

## A Study on the Factors of Website's Influence on the Organizational Image as Community Medium: Focusing on the SGI's Website\*

In-Soo Kim<sup>1</sup>, Sang-Yoon Ahn<sup>2</sup>, Chong Hyung Lee<sup>3</sup>, Kwang-Hwan Kim<sup>4</sup>

<sup>1</sup>Dept. of Hospital Management, The Graduate School of Public Health and Welfare, Konyang University, Korea (16543506@konyang.ac.kr), Frist Author

<sup>2</sup>Dept. of Hospital Management, Konyang University, Korea (greahn@konyang.ac.kr)

<sup>3</sup>Dept. of Hospital Management, Konyang University, Korea (chlee@konyang.ac.kr)

<sup>4</sup>Dept. of Hospital Management, Konyang University, Korea (kkh@konyang.ac.kr), Corresponding Author

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### ABSTRACT

This study intends to search the factor of website, as a community medium, influencing to the image of organization. The survey was carried out members who continued their membership for Korea SGI for one year or more. The survey period lasted for a month from April 2 to May 2 with 169 subjects in total. When reviewing the general characteristics of 169 research subjects, There were more women than men with 84 male (49.7%) and 85 female (50.3%). For age group, 57 (33.7%) subjects over 50 take up the majority. When analyzing the correlation of sex, age, member career, organization image, organization community, fame, satisfaction and sense of belonging, the member career showed the statistically significant correlation in sex variables ( $p<0.05$ ). This means that women have longer history of membership. Member career ( $p<0.01$ ), organization image ( $p<0.05$ ) and satisfaction ( $p<0.01$ ) showed statistically significant correlation in age variables. Based on above result, this study confirmed website is a medium which allows the communication among members through image. This study is meaningful in that it suggested the evidentiary material which follow-up study can utilize and compare.

## 1. Introduction

As with other organizations, SGI Korea promotes its own organization through its website, provides useful publicity materials and educational materials to its membership, while its members are using

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them or sharing information to deepen their faith. That is, the website is functioning as a community within the organization. Accordingly, it would be very meaningful for SGI Korea members to understand the characteristics of the organizational image assigned through the website, and also discover the factors affecting the organizational image as a community medium.

The dictionary meaning of website is a hypertext created by an individual, group, or a company using the Internet to show what matters to them on the World Wide Web (Ahn et al., 2014). The website plays its roles as a marketing execution mechanism from the promotional function to raise the brand image of the organization to the discovery, attraction, and further maintenance of the customers. For such reasons, the investment for forming attractive contents on the website is also being carried out across various levels. Such an Internet based website is initially used as a promotional tool to publicize the principal of management, and in recent years, it has been actively used for attracting new customers in the marketing context as a critical tool for the customer relationship management (CRM) (Jang et al., 2018). Accordingly, the building and composition of the contents which customers access are increasingly playing an important role in the promotion and marketing.

Since the 1990s, Korean companies have also begun to change their organizational culture with the purpose of creating values for customers based on the marketing concept of their website. The core of this marketing concept is developing with the focus on how to improve the image of the organization by growing potential customers to become purchasing customers in the market by informing on the superiority of the organization and service. Promotion and advertising via the website are now widely practiced by any organization and are also very useful in achieving business performance, so companies must seek effective ways to build contents to attract users toward making purchase, and the need to organize a website with even more interesting contents is increasing (Sweeney, 2000). Organizations have clear goals, and it is people who act to achieve them (Ahn et al., 2008). Organizational competitiveness is influenced by what the public thinks, how they think, and how they behave (Ahn, 2003). The most basic administrative and management goal in an organization is to substantially rationalize organizational activities of the type (Ahn et al., 2014) and it is the members' expertise and community which make that possible. To activate the community, it must be premised that the roles of "locality," "social interaction," and "communality," which are the basic requirements of the community formation, are smoothly performed (Kim et al., 2011).

With the development of information and communication technologies, computer mediated communication has expanded the areas of life from offline to online. Online community are a people or groups (Williams & Cothrel, 2000) who are involved in online interaction. Since online communities are premised on the members' active and strong immersion compared to general communities, organizations and groups are actively managing and intervening to improve their brand image through online brand community gatherings and lead them to making purchases (Muniz & O'guinn, 2001; Kim et al., 2009). Online communities are also recognized for the importance of image building for marketing in the organizational area (Bennett, 1998). Sargeant et al. (2007) also stressed on the need for a nonprofit organization's brand. It was found that the more positive the perception of nonprofit organizations, the more the satisfaction will improve with nonprofit

organizations. In particular, MacKay (1997) presented factors such as 'interestingness,' 'intimacy' and 'relaxation' as the factors of emotional image measurement, which he also claimed affects the overall image formation. Baloglu et al. (1997) and Baloglu et al. (1999) claimed that emotional images have an even more direct and meaningful impact on the overall image formation than cognitive images.

It is also claimed that online community users recognize mutual homogeneity and also exchange common feelings by taking actions such as exchanging comments and posts (Kim, 2004; Yoon et al., 2014), and such empathic responses help to confirm the value of others and provide reciprocal ambience to advance the relationship (Park, 2004).

As such, the existence of community relationship in the online community means that continuous community exchanges are made even through the online community as well as the offline community.

Accordingly, this study intends to find out the factors impacting the image of the website as a community medium in order to understand the characteristics of the image through the website.

## **2. Research Method**

### *2.1 Research Subject and Period*

The survey was conducted for the members who have been registered as SGI Korea members for over 1 year. Based on the G-Power 3.1.9 program, when the effect's size of 0.30, significance level of 0.05, and the power of 0.95 were applied, the minimum sample size required for the correlation analysis turned out to be 159 people. The questionnaire survey was conducted by calculating 190 people as the research subjects considering 20% of the rate of elimination. To select the subjects of this study, we visited the SGI Korea headquarters and obtained the approval of the organization, and after acquiring the permission of the head of department of the headquarters, we informed the research related contents on the bulletin board, and recruits those who expressed their intention to participate via administrative staffs unrelated to the study. The survey questionnaires were prepared to be placed in the collection box to ensure anonymity. The survey period ran from April 2, 2018 through May 2, 2018, and a total of 180 copies were collected. Of which, 169 respondents were selected except for 11 copies of questionnaires which did not respond properly or did not fit as the survey subjects. This study was conducted after obtaining the approval of the Bioethics Committee of Konyang University (IRB No. KYU-2018-013-01).

### *2.2 Measurement Tools*

To measure the factors of SGI Korea's website impacting the organizational image as a community medium, the questionnaires used in the study of Park (2001), Kim (2007), and Park (2011) were gathered, revised to suit the research circumstances, and used (Figure 1).

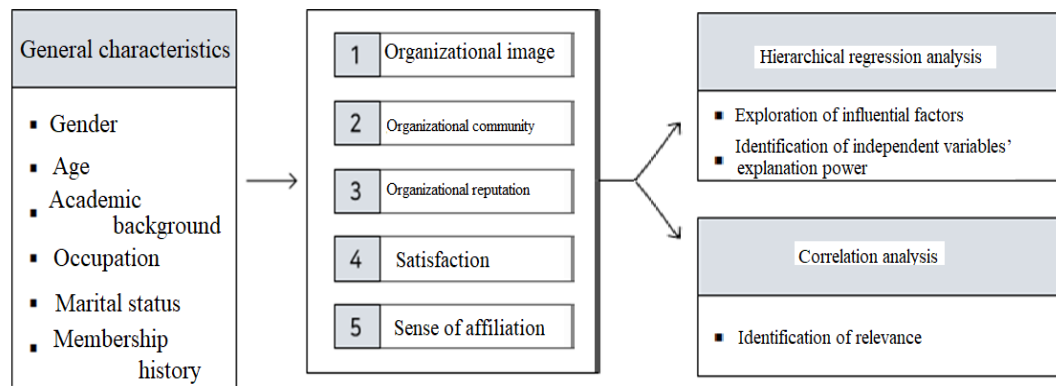


Fig. 1. Research model

### 2.2.1 Organizational Image

The organizational image (emotional image, cognitive image, organization's external attractiveness image, positive image, image of contributing to consumer welfare, hereinafter, "organizational image") is a characteristic of organization, and may be said to be an overall image held by people in their mind towards organization. The image of a company or organization is perceived to be an important means of evaluating the organization (Lee, 2015). Examining the scholars' claims, Gray (1986) said that "it is composed of essential qualities attributed to the organization, which is formed in the minds of employees, customers, investors, media, government and external citizens." Margulies (1977) also claimed that the organizational image is a public perception of the organization. In this study, the organization image was classified into 18 questions such as 5 questions of emotional image, 5 questions of cognitive image, 5 questions of external attraction image, 4 questions of positive image, and 4 questions of contributing to consumer welfare image. The questions measured Likert's from point 1 to 4, with 4 being "Very true" to 1 being "Not very true," and the higher the rating, the more positive the extent of the organizational image. In the study of Kim (2007), Cronbach's  $\alpha$  was 0.903, and Cronbach's  $\alpha$  in this study was 0.948, respectively.

### 2.2.2 Organizational Community

The term of organizational community is widely used for the meaning of local community and community, which originated from the Latin word of "Communis," which is a compound word of "com (together)" and "munis (doing service)" (Kim et al., 2011) Community (mutually governed community, community for relationship, community of exchange relationship, hereinafter, "community") may be said to be a social group in which a large number of people live in a certain place together upholding common values and ideals (Lee et al., 2016). Callhoun (1980) is used as a term to represent community as a social network and community as a spatial unit. In this study, organizational community

was classified into a total of 13 questions for survey such as 5 questions for mutually governed community, 4 questions for community for relationship, and 4 questions for community of exchange relationship, and the questions measured Likert's from point 1 to 4, with 4 being "Very true" to 1 being "Not very true," and the higher the rating, the more positive the extent of the organizational community, respectively.

### *2.2.3 Reputation*

Corporate reputation may be said to be the overall assessment which reflects whether people are friendly or unfriendly towards the company (Dowling, 2004). Reputation (finance, innovative cultural heritage, hereinafter, "reputation") is an opinion or feeling classified when investors or target groups are approached as people or clear substance (Balmer, 2001), which is also an overall attractiveness and individuality of a company exposed to the public along with corporate officers and employees, customers, investors, and journalists, and is a factor forming rational and emotional affection between company and many customers, and is a subjective and comprehensive factor (Fombrun, 1997; Balmer, 1997) regarding the reliability and truthfulness achieved by organization. In this study, reputation was classified into 1 question for developmental capacity, 4 question for effective use of assets, 1 question for finance, and 1 question for innovative corporate culture, and the questions measured Likert's from point 1 to 4, with 4 being "Very true" to 1 being "Not very true," and the higher the rating, the more positive the extent of reputation, respectively.

### *2.2.4 Organizational Affiliation*

The sense of affiliation (loyalty, selection of priority, intention to change organization, intention to continuously visit website, hereinafter, "sense of organizational affiliation") can be a psychological "cause" to actively participate in community, and public consciousness represents "results" of participation from the perspective of interaction with members (Koh et al., 2015). The sense of affiliation is formed via various venues, and Cohen (1985) claimed that it is group which develops a stronger mutual relationship between members, interferes with such relationship with outsiders to intensify the independence of the group, and which strengthens the identity of the group. That is, he claimed that developing a closer mutual relationship among the members establishes independence and identity distinguished from other groups (Son et al., 2011) Satisfaction and the sense of affiliation are consisted of 6 question. In this study, they were classified into 1 question of satisfaction level and 1 question of satisfaction level compared to other organizations for the satisfaction variables, while the sense of affiliation were classified 1 question each for loyalty, selection of priority, intention to change organization, and intention to continuously visit website for a total of 4 variables. The questions measured Likert's from point 1 to 4, with 4 being "Very true" to 1 being "Not very true," and the higher the rating, the more positive the extent of the sense of affiliation. In the study of Jin (2016), Cronbach's  $\alpha$  was 0.644, and Cronbach's  $\alpha$  in this study was 0.753, respectively.

### 2.3 Analytical Method

For the data analysis of the study, R program was used, and all statistical tests were performed on both sides at the significance level ( $\alpha$ )  $p < 0.05$ . Independent variables were set as the general characteristics, and the dependent variables were set as the 5 factors influencing the organizational image of organizational image, organizational community, reputation, satisfaction, and the sense of affiliation, and the sub factors were classified in detail, where 5 variables of organizational image, 3 variables of organizational community, 4 variables of reputation, 3 variables of satisfaction, and 4 variables of the sense of affiliation were each set and analyzed. Among the general characteristics of the study subjects, independent sample t-test was conducted for gender and marital status, and one-way ANOVA was conducted for age, educational background, occupation, and membership history. Among the general characteristics, correlation analysis was performed to investigate the correlations by variables for gender, age, and membership history.

## 3. Research Results

### 3.1 Characteristics of Survey Subjects

#### 3.1.1 General Characteristics of Survey Subjects

Among 169 survey subjects, examining general characteristics, 84 people (49.7%) were males, and 85 (50.3%) were females, whose number was larger than the males'. As for age, the largest distribution was 57 people (33.7%), aged 50 or older, followed by 38 people (22.5%) aged 29 or less, 37 people (21.9%) aged 30 to 39, and 37 people (21.9%) aged 40 to 49. As for educational background, college graduates turned out to be the highest with 96 people (56.8%), followed by 58 people (34.3%) and graduate school graduates (8.9%). As for occupation, 57 people were office workers (33.7%), followed by 41 housewives (24.3%), 32 blue collar workers (18.9%), 27 others (16.0%), and 12 unemployed (7.1%). As for the marital status, 73 people were unmarried (43.2%) and 96 people were married (56.8%), whose number was larger than the unmarried's. As for the membership history, those with 30 to 30 years were 57 people (33.7%) with the largest number, followed by those with 20-29 years were 51 people (30.2%), those with 10-19 years were 24 people (14.2%), and those with 40 years or longer were 21 people (12.4%), with the smallest in number being 16 people with 9 years or less of history (9.5%) (Table 1), respectively.

**Table 1.** Survey subjects' general characteristics

| Unit: People (%)              |             |
|-------------------------------|-------------|
| Classification                | People (%)  |
| Gender                        |             |
| Men                           | 84 ( 49.7)  |
| Women                         | 85 ( 50.3)  |
| Age                           |             |
| 29 years or younger           | 38 ( 22.5)  |
| 30 - 39 years                 | 37 ( 21.9)  |
| 40 - 49 years                 | 37 ( 21.9)  |
| 50 years or older             | 57 ( 33.7)  |
| Academic background           |             |
| High school graduate or below | 58 ( 34.3)  |
| College graduate              | 96 ( 56.8)  |
| Graduate school graduate      | 15 ( 8.9)   |
| Occupation                    |             |
| Office worker                 | 57 ( 33.7)  |
| Blue collar worker            | 32 ( 18.9)  |
| Housewives                    | 41 ( 24.3)  |
| Other                         | 27 ( 16.0)  |
| Unemployed                    | 12 ( 7.1)   |
| Marital status                |             |
| Unmarried                     | 73 ( 43.2)  |
| Married                       | 96 ( 56.8)  |
| Membership history            |             |
| 9 years or less               | 16 ( 9.5)   |
| 10 - 19 years                 | 24 ( 14.2)  |
| 20 - 29 years                 | 51 ( 30.2)  |
| 30 - 39 years                 | 57 ( 33.7)  |
| 40 years or longer            | 21 ( 12.4)  |
| Total                         | 169 (100.0) |

### 3.1.2 Organizational Image Following General Characteristics

As for the organizational image, cognitive image turned out to have the highest score of 3.50 points, which was followed by contributing to consumer welfare image was 3.49, positive image was 3.45, organization's external attractiveness image was 3.37, and emotional image was 3.33, respectively.

As for the relationship between general characteristics and organizational image of all the survey subjects, significant results were obtained in age, occupation and marital status. For age, those aged 40-49 had the highest score of 3.51, followed by those aged 50 and over (3.49 points), those aged 29 or younger (3.39 points), and those aged 30-39 (3.25 points). There was a statistically significant difference ( $p < 0.05$ ). As for occupation, housewives and others had the highest score of 3.25 points at the same time, followed by the unemployed (3.51 points), blue collar workers (3.45 points) and office workers (3.26 points) ( $p < 0.05$ ), respectively. As for the marital status, unmarried was 3.36 points and married was 3.59 points, which was higher than the unmarried's ( $p < 0.05$ ), respectively.

As for the sub factors, in the age, emotional image and contributing to consumer welfare image were significant statistically, with those aged 50 or older in the emotional image had the highest of 3.45 points, followed by those aged 29 or older (3.35 points), those aged 40-49 (3.24 points), and those aged 30-39 (3.12 points) ( $p < 0.05$ ), respectively. As for contributing to consumer welfare image, those aged 40-49 (3.64 points) were followed those aged 50 or older (3.57 points), those aged 29 or younger (3.47 points), and those aged 30-39 (3.23 points), which also had statistically significant difference ( $p < 0.01$ ).

For occupation, there were statistically significant differences in emotional image and cognitive image. In the emotional image, unemployed (3.60 points) were followed by others (3.52 points), housewives (3.34 points), blue collar workers (3.34 points), and office workers (3.10 points) ( $p < 0.01$ ), and in the cognitive image, blue collar workers (3.59 points) were followed by housewives (3.57 points), others (3.56 points), unemployed (3.52 points), and office workers (3.34 points), demonstrating statistically significant differences ( $p < 0.05$ ).

As for the marital status, positive image and contributing to consumer welfare image turned out to be statistically significant. As for the positive image, married turned out to be higher than unmarried (3.34 points) with 3.53 points, with contributing to consumer welfare image demonstrating similar points. This turned out to have statistically significant results ( $p < 0.05$ ,  $p < 0.01$ ) (Table 2), respectively.

**Table 2.** Organizational image following general characteristics

| Unit: Mean ± Standard Deviation  |                 |       |                 |                 |       |                 |                                              |
|----------------------------------|-----------------|-------|-----------------|-----------------|-------|-----------------|----------------------------------------------|
| Classification                   | Emotional image |       | <i>p</i> -value | Cognitive image |       | <i>p</i> -value | Organization's external attractiveness image |
| Gender                           |                 |       | 0.581           |                 |       | 0.652           | 0.973                                        |
| Men                              | 3.33            | ±0.52 |                 | 3.50            | ±0.46 |                 | 3.36 ±0.53                                   |
| Women                            | 3.28            | ±0.51 |                 | 3.47            | ±0.46 |                 | 3.37 ±0.55                                   |
| Age                              |                 |       | 0.018*          |                 |       | 0.093           | 0.090                                        |
| 29 years or younger <sup>a</sup> | 3.35            | ±0.51 | b<d             | 3.45            | ±0.49 |                 | 3.32 ±0.57                                   |
| 30-39 years <sup>b</sup>         | 3.12            | ±0.50 |                 | 3.37            | ±0.37 |                 | 3.20 ±0.55                                   |
| 40-49 years <sup>c</sup>         | 3.24            | ±0.52 |                 | 3.63            | ±0.42 |                 | 3.49 ±0.54                                   |
| 50 years or older <sup>d</sup>   | 3.45            | ±0.49 |                 | 3.51            | ±0.49 |                 | 3.43 ±0.49                                   |
| Academic background              |                 |       | 0.092           |                 |       | 0.136           | 0.463                                        |
| High school graduate or below    | 3.42            | ±0.52 |                 | 3.58            | ±0.45 |                 | 3.43 ±0.51                                   |
| College graduate                 | 3.24            | ±0.51 |                 | 3.43            | ±0.45 |                 | 3.34 ±0.54                                   |
| Graduate school graduate         | 3.29            | ±0.48 |                 | 3.49            | ±0.50 |                 | 3.27 ±0.66                                   |
| Occupation                       |                 |       | 0.001**         |                 |       | 0.042*          | 0.089                                        |
| Office worker <sup>a</sup>       | 3.10            | ±0.48 | a<d,e           | 3.34            | ±0.44 |                 | 3.20 ±0.53                                   |
| Blue collar worker <sup>b</sup>  | 3.34            | ±0.50 |                 | 3.59            | ±0.43 |                 | 3.44 ±0.50                                   |
| Housewives <sup>c</sup>          | 3.34            | ±0.52 |                 | 3.57            | ±0.44 |                 | 3.46 ±0.52                                   |
| Others <sup>d</sup>              | 3.52            | ±0.48 |                 | 3.56            | ±0.46 |                 | 3.46 ±0.57                                   |
| Unemployed <sup>e</sup>          | 3.60            | ±0.43 |                 | 3.52            | ±0.56 |                 | 3.38 ±0.59                                   |
| Marital status                   |                 |       | 0.256           |                 |       | 0.062           | 0.053                                        |
| Unmarried                        | 3.25            | ±0.52 |                 | 3.41            | ±0.45 |                 | 3.27 ±0.56                                   |
| Married                          | 3.35            | ±0.51 |                 | 3.55            | ±0.46 |                 | 3.44 ±0.51                                   |
| Membership history               |                 |       | 0.334           |                 |       | 0.803           | 0.643                                        |
| 9 years or less                  | 3.41            | ±0.51 |                 | 3.49            | ±0.54 |                 | 3.33 ±0.46                                   |
| 10-19 years                      | 3.42            | ±0.52 |                 | 3.58            | ±0.43 |                 | 3.53 ±0.50                                   |
| 20-29 years                      | 3.35            | ±0.52 |                 | 3.47            | ±0.50 |                 | 3.35 ±0.53                                   |
| 30-39 years                      | 3.20            | ±0.50 |                 | 3.49            | ±0.41 |                 | 3.33 ±0.61                                   |
| 40 years or longer               | 3.27            | ±0.52 |                 | 3.42            | ±0.46 |                 | 3.35 ±0.47                                   |
| Total                            | 3.33            | ±0.50 |                 | 3.50            | ±0.46 |                 | 3.37 ±0.54                                   |

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

<sup>a,b,c,d</sup> Group means that the average has differences statistically by Duncan's ex post validation.

**Table 2.** Organizational image following general characteristics (continued)

| Unit: Mean $\pm$ Standard Deviation |                |            |                 |      |                                        |                               |
|-------------------------------------|----------------|------------|-----------------|------|----------------------------------------|-------------------------------|
| Classification                      | Positive image |            | <i>p</i> -value |      | Contributing to consumer welfare image | <i>p</i> -value               |
| Gender                              |                |            | 0.530           |      | 0.831                                  | 0.983                         |
| Men                                 | 3.42           | $\pm 0.52$ |                 | 3.48 | $\pm 0.55$                             | 3.42 $\pm 0.43$               |
| Women                               | 3.47           | $\pm 0.47$ |                 | 3.50 | $\pm 0.54$                             | 3.42 $\pm 0.44$               |
| Age                                 |                |            | 0.077           |      | 0.005**                                | 0.025*                        |
| 29 years or younger <sup>a</sup>    | 3.36           | $\pm 0.46$ |                 | 3.47 | $\pm 0.56$                             | b<a,c,d 3.39 $\pm 0.43$ b<c,d |
| 30-39 years <sup>b</sup>            | 3.32           | $\pm 0.53$ |                 | 3.23 | $\pm 0.60$                             | 3.25 $\pm 0.44$               |
| 40-49 years <sup>c</sup>            | 3.57           | $\pm 0.48$ |                 | 3.64 | $\pm 0.49$                             | 3.51 $\pm 0.42$               |
| 50 years or older <sup>d</sup>      | 3.50           | $\pm 0.49$ |                 | 3.57 | $\pm 0.47$                             | 3.49 $\pm 0.42$               |
| Academic background                 |                |            | 0.928           |      | 0.237                                  | 0.267                         |
| High school graduate or below       | 3.45           | $\pm 0.49$ |                 | 3.59 | $\pm 0.51$                             | 3.49 $\pm 0.43$               |
| College graduate                    | 3.45           | $\pm 0.49$ |                 | 3.44 | $\pm 0.55$                             | 3.38 $\pm 0.43$               |
| Graduate school graduate            | 3.40           | $\pm 0.56$ |                 | 3.42 | $\pm 0.65$                             | 3.37 $\pm 0.52$               |
| Occupation                          |                |            | 0.144           |      | 0.052                                  | 0.017*                        |
| Office worker <sup>a</sup>          | 3.33           | $\pm 0.51$ |                 | 3.33 | $\pm 0.56$                             | 3.26 $\pm 0.43$ a<c,d,c       |
| Blue collar worker <sup>b</sup>     | 3.41           | $\pm 0.54$ |                 | 3.49 | $\pm 0.61$                             | 3.45 $\pm 0.44$               |
| Housewives <sup>c</sup>             | 3.56           | $\pm 0.42$ |                 | 3.65 | $\pm 0.43$                             | 3.52 $\pm 0.40$               |
| Others <sup>d</sup>                 | 3.49           | $\pm 0.54$ |                 | 3.58 | $\pm 0.55$                             | 3.52 $\pm 0.46$               |
| Unemployed <sup>c</sup>             | 3.60           | $\pm 0.33$ |                 | 3.44 | $\pm 0.48$                             | 3.51 $\pm 0.40$               |
| Marital status                      |                |            | 0.013*          |      | 0.009**                                | 0.017*                        |
| Unmarried                           | 3.34           | $\pm 0.49$ |                 | 3.36 | $\pm 0.59$                             | 3.33 $\pm 0.44$               |
| Married                             | 3.53           | $\pm 0.48$ |                 | 3.59 | $\pm 0.49$                             | 3.49 $\pm 0.42$               |
| Membership history                  |                |            | 0.351           |      | 0.638                                  | 0.531                         |
| 9 years or less                     | 3.38           | $\pm 0.43$ |                 | 3.55 | $\pm 0.52$                             | 3.43 $\pm 0.41$               |
| 10-19 years                         | 3.60           | $\pm 0.46$ |                 | 3.59 | $\pm 0.52$                             | 3.54 $\pm 0.41$               |
| 20-29 years                         | 3.49           | $\pm 0.46$ |                 | 3.51 | $\pm 0.54$                             | 3.43 $\pm 0.44$               |
| 30-39 years                         | 3.38           | $\pm 0.56$ |                 | 3.40 | $\pm 0.61$                             | 3.36 $\pm 0.47$               |
| 40 years or longer                  | 3.40           | $\pm 0.48$ |                 | 3.50 | $\pm 0.43$                             | 3.39 $\pm 0.38$               |
| Total                               | 3.45           | $\pm 0.48$ |                 | 3.49 | $\pm 0.54$                             | 3.43 $\pm 0.43$               |

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ <sup>a,b,c,d</sup> Group means that the average has differences statistically by Duncan's ex post validation.

### 3.1.3 Organizational Community Following General Characteristics

In the organizational community, the community for relationship showed the highest score of 3.71, followed by 3.42 of mutually governed community and 1.48 of community of exchange relationship.

**Table 3.** Organizational community following general characteristics

| Unit: Mean $\pm$ Standard Deviation |                             |            |            |                            |            |            |                                    |            |                 |
|-------------------------------------|-----------------------------|------------|------------|----------------------------|------------|------------|------------------------------------|------------|-----------------|
| Classification                      | Mutually governed community |            | $p$ -value | Community for relationship |            | $p$ -value | Community of exchange relationship |            | $p$ -value      |
|                                     |                             |            |            |                            |            |            |                                    |            |                 |
| Gender                              |                             |            | 0.033*     |                            |            | 0.876      |                                    |            | 0.009**         |
| Men                                 | 3.33                        | $\pm 0.51$ |            | 3.69                       | $\pm 0.40$ |            | 1.61                               | $\pm 0.72$ | 2.88 $\pm 0.29$ |
| Women                               | 3.48                        | $\pm 0.41$ |            | 3.70                       | $\pm 0.39$ |            | 1.36                               | $\pm 0.53$ | 2.85 $\pm 0.24$ |
| Age                                 |                             |            | 0.672      |                            |            | 0.610      |                                    |            | 0.060           |
| 29 years or younger                 | 3.44                        | $\pm 0.44$ |            | 3.66                       | $\pm 0.37$ |            | 1.52                               | $\pm 0.66$ | 2.87 $\pm 0.27$ |
| 30-39 years                         | 3.36                        | $\pm 0.51$ |            | 3.65                       | $\pm 0.43$ |            | 1.38                               | $\pm 0.49$ | 2.80 $\pm 0.27$ |
| 40-49 years                         | 3.46                        | $\pm 0.45$ |            | 3.76                       | $\pm 0.39$ |            | 1.30                               | $\pm 0.52$ | 2.84 $\pm 0.28$ |
| 50 years or older                   | 3.36                        | $\pm 0.48$ |            | 3.71                       | $\pm 0.39$ |            | 1.64                               | $\pm 0.76$ | 2.91 $\pm 0.26$ |
| Academic background                 |                             |            | 0.326      |                            |            | 0.262      |                                    |            | 0.834           |
| High school graduate or below       | 3.43                        | $\pm 0.47$ |            | 3.72                       | $\pm 0.38$ |            | 1.46                               | $\pm 0.69$ | 2.87 $\pm 0.27$ |
| College graduate                    | 3.36                        | $\pm 0.47$ |            | 3.66                       | $\pm 0.41$ |            | 1.51                               | $\pm 0.64$ | 2.84 $\pm 0.28$ |
| Graduate school graduate            | 3.55                        | $\pm 0.47$ |            | 3.83                       | $\pm 0.29$ |            | 1.42                               | $\pm 0.56$ | 2.93 $\pm 0.14$ |
| Occupation                          |                             |            | 0.559      |                            |            | 0.516      |                                    |            | 0.308           |
| Office worker                       | 3.34                        | $\pm 0.44$ |            | 3.62                       | $\pm 0.41$ |            | 1.63                               | $\pm 0.71$ | 2.86 $\pm 0.30$ |
| Blue collar worker                  | 3.39                        | $\pm 0.56$ |            | 3.73                       | $\pm 0.39$ |            | 1.42                               | $\pm 0.51$ | 2.85 $\pm 0.26$ |
| Housewives                          | 3.50                        | $\pm 0.42$ |            | 3.73                       | $\pm 0.37$ |            | 1.35                               | $\pm 0.59$ | 2.86 $\pm 0.23$ |
| Others                              | 3.41                        | $\pm 0.46$ |            | 3.73                       | $\pm 0.40$ |            | 1.46                               | $\pm 0.66$ | 2.87 $\pm 0.32$ |
| Unemployed                          | 3.42                        | $\pm 0.56$ |            | 3.75                       | $\pm 0.38$ |            | 1.46                               | $\pm 0.74$ | 2.88 $\pm 0.13$ |
| Marital status                      |                             |            | 0.880      |                            |            | 0.432      |                                    |            | 0.463           |
| Unmarried                           | 3.40                        | $\pm 0.48$ |            | 3.67                       | $\pm 0.40$ |            | 1.44                               | $\pm 0.59$ | 2.84 $\pm 0.27$ |
| Married                             | 3.41                        | $\pm 0.46$ |            | 3.72                       | $\pm 0.40$ |            | 1.52                               | $\pm 0.69$ | 2.88 $\pm 0.27$ |
| Membership history                  |                             |            | 0.020*     |                            |            | 0.587      |                                    |            | 0.637           |
| 9 years or less <sup>a</sup>        | 3.46                        | $\pm 0.44$ | e,d<b      | 3.69                       | $\pm 0.43$ |            | 1.67                               | $\pm 0.88$ | 2.94 $\pm 0.26$ |
| 10-19 years <sup>b</sup>            | 3.63                        | $\pm 0.40$ |            | 3.80                       | $\pm 0.31$ |            | 1.39                               | $\pm 0.76$ | 2.94 $\pm 0.32$ |
| 20-29 years <sup>c</sup>            | 3.46                        | $\pm 0.47$ |            | 3.68                       | $\pm 0.39$ |            | 1.53                               | $\pm 0.63$ | 2.89 $\pm 0.29$ |
| 30-39 years <sup>d</sup>            | 3.29                        | $\pm 0.48$ |            | 3.65                       | $\pm 0.44$ |            | 1.43                               | $\pm 0.57$ | 2.79 $\pm 0.24$ |
| 40 years or longer <sup>c</sup>     | 3.27                        | $\pm 0.44$ |            | 3.74                       | $\pm 0.33$ |            | 1.49                               | $\pm 0.53$ | 2.83 $\pm 0.18$ |
| Total                               | 3.42                        | $\pm 0.47$ |            | 3.71                       | $\pm 0.39$ |            | 1.48                               | $\pm 0.61$ | 2.87 $\pm 0.26$ |

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

<sup>a,b,c,d</sup> Group means that the average has differences statistically by Duncan's ex post validation.

There was no statistically significant result in the general characteristics of all the survey subjects and the organizational community's relationship. In the gender, men showed a higher score of 2.88 points relative to 2.85 points of women, and in the age, those aged 50 or older (2.91 points) showed the highest score, with those aged 30-39 (2.80 points) showing the lowest. As for the academic background, graduate school graduate had the highest score of 2.93 points, followed by high school graduate or below (2.87 points) and college graduate (2.84 points). As for occupation, unemployed turned out to have the highest score of 2.88 points, with the blue collar workers having the lowest score of 2.85 points. As for the marital status, married had 2.88 points, which was higher than unmarried (2.84 points). As for membership history, those with 9 years or less and 10-19 years had the highest score of 2.94 points, with those 30-39 years having the lowest score of 2.79 points.

For the sub factors, in general characteristics and organizational community, as for the gender, there were statistically significant differences between mutually governed community and community of exchange relationship. In the mutually governed community, women had 3.48 points, which was higher than the men's (3.33 points) ( $p<0.05$ ), and in the community of exchange relationship, men had 1.61 points and women had 1.36 points ( $p<0.01$ ). In the membership history, there was a significant difference for the mutually governed community, where those with a membership history of 10-19 years had the highest score of 3.63, with those with a membership history of 40 years or longer (3.27 points) having the lowest score, respectively.

#### *3.1.4 Organizational Reputation and Status Following General Characteristics*

In the organizational reputation's status, finance had the highest score of 3.31 points, followed by 3.25 points for the effective use of assets, 3.06 points for developmental capacity, and 3.04 points for innovative corporate culture.

For the sub factors, in general characteristics and reputation's status, there was a statistically significant difference in developmental capacity for gender, and the developmental capacity was 3.17 points for men and 2.88 points for women, which was statistically significant ( $p<0.05$ ). For age, there was a statistically significant difference in the developmental capacity and innovative corporate culture. The developmental capacity for those aged 29 years or younger had the highest score of 3.18 points, and those aged 50 years or older had the lowest score of 2.7 points ( $p<0.05$ ). In the innovative corporate culture, those aged 40-49 years old had 3.30 points, followed by those aged 50 years with 3.09 points, those aged 29 years or younger with 2.97 points, and those aged 30-39 years with 2.73 points ( $p<0.01$ ). As for the academic background, the developmental capacity and the effective use of assets had a statistical significance, and the former turned out to have 3.40 points for graduate school graduate, followed by 3.20 points for college graduate, and 2.64 points for high school graduate or below ( $p<0.001$ ), with the effective use of assets demonstrating a similar distribution ( $p<0.05$ ). As for occupation, in terms of developmental capacity, unemployed had the highest score of 3.58 points, followed by 2.63 points of housewives, which demonstrated a statistically significant difference ( $p<0.01$ ). In the marital status, finance and innovative corporate cultures were statistically significant, with the former demonstrating the higher score of 3.35 points for married than 3.21 points for unmarried ( $p<0.05$ ), and the latter demonstrated a similar distribution ( $p<0.05$ ) (Table 4).

**Table 4.** Status of organizational reputation following general characteristics

| Unit: People (%)                 |                        |       |           |                         |        |
|----------------------------------|------------------------|-------|-----------|-------------------------|--------|
| Classification                   | Developmental capacity |       | p-value   | Efficient use of assets |        |
| Gender                           |                        |       | 0.019*    |                         | 0.311  |
| Men                              | 3.17                   | ±0.69 |           | 3.29                    | ±0.70  |
| Women                            | 2.88                   | ±0.86 |           | 3.18                    | ±0.69  |
| Age                              |                        |       | 0.031*    |                         | 0.404  |
| 29 years or younger <sup>a</sup> | 3.18                   | ±0.69 | d<b,c,a   | 3.34                    | ±0.53  |
| 30-39 years <sup>b</sup>         | 3.14                   | ±0.63 |           | 3.14                    | ±0.67  |
| 40-49 years <sup>c</sup>         | 3.14                   | ±0.79 |           | 3.32                    | ±0.75  |
| 50 years or older <sup>d</sup>   | 2.77                   | ±0.91 |           | 3.16                    | ±0.77  |
| Academic background              |                        |       | 0.000***  |                         | 0.049* |
| High school graduate or below    | 2.64                   | ±0.89 | a<b,c     | 3.05                    | ±0.83  |
| College graduate                 | 3.20                   | ±0.67 |           | 3.31                    | ±0.62  |
| Graduate school graduate         | 3.40                   | ±0.51 |           | 3.40                    | ±0.51  |
| Occupation                       |                        |       | 0.001**   |                         | 0.203  |
| Office worker <sup>a</sup>       | 3.05                   | ±0.64 | c<a,b,d<e | 3.16                    | ±0.62  |
| Blue collar worker <sup>b</sup>  | 3.06                   | ±0.84 |           | 3.22                    | ±0.83  |
| Housewives <sup>c</sup>          | 2.63                   | ±0.94 |           | 3.12                    | ±0.78  |
| Others <sup>d</sup>              | 3.26                   | ±0.66 |           | 3.48                    | ±0.51  |
| Unemployed <sup>e</sup>          | 3.58                   | ±0.51 |           | 3.42                    | ±0.67  |
| Marital status                   |                        |       | 0.156     |                         | 0.683  |
| Unmarried                        | 3.12                   | ±0.69 |           | 3.21                    | ±0.67  |
| Married                          | 2.95                   | ±0.86 |           | 3.25                    | ±0.73  |
| Membership history               |                        |       | 0.917     |                         | 0.654  |
| 9 years or less                  | 3.00                   | ±0.82 |           | 3.06                    | ±0.77  |
| 10-19 years                      | 3.17                   | ±0.87 |           | 3.25                    | ±0.85  |
| 20-29 years                      | 3.02                   | ±0.84 |           | 3.27                    | ±0.67  |
| 30-39 years                      | 2.98                   | ±0.69 |           | 3.18                    | ±0.68  |
| 40 years or longer               | 3.00                   | ±0.89 |           | 3.38                    | ±0.59  |
| Total                            | 3.06                   | ±0.76 |           | 3.25                    | ±0.69  |

\* $p<0.05$ , \*\* $p<0.01$ , \*\*\* $p<0.001$

<sup>a,b,c,d</sup> Group means that the average has differences statistically by Duncan's ex post validation.

**Table 4.** Status of organizational reputation following general characteristics (continued)

| Unit: People (%)              |         |       |                 |      |                              |         |                 |
|-------------------------------|---------|-------|-----------------|------|------------------------------|---------|-----------------|
| Classification                | Finance |       | <i>p</i> -value |      | Innovative corporate culture |         | <i>p</i> -value |
| Gender                        |         |       | 0.520           |      | 0.781                        |         | 0.264           |
| Men                           | 3.26    | ±0.62 |                 | 3.05 | ±0.94                        | 3.19    | ±0.60           |
| Women                         | 3.32    | ±0.49 |                 | 3.01 | ±0.72                        | 3.10    | ±0.48           |
| Age                           |         |       | 0.449           |      | 0.027*                       |         | 0.236           |
| 29 years or younger           | 3.21    | ±0.53 |                 | 2.97 | ±0.68                        | b<a,d,c | ±0.39           |
| 30-39 years                   | 3.22    | ±0.48 |                 | 2.73 | ±0.93                        |         | ±0.53           |
| 40-49 years                   | 3.38    | ±0.76 |                 | 3.30 | ±0.85                        |         | ±0.69           |
| 50 years or older             | 3.33    | ±0.48 |                 | 3.09 | ±0.81                        |         | ±0.51           |
| Academic background           |         |       | 0.443           |      | 0.709                        |         | 0.064           |
| High school graduate or below | 3.28    | ±0.59 |                 | 3.10 | ±0.83                        |         | ±0.61           |
| College graduate              | 3.27    | ±0.55 |                 | 2.99 | ±0.81                        |         | ±0.50           |
| Graduate school graduate      | 3.47    | ±0.52 |                 | 3.00 | ±1.00                        |         | ±0.46           |
| Occupation                    |         |       | 0.117           |      | 0.326                        |         | 0.101           |
| Office worker                 | 3.14    | ±0.48 |                 | 2.86 | ±0.79                        |         | ±0.48           |
| Blue collar worker            | 3.34    | ±0.70 |                 | 3.19 | ±0.93                        |         | ±0.66           |
| Housewives                    | 3.39    | ±0.49 |                 | 3.10 | ±0.77                        |         | ±0.54           |
| Others                        | 3.30    | ±0.61 |                 | 3.00 | ±0.96                        |         | ±0.51           |
| Unemployed                    | 3.50    | ±0.52 |                 | 3.25 | ±0.62                        |         | ±0.41           |
| Marital status                |         |       | 0.080*          |      | 0.037*                       |         | 0.395           |
| Unmarried                     | 3.21    | ±0.50 |                 | 2.88 | ±0.76                        |         | ±0.48           |
| Married                       | 3.35    | ±0.60 |                 | 3.15 | ±0.87                        |         | ±0.58           |
| Membership history            |         |       | 0.432           |      | 0.249                        |         | 0.501           |
| 9 years or less               | 3.13    | ±0.50 |                 | 3.00 | ±0.89                        |         | ±0.53           |
| 10-19 years                   | 3.29    | ±0.81 |                 | 3.04 | ±1.04                        |         | ±0.76           |
| 20-29 years                   | 3.29    | ±0.54 |                 | 3.16 | ±0.67                        |         | ±0.45           |
| 30-39 years                   | 3.26    | ±0.48 |                 | 2.84 | ±0.86                        |         | ±0.52           |
| 40 years or longer            | 3.48    | ±0.51 |                 | 3.24 | ±0.77                        |         | ±0.53           |
| Total                         | 3.31    | ±0.56 |                 | 3.04 | ±0.83                        |         | ±0.53           |

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ <sup>a,b,c,d,e</sup> Group means that the average has differences statistically by Duncan's ex post validation.

### *3.1.5 Satisfaction Following General Characteristics*

In terms of satisfaction, the overall level of satisfaction turned out to have 3.60 points, and the level of satisfaction compared to other organizations had 3.27 points.

The relationship between general characteristics and satisfaction of all survey subjects yielded significant results in age, academic background, occupation, and marital status. For the age, those aged 40-49 years had the highest score of 3.59 points, while those aged 30-39 years had the lowest score of 3.11 points, which had a statistically significant difference ( $p<0.001$ ). As for the academic background, it turned out in the sequence of high school graduate or lower for 3.59 points, graduate school graduate for 3.37 points, and college graduate for 3.35 points, demonstrating a statistically significant difference ( $p<0.05$ ). In the occupation, blue collar workers showed the highest score of 3.63 points, followed by housewives for 3.62 points, others for 3.39 points, unemployed for 3.33 points, and office worker for 3.23 points ( $p<0.01$ ). As for the marital status, unmarried had 3.36 points and married had 3.59 points, with the latter having the higher score ( $p<0.01$ ).

As for the sub factors, in terms of age, academic background, occupation, and marital status, the satisfaction compared to other organizations had significant results. For the age, those aged 40-49 years had the highest score of 3.51 points, followed by those aged 50 years or older for 3.46 points, those aged 29 years or younger (3.18 points), and those aged 30-39 years (2.81 points), which had a statistically significant difference ( $p<0.001$ ). As for the academic background, it turned out in the sequence of high school graduate or lower for 3.59 points, graduate school graduate for 3.37 points, and college graduate for 3.35 points, demonstrating a statistically significant difference ( $p<0.05$ ). In the occupation, blue collar workers showed the highest score of 3.56 points, which was identical to that of housewives, followed by others for 3.22 points, unemployed for 3.17 points, and office worker for 2.93 points ( $p<0.001$ ). As for the marital status, married had 3.46 points and unmarried had 3.01 points, with the former having the higher score ( $p<0.001$ ) (Table 5).

while those aged 30-39 years had the lowest score of 3.11 points, which had a statistically significant difference ( $p<0.001$ ).

ranged from 40 to 49 years (3.51 points), 50 years or older (3.46 points), 29 years (3.18 points), and 30 to 39 years (2.81 points). There was a statistically significant difference ( $p<0.001$ ). There was a statistically significant difference ( $p<0.05$ ) between the high school graduates (3.59), the graduate school graduates (3.37), and the university graduates (3.35). In the occupation, the highest score was found in the occupation (3.56) and the housewives (3.56), followed by the other (3.22), unemployed (3.17) and office workers (2.93) ( $p<0.001$ ). Married status was 3.46 points higher than unmarried (3.01 points) ( $p<0.001$ ) (Table 5).

**Table 5.** Satisfaction following general characteristics

| Unit: People (%)                           |                            |       |                 |      |                                                    |       |                    |
|--------------------------------------------|----------------------------|-------|-----------------|------|----------------------------------------------------|-------|--------------------|
| Classification                             | Overall satisfaction level |       | <i>p</i> -value |      | Satisfaction level compared to other organizations |       | <i>p</i> -value    |
| Gender                                     |                            |       | 0.547           |      | 0.892                                              |       | 0.830              |
| Men                                        | 3.57                       | ±0.63 |                 | 3.27 | ±0.73                                              | 3.42  | ±0.59              |
| Women                                      | 3.62                       | ±0.49 |                 | 3.26 | ±0.69                                              | 3.44  | ±0.53              |
| Age                                        |                            |       | 0.125           |      | 0.000***                                           |       | 0.000***           |
| 29 years or younger <sup>a</sup>           | 3.66                       | ±0.48 |                 | 3.18 | ±0.61                                              | b<a<c | 3.42 ±0.47 b<a,c,d |
| 30-39 years <sup>b</sup>                   | 3.41                       | ±0.64 |                 | 2.81 | ±0.78                                              |       | 3.11 ±0.58         |
| 40-49 years <sup>c</sup>                   | 3.68                       | ±0.53 |                 | 3.51 | ±0.61                                              |       | 3.59 ±0.51         |
| 50 years or older <sup>d</sup>             | 3.63                       | ±0.56 |                 | 3.46 | ±0.66                                              |       | 3.54 ±0.55         |
| Academic background                        |                            |       | 0.208           |      | 0.014*                                             |       | 0.033*             |
| High school graduate or below <sup>a</sup> | 3.69                       | ±0.47 |                 | 3.48 | ±0.63                                              | c<a   | 3.59 ±0.50         |
| College graduate <sup>b</sup>              | 3.53                       | ±0.60 |                 | 3.17 | ±0.74                                              |       | 3.35 ±0.58         |
| Graduate school graduate <sup>c</sup>      | 3.67                       | ±0.62 |                 | 3.07 | ±0.70                                              |       | 3.37 ±0.58         |
| Occupation                                 |                            |       | 0.526           |      | 0.000***                                           |       | 0.002**            |
| Office worker <sup>a</sup>                 | 3.53                       | ±0.50 |                 | 2.93 | ±0.78                                              | a<c,b | 3.23 ±0.58 a<c,b   |
| Blue collar worker <sup>b</sup>            | 3.69                       | ±0.47 |                 | 3.56 | ±0.50                                              |       | 3.63 ±0.42         |
| Housewives <sup>c</sup>                    | 3.68                       | ±0.47 |                 | 3.56 | ±0.55                                              |       | 3.62 ±0.46         |
| Others <sup>d</sup>                        | 3.56                       | ±0.80 |                 | 3.22 | ±0.70                                              |       | 3.39 ±0.66         |
| Unemployed <sup>e</sup>                    | 3.50                       | ±0.67 |                 | 3.17 | ±0.72                                              |       | 3.33 ±0.58         |
| Marital status                             |                            |       | 0.316           |      | 0.000***                                           |       | 0.002**            |
| Unmarried                                  | 3.55                       | ±0.50 |                 | 3.01 | ±0.72                                              |       | 3.28 ±0.53         |
| Married                                    | 3.64                       | ±0.60 |                 | 3.46 | ±0.65                                              |       | 3.55 ±0.55         |
| Membership history                         |                            |       | 0.110           |      | 0.325                                              |       | 0.139              |
| 9 years or less                            | 3.50                       | ±0.89 |                 | 3.19 | ±0.40                                              |       | 3.34 ±0.54         |
| 10-19 years                                | 3.75                       | ±0.44 |                 | 3.50 | ±0.72                                              |       | 3.63 ±0.54         |
| 20-29 years                                | 3.69                       | ±0.47 |                 | 3.25 | ±0.63                                              |       | 3.47 ±0.47         |
| 30-39 years                                | 3.46                       | ±0.57 |                 | 3.16 | ±0.82                                              |       | 3.31 ±0.63         |
| 40 years or longer                         | 3.67                       | ±0.48 |                 | 3.38 | ±0.74                                              |       | 3.52 ±0.54         |
| Total                                      | 3.60                       | ±0.57 |                 | 3.27 | ±0.67                                              |       | 3.43 ±0.54         |

\**p*<0.05, \*\**p*<0.01, \*\*\**p*<0.001<sup>a,b,c,d</sup> Group means that the average has differences statistically by Duncan's ex post validation.

### *3.1.6 Sense of Affiliation Following General Characteristics*

As for the sense of affiliation, the intention to continuously visit website had the highest score of 3.62 points, followed by the selection of priority for 3.50 points, intention to change organization for 3.49 points, and loyalty for 3.36 points.

The relationship between general characteristics and the sense of affiliation for all survey subjects showed significant results in terms of marital status. In the marital status, married had 3.55 points, which was higher than the unmarried's of 3.40 points ( $p<0.05$ ).

As for the sub factors, gender, age, academic background, occupation, and marital status showed significant results. As for gender, in the intention to change organization, women had 3.61 points, which were higher than 3.36 points of men, which was a statistically significant difference ( $p<0.05$ ). As for age, in the selection of priority, those aged 50 years or older had 3.67 points, followed by those aged 40-49 years for 3.65 points, those aged 30-39 years for 3.32 points, and those aged 29 years or younger for 3.26 points. which had a statistically significant difference ( $p<0.01$ ). As for the academic background, in terms of loyalty, graduate school graduate had 3.53 points, followed by college graduate for 3.46 points, and high school graduate for 3.14 points, which showed a statistically significant difference ( $p<0.01$ ). In the occupation, selection of priority and the intention to change organization had a statistically significant result, with the former having the highest score of 3.71 points for housewives, followed by 3.56 points for blue collar worker, 3.50 points for unemployed, 3.44 points for others, and 2.33 points for office worker ( $p<0.05$ ). In the intention to change organization, a distribution of similar score for the selection of priority was demonstrated ( $p<0.05$ ). As for the marital status, married had 3.68 points, which was higher than 3.26 points of unmarried ( $p<0.001$ ) (Table 6).

**Table 6.** Sense of affiliation following general characteristics

| Unit: People (%)                           |         |       |         |      |                       |
|--------------------------------------------|---------|-------|---------|------|-----------------------|
| Classification                             | Loyalty |       | p-value |      | Selection of priority |
| Gender                                     |         |       | 0.607   |      | 0.950                 |
| Men                                        | 3.38    | ±0.71 |         | 3.50 | ±0.65                 |
| Women                                      | 3.33    | ±0.59 |         | 3.49 | ±0.57                 |
| Age                                        |         |       | 0.672   |      | 0.001**               |
| 29 years or younger <sup>a</sup>           | 3.39    | ±0.55 |         | 3.26 | ±0.69                 |
| 30-39 years <sup>b</sup>                   | 3.24    | ±0.68 |         | 3.32 | ±0.58                 |
| 40-49 years <sup>c</sup>                   | 3.35    | ±0.75 |         | 3.65 | ±0.59                 |
| 50 years or older <sup>d</sup>             | 3.40    | ±0.62 |         | 3.67 | ±0.51                 |
| Academic background                        |         |       | 0.006** |      | 0.368                 |
| High school graduate or below <sup>a</sup> | 3.14    | ±0.76 | a<b,c   | 3.53 | ±0.63                 |
| College graduate <sup>b</sup>              | 3.46    | ±0.56 |         | 3.45 | ±0.61                 |
| Graduate school graduate <sup>c</sup>      | 3.53    | ±0.52 |         | 3.67 | ±0.49                 |
| Occupation                                 |         |       | 0.934   |      | 0.046*                |
| Office worker <sup>a</sup>                 | 3.32    | ±0.60 |         | 3.33 | ±0.58                 |
| Blue collar worker <sup>b</sup>            | 3.34    | ±0.79 |         | 3.56 | ±0.67                 |
| Housewives <sup>c</sup>                    | 3.37    | ±0.62 |         | 3.71 | ±0.46                 |
| Others <sup>d</sup>                        | 3.37    | ±0.63 |         | 3.44 | ±0.70                 |
| Unemployed <sup>e</sup>                    | 3.50    | ±0.67 |         | 3.50 | ±0.67                 |
| Marital status                             |         |       | 0.098   |      | 0.000***              |
| Unmarried                                  | 3.26    | ±0.62 |         | 3.26 | ±0.67                 |
| Married                                    | 3.43    | ±0.66 |         | 3.68 | ±0.49                 |
| Membership history                         |         |       | 0.704   |      | 0.086                 |
| 9 years or less                            | 3.19    | ±0.54 |         | 3.25 | ±0.77                 |
| 10-19 years                                | 3.38    | ±0.77 |         | 3.58 | ±0.58                 |
| 20-29 years                                | 3.39    | ±0.60 |         | 3.41 | ±0.61                 |
| 30-39 years                                | 3.32    | ±0.69 |         | 3.51 | ±0.60                 |
| 40 years or longer                         | 3.48    | ±0.60 |         | 3.76 | ±0.44                 |
| Total                                      | 3.36    | ±0.64 |         | 3.50 | ±0.60                 |

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ <sup>a,b,c,d</sup> Group means that the average has differences statistically by Duncan's ex post validation.

**Table 6.** Survey subjects' sense of affiliation (continued)

| Unit: People (%)              |                                  |       |                 |      |                                         |            |
|-------------------------------|----------------------------------|-------|-----------------|------|-----------------------------------------|------------|
| Classification                | Intention to change organization |       | <i>p</i> -value |      | Intention to continuously visit website |            |
|                               |                                  |       |                 |      |                                         |            |
| Gender                        |                                  |       | 0.032*          |      | 0.208                                   | 0.280      |
| Men                           | 3.36                             | ±0.89 |                 | 3.57 | ±0.54                                   | 3.45 ±0.49 |
| Women                         | 3.61                             | ±0.62 |                 | 3.67 | ±0.47                                   | 3.53 ±0.40 |
| Age                           |                                  |       | 0.619           |      | 0.153                                   | 0.612      |
| 29 years or younger           | 3.47                             | ±0.69 |                 | 3.58 | ±0.50                                   | 3.43 ±0.49 |
| 30-39 years                   | 3.62                             | ±0.49 |                 | 3.68 | ±0.47                                   | 3.47 ±0.42 |
| 40-49 years                   | 3.49                             | ±0.90 |                 | 3.76 | ±0.43                                   | 3.56 ±0.42 |
| 50 years or older             | 3.40                             | ±0.88 |                 | 3.53 | ±0.57                                   | 3.50 ±0.45 |
| Academic background           |                                  |       | 0.361           |      | 0.396                                   | 0.150      |
| High school graduate or below | 3.41                             | ±0.86 |                 | 3.55 | ±0.54                                   | 3.41 ±0.48 |
| College graduate              | 3.49                             | ±0.75 |                 | 3.67 | ±0.50                                   | 3.52 ±0.43 |
| Graduate school graduate      | 3.73                             | ±0.46 |                 | 3.60 | ±0.51                                   | 3.63 ±0.34 |
| Occupation                    |                                  |       | 0.019*          |      | 0.792                                   | 0.069      |
| Office worker                 | 3.23                             | ±0.87 |                 | 3.56 | ±0.54                                   | 3.36 ±0.42 |
| Blue collar worker            | 3.66                             | ±0.65 |                 | 3.66 | ±0.48                                   | 3.55 ±0.48 |
| Housewives                    | 3.68                             | ±0.65 |                 | 3.68 | ±0.47                                   | 3.61 ±0.38 |
| Others                        | 3.59                             | ±0.69 |                 | 3.59 | ±0.50                                   | 3.50 ±0.45 |
| Unemployed                    | 3.33                             | ±0.89 |                 | 3.67 | ±0.65                                   | 3.50 ±0.54 |
| Marital status                |                                  |       | 0.908           |      | 0.681                                   | 0.028*     |
| Unmarried                     | 3.49                             | ±0.67 |                 | 3.60 | ±0.49                                   | 3.40 ±0.46 |
| Married                       | 3.48                             | ±0.85 |                 | 3.64 | ±0.53                                   | 3.55 ±0.42 |
| Membership history            |                                  |       | 0.750           |      | 0.886                                   | 0.415      |
| 9 years or less               | 3.25                             | ±0.93 |                 | 3.56 | ±0.63                                   | 3.31 ±0.53 |
| 10-19 years                   | 3.46                             | ±0.88 |                 | 3.71 | ±0.46                                   | 3.53 ±0.39 |
| 20-29 years                   | 3.53                             | ±0.70 |                 | 3.61 | ±0.49                                   | 3.49 ±0.44 |
| 30-39 years                   | 3.49                             | ±0.73 |                 | 3.63 | ±0.49                                   | 3.49 ±0.43 |
| 40 years or longer            | 3.57                             | ±0.81 |                 | 3.57 | ±0.60                                   | 3.60 ±0.47 |
| Total                         | 3.49                             | ±0.76 |                 | 3.62 | ±0.52                                   | 3.49 ±0.44 |

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

<sup>a,b,c,d</sup> Group means that the average has differences statistically by Duncan's ex post validation.

### 3.2 Survey Subjects' Correlation by Variable

#### 3.2.1 Correlation by Variable Concerning General Characteristics

A correlation analysis was performed with 169 survey subjects for gender, age, membership history, organizational image, organizational community, reputation, satisfaction, and the sense of affiliation.

As a result of the analysis, in the gender variables, membership history had a statistically significant positive correlation ( $p < 0.05$ ), which means that women has a long history of membership. In the age variable, there was a statistically significant positive correlation between membership history ( $p < 0.01$ ), organizational image ( $p < 0.05$ ), and satisfaction ( $p < 0.01$ ). In the membership history variable, organizational community had a negative correlation, which demonstrated a statistically significant difference ( $p < 0.05$ ). In the organizational image variable, organizational community, reputation, satisfaction, and the sense of affiliation all showed a significantly positive correlation ( $p < 0.01$ ). In the organizational community variable, reputation, satisfaction, and the sense of affiliation showed a significantly positive correlation ( $p < 0.01$ ). In the reputation variable, satisfaction and the sense of affiliation all showed a significantly positive correlation ( $p < 0.01$ ). In the satisfaction variable, the sense of affiliation showed a significantly positive correlation ( $p < 0.05$ ). This means that the higher the satisfaction, the higher the sense of affiliation (Table 7, Figure 2).

**Table 7.** Correlation by variable for general characteristics

|                          | Gender | Age    | Membership history | Organizational image | Organizational community | Reputation | Satisfaction |
|--------------------------|--------|--------|--------------------|----------------------|--------------------------|------------|--------------|
| Age                      | -.046  |        |                    |                      |                          |            |              |
| Membership history       | .189*  | .293** |                    |                      |                          |            |              |
| Organizational image     | -.002  | .176*  | -.073              |                      |                          |            |              |
| Organizational community | -.058  | .095   | -.173*             | .431**               |                          |            |              |
| Reputation               | -.087  | -.022  | .053               | .427**               | .372**                   |            |              |
| Satisfaction             | .017   | .204** | -.038              | .673**               | .457**                   | .473**     |              |
| Sense of affiliation     | .084   | .084   | .138               | .506**               | .377**                   | .370**     | .562**       |

\* $p < 0.05$ , \*\* $p < 0.01$

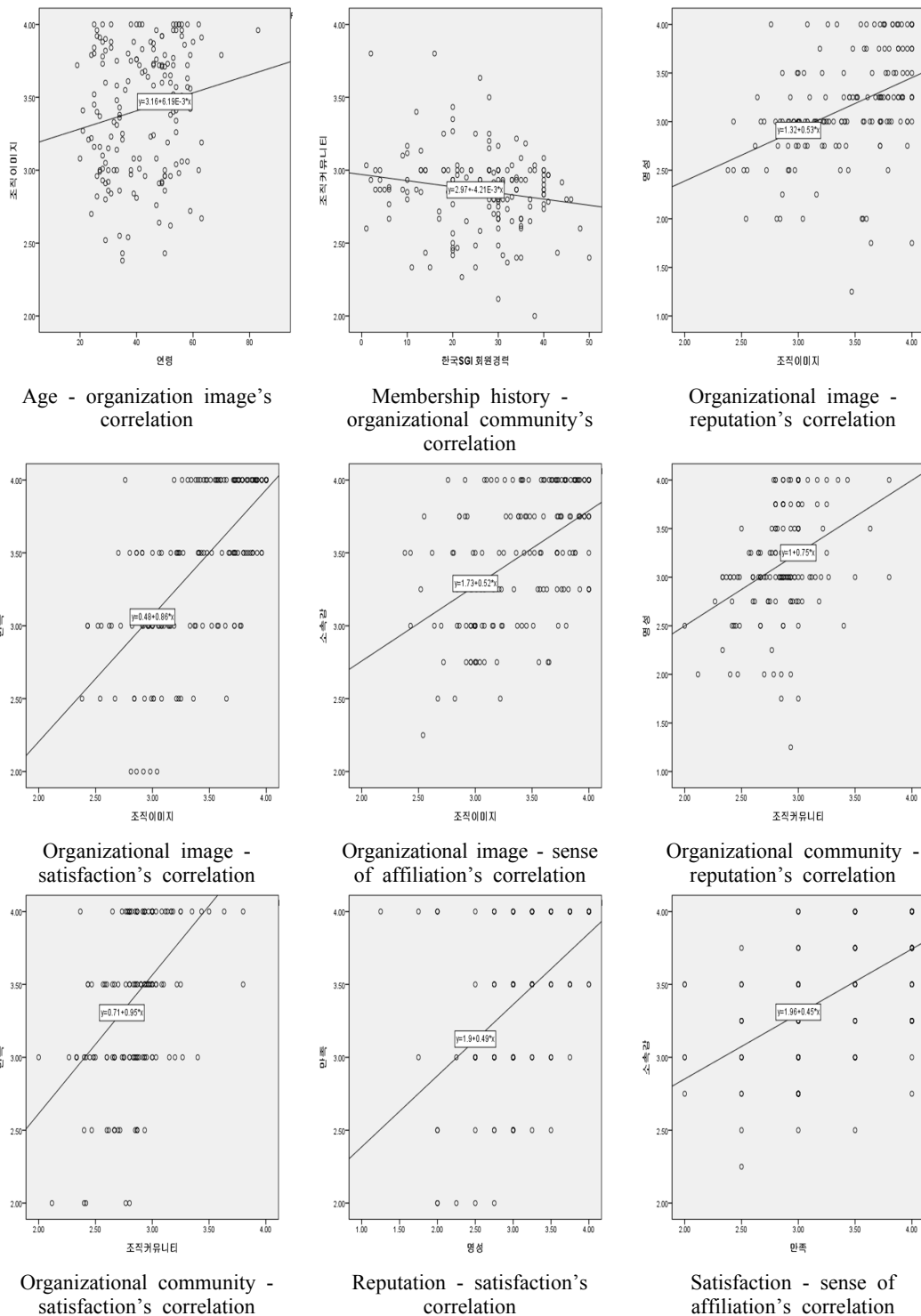


Fig. 2. Correlation by variable for general characteristics

#### 4. Consideration

The purpose of this study is to understand the characteristics of image through website, that is, the image which people have in their minds and the overall impression, and also find out the factors which influence the website as a community medium. Website has the function of public relations as an external function. PR does not necessarily refer to general public outside of organization, but rather in recent years, it is important to inform the public of the operating policies of company or organization and establish a good relationship. Therefore, it is very important to inform the people concerned about the management philosophy and management plan of the company and also seek understanding and cooperation from them especially for the corporate organization vested with a very strong public interest (Kang, 2003; Jung, 2003).

In this study, the extent of organizational image of the subjects turned out to be 3.43 on average out of 4 points. Examining the results of a previous study using the same tool, in the study of Lee (2015) targeting individual sponsors for social workers located in Gyeongsangbuk-do, 3.93 points were obtained, and in the study of Koo (2011) of the organization via a dialogic relationship of website for college students, 5.79 points were obtained, and in the study related to image formation via corporate social responsibility of Park and Park (2013), they all turned out to be equal to or above average, yet no large difference was demonstrated following the organizational image. Such results indicate that organizational image is so important to modern organizations as it is called the age of images. It is also determined to be a result of investing a lot of time, effort, and resources to create new images in the organization. In particular, just as images have an important impact on value creation, such as individual's reputation and annual salary contracts, the image of all organizations also has an important relationship with performance improvement.

Examining the image results for each sub area, the emotional image had 3.60 points when the occupation was unemployed, and when cognitive image, organization's external attractiveness image, and positive image were each 10<sup>th</sup> year for the length of service, the scores were 3.58 points, 3.53 points, and 3.60 points each, and as for the contributing to consumer welfare image, when the occupation was housewives, the score turned out to be the highest of 3.65 points. Examining the results of previous studies using similar tools as with this study, the study of Sung and Suh (2010) on the impact of corporate social responsibility on the corporate image and performance, and the study of Lee (2015) of the impact on the sustainability of sponsorship of individual donor by the image, reliability and reactivity for social welfare organizations yielded 3.93 points for the organizational image, rendering the score similar to that of the results of this study. Such results indicate that, the more positive the organizational image, the phenomenon of organizational equation will likely grow stronger, and the stronger the organizational equation, the greater the sustainability will be. Lee (2015) also discovered the a positive perception of institutions (non-profit organizations) improved the satisfaction with non-profit organizations.

Images are formed based on such information as promotions, advertisements, and promotional events which organizations send out. There are mainly 3 types of concrete images of organization which are built in the minds of customers. First, it is the image of property which is accumulated by recognizing the execution of the business performed by the organization historically. Second,

there is a semantic image formed by assigning meaning to the characteristics of organization. Finally, there are evaluation images such as 'Like' and 'Dislike' about the already formed images. The development and decline of any organization is influenced by the image formed in the market. Accordingly, every organization needs to pursue a strategy to improve image. In addition, institutions (non-profit organizations) carry out social responsibility related activities or spend advertising costs to improve their image. Through such activities, the attitude and leadership of the senior management who positively form the image of the institution (non-profit organization) with priority are considered to be important. There is also a need to shift awareness among the members of the organization (non-profit organization) to avoid limiting communication related to image enhancement, or blaming for mistakes, or focusing only on individuals. On the contrary, the image of nurse perceived by the public and the mass media image (Shin et al., 2012) showed a low score of 2.71 points, which is considered to be due to the viewpoint of the image as an expert within the medical institution and the viewpoint of the nurse's duties. These results suggest that the most important factor affecting the overall corporate image formation is the marketing image by corporate behaviors. The image of social practices and customs is determined to be the most important factor when the friendly attitude towards company is low or when the public relation takes up a large portion.

In this study, the extent of community for the subjects turned out to be 2.87 points on average out of 4 points. Examining the previous studies, 3.59 points were obtained in the study of Son, Shim, & Hwang (2011) related to the social support for online communities targeting youths in Seoul and Gyeonggi region, 4.24 points were obtained when offensive and aggressive comments were presented in the case of enthusiastic members in the study of online communities by Yim and Shin (2010), and when polite comments were presented, community readers posted even more friendly evaluations compared to 3.64 points. They claim that such results indicate that online community users recognize mutual homogeneity and exchange common emotions through the exchange of comments and postings (Kim, 2004), and such empathic responses also confirm the value of others and provide a reciprocal ambient toward advancing the relationship (Yoon et al., 2014; Park, 20014).

In particular, Park and Kim (2004) and Son, Shim, & Hwang (2011) claimed that the existence of community relationships in online communities means that continuous social exchanges are taking place via online communities as with offline communities. Such communication in the virtual space online has unique characteristics such as asynchrony, multi to multi communication, and bidirection, and it is determined that the Internet forms a kind of 'social space' given such characteristics. In this study, the extent of reputation of the subjects was 3.17 points out of 4 points, and the members perceived the reputation of the organization very highly. In particular, the part about finance turned out to be the highest at 3.31 points. Park and Cha (2009) also defined that corporate reputation is an overall evaluation of the company through a long time with various public entities, and is also a very unique and distinct asset from competing companies. Rose and Thomson (2004) empirically proved the relationship between corporate reputation and financial performance, while many studies are stressing on the importance of long-term corporate image management or corporate reputation management as a way of coping with crisis situations which exist (Park et al., 2004; Dawar et al., 2000; Klein et al., 2004; Siomkos et al., 1994; Cha, 2002).

In this study, the extent of the sense of affiliation of the subjects showed 3.49 points out of 4 points. In particular, the intention to continuously visit website turned out to be the highest of 3.62 points. This demonstrated a result similar to what Cohen (1985) claimed where fraternity among members of group advances a solid mutual relationship and interferes such relationship with outsiders, thereby intensifying the originality of the group and strengthening the group's identity. According to Kim and Lee (1995), humans generally have a desire to be affiliated with a specific group or organization, and as and when such sense of affiliation is implicit, even more proactive actions are demonstrated in the face of specific circumstances. In recent years, interest in communication has increased and mutual trust among members of society has been stressed in the Korean society. At such point in time, SGI Korea's community service organization in Korea will need to make efforts to improve their level of interest in communication with the people.

## 5. Discussion

In this study, we attempted to discover the factors of website influencing the organizational image as a community medium. The survey was conducted for members who have been registered as members of SGI Korea for over a year. The survey period ran from April 2, 2018 until May 2, 2018, and a total of 169 people were analyzed.

As a result of the survey, out of 169 subjects, examining the general characteristics, there were 84 men (49.7%), who were larger in number than 85 women (50.3%). As for the age, those aged 50 years or older were 57 people (33.7%), which demonstrated the largest distribution.

As a result of analyzing correlation for gender, age, membership history, organizational image, organizational community, reputation, satisfaction, and sense of affiliation, in the gender variable, membership history demonstrated a statistically significant positive correlation ( $p < 0.05$ ). This means that for woman, the membership history is longer. As for the age variable, there was a statistically significant positive correlation among membership history ( $p < 0.01$ ), organizational image ( $p < 0.05$ ) and satisfaction ( $p < 0.01$ ).

Given the results above, this study has confirmed that website is a medium which enables communication among members through image. This study is meaningful as it presented foundational data for comparison by utilizing these data in the subsequent studies.

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