THE EFFECT OF INTERNET COMMUNITY AND SELECT INTENTION FOR YOUNG PEOPLE

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ABSTRACT

Nowadays, people enjoy internet world by chatting, show off and or get information through the community are prevailing habit. This research is trying to focus on young peoples' motivation, habitude and attitude why they joint internet community; meanwhile, it is the main purpose to focus on those who are college students joyful with network community. Accordingly, this study integrates and modifies part of the prior research literatures that construct from the questionnaire and survey college students. The finding of the study for young people's perceived easiness has positive effect network community select intention, also the same for perceived usefulness, network quality, service quality and trust, except perceived risk. The finding offers a new thinking and strategy that may help academic and practical gradation, also managerial implications are discussed.

Keywords: Internet Community, Select Intention, Perceived Usefulness, Perceived Easiness, Trust

REFERENCES