

The influences of personality traits, sense of achievement, virtual community, and social ability on

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ABSTRACT

Because Internet's non-national boundary, the instantaneity, interactive, anonymous these characteristics, cause Internet's development to be getting more and more rapid. Follows closely the broadband time oncoming, also promoted on-line game rapid rising, but on-line game is also different with the former tradition's single plane version game's characteristic, may tow between more people and person's interaction, but has accomplished the dwelling economy development. By determinant factors of relationship, satisfaction and switching intention, to improve service quality and meet customer needs, to help companies get access to customer trust and thus profit. In this paper, according to personality, sense of achievement, virtual community, sociability of the literature review, the proposed concept of a research framework and wish to verify the hypothesis, and illustrate the definition of variables and their measure the indicators; for survey responses to be described, and then by data of the nature of the decision of its analysis, and reliability of the test. Finally, the study by theoretical and empirical analysis to affirm the personality, sense of achievement, virtual community, sociability and players' behaviors exist in highly relevant, but also further understanding of Opening outside-suspending's behaviors.

Keywords : on-line game, players' behaviors, Opening outside-suspending, personality, sense of achievement, virtual community, sociability.

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