品牌形象、品牌信任與網路口碑之關聯性研究：以線上遊戲「魔獸世界」為例

This study mainly investigates the relationships among brand image, brand trust, and online word-of-mouth. We choose the players of "World of Warcraft" as the sample in this study. 527 questionnaires were received and 317 replies were valid. By manipulating structural equation modeling（SEM）, the research results indicate that brand trust serves as a partial mediator between brand image and online word-of-mouth.