

The effect of usage of social networking sites applications on sites stickiness : 以FACEBOOK 為例

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ABSTRACT

With the surging of WEB 2.0, site like facebook has become the top of SNS in just a few years. A survey has shown some users renounce using FACEBOOK because it wastes time. Therefore, to keep up the stickiness of its users is an important issue. Stickiness is the website 's ability to draw and retain online customers; only if you keep the crowds , you can create money flows. The data of Insightxplorer 2009 shown that it is a feasible strategy by using applications to increase users ' stickiness. This survey study of SNS used TAM by replacing PU with perceived value, an antecedent in affecting the intention. Social support is used as a moderator. The factors rendered are to be used as references for site management and developers. The result shown: (1) Perceived value and preference have positive influence on site stickiness; (2) Perceived value and perceived ease of use have positive influence on preference; (3) Perceived ease of use has positive influence on perceived value; (4) Using different types of applications will affect website stickiness; (5) Social support has influences on site stickiness. The findings of this study offer the following insights and suggestions:(1) Managers should grasp a target market; (2) Increase the flexibility of using applications; (3) Applications can increase the time which users stay for; (4) High-quality applications can attract the flow of money.

Keywords : application、social support、site stickiness、perceived value、FACEBOOK

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