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Abstract
Internet is a not only passive recipient of consumption information, but also active creators. Relationships between marketer and customer manifest not simply as buy and sell bimodal but as multidimensional potentialities value of communication. The more online community of members communicate with one another through the Internet, the more their claims, the more activist their activity, the more challenge toward marketers.

According to the literature, this paper proposes that characteristics about the sense of virtual community coherence as follows: According to the basis of social needs (trust based on interaction), the psychological needs (involvement of person's self-concept and belonging), and the primary functional needs (information gaining and giving, which is the core of virtual community). Given the framework, this study investigates these five independent variables mediated by consumer-company identification will result in the web site's loyalty. In hence, we will collect the online game players to examine this study. Through the sense of virtual community, companies will extract learn about the needs of their customers, strengthen relationships with customers and will be able to evaluate the true of their business value.

The major findings of this paper are summarized as following：

1.A four-dimensional scale to measure interacts within members of the virtual communities. The effects of organizer-member interactions and organizer-community interactions are better than the community site and member-member interacts on the Customer-Company Identification.

2.The two dimensions of trust (ability and benevolence/ integrity), the positive effect of the ability component of trust on the Customer-Company Identification. The more ability about the skills and have much knowledge that the other participants on this topic we discuss the more Customer-Company Identification on members of the virtual communities.

3.The three dimensions of involvement with the users on the Internet, includes importance-pleasure, risk and sign components. The effect of importance-pleasure is better than sign on the Customer-Company Identification.

4.The two dimensions of information with the users on the Internet (Desire to get information and Desire to give information). The effect of information gaining is better than information giving on the Customer-Company Identification.

5.The more Customer-Company Identification the more Web Site's Loyalty on members of the virtual communities. The effects of the Primary behavior are better than the Secondary behavior and the Intent to repurchase on the Customer-Company Identification.

Overall, the more Customer-Company Identification the more Web Site's Loyalty on members of the virtual communities, the effects of between these five independent variables, the most important is information, next belongings and interactions.
Advisory Committee Lin, Yi-Ping - advisor

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