# Study of Factors Affecting Online User's Participatory Intention

## Introduction

The digital era within the company has influenced existing business models which have influenced customer's intention to maintain long-term relationship with the rise of social networking websites. Continuous user participation has emerged as an important variable for long-term relationship between user and the social networking community website. Such user involvement is explained in the literature of online marketing as a factor creating user experience that results in user satisfaction and retention with the website. Studies support that experience and satisfaction affects user's future intention to stay with the website and participate actively. This requires the understanding of user related social networking community website aspects which are built on the basis of past experience, perceived trust, satisfaction and confidence that define individual's association with the website (Hung et al., 2011; Sedaghat et al., 2002; Harwood and Gary, 2010).