

摘要

網路社群在現今社會扮演著不可或缺的角色，本研究主要探討網路醫美社群的情感支持、資訊支持以及互惠原則是否影響社群成員，使社群成員對社群產生社群意識以及感恩心態，並且以社群規範為干擾變數，最後產生分享意願以及幸福感。

本研究採用問卷調查法，實際發放問卷共 500 份，有效問卷為 484 份，有效問卷回收率為 96.8%。本研究採用 SPSS22 及 AMOS22 統計軟體做為資料分析工具，並利用結構方程模式進行假設驗證，研究結果發現：(1)社群支持會正向影響社群意識和感恩心態；(2)互惠原則和社群意識及感恩心態不具影響作用；(3)社群意識會正向影響社群成員的分享意願；(4)社群意識不影響成員間的幸福感受；(5)感恩心態不影響社群成員間的分享意願；(6)感恩心態會正向影響社群成員間的幸福感受；(7)社群規範在社群意識對社群成員分享意願及幸福感受兼具有干擾效果；(8)社群規範在感恩心態對社群成員分享意願及幸福感受兼具有干擾效果。

關鍵字：社群規範、社群意識、情感支持、資訊支持、感恩、分享意願、幸福感受

Abstract

The online community plays an indispensable role in today's society. This study focuses on whether the emotional support, information support, and reciprocity principles of the online medical beauty community affect community members, enabling community members to generate community for the community. Consciousness and gratitude, and the use of community norms as disturbance variables, and finally the willingness to share and happiness.

In this study, a questionnaire survey was used, and 500 questionnaires were actually distributed. The effective questionnaire was 484, and the effective questionnaire recovery rate was 97%. In this study, SPSS22 and AMOS22 statistical software were used as data analysis tools, and the structural equation model was used for hypothesis verification. The results showed that: (1) Social support has significantly and positively to affect sense of community and thankfulness. (2) Norms of reciprocity has no affect to sense of community and thankfulness. (3) Sense of community has significantly and positively to affect sharing willingness. (4) Sense of community has no affect to well-being. (5) Thankfulness has no affect to sharing willingness. (6) Thankfulness has significantly and positively to affect well-being. (7) Social norms has interference between sense of community and sharing willingness, well-being. (8) Social norms has interference between thankfulness and sharing willingness, well-being.

Keywords: Social Norms, Sense Of Community, Social Support, Norms Of Reciprocity, Thankfulness, Sharing Willingness, Well-being