

國立聯合大學

經營管理學系碩士班

碩士論文

情緒支持、資訊支持，互惠原則對醫美社群
信任之影響：以核心自我評價為干擾變數

**The Inference of Emotional support,
Informational support, Norms of Reciprocity
to trust community- The moderating effect of
Core Self-Evaluations**

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摘要

本研究主要探討網路社群的情緒支持、資訊支持、以及互惠原則是否影響社群成員，使社群成員會信任其他社群成員，進而信任社群，對社群產生社群承諾，最後影響社群購買意願與社群分享意願。以網路問卷形式進行問卷與數據的蒐集，研究對象為網路醫美社群使用者。結果顯示，情緒支持與互惠原則能夠正向影響信任成員，且會產生信任移轉信任社群，最後信任社群，也會對社群購買與社群分享呈現顯著且正向的影響效果。

關鍵字:資訊支持、情緒支持、互惠原則、信任移轉、核心自我評價

Abstract

This study explores whether emotional support, informational support, and norms of reciprocity in online communities impact group members in terms of creating trust towards other members. This enhances trust towards the community and generates a sense of community commitment, ultimately impacting social buying intention and social sharing intention. Data were collected through online questionnaires. The subjects of the study were online aesthetic medicine community members. The results showed that emotional support, and norms of reciprocity positively impact trust towards members, trust towards members positively impact trust towards the community and this generates trust transfer, which positively impacts social sharing intention and social buying intention.

Keywords: Informational support; Emotional support; Norms of reciprocity; Community commitment; Trust transfer theory; Core self-evaluation