The Effects of Internet Fashion Shopping Advertising Model on Consumers' WOM Effect

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I. Introduction

Today most companies have used advertising for company profits and product sales as communication promotion strategy. However recently companies have been adopting Word of Mouth (WOM) communications which are faster in diffusion and have more authenticity than mass communications, in terms of spreading production and information of production(Jun & park, 2003). Thus, many internet shopping mall marketers have used WOM marketing strategy for their advertisement, especially ‘star marketing’. According to Kim & Lee(2002), teenagers have more positive attitudes about celebrity advertisement models than college students. Therefore, the purposes of this study were to investigate if star marketing of on-line shopping malls affects consumers’ WOM effect, and to compare the differences of consumption behavior between female teenagers and college students. These results would be helpful for apparel on-line shopping marketers, providing more effective marketing strategies.

II. Method

This research instruments were consisted of items advertisement attitudes about star marketing effect (Kim, 2005 Im & Hong, 2004), and WOM effect after purchase (Lee & Lee, 2005 Lee & Lyi, 2004). For this study, 205 female teenagers and college students who had purchased fashion goods through internet shopping mall participated. For data analysis, factor analysis, correlation analysis, regression analysis, descriptive analysis and, T-test were used.

III. Result
As a results, first, the greater exposure to celebrity models, the greater the good feelings about them, showing respondents’ positive consumption behavior. Second, consumers who were pursuing celebrities’ style were influenced by WOM behavior. Third, female college students were affected more by celebrity style and bought fashion items than female teenagers. However, female teenagers conducted more WOM behavior than college students. Although female teenagers showed less consumption behavior via internet shopping mall than female college students, they were more influenced by WOM than college students. Celebrity advertising models tend to make consumers feel more buying than general models do. That is, advertising models make consumers have more trust about fashion goods, leading to impulse buying of acceptance of celebrity styles. From these results, generally celebrity advertising models inon-line shopping malls have affected on female teenagers and college students’ consumption behavior and WOM effect. Therefore, on-line fashion marketers would use these data for more their efficient fashion marketing strategies.

IV. References


