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# Customer Participation in E-news Service --- Case Study in Taiwan

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## Abstract

Asymmetric information in service sector can be found in PZB model and can be manipulated by service provider and customer. Participation as well as involvement in service is well studied in western literature but less reported in the field of e-news services in emerging economic. The case study via OLS and ANOVA about one of Taiwan's major e-news service provider implies the strong biased political involvement in service participation and provides information structure of the economical-political e-business model in Newly Industry Country. What we need is a rational order beyond the irrational game.

Key Words: Information asymmetric, Participation, Service, E-news, Involvement.

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## 1. Introduction

Internet is widespread in recent years. Service sector is booming all around the world. Customer participation in the production of goods and services appears to be growing. The marketing literature has largely focused on economic implications of this trend and has not addressed customers' potential psychological responses to participation. The quality of products and services has great impact as well as attractiveness on customer participation. Information economic is well developed by the information service provider and government agencies. On the other hand Porter argues that there is no e-strategy and Greenspan advocates which internet is just one of new technology in 21 century.

The ill-defined empowerment toward customer participation through the service process can be found in the industry that is monopoly or oligopoly. The consumer surplus can be identified through the obstacles of non-tariff barriers. Deregulation in newspaper and development on ICT sector are the trends in the Taiwan. Several media groups extend their services channel toward E-news services beyond the biased free information environment.

## 2. Literature review

Solveig Wikstrom (1996) indicated buyer-seller interaction in industrial market is a widely applied work logic, which has been thoroughly researched both empirically and theoretically. It is applied in service industry either. Customer perceives services delivered by the provider when he/she participates in the service process. Leone and Bendapudi (2003) exam the effects of participation on customer satisfaction and find when given an identical outcome, customer satisfaction with a firm differs depending on whether a customer participate in production. This study further finds that providing customers a choice in whether to participate mitigate the self-serving bias the outcome is worse then expected.

Stiglitz (2001) advices information economic has changed the paradigm in economic of the market system. Asymmetric information can be eliminated by individual's involvement and participate in the transaction process as well as in the wide power distance political-economic system.

### 3. Method

The data were randomly collected from the e-news group named "Public Forum" in one of private media conglomerate named "A". In order to evaluate the data effectively and observe if there are manipulations, OLS regression (Table 1) is used on this study and ANOVA (Table 2) is used to detect if there are biased information that may result error implementations. We check the constant variance, independence, and normal populations of three inference assumptions (Figure 2) and find fitted in the model. We conclude that the OLS regression and ANOVA are proper methods for this case study research.

**Table 1**

Regression Result

Predictor	Coef.	StDev	t-ratio	P
Constant	0.101	1.248	0.08	.936
CustClik	0.055064	0.00202	27.27	.000

s = 7.082    R-sq = 95.4%    R-sq(adj) = 95.3%

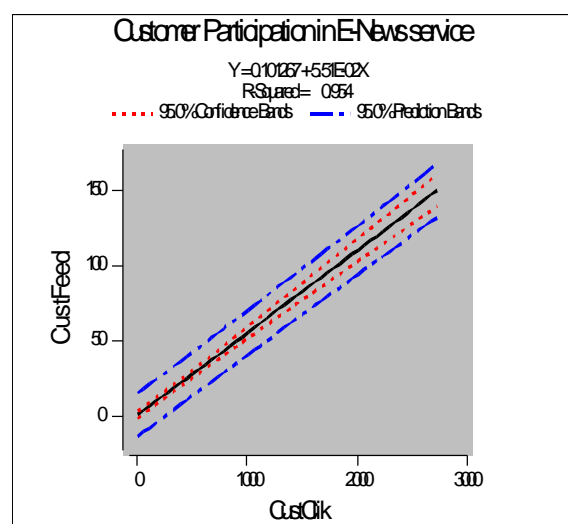
**Table 2**

Analysis of Variance

	DF	SS	MS	F	p
Reg.	1	37295	37295	743	.000
Error	36	2806	50		
Total	37	39101			

### 4. Result

Higher percentage R\*\* were found in our model. We can find a linear relationship between customer click and participation (Figure 1). Outliers were founded in various forms. Some biased information vary from distribution of the samples are political related data.



**Figure 1**

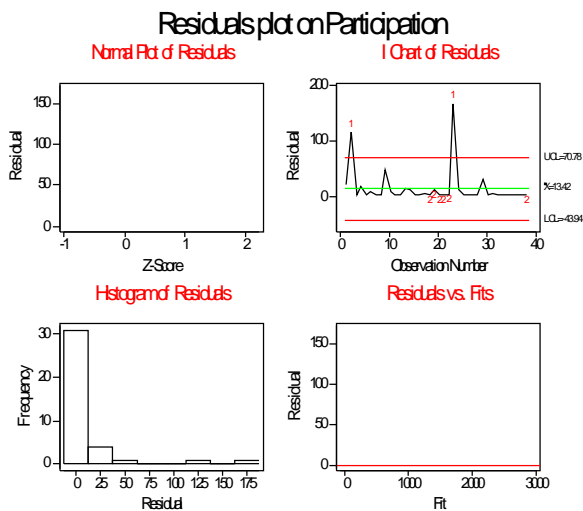


Figure 2

## 5. Discussion

Based on the analysis of ANOVA we find biased information from the participants who are political preference. Following the deregulation of the media and liberalization of political restriction, the relatively low entry barrier e-news group still confronts the interesting in political environment with biased data.

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