

# 部落格的品牌社群經營與購買意願之關係研究

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時間：中華民國 九十六年 五月

## 論文摘要

藉由部落格來經營線上社群的情形已久，但這幾年在部落格上出現一種新的敘事呈現方式，亦即藉由圖文形式，透過詼諧手法來分享生活瑣事或人生觀念，同時以版主(即部落格經營者與圖文創作者)所發起之創意、話題接龍來不斷擴展並豐富部落格上的內容。而藉由圖文角色的創造與自由免費下載，這些圖文流通在部分即時通訊軟體當中，提高了這些圖文角色的曝光度，同時也為版主帶來商機。版主透過哪些方式來經營線上社群，並將之導入商業運作，為本研究之動機。

因此本研究透過文獻整理，建立了線上品牌社群經營之探討層面，此層面包含了「部落格行銷特性」、「社群活動參與程度」、「活動實際認知與期待落差」等三個構面，同時納入「個人涉入度」與「購買意願」等構面，來探討這些構面之間的關係。然後針對回應於個案部落格上的各個成員進行問卷調查，再以因素分析進行構面修整等前測，之後正式發放問卷，回收有效問卷為 364 份，以 SPSS 套裝統計軟體進行典型相關分析，來探討構面之間的影响關係。

研究結果發現「部落格行銷特性」構面當中的「讀者針對性」為首要關鍵因素，而經由質化訪談資料分析指出，在此種類型部落格經營取向裡，「讀者針對性」為「資訊豐富性」、「互動性」的基礎。而「社群活動參與程度」亦為關鍵因素之一，尤其是活動的發起與舉辦手法，應透過詼諧趣味與簡單易懂的遊戲規則來進行，同時非實質商業性目的的活動佔大部分，此類活動的功能在於提高社群的參與感、認同與信任感；而商業性質的活動則應在部落格內容中佔較小篇幅，以避免社群成員的厭惡，畢竟此種圖文創作類型的部落格，是以非商業性質的圖文免費自由下載使用為基礎來經營的。而藉由上述的「部落格行銷特性」與「社群活動參與程度」來提升社群成員對於部落格的「個人涉入度」，進而提升社群成員對此品牌的產品之購買意願。

最後，社群成員的「活動實際認知與期待落差」沒有對於「個人涉入度」及「購買意願」造成影響。經由觀察個案部落格當中得知，因為目前所舉辦的活動相對來說較單純，並沒有營造出複雜且嚴謹的階級關係或制度，同時版主會以詼諧自嘲手法來降低社群成員對活動的期待，從而減少成員對於活動實際認知與期待之落差。

關鍵字：品牌社群、部落格行銷、個人涉入度、購買意願

## ABSTRACT

There has been a new type of narration based on blog. That is, sharing trivial or thoughts of lives via interesting pictures with words, enriching content on the certain blog through sharing activities on gossips or ideas. The created characters expose through being used in certain instant message tool, which brought creator business.

Based on literature review, the study built up an aspect to discuss managing on-line brand community, including blog marketing features, how much the community join activities. And we included personal involvement and purchase intention to discuss the relationships among these aspects. After processing questionnaires by factor analysis for pilot testing, then we retrieved 364 questionnaires for canonical correlation analysis to discuss the relationships among the aspects.

In the outcome, it's found that the relevancy on the blog for members is the most important one of the key success factors. Quantities' data analysis indicated that the relevancy on the blog for members is the basis of information richness and interactivity. How much members join the activity is the key factor also, the way to announce the activity should be via interesting and easy rules; meanwhile, non-commercial determination activity takes major part. This kind of activity supposedly focuses on enhancing sense of joining, identification, and trust among members. By contrast, commercial determination activity should take minor part in content on the blog for fear of being excluded by given members since this kind of blog has been managed on the basis of non-commercially free downloading created characters. blogger could enhance the involvement by means of blog marketing features and how much members join the activity, then lift purchase intention of members toward the brand products.

No effect has been made by gap of the awareness toward activity on personal involvement and purchase intention. Through observing the blog, it indicates that the activities held so far are relatively pure and easy, which means no complex and solid hierarchy has been set up in the activities; furthermore, blogger scales down members' expectation of activities by using interesting and self-sarcastic approaches.

Key words: brand community, blog marketing, personal involvement, purchase intention