品牌知名度、顧客價值、再購意願與網路口碑關聯性之研究：以「魔獸世界」為例

In these years, based on rapid development and popularization, Internet and high-speed broadband have already gone deep into each family in Taiwan. That provides convenience and entertainment to everyone. The market of On-Line Game in Taiwan has been intense competition for several years. So how to create value for game player and keep them to stay on the game becomes the important topic for study. This study mainly investigates the relationships among brand awareness, customer value, repurchase intention, and online word-of-mouth. "World of warcraft" (wow) was selected as this research object. 340 questionnaires were issued and 280 valid replies were received. This study uses the structural equation model to empirically explore the relationships among brand awareness, customer value, repurchase intention, and online word-of-mouth. The research results indicate that brand awareness has an effect on repurchase intention and online word-of-mouth through customer value, and customer value has a full mediation effect.