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Abstract
Due to the new era of Web 2.0, the World Wide Web starts to change its original style. The internet user gradually changes its role from the observer into the main participator. At the same time, the use of the blog becomes popular all over the world. It emphasizes every individual as the nucleus of the Internet, has provided “personalized” and “interactive” community sites. And the appearance of the blog also indirectly changes the original style of the World Wide Web through the creating the personal webpage with free-style and sharing the information with the community sites. Due to the rapid development of the World Wide Web, the age of advertising personal media come true. The blog is just like the brand of a product. It requires its corporation or company to cope and manage enthusiastically in order to be acknowledged by customers. And this is how every business making its good long-term relationship with customers.

Because of the contribution and rearrangement of the relative documents and articles, there is a final conclusion for the structure of this research. This research will thus mainly look at relationship between brand image, customer participation, customer value, customer satisfaction and e-loyalty.

This research is done by the questionnaire survey research method and it mainly focuses on the users of “www.wreth.cc” as the research topic. Due to the publishing of this formal questionnaire on highly effective website, it received the effective questionnaires of 476 shares after sent out 500 questionnaires altogether. After discarding the unsuccessful questionnaire, the total numbers of effective questionnaires received were 404 shares. It shows the effective recovery rate is 80.8%; this effective recovery rate was determined by the software SPSS 10.0 as a counting analysis tool. This analysis software suses factor analysis, reliability-validity analysis, correlation analysis, regression analysis to prove the hypothesis of this survey research. Through the result and the proof of this research, it explains the brand image of this research, customer participation, and customer value towards the satisfaction and e-loyalty all turn out to have a significant positive effect on its own product.
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