

部落格行銷對女大學生購買美妝類商品之傳播效果探討  
A Study on The Spread Effect of Blog marketing to Influence female college students to buy  
Cosmetic products

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摘要

Abstract: Blog , an emerging networked media platform, has many characteristics of both network media and a number of new features as well as variables. It is necessary to study deeper whether the classification concepts of both searched products and experienced products would help clarify products to match blog and advertisement. Since media properties and consumer characteristics affect consumers on the importance of the different product attributes, consumers take different costs and efforts to search products. Consequently, consumers' search behaviors differ from their decision behavior. While female college students spend increasing consumption of makeup products today, this paper focuses on the spread effect of blog marketing on the female college students buying makeup products. In order to understand the spread effect of blog marketing on makeup products, the female students of departments of International Business, International Finance Management, Public Administration were sampled to do the questionnaires. After statistical analysis, we built an analytical framework. Research results show that the spread effect of blog marketing on female college students buying makeup products is better than plane magazines and television media. Depending on blog professional and favored by other browsers, years longer browsers will decide whether to consume in the blog and recommend to others for consumption. High evaluation of high consumers as well as complete information of content will increase the spread effect and credibility of the blog. However, whether author of the blog is attractive will not influence the spread effect of the blog significantly.

關鍵字：Blog Marketing, Makeup Products, Spread Effect