

社群網站的參與行為及口碑推薦的影響因素-以Facebook為例

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### 摘要

As the Internet continues to expand, Facebook has explosively grown and become the most popular communication platform. This study is to investigate online users' motivations for participation behavior and word-of-mouth in Social Networking Sites. This study adopts the SPSS for parameter estimates and hypotheses based on 400 valid questionnaires from Facebook users in Taiwan. Most of the hypotheses were supported. The results show that the perceived usability and maintaining interpersonal interconnectivity significantly influence satisfaction. Satisfaction and conforming behavior significantly influence participation behavior, and satisfaction significantly influences word-of-mouth. However, entertainment value has no significant impact on satisfaction. Based on the empirical results, this study will provide academic and management implications.

關鍵字：Social Networking Sites, Word-of-Mouth, Conforming Behavior