

A Study on Factors of Intention to Use Community Websites from the Perspective of Innovative Characteristics-An Example

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ABSTRACT

After the concept of Web 2.0 was proposed, the application of Community Websites on Internet prevailed quickly. It then became prosperous and fashion leading in the market of Internet. New phenomena developed from the prevalence of Community Websites, such as new business, new social behavior, new living habits, will lead to the revolution of Internet and the reform of business model. In this paper, Facebook has been examined in order to find out the factors that affect the intention of Internet users to use Community Websites. Perhaps website managers could profit by this study. According to Theory of Reasoned Action (TRA), I discuss the variables which influence the intention of using Community Websites from two aspects: Perspective of the Characters of Innovation and the Characters of Community Websites. The numbers of valid received questionnaires are 418, and empirical analysis via Structural Equation Modeling(SEM) has been conducted on them. In conclusion, the Characters of Innovation, the Characters of Community Websites and Subjective Norm of Facebook all have been found with significant influences on the adoption attitude and intention of Facebook. But in the Characteristics of Innovation, Complexity has less significant influence. In the Characteristics of Community Websites, Playfulness and Socialness have overwhelming influences on the adoption attitude of Facebook, contrastingly, Media Richness has less significant influence. Other related factors, such as Subjective Norm of Facebook, have significant influence on the adoption intention of Facebook. Valuation from these conclusions: the success critical factors of Community Websites lie in both highly social presence and appendant little web-games. Users use Community Websites for killing time, playing games, connecting with friends and expanding social group. And users are obviously influenced by surrounding people. It's evident that the vivid activity of social net is the Characteristic of Community Websites, and also the major cause of the successful of Community Websites. Media Richness and Complexity have less influences on the adoption attitude of Facebook are probably due to the little differences from other Community Websites on operational functions and information and media contributions, which are not mainly the cause of intention of users.

Keywords : Facebook、innovation diffusion theory、community websites、adoption intention、internet sociability

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