

社群網站特性與使用者忠誠度、持續參與意圖之關係

Relationships among Community Characteristics, Loyalty, and Continuance Intention of Community Users : An Empirical Study of Brand Fan Page Community on Facebook

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余朝權*

Chao-Chuan Yu

盧瑞陽**

Ray-Young Lu

陳映儒***

Ying-Ju Chen

* 東吳大學企業管理學系教授(聯絡作者)

Professor, Department of Business Administration, Soochow University. (correspondence author)

** 東吳大學企業管理學系副教授

Associate Professor, Department of Business Administration, Soochow University.

*** 星頻數位整合行銷股份有限公司負責人

Director, Star Channel Digital Integrated Marketing Co., Ltd.

摘要

在網路世界中，新技術或行銷手法會很快地被競爭廠商仿效，品牌粉絲專頁如何獲得粉絲的忠誠度，是品牌社群最重要的課題。本研究探討社群品質、體驗、轉換成本和社群意識等四種社群特性與忠誠度及持續參與意圖之關係。研究以臉書網站上之品牌粉絲專頁作為研究對象，共蒐集 606 份樣本。研究採用結構方程模式，統計結果顯示，四種社群特性與忠誠度及持續參與意圖均有顯著相關。社群品質與忠誠度有顯著正向關係，同時可透過社群轉換成本及社群意識間接影響忠誠度；其次，社群體驗亦透過社群意識間接影響忠誠度；而忠誠度則顯著正向影響持續參與意圖。最後，轉換成本雖對忠誠度僅有輕微直接作用，但扮演社群特性與忠誠度關係之中介角色，因而仍是社群網站提高忠誠度之重要因素。

關鍵字：社群品質、社群意識、社群轉換成本、持續參與意圖、忠誠度

ABSTRACT

In the world of Internet, new technology or marketing strategy can be easily duplicated by competitors. This results in little differences between the various websites and as a result, brand loyalty is hard to achieve. Now that brands can create their own fan page on the Facebook effortlessly, the important issue is how to build brand loyalty. This paper classifies the community characteristics into quality, experience, sense of community and switching costs. The research tries to explore the relationships among characteristics, loyalty and continuance intention of the online community. Using the fan pages of various brands in Facebook as the research subject, we collect 606 respondents as samples. We adopt LISREL and SPSS to verify the research hypotheses. The results show that community characteristics are inter-related and all have significant relationships with loyalty. Community quality directly affects loyalty and indirectly affects loyalty through switching cost and community sense. Community experience directly affects loyalty and indirectly affects loyalty through community sense. Loyalty has direct impact on continuance intention. Though switching costs has little direct impact on loyalty, but it act as intermediate variable between community quality and loyalty, hence plays on important role in improving user loyalty.

Keywords: Community quality, Sense of community, Community switching costs
Continuance intention, Loyalty