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Hung, Tsang-Kai; Lin, Chen-Liang; Parng, Benjamin C.

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THE EFFECT OF INTERNET COMMUNITY AND SELECT INTENTION FOR YOUNG PEOPLE**Tsang-Kai Hung, Ph.D**

Associate Professor

Graduate Institute of Human Resource Management

National Changhua University of Education

Bao-Shan Campus, No.2, Shi-Da Road, Changhua City, Taiwan R.O.C

Phone: 886- 4-7232105 ext 7907

Mail: jackhung@cc.ncue.edu.tw**Chen-Liang Lin, Ph.D Candidate**

Instructor

Graduate Institute of Human Resource Management

National Changhua University of Education, Taiwan R.O.C

Bao-Shan Campus, No.2, Shi-Da Road, Changhua City, Taiwan R.O.C

Phone: 886- 4-7232105 ext 7907

Mail: Polymouse101@yahoo.com.tw**Benjamin C Parng, Ph.D**

Associate Professor

Dept of Business Administration, Da-Yeh University

168 University Rd., Dacun, Changhua City, Taiwan R.O.C

Phone: 886- 4-8511888 ext 3020

Mail: benp@mail.dyu.edu.tw

TAIWAN R.O.C

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

1. Introduction:

The internet community activity has been developed for many years. Nowadays, there are many people enjoy their Internet life in different online social network communities, particularly, some Internet communities rise sharply, because it offers a place wherever provide people feel free to show off, chatting and make friends that makes Internet communities such as; Line, Tango, Skype, blogs, twitter and Facebook...etc., are prevailing, meanwhile convenient for computer user during these few years. Besides, it has created many billionaires whoever founded the Internet community. For some people, it is also become indispensable activity in the daily life. Accordingly, it is a very important issue and turn into critical consideration for scholars and practical managers. This research is trying to focus on young peoples' motivation, habitude and attitude why and how they joint select internet community. The prior researches

are more focus on the application and technology level, particularly, in functioning construct of online shopping or service (Chen et al., 2002, Lee & Ding 2010., Gijnsenberg et al., 2015., Wulf et al., 2006, Wu & Chan 2011). In the contrary, the intention of select Internet community, especially social network of community in habitude and attitude gradation of deepening inside study are still inadequacy. Although few papers focus on the network community effects on collaborative tool, such as blogs, wikis and social networks, or network switching cost of application (Ransbotham & Kane, 2011, Zhu et al., 2006), however, it is still lack of the application and social network effects. Why most young people, especially college student's joint select network communities as the media to chat, show off and make friends? What factors do they care about? What factors and circumstance do firms (network communities) consider more, in which it would make the media better chance to success and improve the performance? What are the motivations considerations of college students adopt network communities? What are the habitude and attitude of college students have? Base on these points that arouses this research motivation. Accordingly, this study integrates and modifies part of the prior researches (Chou 2006, Wulf etc 2006) that structures with the questionnaire and survey college students.

During the last few years, network community has become prevailing for computer and online users particularly for college students. Many on line firms offer multifunction in order to satisfy network users as possible as they can in order to catch them in the market. Thus, we believe the better and powerful features of the on-line platform; earn the more attraction and loyalty of the users. The intention of this paper is to review the literature of internet community in which links with the application and information service, to explore the users of college students' selection behavior and intention. Therefore, it is noteworthy and indicator for scholars and practitioner to pay more attention on the phenomenon, especially, in the dynamic environment and kaleidoscope society.

2. Internet Community Effect:

The Internet community has formed a wave of unrest for many years and also is the main activities for many people in their daily life. It is clear and wildly used for Internet that enable people to chat with friends thousands of miles and cross time zones; to rally people and share with similar views to action; to offer support to fellow sufferers; or to find people with similar interests (Preece 2001). It includes the features of BBS (Bulletin Board System), auctions, gaming, dating, music, information, social networking that are prevailing for network users in which some industries is affected by; such as: personal computers, software, video games and audio video players, home networking, and many other types of online services (Wang & Xie 2011), that is, so call network effects. Some people view online communities as a social phenomenon, others focus on the structure of the supporting software (Preece 2001). The Authors (Wang & Xie 2011) argued that the markets with network effects are likely to experience fierce standards wars, such as home video market (Beta vs. VHS), smart phone market (Apple's iphone, Blackberry, HTC, and Samsung). In fact, there are some extensions of internet community effect which may affect different industries, the flat computer market (iPad, ASUS Transformer, HTC Flyer, Samsung Galaxy) as the examples. The prior researches noticed that Internet communities as sources of valuable information (Ransbotham & Kane 2011, Park, et al. 2015, Zhu et al. 2006) which offer on line users convenient to search information (google) and inquiry important things (online Forum). Thus, firms that related to network communities trying to migrate toward value networks that hold the promise of substantial productivity gains (Ransbotham & Kane 2011). For examples, Los Angeles Times attempted to use a social media platform to capture opinions about U.S. military involved in Iraq, Dell computer (Digangi et al. 2010) and Starbucks (Gallaughner & Ransbotham 2010) use social media to cultivate online communities and thereby solicit and evaluate product development ideas from customers (Ransbotham & Kane 2011). It offers a platform for people free to express opinion, and show off, without committing to any tasks, projects, or conversations, each participant is free to come and go (Ransbotham & Kane 2011). Basically, network communities offer a place where people can communicate and interactive each other which is very different with traditional way, face to face. Network communities to make use of tool that initiative support communication and information storage. It can facilitate the members of network communities to transfer their behaviors and ideas, but also offer a

place for members to conference meeting and interactive asynchronous communication. In order to develop and make network communities grow up, the contribution of the members of organization which involves the main and popular issues is very important. It is a good place to involve in which members of users may learn and share their view points, feeling and opinion, further, creation and innovation.

There are many prior studies that investigated factors affecting the usage of the Internet or the WWW at work (Atkinson, & Kydd 1997; Teo, et al 1999) in which most organization pay attention on the performance (Park, et al. 2015). According to scholars (Chang & Cheung 2001), they argue that firms had better to understand the determinants of intention to use the Internet/WWW for which it is useful for promoting the usage of Internet/WWW. Therefore, it is very important for network community firms to find out and understand the factors that affect the adoption of the Internet communities' effect. The emergence of the World Wide Web allows people to gain access to legal information through online facilities and provide transparent legal practices, lowering the charges (Chou 2006, Han 2013). It is similar with Internet communities. Thus, to understand the attitude and habituate of network community users are necessary, due to people are uncomfortable when they are physically separated from the sales persons and response is not rapid.

These effects make e-commerce seem risky due to fear of monetary loss or privacy exposure (Chou 2006, Park, et al. 2015), it is also applied for network community provider. Accordingly, in order to reduce the perceived risks and make online users feel more comfortable, network service providers should attempt to establish trust through means such as encryption, firewalls, or assurance from a trustworthy third party (Chou 2006).

3. Perceived Ease of Use (PEOU):

The advantages of using the internet for information searching tool are convenient and clear. Thus, online community service is not only involved technology but also related to the system media whether it is friendly and easily usage or not (Hess, et al. 2014). Meanwhile, it is one of the important factors that may affect network users to choose as their favorite community's web site. The main reason and intention why users to adopt as their favorite network community is because they believe for the certain system is easy, and perhaps friendly to use, also reliable (Hess, et al. 2014), especially, for beginner who are not familiar with the function. The characteristics of PEOU should be displayed on the operation of easy to use in which even a beginner can simply to operate the system and willingness to fool around on it. Another word, the more easy and simple of the system media, the stronger usage have fun on it. According to scholar (Chou 2006), the PEOU stresses how comfortable customers will be with the internet as a purchasing medium for legal services. We postulate, it is similar with the users of network community. Thus, the first hypothesis as below:

H1: Perceived ease of use is positive affect the intention to choose network community.

4. Perceived Usefulness:

Most people believe a certain system, especially, usefulness system may raise working performance. The perceived of usefulness (PU) is also one of the factors that may affect the use of intention of network communities. When the system media has highly perceived of usefulness that a strongly tendency of intention to adopt of network community increase. We believe the PU will affect the users' attitude and behaviors intention. The relative advantages may come from PU that emphasizes the expectations of value derived from using online legal services, such as: flexibility, efficiency, effectiveness, etc (Chou 2006). Therefore, we come out the second hypothesis.

H2: Perceived Usefulness is positive affect the intention to choose network community.

5. Perceived Risk:

The prior study shows that consumers care more about perceived risk of intangible than tangible products (Mitchell & Grottel 1989). Besides, in the related papers that focus on perceived risk of online shopping in which consumers put the loss concept as the expectation of risk taking (Forsythe & Shi 2003). Therefore, users of network community would choose system media carefully. According to the empirical evidences that show service failure may have impact on customer loyalty intentions (Rejikumar 2015). In this study, we refer to scholar (Chou 2006) Perceived Risk is about the risk of security and privacy that may deter consumers from making use of services. The respondents are asked about the level of risk in searching information that causes the computer damage by virus, leak out information, monetary loss, make wrong friends. Therefore, we have the third hypothesis.

H3: Perceived risk is negative affect the intention to choose network community.

6. The Relationship between Trust, Information Product Quality, Service Quality and Select Intention:

Trust plays an intermediate role in building long term customer loyalty (Garbarino & Johnson, 1999; Morgan & Hunt, 1994; Singh & Sirdeshmukh, 2000). In this study, we extend trust which may affect the intention of choose network communities. According to the theory of social exchange, the social embeddings of the relationship between consumers and service providers is stronger when the degree of trust gradually increases. Also, a consumer's promise to the relationship is strengthened when trust is developed (Singh & Sirdeshmukh, 2000). The prior study found that the relational customers trust an organization based upon service attributes (e.g., core service of performance, performing quality of performers, physical facilities, and so on) (Garbarino & Johnson, 1999). Thus, in the study of network community's effect, it is similar in relational marketing; members of online communities system evaluate the external and internal cues offered by service providers and gradually establish a trust relationship (Doney & Cannon, 1997). For example, the process of providing service in a restaurant (e.g., staffs' serving attitude) is one of the external cues, while the end results (e.g., food quality) are one of the internal cues to customers. These are parts of service performance, which has a positive effect on trust (Singh & Sirdeshmukh, 2000). Consumers have more confidence and stronger trust towards service providers when they perceive good service and product quality. Consequently, network community users feeling on perceived service quality and perceived product quality are extremely significant that is one of the key success factors.

Most prior studies considered service quality as the antecedent of customer satisfaction and have positive effectiveness (e.g. Agus 2004; Anderson & Sullivan, 1993; Anderson et al., 1994; Athanassopoulos, 2000; Chiou et al., 2002; Cronin et al., 2000; Fornell, 1992; Fornell et al., 1996). Parasuraman et al. (1985) have suggested that the measurements of service quality and customer satisfaction almost the same. Once consumer trusts the quality of the products or the accurate delivery of the service, the relationship equity is stronger and positive affect the loyalty (Vogel et al., 2008) and/or selects intention. It is considered that trust will affect the users' select intention of network communities in this study. Service quality is more like the concept of appraisal, and satisfaction like affective concept, while appraisal is always the antecedent cause of affective reactions (Oliver 1993; 1999; Lai 2009). It was supported in previous empirical studies of buyer seller relation that trust and promise of long term transaction or cooperation have a positive effect on future relationship (e.g., Doney & Cannon, 1997; Morgan & Hunt, 1994; Vogel et al., 2008). This study then proposes the hypothesis as below:

H4: Network community perceived product quality is positive affect trust.

H5: Network community perceived service quality is positive affect trust.

H6: Trust is positive affect the intention of choose network community.

7. Methodology:

7-1. Pretest:

In order to avoid the respondents answer the question with vague or misunderstanding the meaning of the sentences which may affects the answer. This study applied the convenience sampling method to choose 50 college students from one University in central part of Taiwan. This research adopted and modified the concept and model questionnaire of perceived ease of use, perceived usefulness, perceived risk, trust, attitude and intention of use that designed by Chou (2006) and Wulf et al., (2006).

After the pretest, we then choose 350 same college students to fill out the questionnaire that students must have online communities experience as the respondents. There are total 350 respondents fill out and been collected. However, there are still 49 questionnaires is invalid and be deleted. Basically, the questionnaire includes two parts; one is the basic information (Appendix A: Demographic characteristics) of the respondents which includes age, sex, education level, available expense income, online habitude, leisure activity. Another part of questions in which constructs with perceived ease of use, perceived usefulness, perceived risk, perceived product quality, perceived service quality, trust, and select intention. This study adopts Likert 6 points scale as the measurement tool that starts from 6 represent strongly agree, 5 agree, 4 somehow agree, 3 somehow disagree, 2 disagree, 1 strongly disagree.

8. Data and Sample Analysis:

The analysis process of this study consists of two steps. The first one is the confirmation of the reliability and validity of these constructs, which include perceived ease of use, perceived usefulness, perceived product quality, perceived service quality, trust and select intention; the other one is the relationship among all of the aforementioned constructs. Regarding the appropriateness of service quality measurement scale, this study uses reliability and validity as measurement standards.

In the aspect of reliability, Cronbach's α is adopted to examine if there is an internal consistency. Validity, in addition to the concepts included in the scale and questionnaire items which have been modified and developed continuously by various researchers, the questionnaire used in this study is refer to prior studies of Chou (2006) and Wulf et al. (2006). This enables the measurement scale to be more content validity. Concerning the relationships of these variables, perceived ease of use, perceived usefulness, perceived product quality, perceived service quality, trust and select intention, this study carried out analysis using multiple regression method. The result of each hypothesis is as below:

- 1) The items of questionnaire for perceived ease of use (PEOU) which is H1 comes out with Cronbach's α value is 0.851.
- 2) The items of questionnaire for perceived usefulness (PU) which is H2 comes out with Cronbach's α value is 0.825.
- 3) The items of questionnaire for perceived risk (PR) which is H3 comes out with Cronbach's α value is 0.67.
- 4) The items of questionnaire for trust which comes out with Cronbach's α value is 0.827.
- 5) The items of questionnaire for perceived product quality which comes out with Cronbach's α value is 0.772.

- 6) The items of questionnaire for perceived service quality which comes out with Cronbach's α value is 0.851.
- 7) The items of questionnaire for select intention which comes out with Cronbach's α value is 0.726.

For preventing the problem of multicollinearity, this study uses Variance Inflationary Factor (VIF) to examine the problem of multicollinearity among all constructs. Since the VIF value of independent variable in each structure dimension is less than three, the data used in this study has no problem of multicollinearity (Hair, et al., 1998). After this affirmed by the aforementioned procedure, this study proceeded with the test of all hypotheses.

After regression and pearson correlation analysis for each hypothesis, the result for H1 is significant and supported, H2 is also significant and supported, however, for H3 is not significant and not supported, for H4 is significant and supported, and the same result for H5 and H6. The result shows on table 1 as below:

Table 1. The test result for each hypothesis

Item	Hypothesis	Result
H1	Perceived ease of use is positive affect the intention to choose network community	Supported
H2	Perceived usefulness is positive affect the intention to choose network community	Supported
H3	Perceived risk is negative affect the intention to choose network community	Not supported
H4	Network community perceived product quality is positive affect trust	Supported
H5	Network community perceived service quality is positive affect trust	Supported
H6	Trust is positive affect the intention of choose network community	Supported

9. Conclusion and Suggestion:

Nowadays, the Internet communities have become prevailing activities in their daily life, especially for young people. This research is to explore the phenomenon of young people whose behavior intention of online communities' effect that is influence by couple factors. This study integrates and modifies part of the prior researches structures (Chou 2006, Wulf etc 2006) that comes out with the questionnaire and survey college students. The finding of the study is that young people's perceived easiness of use has positive effect network community select intention. Another word, the more ease of use network communities, the highly select intention rate for it. It is also the same for perceived usefulness, network quality, service quality and trust, except perceived risk (H3). The inference of the consequence is because young people care less about the risk.

Base on the finding of the study, we realize that the construct dimensions are useful in predicting the intention of use the network communities. We believe that an understanding of intention formation which provides online communities firms to pay more attention and improve online service quality, network

function, easy and convenient to use for members are important issue to consider. These findings also provide further insight to management of network communities firms that may increase the users' loyalty and select intention of Internet community.

Appendix A: Demographic characteristics

Age	
Under 19:	26.2%
20-25	71.4%
26-30	1.3%
31 & up	0.3%
Sex	
Male:	163(54.2%)
Female:	138(45.8%)
Year of college	
Freshman:	1%
Sophomore:	27.6%
Junior:	29.2%
Senior:	25.9%
Grade students:	2%
available expense income	
NT\$3001-4000	26.2%
NT\$4001-5000	12.6%
NT\$5001-6000	16.6%
NT\$6001-7000	9.9%
NT\$7001-8000	10%
NT\$8001 & up	15.2%

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