

# The Research of Consumer — Production Relationships and Brand Community Relationships

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## ABSTRACT

This research investigate the relationships of the products on brand community and correlate with community's relationships, on-line community as the research samplings, record two ways of the collect data of webpages and in-depth interview. Discover members' a tool of recording and self-symbolize between two kinds of products relationships with whole community's relationships and interpersonal relationships are exist relatedly, in addition, the discussion member's whole community's relationships also relation with the products relationships of sharing, study the conclusion products relationships correlate with community's relationships. Finally, this study conclusion propose discussion and suggestion, offer brand community's management and following research.

Keywords : brand community、 product relationship、 community relationship、 integration in the brand community

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