consumers. The second part of the survey would basically the basic information of the consumers.

4.2 Selection of research and Survey Object

4.2.1 Research object selection

“Beauty Economy” has formed along with the improvement of people living standard. The pursuit on cosmetic has become an irresistible trend nowadays. And so people are paying more attention on their appearance and also willing to spend. Cosmetics have become a must in female consumers daily live. However, to minimize the risk of buying unsuitable product, getting information to understand the products by researching online to get reviews and sharing of the product from the users will become the choice of the consumers. Therefore, the subject of this survey will focus more on the females. And we believe that the development of online marketing cosmetics industry has certain practical significance.

4.2.2 Object Selection

This survey object will be targeting on the Female age between 18-50 in Shanghai, China. Women of this age group are the main consumers in the cosmetics market. From all ages, the online word-of-mouth effect on their willingness to buy cosmetics online has been found in different ages, occupations and incomes. Therefore, as the most important consumer group in the cosmetics market, they can improve the pertinence, objectivity and credibility of the research.

4.3 Survey Method

A random sampling method is adopted for the selection of survey objects. At the same time to ensure the objectivity of the investigation, total survey has been limited to a reasonable number. 250 sheets questionnaires will be given out. There are four main channels for questionnaire survey. First, survey respondents were selected on the spot, questionnaires will be given by hand to the consumers and get it back immediately after the survey. This method can improve the effectiveness of questionnaire survey. Secondly, work with questionnaires client. In a black and white agreement with the questionnaire survey and the situation that needs to be paid attention to and the due date of collecting back the surveys. Thirdly, using electronic questionnaires to send out the survey subjects via the Internet. Info will get back immediately once it has responds. Lastly, the fourth option will be through the various forum and discussion areas on the Internet conducting network questionnaires survey. However, due to the various websites forum and the number of discussion areas has too many, the probability of being seen by others are unfocused. Hence, the quantity and quality of the questionnaire are not as effective as the first three. As a result, first and second option would be the priority choice, as far as possible, the number of valid questionnaires can be guaranteed, and the real data can be obtained to reflect the objective situation.

Chapter 5

5.1 Questionnaire Analysis

5.1.1 Descriptive analysis

Post 250 questionnaires , recycle 230 questionnaires, recovery rate 92%, valid questionnaires 80%.Detailed frequency as follow:

5.1.2 Table 5-1 Recipients' age

| | Item | Frequency | Percentage | cumulative percentage |
|-----|----------------|-----------|------------|-----------------------|
| Age | Below 20 years | 32 | 16 | 16 |
| | 20-25 years | 108 | 54 | 70 |
| | 25-30 years | 40 | 20 | 90 |
| | 31-40 years | 10 | 5 | 95 |
| | 41-50 years | 10 | 5 | 100.0 |
| | Total | 200 | 100.0 | |

Table 5-1 Recipients' age

Objects in this investigation are women. From the table 5-1, the age ranges from 20 and 25, more than 108 people, accounting for 54% headcount. Secondly, the age ranging from 25 and 30 accounting for 20% headcount. The age between 30 and 50 has only 10% of the total of survey. Therefore the young whose age between 20 and 30 is the main target online shopping.

5.1.3 Table 5-2 Recipients' educated level

| | Item | Frequency | Percent | cumulative percentage |
|----------------------|--|-----------|---------|-----------------------|
| Education background | Bachelor | 102 | 51 | 51 |
| | Junior college | 58 | 29 | 80 |
| | High school (technical secondary school) and above | 21 | 10.5 | 90.5 |
| | Master and above | 19 | 9.5 | 100.0 |
| | Total | 200 | 100.0 | |

Table 5-2 Recipients' educated level

From the table 5-2, bachelors are the largest number of respondents, more than 102 people, accounting for 51%.

Junior college as 29% ranks the second, the least people comparing to master above who has education background, only account for 10.5%. We can see that middle and high degree are the vital parts in buying cosmetics online. The people are opportunely main consuming group in cosmetics market.

5.1.4 Table 5-3 recipients' career

| | Item | Frequency | Percentage | cumulative percentage |
|--------|--|-----------|------------|-----------------------|
| Career | Student | 101 | 50.5 | 50.5 |
| | Professional engineering and technical personnel | 59 | 29.5 | 80 |
| | Enterprise and service staff | 25 | 12.5 | 92.5 |
| | Institutional personnel | 11 | 5.5 | 98 |
| | Others | 4 | 2 | 100.0 |
| | Total | 200 | 100.0 | |

Table 5-3 recipients' career

From table 5-3, 50.5 percent of respondents are students in this investigation, 29.5% respondents are professional technicians, 12.5% respondents are office clerk in enterprise and service career, other occupation count for 2%. We can see that students are the main consumers for e-businessman. Working carefully institutions will less likely buy cosmetics online.

5.1.5Table 5-4 recipients' monthly income

| | Item | Frequency | Percentage | cumulative percentage |
|--------------------------|----------------|-----------|------------|-----------------------|
| Spendable income monthly | below 1000 RMB | 55 | 27.5 | 27.5 |
| | 1001-2000R MB | 65 | 32.5 | 60 |
| | 2001-3000R MB | 32 | 16 | 76 |
| | 3001-4000R MB | 21 | 10.5 | 86.5 |
| | 4001-5000R MB | 10 | 5 | 91.5 |
| | 5001-7000R MB | 9 | 4.5 | 96 |
| | Above 7000RMB | 8 | 4 | 100.0 |
| | Total | 200 | 100.0 | |

Table 5-4 recipients' monthly income

From table 5-4,we can see that students are the main consumers,monthly disposable income is not much,below 2 thousand RMB is the base,accounting total percent of 32.5 % and 7.5% .We can tell that the people which buy cosmetic do not have high salary,so select the convenient and cheap way to buy.

5.1.6 Table 5-5 Daily Internet time of recipients

| | Item | Frequency | Percentage | cumulative percentage |
|----------------------|-------------|-----------|------------|-----------------------|
| Internet time | 1-2hour | 44 | 22 | 22 |
| | 2-4hour | 51 | 25.5 | 47.5 |
| | 4-6hour | 26 | 23 | 70.5 |
| | 6-8hour | 38 | 19 | 89.5 |
| | Above 8hour | 41 | 20.5 | 100.0 |
| | Total | 200 | 100.0 | |

Table 5-5 Daily Internet time of recipients

From table 5-5, people who spend 2-4 hours online per day accounting for 25.5% of total ration. Secondly, 4-6 hours and 1-2 hours, accounting for 23% and 22% of total ration. We can know that interviewee has spent general average time online. It is proved that the crowd who like shopping online generally spend long time online and gain great insight on internet information. That is good and suitable for this investigation. In order to further know the reliability and validity of questionnaire, we need make reliability analysis according to this questionnaire. Testing the degree of consistency, reliability of result (data) by means of reliability analysis. Reliability consists of external reliability and internal reliability. External reliability means that consistency of survey result about multi-metering at different time, often measure by means of retest reliability. While internal reliability means that a team of questions whether test the same notion or the same character, often measure by means of Cronbach's coefficient.

There are not repeated measure in this investigation, so mainly measure the reliability of data by mean of Cronbach's coefficient index which reflects internal

consistency. It is generally recognized that A coefficient higher than 0.7 means high, or lower than 0.35 means low reliability. From table 5-6, variable A coefficient are all above 0.9 with higher reliability. It tells us that high consistency in the table and can go on next analysis.

| Variable | Question quantity | Alpha coefficient |
|---|-------------------|-------------------|
| IWOM quantity and consumers purchase intention | 2 | 0.983 |
| Information accuracy for consumers purchase intention | 3 | 0.971 |
| Female Cosmetics pertinence against consumers purchase intention | 3 | 0.985 |
| IWOM influence on purchase intention of consumers and monthly income level of consumers | 3 | 0.980 |
| IWOM influence on purchase intention of consumers and consumers' age | 2 | 0.985 |
| IWOM influence on purchase intention of consumers and consumers' educated level | 2 | 0.967 |

Table 5-6 Reliability analysis results

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