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Abstract
After appearance of E-mail, BBS and Instant Messaging, Blog has became the most popular internet phenomenon that called the forth internet killer application. With coming of internet, the Word-of-Mouth communication makes a breakthrough of time and regional limits. The WOM communication has been made over into e-WOM communication that brings influence of communication with internet features into play. Therefore, this study selected photography on account of high-involvement product which caused actively attention and formed message of WOM, so as to look for the influences of e-WOM into blog message by both sides of content writing and reading. According to a non-profit website — Blog Look, whose objective statistical rank of Chinese photography blogs, then takes semi-structured interview for five chosen bloggers. As the result of in-depth interview, we get knowledge of specialized field, make up for the lacks of literature, regulate structure of article, assist in designing questionnaire, and find out partial conclusion. In order to guide looking into quantitative, we start internet questionnaire survey on photography bloggers with thinking characteristics of blogs, and picking samples rest on purposive selection. The study invited 967 photography bloggers, so that we received 417 responses as effective samples in 430 questionnaires during November 20 to December 1, 2007. The conclusion of WOM communication study on photography blogs indicated that the relevance of message trust among source credibility, bloggers' experience, content of reviews and audience sense on photography. Furthermore, explain the value of blog in interaction, affection, and interpersonal context as pre-purchase guide. The blog message of e-WOM communication is certainly the key of marketing strategy. Limitations and suggestions for future research are provided.
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