What Bring to Positive Behavioral Intention of Transaction Virtual Community Participants?

Chi-Hsing Tseng and Hsin-Chih Kuo

National Pingtung University and I-Shou University

Abstract

As the rapid growth of e-commerce, how to convert participants into royal members or customers has become the major issue. The technology acceptance model (TAM) was the most popular theory to explain end-user's behavior towards information technology. However, it stresses more the influence of information systems on consumer behavior and ignores the effect of social and psychological factors. Social identity theory provides a theoretical background to explain how psychological factors influence participant behavior. This research integrated both TAM and social identity theory to explore the factors affecting the positive behavioral intention of transaction virtual community (VC) members, so this study contributes to refine theory relating to behavioral intention in digital context. Research findings show that web service quality will enhance participants' social identification. Social identification will bring participants to positive behavioral intention, including spread positive electronic word-of-mouth (eWOM), get information, and purchase intention. Finally, social identification is more powerful than web service quality. Traditionally, practitioners of transaction VC focus more on technological factors. These findings bring new insights for them.

Keywords: Technology acceptance model, social identification, transaction virtual community, web service quality, behavioral intention.

1. Introduction

As the development of the Internet, virtual communities (VCs) have become the most important medium for people to interact and to share the knowledge with others. VCs serve both social and business functions [65]. VCs comprise a viable trading and marketing platform that enables commercial interaction between sellers, buyers, and intermediaries [55]. Online vendors always consider that VCs are potential channels to advertise brands and promotions, improve store image, develop and measure demand, and increase barriers to entry for competitors [48]. However, many online vendors have sponsored VCs in the hope of gaining commercial benefits, but few have been successful in this effort [29]. Many studies have found that the community group cannot thrive without participants' psychological attachment to their community [3, 9, 28]. How to enhance