

創新特質、社群網站特性、品牌社群參與行為與社群意識及權益之關聯研究

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摘要

近年來隨著網路的發展，使用社群的人數持續上升，使用者也開始透過社群媒體如 Facebook、Google+ 等社群網站建立討論區，其目的就是為了透過使用者對品牌產品的認知與觀感，互相交流意見、分享想法及評論，進而建立社群意識、品牌權益。然而，儘管社群網站上的品牌社群討論數日益增加，但過去有關創新特質與品牌社群之關連的研究較少，因此，本研究以創新擴散曲線的概念，建立一個社群媒體對品牌及社群參與的衡量模式，探討品牌社群對社群參與行為、社群網站特性對社群意識及品牌權益之關聯性探究。

本研究將以曾經接觸過社群網路服務之使用者作為觀察對象，並與創市際市場研究顧問公司合作，採用CyberPanel問卷調查系統進行樣本蒐集，再利用驗證性因素分析歸納並確認文獻探討所提出之因素構面。此外，本研究進一步採用多元尺度分析方法(MDS)，探討不同創新特質在不同的社群平台、品牌類型、社群網站特性、社群參與行為與效益之關聯性及其意涵。最後根據研究發現，提出結論與建議，作為未來相關研究與實務運作之參考依據。

關鍵詞：社群媒體、創新特質、品牌社群

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Exploring the Relationships among Innovators, Social Networking Sites Quality, Brand Communities Engagement, Sense of Community and Equity

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Abstract

In recent years, the number of people using social media continued to rise. Social media engagement can help users build up a sense of community and brand equity in virtual brand communities. However, despite the increasing number of brand community discussions on social media, there still has very little researches focus on the relationships among innovators on virtual brand communities. Thus, this study aims to explore the relationships among innovation characteristic, social networking sites quality, brand community engagement, sense of community and brand equity.

This study will take customers who have been in contact with social network services as target sample, and cooperate with Insightxplorer Market Research Consulting Company to collect samples using the CyberPanel questionnaire survey system. Factor analysis will be conducted to confirm the induced factors from the literature review. Furthermore, cluster analysis and multi-dimensional scale (MDS) analysis will be also conducted to analyze the relationships among innovators, social networking sites quality, brand community engagement, sense of community and brand equity. Finally, based on the findings, in-depth discussions and conclusions will be provided to further researches

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and practices.

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