

國立聯合大學

經營管理學系碩士班

碩士論文

粉絲專頁的貼文策略之研究-以 Uniqlo
Taiwan 為例

A Study on Fan Page Posting Strategie - A Case
of Uniqlo Taiwan

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摘要

虛擬社群伴隨著網路進步，發展出一套新的雙向互動模式，我們稱之為社群媒體，此已成為現在人際關係與商業活動的延伸。Facebook 粉絲專頁是時下最夯的社群行銷平台，雖其免費且使用簡易，但也形成高度競爭的經營環境，使得品牌在經營粉絲專頁上相對不易。既有文獻指出粉絲專頁的貼文方式是經營成功與否的關鍵所在，因此找出貼文的最佳策略是相當重要且值得深入探討的議題。

本研究目的為探討四種構面（內含九項變數）是否會顯著影響粉絲的按讚、留言及分享之互動行為，構面及其變數包括貼文媒介特質（訊息生動性、訊息互動性）、貼文內容（品牌性、誘因行銷、正面評論性）、貼文訴求（品牌中心度、感性訴求）及貼文硬標準（發佈時間、發佈數量）。我們以「Uniqlo Taiwan」品牌粉絲專頁作為研究對象，總共蒐集 1312 則貼文，並採用單變量多元迴歸分析法。研究結果發現，貼文媒介特質、貼文內容及貼文訴求構面均會顯著影響粉絲互動行為。而貼文硬標準構面的發佈數量和發佈時間則無顯著影響，此結果與既有文獻之發現有所差異。無論是按讚或留言的粉絲互動行為，影響程度最大之前三項變數分別為誘因行銷、訊息生動性及品牌性。對於分享行為，影響程度最大之前三者分別為誘因行銷、訊息生動性及品牌中心度。藉由本研究結果，我們給予粉絲專頁經營者的貼文策略建議，做為提升粉絲互動行為之考量。

關鍵字：社群媒體行銷、粉絲專頁貼文、內容策略、服飾產業

ABSTRACT

With the advancement of the Internet, a new two-way interactive mode of communication has been developed in the virtual community called social media. Today, social media is an extension of interpersonal relationships and business activities. Facebook fan pages are the most popular type. Although free and easy to use, it is a highly competitive business environment, making it difficult for brands to operate. It is shown in the literature that the ways of posting are keys to success of the operating a business social media account. Therefore, it is important to find the best strategy for developing posts.

The objective of this study is to identify which factors affect the fans' Like, Comment and Sharing interactions. There are four dimensions with variables considered here: media characteristics (vividness and interactivity), post content (brand property, incentive marketing and positive commentary), content appeal (brand centrality and emotional appeal), and hard criterion (posting time and number of posting). The brand fan page of Uniqlo Taiwan is employed as a case study, in which 1312 posts are analyzed using a regression technique. It is found that the three dimensions of media characteristics, post content and content appeal significantly affect all fan interactions, while the dimension of hard criterion has no significant impact. The most effective variables for Like and Comment interaction are incentive marketing, vividness and brand property. For fan Sharing behavior, the most predictive ones are incentive marketing, vividness and brand centrality. Based on the results, some fan page posting strategies are proposed to improve the performance of the fan interaction behavior.

Keyword: Social Media Marketing, Fan Page Post, Content Strategy, Clothing Industry.