

A Study Of The Interaction between Brand Relationship Quality and Community Relationship Quality

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ABSTRACT

Muniz and O'Guinn(2001) define the Brand community is an particular rather than is put together by geography factor. This kind of community was groundworked between the certain brand fancier of the society relation of a set of structure to build up. McAlexander, Schouten and Koenig(2002) gives its concept diagram to show to turn for the characteristic which become an "consumer-brand-comsumer traid". Though the commonalities of Brand Community have been studied by Muniz and O'Guinn(2001) and other fellow scholars, nothing about its relationship strength among the elements has been further explored. The study base on the configure by Muniz and O'Guinn(2001) to explore two kinds of Brand Community of relationships quality. It contains the social interaction relational quality in the Community and Member with the Community whole relation quality. The study treats these two factors as "Community relational quality" and discuss about the influence degree with of "brand relational quality". This research take the car family of the Honda which was established on website of Yahoo. The study of result reveals that Brand relational quality has positive influence to the social interaction relational quality in the Community and Member with the whole Community relation quality. The social interaction relational quality in the Community has positive influence to the social interaction relational quality in the Community and Member with the whole Community relation quality. The social interaction relational quality mediates the effect between the Brand relational quality and Community and Member with the whole Community relation quality.

Keywords : brand community ; brand relational quality ; social interaction relational quality ; member with the whole community relation quality

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