

Investigating the Influence of Electronic Word-of-Mouth, Social Media Platforms, and Key Opinion Leaders on Taiwanese Consumers' Purchasing Behavior of Private Label Cosmetics

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Abstract: This study examines the purchasing behavior of Taiwanese consumers towards private label cosmetics using Structural Equation Modeling (SEM). It identifies the impact of consumer behavior, social media influence, electronic word-of-mouth, and key opinion leaders on consumer purchase intention. The research employs a multidimensional survey design and a sample of 361 valid responses. Findings indicate significant positive influences from consumer behavior, private label brands, electronic word-of-mouth, social media, and key opinion leaders on purchase intention. Negative impacts are noted from Instagram's perceived credibility. These insights provide valuable implications for marketing strategies and consumer engagement.

Keywords: Consumer Purchase Intention, EKB Consumer Behavior, Electronic Word-of-Mouth, Key Opinion Leaders, Structural Equation Modeling

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