URN etd-0407109-183725-2047
Author Shu-chian Yang
Author's Email Address No Public.
Statistics This thesis had been viewed 57 times. Download 0 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Effects of the Management of Virtual Community on Membership Behaviors:The Mediating Role of Relationship Information Processes and Relationship Value
Date of Defense 0000-00-00
Page Count 122

Keyword
Virtual Community
Information Processes
Relationship Value
Membership Behaviors

Abstract
Due to the mass use of the Internet, which caused the virtual space composed by the global communication network to change consumer behavior, this change will bring the virtual community some business opportunities ,and leads to the creation of social phenomenon. With the growth of the Relationship Marketing ,this research will be conducted in an actual organization and discuss in a virtual manner, it will target the members of the virtual community and randomly pick the surveys of all the prospects. 649 surveys have been collected in total.

This research will divide the management characteristic into 4 categories, 1-leaders of the community, 2-offline activities, 3-contents usefulness and 4-system quality, and it will be constructed based on the effectiveness of each category towards the membership behaviors. The effect of relational information processes and
relational value will then be confirmed between management characteristic of virtual community and membership behaviors.

This study is based on Descriptive Statistics, Confirmatory Factor Analysis(CFA), T-test, MANOVA, Multiple Regression Analysis and LISREL analysis to verify assumption from the study. The results of this study are stated as follows：
(1)In virtual community internal part, leaders of the community, offline activities, contents usefulness have positive influences directly on relational information processes.
(2)In virtual community external part, system quality have positive influences directly on relational information processes.
(3)Virtual community members are satisfied with the relation information processes, can improve relationship value.
(4)Virtual community members relation got to relationship value high, then member’s behavior - is it share degree to be high to participate in.
(5)Virtual community members relation got to perceive value high, then member's behavior - the common cooperative degree is the higher.
Advisory Committee - advisor

- advisor

Files No Any Full Text File.
Date of Submission 2007-07-16