

# 從網路外部性探討品牌權益與顧客權益相關之研究-以網路書店為例

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## 摘要

隨著時代的變遷，網際網路的盛行，使得消費者的購買行為逐漸化，本研究提出品牌權益及顧客權益兩個變數，驗證兩者與網路外部性之關係，進而影響企業績效的影響，並以網路書店作為研究的對象。本研究發現：網路外部性對品牌權益與顧客權益具有顯著影響。網路外部性對企業績效有間接影響。品牌權益與顧客權益之間具有顯著影響，且網路書店的顧客權益效果大於品牌權益效果。品牌權益與顧客權益對企業績效具有顯著影響，研究支持三者之間是正向關係。質言之，表示品牌權益與顧客權益愈高，對於網路書店在拓展網路市場，會使其企業績效提升。從實務的觀點而言，這些研究都將有助於企業績效的提升。

關鍵詞：網路外部性；品牌權益；顧客權益；企業績效；網路書店

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