ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ
(за видами економічної діяльності)

RESEARCH ON THE INFLUENCE MECHANISM OF ONLINE BRAND COMMUNITY TRUST (BASED ON THE SOCIAL RELATION NETWORK)

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Introduction. The online brand community is an important strategic platform for modern enterprises to cultivate brand loyalty [1] with the rapid development of the mobile terminal access function and the media. The establishment of brand loyalty cannot be separated from the community trust [2] and the community trust is also the development of virtual brand community simultaneously [3]. The online brand community has the general characteristics of social networks, such as network size, network location, network density, relationship strength, because of its nature is brand-centered consumer social relations set [4]. These attributes affect the community formation of trust. However the fictitiousness of the online brand community [5] has increased the difficulty of mutual trust among the community member [6], thus restricting the development of virtual brand community. Therefore, it's an important issue of online brand community research currently that understanding the formation mechanism of community trust and the establishment of trust between community members.

Currently, most of scholars study the community trust from the perspective of community members. They think the personal reason will affect the establishment of community trust, such as common values of community members [7], personal ability [8], trust tendencies [9], member interaction [10], community experience [11], offline familiarity [12], Information and knowledge sharing [13] and so on. Another part of scholars study from the perspective of the community as a whole. They describe that its overall factor will affect the establishment of community trust indirectly by affecting the individual behaviour and psychology. Schultz [14] constructed the Situational Trust Framework Model (STFM), which pointed out that community environment was the key factor influencing community trust. Luo [15] studied the influence of community communication environment on community trust further, he believed communication environment promotes the building of community trust by meeting the needs of members. In addition, Xue [16] concerned about the social network of the community, he studied the relationship between network density and trust which pointed that network density affects the building of community trust by promoting the exchange of feelings. Other scholars also concerned about the social network of the community. Hu [17] believed that a higher network location is conducive to contact with a wider range of things, so as to establish trust in the community. We found that most of the research focused on a single feature of the social network by combing literatures. It is urgent and important to study online brand community trust based on the perspective of social network integration, because of its unique online, directivity, network and its value in the modern enterprise brand management.

Due to this, this paper studies the impact of social network characteristics (including network size, network location, network density and relationship strength) on the trust of virtual brand community, tries to analyze the «black box» for the healthy development of virtual brand community to provide theoretical support from the perspective of social network.

The research hypothesis:

1. network size and community trust

Burt [18] argues that social networks are the means by which members of the community can access information efficiently. Network size refers to the number of members in the community that the individual can relate to. The larger the network size, the greater the likelihood that members of the community will be in contact with others. Thus increasing the chances of obtaining effective information [19], which is one of the important purposes for community members to participate in the virtual brand community [20]. A lot of effective information can help the community members make brand decision. The members are more willing to trust and accept the information from the online brand community through the brand decision, so a lot of effective information will have a greater impact on members' community trust [21].

But online brand community members are both information acquirers and information providers [22]. In generally speaking, the larger the network, the higher the visibility and influence of the community [23], the greater the information provided by community members (such as brand knowledge, consumer experience, information access, product use, etc.) were browsed and used by others thus winning higher community prestige and achieving their social value [24]. In this way, an implicit psychological contract is formed between the desired return of the online brand community based on the dedication of the community member and the expected return of the community to the members [25]. The more stable the psychological contract, the higher the trust between community members and the virtual brand community [26].

H1: Network size has a positive impact on community trust by increasing the information of community members

H2: Network scale has a positive impact on the community trust through the establishment of psychological contract

2. Network location and community trust

Kanter [27] argues that the community influence of members is not determined by the members themselves, but by the location of their networks in online brand community. Network centrality is an important measure of network location [28].The different between online brand community with the online social networks composed by acquaintances is that the former eliminates the restrictions on the identity of real life, the network location as the important identification of members in community. Community members are usually active in the community and post more than the number of excellent quality who with high network centrality. They are the central figure in the center of the community. On the other hand, the marginalized community members are low activity and put out less quantity and poor quality posts, also have small influences to others relatively [29]. High-activity center members are more likely to connect with other community members, have more sources of information and structure holes [30] depend on their good community reputation and influence. Thus the probability of getting valid information is improved greatly [18]. A lot of effective information can promote the establishment of community trust [21].

Community members can get more benefits of information and control aspects [18] due to a large number of structural holes relatively [31] which in the center of the network. These Members usually have a lot of first-hand brand information [32] (such as new product launches, product offers, membership benefits, etc.) that can determine whether a message is published in the online brand community. Thus they can accumulate higher community authority [33]. In addition, these members who are in the center of the network have a lot of consumer experience, professional knowledge of the brand and the various links with other members [16]. They can help other community members to obtain brand awareness and influence their brand decision-making behaviour. On the other hand, psychological research shows that groups at a disadvantage are more eager to get and believe in the help from the outside world [34]. Therefore, it is easier for the members in the center position to obtain the trust of the edge location members.

H3: Network location has a positive effect on community trust by increasing the information of community members.

H4:Network location has a positive effect on community trust by improving the control of members.

3. Network density and community trust

Network density is an important feature of relational networks which means the number of members and interconnections in online community [35]. The greater the network density, the greater the likelihood of interaction among members of the community, which facilitates the exchange of information between members and increases the flow of information in the community [36]. Compared with the community that lack of interaction and less information, the members have more likely to obtain more information [37]. This increases members' trust in the community by increasing their reliance on the community [21].

The high network density means that the rich connection among the members, so as the network density increases, the activity level of community will also increase [16]. Highly active community members can exchange not only experience, brand knowledge and brand emotion [38], but also share personal values, consumer attitudes and life insights, etc [16]. This allows the community members to better understand each

other [35], resulting in emotional resonance [39]. In the network, the common hobbies and similar experiences make it easier for members to form deep feelings and build mutual trust [40]. Trust among members is also the main form of community trust [41].

H5: Network density has positive effects on community trust by increasing the information of members

H6: Network density has a positive effect on community trust by increasing the degree of membership

4. Relationship strength and community trust

Relationship strength is used to express the intimate relationship among members which means the degree of interconnection between two individuals in the network. It is described by strong ties and weak ties generally [41]. Hansen [43] argues that weak ties can conducive to exchange and access the explicit knowledge, strong ties can conducive to flow and access the tacit knowledge. But in the context of Confucian culture, people prefer to interflow in the high cohesion strong ties network [44]. Therefore, in the online brand community, the strong ties mean that there is frequent communication among members. On the contrary, the members of the community in weak ties will be less to communicate because of their unfamiliarity and mistrust. So that the amount of information obtained in weak ties will be much less than the strong ties [45]. The amount of information will the trust of members in community [21].

There is easy to form a good community atmosphere among members of strong ties who exchange information frequently [46]. A good community communication environment has a significant positive impact on the psychology and behaviour of community members, is conducive to stimulate the community members of the extroversion and openness. The community members to be released, easier to fully express feelings and emotions, psychological needs are met, thus the formation of pleasant network experience [47]. According to Dayal's [48] trust construction phase model, pleasant network experience is conducive to the establishment of community trust.

H7: Relationship strength has a positive effect on community trust by increasing the information of community members

H8: Relationship strength has a positive impact on community trust by enhancing the network experience of members
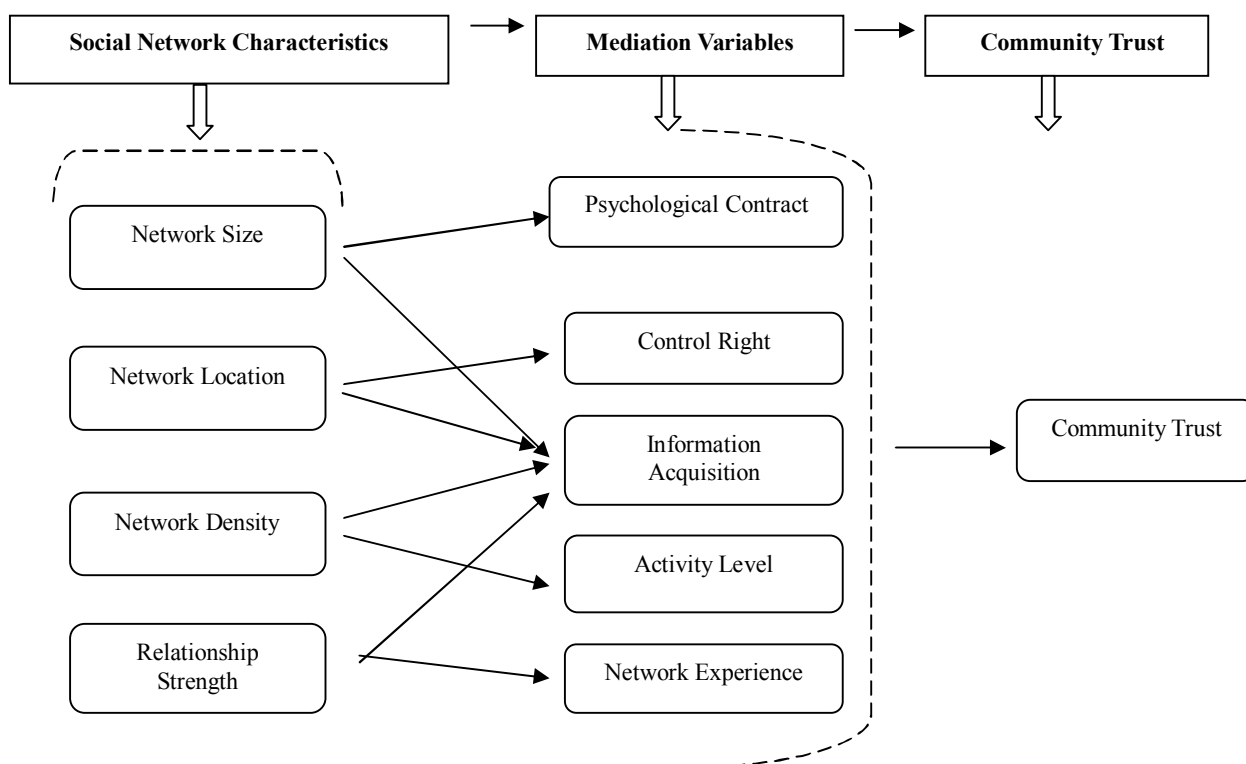

Fig. 1. Conceptual model

Research and Design

1. Questionnaire design and measurement scale

Questionnaire items are formed by four major components which contain basic information, social network characteristics, mediating variables, community trust. It involves a total of 10 variables such as network size, network location, network density, relationship strength, information acquisition, psychological contract, control right, activity level, network experience, community trust. The questionnaire used a mature scale to measure the variables in the model. The measurement dimensions and sources are shown in Table 1.

All options were analyzed using the Likert Five-Point Scale. 1 for full compliance and 5 for full compliance.

2. Sample selection and data collection

This study selected Weiphone, Samsung galaxy community as the survey object.

The two communities are representative as the survey object because of the two community registered number is large, at the same time they are well known and run more successfully. The questionnaire was distributed in two phases. The first stage, questionnaire before the test conducts a small-scale survey select 25 members of Weiphone and Samsung Galaxy community. The results showed that the questionnaire had good reliability and validity. The second stage, questionnaires issued, questionnaires were distributed and collected in the two communities of Weiphone and Samsung Galaxy community. Questionnaires were issued officially lasted two months which from August 2016 to September 2016. 743 questionnaires were returned. There had 432 valid questionnaires were remained that remove invalid questionnaires with a response time of less than 240 seconds and the same IP address. The effective rate was 58.1%.

Data analysis. In this study, SPSS20.0 was used to analyze the sample data. First, we tested the reliability and validity of questionnaire. Secondly, the correlation analysis is carried out to verify the model. Finally, use regression analysis to correct the relevant path and form the final model.

1. Reliability and validity analysis

In order to ensure the authenticity of the results of empirical analysis, the reliability and validity of the questionnaire were analyzed (Table 1).

Table 1.

Confirmatory factor analysis results

Construct	Dimension (rotated component)			Cronbach'sα	CR	AVE	Theoretical basis
Network Size(the number)	friends（0.82）	leaders（0.80）	Net friends（0.81）	0.88	0.87	0.69	Greeven and Salaff（2003）
Network Location	popularity（0.78）	familiarity（0.73）	contact difficulty（0.77）	0.90	0.87	0.51	Wellman（1982）、Batjargal（2001）、Corrol（1996）、Anderson（2002）
	bridging（0.74）	supply frequency（0.76）	mutual aid rate（0.64）				
Network Density	AC frequency（0.73）	AC opportunities（0.84）	AC quality（0.85）	0.82	0.85	0.67	柯江林（1997）、齐家滨（2007）
Relationship Strength	interactions（0.84）	duration（0.72）	cooperation（0.80）	0.77	0.82	0.63	McEvily&Zaheer（1999）、邬爱其（2005）、Kraatz（1998）
Information Acquisition	effectiveness（0.83）	accuracy（0.77）	timeliness（0.82）	0.87	0.86	0.66	Johnson&Kuehn（1987）、Thomas et al.（2009）
Psychological Contract	reward（0.81）	endorsement（0.68）	anticipation（0.70）	0.76	0.78	0.60	Rousseau（1998）
Control Right	convenience（0.67）	speak right（0.81）	prestige（0.83）	0.77	0.80	0.61	Bridge（1997）、Freema（1979）、Burt（1992）
Activity Level	posting frequency（0.89）	forwarding frequency（0.86）	online time（0.83）	0.80	0.91	0.75	刘卉（2012）、邓岩（2013）、唐乐水（2012）
Network Experience	rational value（0.64）	emotional expression（0.76）	community impression（0.80）	0.76	0.76	0.60	吉尔摩（1999）、沈传俊（2014）
Community Trust	profit（0.82）	knowledge（0.84）	psychological（0.85）	0.74	0.86	0.69	Cummings和Bromily（1996）、Zaheer（1998）

Note: Factor variance cumulative contribution rate of more than 70%

In this paper, the reliability of the questionnaire is tested by the combined reliability (CR) and internal consistency (Cronbach 'α). The results show that each construct has a high combined reliability (more than 0.76) and internal consistency (both more than 0.74). The validity test includes structural validity test and discriminant validity test, using exploratory factor analysis and average variance extraction (AVE). The results show that the factor loadings of all items are more than 0.50, the AVE values of all constructs are

more than 0.50. This shows that the questionnaire has a high reliability and validity, can be further correlation analysis and regression analysis.

2. Correlation analysis

In order to initially determine the relationship between variables, the model of the variables were analyzed (Table 2).

Table 2.

Correlation coefficient matrix

Variable	Mean	Standard deviation	1	2	3	4	5	6	7	8	9	10
1 Network Size	3.41	1.22	1.00									
2 Network Location	2.45	0.80	0.01^*	1.00								
3 Network Density	2.79	1.00	0.02	0.22	1.00							
4 Relationship Strength	2.59	0.99	0.10	0.12	0.24^*	1.00						
5 Information Acquisition	2.79	0.97	0.31^*	0.51^{**}	0.32^{**}	0.37^{**}	1.00					
6 sychological Contract	2.52	0.89	0.23^8	0.17	0.11	0.23	0.04	1.00				
7 Control Right	2.56	0.81	0.10	0.34^{**}	0.12	0.17	0.23	0.33	1.00			
8 Activity Level	2.89	1.17	0.07	0.16	0.67^{**}	0.29	0.32	0.25	0.12	1.00		
9 Network Experience	2.62	0.74	0.01	0.07	0.09	0.29^*	0.28	0.11	0.25	0.22	1.00	
10 Community Trust	2.48	0.88	0.18^{8*}	0.27^*	0.41^{**}	0.37^{***}	0.38^{**}	0.51^{**}	0.07^*	0.36^{**}	0.34^{**}	1.00

Note: 1 KMO value of the above factor analysis are more than 0.5, Bartlett statistical significance was significantly different from 0, factor variance cumulative contribution rate of 70% or more.

2 means $P < 0.10$, ** means $P < 0.05$, *** means $P < 0.01$.*

Table 2 shows the Pearson correlation coefficients among the variables in the valid sample. It can be seen that there is a significant correlation between the independent variable and the mediating variable, between the mediating variable and the dependent variable, between the independent variable and the dependent variable. Since the variance expansion factor (VIF) in the regression analysis is less than 4, it does not lead to severe multicollinearity. The results show that the correlation coefficients between social network characteristics and community trust, social network characteristics and intermediary variables, intermediary variables and community trust were all significant ($P < 0.10$), which could support all of the above hypotheses. But the correlation analysis does not take into account the influence of other factors, so we need to introduce control variables, use multiple regression analysis to further explain the causal relationship among the variables.

3. Multiple regression analysis

In order to validate the hypothesis further, this study uses the stepwise regression analysis method to analyze the data again after the control variables are set. This paper examines the mediating effects of mediating variables in the context of Baron. First, regression analysis is made on the characteristics of social network and community trust. Second, we add the mediating variable and analyze the relationship among the three parts.

Social network characteristics and community trust.

Table 3.

Social network characteristics and community trust multiple regression analysis

variable		Community trust	
		model1 （β）	model2(β)
control variable	gender	0.04	0.04
	age	-0.17	-0.14
	educational level	-0.12	-0.22
	occupation	-0.01	0.04
	income	0.16	0.05
independent variable	Network size		0.15^{**}
	Network location		0.27^{**}
	Network density		0.44^{***}
	Relationship strength		0.34^{***}
Regression result	overall modelF	0.51	3.90^{***}
	R^2	0.04	0.41
	adjustedR^2	-0.04	0.30
	R^2 diversification		0.34
	standard deviation	1.02	0.84

*Note:1. * mens $P < 0.10$, ** means $P < 0.05$, ***means $P < 0.01$;2. The regression model of the D.W. value close to 2, variance expansion factor (VIF) is less than 4, the model of autocorrelation and multicollinearity is not serious.*

Compared with model 1 (Table 3), Model 2, which is added to the social network features of the independent variables, has stronger explanatory power to community trust than model 1(F changes to a significant level at 0.01 from not obvious, R2 increased 0.34). Network size(β=0.15，P＜0.05), network location(β=0.27，P＜0.05), network density(β=0.44，P＜0.01), and relationship strength(β=0.34，P＜0.01)have a significant impact on community trust in the absence of mediating variables. To verify the impact of path then further to join the intermediary variables for validation analysis (Table 4).

Mediating effect of intermediary variables in theoretical hypothesis. The intermediary variables were used to carry out regression analysis to verify the interaction between social network characteristics and intermediary variables on the dependent variable community trust based on the control variables and independent variables are added. If the statistical results of mediating variables are still significant, and the effect of independent variables become weaker, there is part of the intermediary role; if the effect of independent variables disappear, there is a fully mediated role. The results are shown in Table 4.

Table 4

Mediating effect of intermediary variables on social network characteristics and community trust

	Explanatory variables	Explained variable	β	Conditions of establishment
Independent variable	Network Size（+ Information Acquisition）	community trust	0.61*	The mediating variable β should be significant；If the β of the intermediary variable is not significant, the full mediating effect holds, and if the β is significant, the mediating effect is partially established。
	Network Size（+ Psychological Contract）		0.21*	
	Network Location（+Information Acquisition）		0.07*	
	Network Location（+ Control Right）		0.26*	
	Network Density（+ Information Acquisition）		0.32**	
	Network Density（+ Control Right）		0.32*	
	Relationship Strength（+ Information Acquisition）		0.25*	
	Relationship Strength（+ Network Experience）		0.27**	
Mediation variables	Information Acquisition（Network Size）		2.68***	
	Information Acquisition（Network Location）		2.37**	
	Information Acquisition（Network Density）		0.29**	
	Information Acquisition（Relationship Strength）		2.12**	
	Psychological Contract		0.12*	
	Control Right		0.04*	
	Activity Level		0.86*	
	Network Experience		0.32***	

*Note:*mens P <0.10, ** means P <0.05, ***means P <0.01*

The mediator effect test results show that the regression coefficients are all significant at 0.05 level when information acquisition is in the four paths of network size, network location, network density, relationship strength (Respectively, β = 2.68, β = 2.37, β = 0.29, β = 2.12). The network size, network location, network density, and relationship strength decrease significantly after the addition of intermediate variable information (Respectively, β=0.15，P＜0.05 change toβ=0.61，P＜0.10；β=0.27，P＜0.05change toβ=0.07，P＜0.10；β=0.44，P＜0.01change toβ=0.32，P＜0.05；β=0.34，P＜0.01change toβ=0.25，P＜0.10). But it is still significant. This shows that the information acquisition plays a part of the intermediary role between the network size, network location, network density, relationship strength and community trust respectively. Psychological contract is still significant (β=0.12，P＜0.10), but the significance of the network size is reduced (β=0.15，P＜0.05change toβ=0.21，P＜0.10).It shows that psychological contract has some mediating effect between network scale and community trust. The control right is still significant (β=0.04，P＜0.10), but the significance of the network location is reduced (β=0.27，P＜0.05 change toβ=0.26，P＜0.10). It shows that the control right has some mediating role between the network location and the community trust. The significance of the degree of activity still exists (β=0.86，P＜0.10), although the network density is significant, but significantly decreased significantly (β=0.44，P＜0.01 change toβ=0.32，P＜0.10). This indicates that there is some mediation between network density and community trust. The network experience was still significant (β = 0.32, P <0.01), while the relationship between the intensity decreased significantly (β=0.34，P＜0.01 change to β=0.27，P＜0.05). It shows that the network experience has some mediating effect between the relationship strength and the community trust. So H1-H8 is verified, the original concept model is established.

Conclusions and recommendations

1. Analysis conclusion. The online brand community has the characteristics of virtuality, sociality and networking, and its social network provides a new perspective for the study of virtual brand community. The integration perspective of social network is a valuable research perspective in online brand community. At present, most researches on community trust focus on the individual perspective of members and the fragmented characteristics of social networks to study their impact on community trust. This study considers the multi-dimensional social network characteristics of the virtual brand community, constructs the integration model of the community trust influence mechanism, and empirically analyzes the impact mechanism of the social network characteristics on the community trust establishment.

(1) The multidimensional social network characteristics of the online brand community have a significant positive impact on community trust. Network size, network location, network density, and relationship strength have significant effects on community trust. This is consistent with the trust-forming mechanism of "pro and trust"[49] in Chinese context. The "differential pattern" of "Pro and trust" refers to acquaintances, strangers trust slowly weakened with the spread of concentric circles. In the online brand community, the proportion of acquaintances in the community will increase gradually with the network size, network location, network density, relationship strength is increasing. It will be easier that establishment of community trust.

(2) Information acquisition has a significant mediating effect between social network characteristics and community trust. The establishment of community trust depends on information acquisition. Members will trust the community which meets their needs. According to the Resource-Based View, the online brand community is a collection of information, resources, so different communities have different information. The social network characteristics of the community are the important factors that affect their heterogeneity, so information acquisition plays an important mediating role between social network characteristics and community trust.

(3) Psychological contract plays a significant intermediary role between the network size and community trust. It can be seen that psychological contract is the key subjective factor for the establishment and long-term maintenance of community trust. According to Organizational Support Theory, employees attach great importance to the organization's contribution to their well-being and attention. The affirmation and rewards of organizations are the important reasons for employees to trust the organization. In the online brand community, the larger the network size is, the greater the likelihood that other members and organizations agree with him. So the network size has an impact on trust through the psychological contract of members of the community.

(4) Control rights play a significant mediating role between network location and community trust. According to the Social capital theory, the location in the organizational structure will bring the corresponding value. Network location as intangible capital, will bring the community members of the corresponding control. At the same time, the control right is the dependence of the resource - deficient on the resource-rich. The members at the edge of the network will naturally have more confidence in the network center members.

(5) The activity level plays an important mediating role between network density and community trust. The establishment of community trust can not be separated from the interaction of members. The activity level as a form of interaction among members, will increase with the network density increases. Members of the community will increase the understanding and the community's trust will gradually increase. So the network density can effectively influence the establishment of community trust through the degree of activity.

2. Management Inspiration. Online brand community as an important basis for the development of enterprise brand, research results can provide them with the management of useful thinking:

(1)Online brand community as a modern brand marketing an important marketing tool, plays an important role in the brand's long-term development. Brand planning and brand concept can be shaped through the online brand community for effective communication and communication, which has good brand recognition and clear brand positioning. While the virtual brand community can alleviate the negative impact of brand events, maintaining a good brand image.

(2) The virtual brand community of social relations network so that the brand relationship management from single-dimensional evolution of socialization, networking, multi-dimensional. For brand relationship management, you can observe the changes of relationship between brand and consumer, consumer and consumer, consumer and business, reflect the brand relationship problems real-time and accurately, and remedy timely. So that the online brand community can become a platform that could maintenance the brand relations more effective.

3. Research limitations and prospects. Despite this study implement rigorous design and careful investigation and analysis, the following limitations remain: first of all, the two online brand communities

that selected in this study are both mobile phone brand community. The universality of the conclusions is worthy to study further because of Sample composition is not rich enough. Second, the social network characteristics in this study are only part of the social network, while the virtual brand community has more attributes of the social network. Subsequent research can introduce other attributes to further explore the establishment mechanism of virtual brand community trust. Finally, brand trust is only a specific part of the brand management process. The future can try to study the brand relationship, brand development and a series of issues further from the perspective of social network integration.

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Ke Xu. Shandong University of Technology, Zibo China. **Research on the Influence mechanism of Online Brand Community Trust (based on the social relation network).** The online brand community is an important marketing tool in the modern brand marketing field. This study reveals the influence mechanism of online brand community trust by analysis four online brand communities of Weiphone and Samsung Galaxy. The results show that the four social network characteristics of the online brand

community have a significant positive impact on community trust. Information acquisition is a mediator variable shared by four paths. Psychological contract, control right, activity level and network experience play a part of intermediary role respectively between network size, network location, network density, relationship strength and community trust. The integration model of community trust influence mechanism constructed in this study provides a theoretical basis for brand management, brand equity and brand decision-making.

Keywords: Online community trust, social relation network, psychological contract, information acquisition, activity level.

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Ке Ксу. Шаньдунський технологічний університет, Китайська Народна Республіка. **Дослідження механізму впливу Інтернет-спільнот на торгівлю брендами он-лайн (на матеріалі соціальних мереж).** Торгівля брендовими речами в режимі он-лайн є важливим маркетинговим ходом у сучасних умовах брендового різноманіття на світовому ринку. Показано вплив он-лайн механізму в реалізації брендів на основі аналізу діяльності чотирьох Інтернет-спільнот. Результатами дослідження показано, що чотири соціальні мережі, які спеціалізуються на рекламі брендів, мають позитивний вплив, користуючись довір'ям у потенційних споживачів. Набуття інформації про брендову річ (а отже, й стимуляція придбання її надалі) характеризується чотирма рисами. Психологічна готовність до укладення угоди он-лайн, право контролю, придбання товару й набуття досвіду купівлі речей через мережу Інтернет відіграють роль стимуляторів для подальшого розширення соціальної мережі, вибору територій, які охоплює та чи інша соціальна мережа, відвідуваності мережі користувачами, посилення зв'язків і зростання довір'я в он-лайн комунікації. Інтеграційна модель такої комунікації, наведена в цій статті, має теоретичну цінність для менеджменту в галузі брендової торгівлі.

Ключові слова: он-лайн комунікація, соціальна мережа, «психологічний контракт», накопичення інформації, рівень активності.

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Ке Ксу. Шаньдунский технологический университет, Китайская Народная Республика. **Исследование механизма влияния Интернет-сообществ на торговлю брендами он-лайн (на материале социальных сетей).** Торговля брендовыми вещами в режиме он-лайн является важным маркетинговым ходом в современных условиях брендовой разнообразия на мировом рынке. Показано влияние онлайнового механизма в реализации брендов на основе анализа деятельности четырех Интернет-сообществ. Результатами исследования показано, что четыре социальные сети, специализирующиеся на рекламе брендов, оказывают положительное влияние, пользуясь доверием у потенциальных потребителей. Вступление информации о брендовую вещь (а следовательно, и стимуляция приобретения ее в дальнейшем) характеризуется четырьмя чертами. Психологическая готовность к заключению соглашения он-лайн, право контроля, приобретение товара и приобретения опыта покупки вещей через Интернет играют роль стимуляторов для дальнейшего расширения социальной сети, выбора территорий, которые охватывает та или иная социальная сеть, посещаемости сети пользователями, усиление связей и рост доверия в он-лайн коммуникации. Интеграционная модель такой коммуникации, приведена в этой статье, имеет теоретическую ценность для менеджмента в области брендовой торговли.

Ключевые слова: он-лайн коммуникация, социальная сеть, «психологический контракт», накопления информации, уровень активности.