

## MEASURES OF SATISFACTION AMONG MEMBERS OF ONLINE COMMUNITY: A COMPARATIVE STUDY OF INFORMATION SEEKERS AND CONTRIBUTORS

### **Abstract**

A rapid growth in techno-oriented virtual-communities is giving several options to members to shift from one to another community of same category with an ease, resulting in the failure of several web-communities. Effect of member satisfaction plays an important role in creating sustainable digital-environment that attracts and maintain the participation of the members. The study focuses upon the salient features of perceived sociability and usability responsible for the satisfaction among online-community members. The findings indicate that ease of use, behaviour and interaction plays an important role in building the community of satisfied online members. However, the level of importance of the factors of satisfaction differs among the members who contribute in the process of information than the members who participate to seek information. Looking over this perspective, organizers can develop their community website with a continuous flow of satisfied members.

*Keywords: Online Community, Satisfaction, Seekers, Contributors*