Exploring an individual’s commitment toward the social network sites

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Abstract

Focusing on social network sites (SNS), this study proposes a research model for investigating the individuals' commitment toward the SNS and their online social well-being. Developing the ability both to attract new consumers and to retain existing consumers on SNSs is a major challenge for business owners. However, people switch from the current SNS to another alternative SNS is relatively easy and involves low costs. Therefore, user's commitment to continuous use is critical to vendors. This research would like to examine the antecedents and consequences of commitment in the SNS context. In this study, grounded on social capital theory, parasocial interaction is manifested as structural capital, shared vision is manifested as cognitive capitals, and trust is manifested as relational capital. Further, structural, cognitive, and relational capital are treated as the motivations of commitment and hypothesized affect individuals’ online social well-being positively. Data will be collected from the Facebook users to test the research model. Implications for theory and practice and suggestions for future research will be discussed based on the study results.

Keywords: Commitment, Social Capital Theory, Parasocial Interaction, Online Social Well-being

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