

Exploring Facebook User's Stickness to Websites from the Perspective of Experiential Value / 蔡翔詒 撰 .- 彰化縣大村鄉 :

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ABSTRACT

"Facebook", originally used as a tool for the new members to know the community of the school like universities and etc. Later, it was written as a community web site by a Harvard University student. In this study, experiential value of ideas to explore what Facebook provides value determines the behavior of users continued use. And trying to use the interpersonal theory of investment model to explore the antecedents of website stickiness intension for users.

In this study, those who using traditional Chinese version of Facebook are the object under test. Questionnaire via the Internet 305 were valid then collected to be analyzed. Results analysed by SPSS and LISREL, the study found, Quality of Alternatives would be a negative impact on the user's commitment to the relationship; Investment Size would be a positively impact on the user's commitment to the relationship; among the experiential values, there would be positively impact on the user's commitment to the relationship is Hedonic Value, while Utilitarian Value, Obligation Value and Status Value for the impact were negative; Commitment will be a positive impact on the user's Stickiness Intention.

Keywords : Facebook、experiential value、commitment、relationship、stickness intension

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