

국내기업의 SNS 마케팅 특성이 관계몰입에 미치는 영향에 관한 연구

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A Study on the Influence of Relation Commitment of SNS Marketing Features in Domestic Enterprise

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요 약 최근 기업들은 새로운 마케팅 촉진전략의 하나로 SNS서비스에 중점을 두고 있다. SNS서비스마케팅의 특징에 대표적인 요소들은 상호작용성 그리고 정보제공성이 있다. 이에 본 연구는 국내기업의 SNS마케팅 특징이 관계몰입에 미치는 영향에 대해 실증적으로 분석하고, 트위터 이용 빈도와 온라인 구전의도를 확대하기 위한 전략을 제시하고자 한다. 본 연구의 결과는 상호작용이 정보제공성 보다 정서적 몰입에 상당히 긍정적인 영향을 미치는 것으로 나타났다. 그리고 정보제공성은 상호작용성 보다 계산적 몰입에 상당히 긍정적인 영향을 미치는 것으로 나타났다. 또한, 이러한 효과들은 낮은 트위터 이용 빈도 보다 높은 트위터 이용 빈도에서 높게 나타났다. 또한, 본 연구에서는 정보제공성이 상호작용성 보다 온라인 구전의도에 더 긍정적인 영향을 미치는 것을 밝히고 국내기업의 SNS서비스 마케팅의 특징이 온라인 구전 영향을 미치는 것 보다 관계몰입을 통해 더 긍정적인 영향을 미치는 것을 증명하였다. 이러한 결과를 기반으로 기업의 마케팅적 시사점을 도출하였다.

주제어 : SNS마케팅 특징, 상호작용성, 정보제공성, 관계몰입, 온라인 구전의도, 이용 빈도

Abstract Recently, in order to promote their marketing promotion, the entrepreneurs attach importance to many SNS(Social Network Service)and execute it. The representative elements of the SNS service are interactivity, information offering. This study analyzes empirical effects on the SNS Marketing Features in Domestic Enterprise

The conclusion of this study shows that the Interactivity has a higher positive effects on Affective Commitment than those on information offering and Information offering has stronger positive effects on calculative commitment than interactivity. Also, these effects enlarge the high use frequency more than the low use frequency. This study also shows that the information offering affect the On-line Word-of-Mouth more positively than the Interactivity. And this study shows that SNS affects the positive effects on the relationship commitment rather than the On-line Word-of-Mouth. Based on the results, the practical implications are offered.

Key Words : SNS Marketing Features, Information Offering, Interactivity, Commitment, On-line WOM, Use of Frequency

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1. Introduction

This study aims at considering the characteristics of micro-blog service and exploring the possibility of advancement. We plan to conduct the study based on twitter that takes a function of micro-blog. At present, twitter may be divided into two big categories: personal twitter operated by private people and enterprise twitter operated by businesses. In this study, we make research on the influence of features of SNS service marketing in domestic enterprises on relationship commitment and on which route this relationship commitment affects on-line word-of-mouth intention. And also, we intend to study on the adjustment effect of the frequency of twitter use when the features of SNS service marketing in domestic enterprises give effect on relationship commitment.

The purpose of this study starts with the necessity of multilateral empirical studies on micro-blog service in the integrated marketing communication point of view, getting out of the simple view of technological determinism that technical advancement created a SNS service marketing called micro-blog, and thereby, the way of communication between people has changed. Therefore, we first classified the features of SNS service marketing in domestic enterprises into two fields of interactivity and information provision, conducted study on the relation between the features of enterprise SNS service about the influence of the features of enterprise SNS service on the two levels of relationship commitment, emotional commitment and calculative commitment, and also made verification whether the features of SNS service marketing in domestic enterprises gave more influence on the on-line word-of-mouth intention, going through or without going through commitment. Secondly, we intend to study on the adjustment effect of the frequency of twitter use when these features of SNS service marketing in domestic enterprises affect relationship commitment. Third, assuming that the

features of SNS service marketing in domestic enterprises affect on-line word-of-mouth intention, we aim at identifying which effect give the most influence on it.

2. Theoretical Background

2.1 SNS characteristics of services

2.1.1 interactivity (interactivity)

Interactivity in the process of message exchange behavior, and I think one of the two parties that are affected by the degree refers to a single dimension, such as the Internet, communication and can be applied in a computer environment and divided into a multi-dimensional interaction. Multidimensional communication given by the user to interact with the content, as well as media-mediated interactions with other people can also suggest that machine-interactive (man-interactive) and the human - interactive(man-interactive) communication referred to classification according to the target in this study are identifying the nature of Twitter in a single dimension of interactivity and defined as Empirical research related to the interactions Cho & Leckenby [8] According to the interactivity, online environment increase residence time to encourage repeat visit.

2.1.2 Gender information (information offering)

Providing information on the positive affects sex mutual benefit, trust has a significant impact in the formation [2]. Most of Company provide customers with high-quality information if the customer about the product to more accurate judgments than having an opportunity to improve the efficiency of the trading company for the enterprise can increase intimacy and trust. In addition to consumers, rather than just information provides valuable information and should provide quality information to consumers who provide information and services that the trust was formed [12].

2.2 Relationship Commitment (Relationship Commitment)

Relationship Commitment (relationship commitment) the relationship between the key variables of marketing, has been studied as many as other studies on immersion. Chaudhuri & Holbrook [7] on the brand loyalty, brand commitment level was defined, and the brand loyalty has to do with the involvement [1]. Relationship commitment is divided into two levels, emotional commitment and emotional attachment, formed by bonding and consumers to evaluate product attributes alone, but by using a brand is indicated by the coming pleasure and attachment [10]. Jones et al [13] in the study of word-of-mouth and purchase commitment also has an impact on the conclusions of following. Based on these previous studies, this study is defined as the relationship commitment and SNS service features two affective commitment and calculative commitment to study what impact the outcome variable affective commitment and calculative commitment to the way of online word-of-mouth conducted a study to try to select.

2.3 degrees of online word-of-mouth (on-line word-of-mouth)

Word-of-mouth communication on the Internet, the Internet, word-of-mouth (Internet word of mouth) or online word-of-mouth (Online word of mouth) [3] is called others through the Internet chat online word-of-mouth, according to the results of analysis of the status of information and consumers primarily for the purpose of emotional expression is said to spread the online word-of-mouth. Consumers' word-of-mouth activity is formed by the positive results of immersion [1], Jones et al [13] in the study of word-of-mouth and purchase intention commitment affects concluded. In this study, the characteristics of SNS services affective commitment and calculative commitment and emotional impact of these two oral

involvement also affects whether it will investigate.

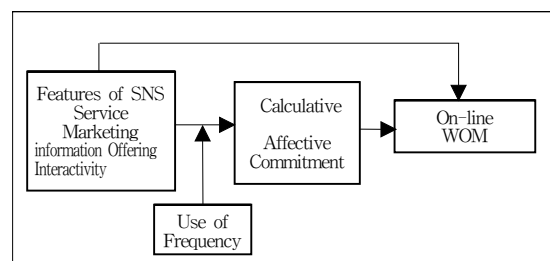
2.4 Twitter Usage Frequency (use of frequency)

Service users' loyalty or commitment to the state and frequency of use are closely related to the online brand community members in the study of the relationship of the members becoming such a strong relationship will have a soft spot for the community [22], based on these attachment increase the number of connections to the community, and often will participate in communication activities [21]. On the basis of previous studies loyal to the online community If you visit frequently, and thus to conclude that the formation of commitment SNS service company characteristics affect immersion control of the frequency of use is to research about the effects.

3. Establishment of Research Model and Hypothesis

3.1 Research Model

This study aims at presenting the effect of features of SNS service marketing in domestic enterprises on the on-line word-of-mouth intention through relationship formation path and verifying the adjustment effect of frequency of use by identifying the effect of features of enterprise SNS service marketing on the relationship commitment. The research model established base on existing literature research is as following <Fig. 1>.



[Fig. 1] Research Model

3.2 Establishment of Hypothesis

3.2.1 Features of SNS service marketing and Relationship Commitment

Community users assimilate with a brand or a seller through interaction and advance the assimilation to strong and continuous relation. Activation of this on-line community improves emotional commitment of customers[15]. And many consumers periodically consult with or seek from other consumers for the information or advice about the goods or services they want to buy. Commitment may be increased by making this exchange of information active[8]. This seems also true to the smartphone twitter. Thus, we set up following hypotheses base on the research result as above.

Hypothesis 1-1. Interactivity, among the features of SNS service marketing, will give more positive influence on emotional commitment than information provision.

Hypothesis 1-2. Information provision, among the features of SNS service marketing, will give more positive influence on calculative commitment than interactivity.

3.2.2 Features of enterprise SNS service marketing and Relationship Commitment according to Frequency of Twitter Use

The consumers who are active in interaction on micro-blog frequently interact and exchange more information[14]. And exchange of realistic information makes delivery of information faster and also has the effect of increasing the veracity of the information[17]. In addition, it was identified that, as the services provided on-line offers more fun, interest and pleasure, the usage rate of the goods and services increases[9]. According to this study result, frequency of use will give adjustment effect between features of SNS service marketing and relationship commitment.

Hypothesis 2-1. Interactivity, among the features of

SNS service marketing, will give more positive effect on emotional commitment as the frequency of twitter use increases.

Hypothesis 2-2. Information provision, among the features of SNS service marketing, will give more positive effect on calculative commitment as the frequency of twitter use increases.

3.2.3 Relationship Commitment and Word-of-Mouth Intention

Yeong Ju Moon et al.[18] said in the study on the effect of on-line community on commitment that positive emotional attachment of users gives effect on credibility of the community and commitment and that the customers with high emotional commitment are likely to provide positive word-of-mouth[3]. According to the analysis result through internet bulletin board by Yeong Sin Sung et al.[19], consumers provide word-of-mouth mainly for the purpose of information provision and expression of their emotion, and these objective information and subjective information may constitute factors to give influence on the effect of word-of-mouth information. Therefore, it was said that, as the commitment is higher, the word-of-mouth intention becomes higher.

In addition, the tie strength of consumers affects word-of-mouth. The consumers connected strongly interact more frequently than the consumers connected weakly, and consumers share consumption experience and experience with others[6].

It was said in the studies on the word-of-mouth that word-of-mouth effect varied depending on the objectiveness of the word-of-mouth information[19]. Objective information means realistic information. It is more likely that someone responds to the objective information on a micro-blog and spreads information quickly through word-of-mouth effect.

Hypothesis 3-1. Relationship commitment gives more influence on word-of-mouth intention than features of enterprise SNS service marketing.

Hypothesis 3-2. Interactivity, among the features of SNS service marketing, gives more positive effect on on-line word-of-mouth intention than information provision.

4. Research Method and Empirical Analysis

4.1 Data Collection and Sample Composition

In this study, we collected data through questionnaire responses among those who are using twitter. Among 300 copies of questionnaire sheet, 289 copies were used for this study, excluding 11 copies that were filled in incompletely. The demographic characteristics of the respondents were 158 male (54.7%) and 131 female(45.3%), and as for ages, 93 persons(32.1%) were age 20~25, 76(26.4%) were 26~30, 70(24%) were 31~35 and 50(17.5%) were age 36 or above, among the 289 respondents.

4.2 Feasibility of Constituent Concept and Verification of the Credibility

To verify the feasibility of the measuring items, exploratory factorial analysis and credibility analysis were conducted.

As most of the cause loadage are not less than 0.5, the feasibility of each measuring item is verified. As the measuring item, Cronbach's α value, was analyzed for each constituent concept, and all the measuring items exceeded 0.7, the measuring items can be said to have credibility.

<Table 1> common factor and Reliability Analysis

Division	Item	Communi-ty	Causelo adage	Cronbac h's α
Interactivity	Interactivity1	.751	.854	.838
	Interactivity2	.829	.825	
	Interactivity4	.536	.663	
Information	Information1	.748	.830	.792

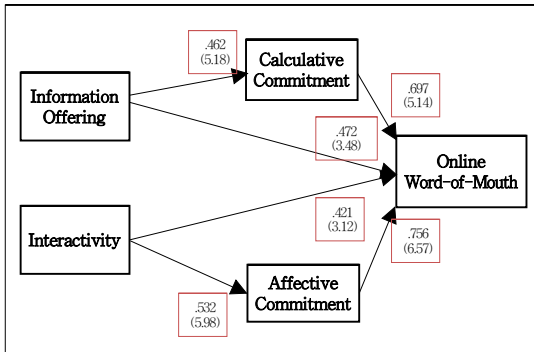
Offering	Information2	.733	.823	
	Information3	.629	.667	
	Information4	.536	.595	
Affective Commitment	Affective1	.668	.649	.845
	Affective2	.724	.717	
	Affective3	.712	.738	
	Affective4	.765	.717	
Calculative Commitment	Calculative1	.678	.723	.896
	Calculative2	.896	.828	
	Calculative3	.836	.819	
	Calculative4	.707	.783	
On-line WOM	WOM1	.614	.724	.743
	WOM3	.524	.528	
	WOM4	.634	.639	
Use of frequency	Frequency1	.743	.703	.889
	Frequency2	.753	.740	
	Frequency3	.658	.641	
	Frequency4	.619	.630	

<Table 2> Confirmatory factor analysis

Division	Item	SE	C.R	P	AVE
Interactivity	Interactivity1	.561	5.826	.00	0.56
	Interactivity2	.828	6.862		
	Interactivity4	.536	6.412		
Information Offering	Information1	.748	7.830	.00	0.64
	Information2	.733	8.808		
	Information3	.729	5.600		
	Information4	.536	6.551		
Affective Commitment	Affective1	.668	5.659	.00	0.69
	Affective2	.754	4.787		
	Affective3	.792	5.718		
	Affective4	.766	6.752		
Calculative Commitment	Calculative1	.678	4.732	.00	0.75
	Calculative2	.746	3.824		
	Calculative3	.756	4.815		
	Calculative4	.531	7.775		
On-line WOM	WOM1	.759	6.702	.00	0.63
	WOM3	.424	5.545		
	WOM4	.601	6.644		
Use of frequency	Frequency1	.743	5.756	.00	0.72
	Frequency2	.392	4.775		
	Frequency3	.658	5.629		
	Frequency4	.754	6.699		
chi-square/df=265.651/110 GFI=.861, AGFI=.857, NFI=.932, TLI=.935, CFI=.975, RMSEA=.067					

3.3 Verification of Hypotheses

To verify the hypotheses in this paper, we established a structural equation model and conducted path analysis for the relations between the constituent concepts(Fig. 2).



chi-square/df=265.651/110 GFI=.861, AGFI=.857, NFI=.932, TLI=.935, CFI=.975, RMSEA=.067

[Fig. 2] AMOS Results

We adopted Maximum Likelihood Estimation for estimating path-coefficient. In general, when GFI, AGFI and NFI are not less than 0.8, it is proper and when not less than 0.9, ideal. And when RMSEA and RMSEA are suggested to be proper when it is in

between 0.05~0.08.[1],[2] We made regression analysis to verify the hypotheses about features of enterprise SNS service and relationship. As a result of studying the effects of interactivity and information provision on the emotional commitment, the model as <Table 3> was suitable (F=44.689, p=.000), and interactivity was statistically significant for emotional commitment than information provision. As a result of comparing standardized coefficients(β) for effect difference between the significant variables, it was found that the influence of interactivity($\beta=.392$, p=.000) was bigger than the information provision($\beta=.188$, p=.000). Therefore, <Hypothesis 1-1> was adopted. Next, as a result of verifying the influence of information provision on calculative commitment, the model was suitable(F=26.105, p=.000), and as information provision($\beta=.303$, p=.000) was statistically significant for calculative commitment than interactivity ($\beta=.261$, p=.000), <Hypothesis 1-2> was also adopted.

And for the next, we verified adjustment effect of frequency of twitter use to features of SNS service and relationship commitment. The result was presented in <Table 4>. We verified adjustment effect of frequency of twitter use when information provision affected calculative commitment.

<Table 3> regression analysis of independent variable and Commitment

	Unstandardized Coefficients		Standardized Coefficients	t	R ²	p-value
	B	standard error	Beta			
(constant)	.730	.319		2.291	.220	.000
interactivity	.473	.066	.392	7.146		.000
information-offering	.167	.049	.188	3.435		.001

dependent variable: affective commitment

	Unstandardized Coefficients		Standardized Coefficients	t	p-value	R ²
	B	standard error	Beta			
(constant)	1.323	.334		3.955	.000	.223
information-offering	.378	.070	.303	5.442	.000	
interactivity	.240	.051	.261	4.695	.000	

dependent variable: calculative commitment

<Table 4> regression analysis of independent variable and Commitment exposure variable
information / calculative

model	R	R ²	β	P
1 information-offering	.289	.083	.289	.000
2 information /calculative	.614	.376	.421	.000
3 information / calculative /information * calculative	.617	.380	.550	.000

interactivity/affective

model	R	R ²	β	P
1 interactivity	.455	.207	.455	.000
2 interactivity/ affective	.638	.407	.515	.000
3 interactivity/ affective /interactivity * affective	.641	.411	.523	.000

As a result of the verification ($R^2=.083 \rightarrow .617$, $p=.000$), as adjustment effect of frequency of use is verified and the group of more frequent use ($\beta=.550$, $p=.000$) was proved to give more positive effect, <Hypothesis 2-1> was supported. And also, as a result of verifying adjustment effect of frequency of use when interactivity gave influence on the emotional commitment ($R^2=.455 \rightarrow .641$, $p=.000$), adjustment effect of frequency of use existed and, as β value was a positive integer, it could be said that the group of more frequent use ($\beta=.523$, $p=.000$) gave more positive effect. Therefore, <Hypothesis 2-2> was also supported.

We verified hypotheses about the influence of features of SNS service and relationship commitment on word-of-mouth intention. The result was presented in <Table 5>. As a result of verifying mediated effect by regression analysis, the effect of information provision on word-of-mouth intention, going through the parameter of calculative commitment, was bigger when information provision moved to calculative commitment ($R^2=.083 \rightarrow .176$, $p=.000$) and when calculative commitment affected on-line word-of-mouth intention ($R^2=.176 \rightarrow .324$, $p=.000$). And the <Hypothesis 3-1), which assumed that interactivity affected on-line word-of-mouth

Lastly, <Table 6> presented the study result that verified the influence of information provision and interactivity on on-line word-of-mouth intention. As a result of verifying which one between information provision and interactivity gave more effect on on-line word-of-mouth intention, it was identified that information provision ($T=5.715, p=.000$) gave more influence on on-line word-of-mouth intention than interactivity ($T=4.903$, $p=.000$). Therefore, <Hypothesis 3-2> was supported.

commitment, when interactivity moved to on-line word-of-mouth, going through the medium of intention, going through the parameter of emotional commitment ($R^2=.153 \rightarrow .207$, $p=.000$) and when emotional commitment affected on-line word-of-mouth intention ($R^2=.207 \rightarrow .225$, $p=.000$), was supported.

<Table 5> regression analysis

independent /parameter /dependent	analysis step	standard error	t	p-value	R ²
information-offering/calculative commitment /On-line WOM	1	.073	5.109	.000	.083
	2	.064	7.820	.000	.176
	3(independent)	.061	5.967	.000	.324
	4(parameter)	.047	7.915	.000	
interactivity / affective commitment / On-line WOM	1	.073	7.192	.000	.153
	2	.064	8.646	.000	.207
	3(independent)	0.58	4.335	.000	.225
	4(parameter)	0.34	5.147	.000	

<Table 6> regression analysis of independent variable and On-line WOM

	Unstandardized Coefficients		Standardized Coefficients	t	R	p-value
	B	standard error	Beta			
(constant)	.878	.347		2.527	.489	.000
information-offering	.380	.066	.318	5.715		.000
interactivity	.340	.069	.272	4.903		.000
dependent variable: On-line WOM						

As a result of verifying the mediator effect of relationship commitment and adjustment effect of frequency of twitter use when features of SNS service affected word-of-mouth intention, information provision

affected calculative commitment significantly, interactivity affected emotional commitment significantly, and the higher the frequency of twitter use was, the bigger the effect was, when features of SNS service affected relationship commitment, And also, when features of SNS service affected on-line word-of-mouth intention, it had bigger influence with the medium of relationship commitment, and information provision gave more influence on on-line word-of-mouth intention than interactivity. The result of verifying hypotheses was presented in <Table 7>.

<Table 7> hypothesis result

hypothesis	content	effect
1-1	interactivity → affective commitment	accept
1-2	information-offering → calculative commitment	accept
2-1	interactivity → affective commitment exposure variable(On-line WOM)	accept
2-2	information-offering → calculative commitment exposure variable(On-line WOM)	accept
3-1	Features of SNS Service → commitment → On-line WOM	accept
3-2	information-offering → On-line WOM	accept

5. Conclusion

5.1 Summary of the Study Result and Implication

As SNS service marketing in domestic enterprises is activated and SNS is activated as a space of communication with consumers and marketing implementation, enterprises cannot but seek for a method to attract interest of consumers. Thus, this paper divided the features of SNS service marketing in domestic enterprises into two levels and have produced following study result through empirical study about the influence on the level of consumer's commitment and word-of mouth intention.

The characteristics of SNS service marketing,

information provision and interactivity, give influence on on-line word-of mouth intention. And also, high frequency of twitter use more reinforces relationship commitment. Therefore, it was founded that, if attachment to SNS service was created through relationship commitment, stronger word-of mouth intention was generated than common on-line word-of mouth intention. According to the result, it is expected that, if companies increases the frequency of communication with users and provides objective and accurate information to them, it may help strengthen the attachment of users to the company and improve the company image.

5.2 Limit of the Study and Direction of Future Study

The limit of this study and direction of future study are as follows:

First, we have made research only on the general features of SNS use of enterprise. We have not subdivide it into features of SNS use of enterprise (B2B, B2C and etc.) despite that we could, and we have not studied on the characteristics of samples per company and product that are spread in diversity. And also, the study was conducted, limiting the features of the SNS service marketing only to two of the interactivity and information provision. So it may be pointed out as a limitation of this study that the features could not be sub-divided more in detail.

Secondly, frequency of twitter use was used as a moderating variable to verify the adjustment effect of features of SNS service marketing in domestic enterprises and relationship commitment. But, it is necessary that various moderating variables, which may affect the relation between features of SNS service marketing in domestic enterprises and relationship commitment, should be additionally considered. If the variables such as royalty, which can form commitment, or consumer participation level, in

addition to frequency of use, are verified, it may constitute a useful guide in explaining the relationship commitment in SNS service marketing.

Finally, we have excluded other SNS than twitter in the study. As we have conducted the study only based on twitter, despite there are other SNS services of enterprises such as Facebook and other services using various applications, for communication with customers, additional study on other SNS services is necessary in the future. If the study on other SNS services are made, it may be used in developing various communication channels by companies and will give useful strategic implications to be used for marketing.

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