

The Antecedent of Relationship Qualities in Brand Communities

李俊毅、汪睿祥

E-mail: 9511406@mail.dyu.edu.tw

ABSTRACT

Muniz and O'Guinn (2001) discussed about the brand community concept. He suggested that in the brand community, customer brand and other customer's will interact and thus influence each other. The concept is different from traditionally market research. This research changes study area from cars to cameras. This research will continue the concept of brand community and apply "consumer-brand-consumer triad" from Muniz and O'Guinn. The study explores the relationship qualities and cites the versions of Fournier (1998). He argued that qualities was heterogeneity. Relationship qualities of brand community imply tri-decker: brand-consumer, consumer-consumer, consumer-community. This research explores the antecedent of tri-decker relationship qualities to dug out six catalyst act on relationship qualities: skill assuetude, interesting, brand history, product specification. Additionally, this research advances revisionary judgment about brandfest.

Keywords : brand community ; relationship quality ; onsumer-brand-consumer triad

Table of Contents

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----|-----------|----|-----------|---|---------|----|---------|-----|----------|----|----------|---|-------------|---|---------------|---|---------------|---|---------------|---|---------------|---|-----------------|----|--------------------|----|---------------|----|---------------|----|---------------|----|---------------|----|---------------|----|------------------|----|---------------|----|---------------|----|---------------|----|-----------------|----|-----------------|----|-------------|----|---------------|----|---------------|----|---------------|----|-----------|----|-------------|----|------------------------|----|----------------------|----|-----------------------|----|----------------------|----|------------------------|---|-------------------------|---|----------------------|----|-------------------|----|------------------|----|
| 目錄 封面內頁 簽名頁 授權書..... | iii | 中文摘要..... | iv | 英文摘要..... | v | 誌謝..... | vi | 目錄..... | vii | 圖目錄..... | ix | 表目錄..... | x | 第一章 緒論..... | 1 | 第一節 研究動機..... | 1 | 第二節 研究目的..... | 2 | 第二章 文獻探討..... | 3 | 第一節 關係品質..... | 3 | 第二節 相機品牌社群..... | 12 | 第三節 品牌社群的關係品質..... | 28 | 第三章 研究方法..... | 30 | 第一節 研究問題..... | 30 | 第二節 訪談方式..... | 30 | 第三節 研究對象..... | 31 | 第四節 研究工具..... | 32 | 第四章 研究分析與發現..... | 34 | 第一節 人際關係..... | 34 | 第二節 品牌關係..... | 41 | 第三節 社群關係..... | 45 | 第四節 關係品質前因..... | 50 | 第五節 前因結論整理..... | 66 | 第五章 結論..... | 69 | 第一節 研究發現..... | 69 | 第二節 研究建議..... | 70 | 第三節 研究限制..... | 73 | 參考文獻..... | 74 | 附錄 逐字稿..... | 79 | 圖目錄 圖2-1. 品牌社群三鍵圖..... | 19 | 圖2-2. 品牌社群五元結構圖..... | 20 | 圖2-3. 修正型品牌社群示意圖..... | 21 | 圖4-1. 品牌社群關係結構圖..... | 49 | 表目錄 表2-1. 關係品質構面表..... | 4 | 表2-2. 關係品質研究對象、變數表..... | 5 | 表2-3. 品牌關係品質型態表..... | 10 | 表3-1. 受訪者資料表..... | 31 | 表4-1. 前因影響表..... | 66 |
|----------------------|-----|-----------|----|-----------|---|---------|----|---------|-----|----------|----|----------|---|-------------|---|---------------|---|---------------|---|---------------|---|---------------|---|-----------------|----|--------------------|----|---------------|----|---------------|----|---------------|----|---------------|----|---------------|----|------------------|----|---------------|----|---------------|----|---------------|----|-----------------|----|-----------------|----|-------------|----|---------------|----|---------------|----|---------------|----|-----------|----|-------------|----|------------------------|----|----------------------|----|-----------------------|----|----------------------|----|------------------------|---|-------------------------|---|----------------------|----|-------------------|----|------------------|----|

REFERENCES

- 一、中文部分: 1.朱道凱譯, Arthur Armstrong & John Hagel III 著(1998), 網路商機:如何經營虛擬社群?(Net Gain: Expanding Marketing Through Virtual Communities), 臉譜文化事業股份有限公司, 台北。 2.吳叡人譯, Benedict Anderson著(1999), 想像的共同體(Imagined Community: Reflections on the Origin and Spread of Nationalism), 時報出版, 台北。 3.黃俊英(1997), 行銷學, 華泰文化, 台北。 4.郭力昕(1998), 書寫攝影:相片的文本與文化, 元尊文化, 台北。 5.吳嘉寶(1993), 台灣攝影簡史, 中港台兩岸三地攝影研討會, 香港藝術中心, 香港。 6.姚惠忠(2004), 品牌社群三元架構關係品質初探 - 以Impreza品牌社群為例, 南京大學企業管理研討會論文集, 南京大學, 南京。 7.張瓏耀(2004), 擁有者關係與人格特質對品牌社群活動的影響-以休旅車社群為例, 淡江大學企業管理研究所碩士論文, 未出版, 台北。 8.李珮琳(2000), 品牌態度與品牌忠誠類型之關連性, 台灣大學心理研究所碩士論文, 未出版, 台北。 9.林怡菁(2004), 資訊科技服務對服務品質與關係品質影響之研究-以旅館業為例, 大葉大學工業關係學系研究所碩士論文, 未出版, 彰化。 10.邱彩鳳(2004), 關係品質、滿意度與忠誠度關係之研究-以嘉義市證券商為例, 南華大學管理科學研究所碩士論文, 未出版, 嘉義。 11.莊景弼(2000), 我國網路銀行關係品質模式之研究, 私立大葉大學資訊管理研究所碩士論文, 未出版, 彰化。 12.賴隆興(2004), 品牌社群三元架構關係品質初探 - 以Impreza品牌社群為例, 私立大葉大學人力資源暨公共關係所碩士論文, 未出版, 彰化。 13.黃卉怡(2002), 影響網際網路虛擬社群成員間信任取得之因素, 中正大學企業管理學系碩士論文, 嘉義。 二、英文部分: 1.Aaker, D. A. (1995). Building Strong Brand. New York: The Free Press. 2.Adler, R. P. & Christopher, A. J. (1998). Internet Community Primer, available at <http://www.digiplaces.com>. 3.Baym, N. K. (1998). The emergence of on-line community. InSG.: Jones. 4.Boorstin, D. J. (1973). The American: The Democratic Experience, New York: Vintage. 5.Berry, L. L. (1983). "Relationship Marketing" Emerging Perspectives on Services Marketing. Eds. Leonard L. Berry, G. Lynn Shostack, & Gregory Upah. Chicago, IL: American Marketing Association. 6.Berry, L. L. (1995). Relationship Marketing of Services-growing Interest, Emerging Perspectives. Journal of the Academy of Marketing Science. 23(4), 236-245. 7.Cohen, J. B. (1990). Attitude Affect and Consumer Behavior. Cambridge: University Press, 152-206. 8.Crosby, L. A., Evans, K. R., Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. Journal of

Marketing. 54, 68-82. 9. Day, G. S. (1969). A Two-Dimensional Concept to Brand Loyalty. *Journal of Advertising Research*. 9(3), 29-35.

10. Fournier, S. (1998). Consumer and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*. 24(4), 343-373.

11. Haythornthwaite, C. (2002). Strong, weak, and latent ties and the impact of new media. *The Information Society*. 18(5), 385-401.

12. Hoffman, D. L. & Thomas, P. N. (1996). A New marketing Paradigm for Electronic Commerce. *The Information Society*. 16-31.

13. John III Hagel, and Armstrong Arthur. (1997). *Net Gain: Expanding Markets Through Virtual Communities*. New York: The McKinsey Quarterly.

14. Jones, Thomas. O., and W. Earl. Sasser, J. R. (1995). Why Satisfied Customer Defect. *Harvard Business Review*. 73(6), 88-99.

15. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*. 57, 1-22.

16. Krugman, H. E. (1965). The Impact of Television Advertising: Learning Without Involvement. *Public Opinion Quarterly*. 29, 349-356.

17. Komito, L. (1998). The Net as a foraging society: Flexible Communities. *Information Society*, 14, pp.97 – 106.

18. Levitt, Theodore. (1986). *The Marketing Imagination*. New York: The Free Press.

19. Morgan, R.M. & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*. 58(3), 20-38.

20. Muñiz Albert & Thomas O' Guinn. (2001) Brand community. *Journal of Consumer Research*. 27(4), 412-432.

21. McAlexander, J. H., Schouten, J. W. & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54.

22. Rheingold, Howard. (1993). *Virtual Community: Homesteading on the Electronic Frontier*. Addison-Wesley.

23. Parasuraman, A., Zeithaml, V.A., and Berry, L.L. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*. 67, 420-450.

24. Roberts, T. L. (1998). Are Newsgroups Virtual Communities?. Los Angeles CA USA: *Proceedings of Computer-Human Interaction*.

25. Smith, B. (1998). Buyer-seller relationship: Bonds, Relationship Management and Sex-type. *Canadian Journal of Administrative Sciences*, 15(1), 76-92.

26. Stum, D. L. and A. Thirty (1991). Building Customer Loyalty. *Training and Development Journal*. 34-36.

27. Wellman Barry, Janet Salaff, Dimitrina Dimitrova, Laura Garton, Milean Gulia and Carloine Haythornthwaite. (1996). Computer Networks as Social Networks: Collaborative Work, Telework, and Virtual Community. *Annual Review of Sociology*. 213-238