

社群媒體行銷參與模式：成因與效益

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摘要

由於網路媒體發展，使得企業行銷的手法由傳統媒體轉變成結合網路社群媒體進行行銷活動，因此，社群媒體行銷是愈來愈重要的議題，但迄今僅有少數相關研究討論社群行銷的成效。本研究旨在發展一套適用於衡量網路社群媒體行銷成效的研究架構，透過文獻的歸納與整理，發現社群媒體行銷包括社群媒體行銷之採用成因、社群媒體參與行為、社群媒體行銷所產生的效益；其次配合專家訪談與預試結果，確認並發展衡量社群媒體行銷的模型與因素構面。

本次研究使用網路收集問卷，並與創市際市場研究顧問(InsightXplorer)合作，透過 Cyberpanel 進行問卷資料收集，正式問卷有效樣本為 837 份，並建立社群媒體行銷參與模型，並且將樣本分為六組情境。正式問卷的樣本分析以 PLS 進行分析，並驗證各構面之間的關係，並進一步討論不同行銷情境是否對社群媒體成員造成不同的影響；最後，根據本研究所發展出之衡量模式與實證研究結果，期能對後續社群媒體行銷研究與行銷應用作出具體貢獻。

關鍵詞：社群媒體行銷、社群網路、網路行銷

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Social Media Marketing Engagement Model: Antecedents and Consequences

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Abstract

Due to the development and popularity of social media communication on internet, marketers begin to use social media to connect with target customers. However, still very few studies focus on measuring the performance of social media marketing. The purpose of this study tries to establish a conceptual framework to measure the effects of social media marketing, which contains the three key elements. The first key element is the result of accept social media marketing. Secondly, it is customers' engagement on social media, and the last element is the aspects of rewards from social media marketing.

This study collected 837 valid internet users' samples through an online survey. There are some elements were extracted by factor analysis including accept social media marketing (Goal-Oriented/Social Motivation/ Emotional Motivation/Social Norm), engagement behavior (Passive Engagement/Active Engagement) and potential benefit (Information Provision / Loyalty /Purchase Intention). In addition, PLS was used to analyze the relationship of element and test the effect of different marketing stimuli. Based on the research results, further conclusions and implications for theoretical and

practical studies are also provided.

Keywords: social media marketing, social networking, internet marketing

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