

摘要

本研究基於關係行銷以及品牌之重要性，以品牌關係作為研究切入角度，試圖補足在關係行銷研究中被忽略的另一端——消費者端的觀點。本研究從研究者的自身經驗出發，發現一群熱愛知名度不高、且單價昂貴的銀飾品——Chrome hearts，此種購買行為在旁人眼中是十分難以理解，本研究欲還原消費者眼中所見的意義，以深入瞭解造成此種購買行為的歷程與意涵。

本研究採取質性研究中深度訪談作為資料收集的方法，以現象學方法進行資料分析，研究者先對自身進行詳實的反思，在瞭解自身的狀態之後進入對受訪者的分析。結果發現，這些喜歡 Chrome hearts 的受訪者共有六大主題浮現，分別是消費特性、對銀飾的鑑賞、品牌對消費者的意義、購買原因、購買行為、個人風格。研究者並據此將受訪者與 Chrome hearts 的關係釐出三種典型故事，分別是：自我表現、工藝極致與時尚追求，此外，在時尚追求的典型故事中發現消費者與品牌之間的關係內容會隨著消費者與品牌建立關係的時間長短而有所變化，而此部份是先前研究並未發現的，值得日後品牌關係的相關研究予以重視，並進一步研究。

關鍵詞：品牌、品牌關係、深度訪談、質性研究

Abstract

The purpose of the research is to try to re-explore the viewpoints of consumers, which has long been neglected in marketing relationship, from studying a group of people's purchasing behavior of Chrome hearts, a brand which sells silver accessories and whose prices are comparatively higher in the market. Based on the importance of relationship marketing and the brand , and starting from my personal experiences and a group of Chrome hearts enthusiasts, the research attempts to clarify the meanings to the people with such a behavior and to realize the process and this kind of consumed behaviors.

The methodologies employed in the research are deep interview of the qualitative research for collecting data and phenomenology for analysis. The analysis moves from the researcher's self-introspection to the conversation contents of the subjects. The findings can be categorized as six themes: consumed characteristics, the silver appreciation, the brand meanings to consumers, purchasing reasons, purchasing behaviors, and personal styles. Aside from these are found three typical stories in the relationships between the subjects and the researched brand: self expression, art profession, and fashion chasing. Besides, another finding in the typical story of fashion chasing is that the contents in the relationships between the consumer and the brand will change with the time, which is unnoticed in the early stage of the researching and can be noteworthy and may need to be further researched in brand relationship.

Key word: brand, brand relationship, deep interview, qualitative research