

線上社群之多元品牌溝通：價值共創與品牌關係品質對消費者-品牌關係的影響

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摘要

本研究採整合之品牌觀點，調查數位科技在品牌管理上所造成之重大影響。內文中提出之理論架構被用以探討線上品牌社群(Online Brand Community, OBC)之價值共創與品牌關係品質(Brand Relationship Quality, BRQ)將對後續消費者與品牌關係間所可能產生的影響，同時也指出OBC-品牌之認知相似性在模型當中的中介效果。研究結果包含兩個部分：(一) 透過品牌價值累積的過程，驗證了OBC價值共創、BRQ與OBC承諾兩兩成對之雙向關聯，此為相關研究中首次之實證發現。(二) 透過品牌關係形成的過程，確認了BRQ → 品牌承諾 → 品牌忠誠之路徑。本研究精鍊地以OBC價值共創與BRQ兩項變數，檢測複雜之品牌議題。並據此建議相關研究，整合消費者所面對之線上、離線、及時、持續等多元品牌訊息/溝通，有其必要性。

關鍵詞：多元品牌溝通、線上品牌社群、價值共創、品牌關係品質、OBC-品牌之認知相似性

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Multiple-Brand Communications within Online Brand Communities: Influence of Value Cocreation and Brand Relationship Quality on Consumer–Brand Relationships

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Abstract

This study adopted an integrated brand concept to investigate the substantial effect of digital technology on brand management. A theoretical framework is proposed for linking online brand community (OBC) value cocreation and brand relationship quality (BRQ) with consumer–brand relationships, by including the moderating effect of perceived OBC-brand similarity. This resulted model consisted of two parts: (a) The process of brand value accumulation verified the pairwise bidirectional relationships of OBC value cocreation, BRQ, and OBC commitment, and the study was the first to verify this finding among related studies. (b) The process of brand relationship formation confirmed the relationship formation pathway of BRQ → brand commitment → brand loyalty. This study adopted OBC value cocreation and BRQ as the main variables to examine a complex brand topic, thus accentuating the importance of integrating online, offline, real-time, and continual multiple-brand messages/communications encountered by consumers.

Keywords: online brand community; value cocreation; brand relationship quality; perceived OBC-brand similarity

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