

# 品牌社群三元架構關係品質初探-以 Impreza 品牌社群為例

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## 摘要

品牌社群 (brand community) 是一個「消費者 - 品牌 - 消費者」的三元結構 (consumer-brand-consumer triad) 關係, 此一結構超越過去行銷研究中所探究的「品牌 - 消費者」二元結構 (brand-consumer dyad) 關係, 雖然 Muñiz and O'Guinn(2001)已經對於品牌社群的特質有過系統的描繪, 但對於品牌社群中的各元素之間的連結力量及關係品質並未有太多著墨。本研究的目的是在探索品牌社群之三元結構的關係品質, 以作為理解品牌社群消費者忠誠度的理論架構, 主要根據 Muñiz and O'Guinn 對於品牌社群的定義, 並從 Fournier (1998) 的「消費者 - 品牌」的關係架構觀點, 以深入訪談法探討 Subaru Impreza 品牌社群中「消費者 - 品牌 - 消費者」間的「消費者 - 品牌」(BRQ) 關係以及「消費者 - 消費者 (社群)」(CRQ) 關係之關係品質的構面或內涵。本研究發現, 在品牌社群中, 「消費者 - 品牌」關係品質構面除了 Fournier(1998)所提出的六種類型外, 還有一項「投資」關係。而社群內消費者之間的關係品質, 則包含了涉入、規範、承諾、自我連結與互相標榜等五類。本研究也發現: CRQ 單一關係品質會影響 BRQ 的單一關係品質, 進而提升消費者的品牌忠誠度以及社群的凝聚力; 另一方面, BRQ 的單一關係品質也會影響 CRQ 單一品質關係, 進而提升社群成員對於社群的認同度。

關鍵詞: 品牌社群; 關係品質; 消費者 - 品牌 - 消費三元結構; 消費者 - 品牌關係; 消費者 - 消費者關係

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