

## The Effects of Consumer's Corporate Association on Self-image Congruence, and Satisfaction in Food Company: Moderating Role of Consumer's Trust

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**ABSTRACT:** The purpose of this study is to investigate the moderating effects of consumer's trust on the relationships among consumer's corporate association, self image congruence and satisfaction in the food companies. The survey was administered to 215 consumers living for Seoul in Korea. The results indicated that the proposed model fit to the data well ( $\chi^2(df=113)=221.565$ , GFI=.889, CFI=.960, RMSEA=.067). The finding showed that consumer's corporate ability ( $\beta=.323$ ) and corporate social responsibility ( $\beta=.454$ ) among corporate association have a significantly positive effect on their self image congruence and self image congruence significantly positive effect on consumer satisfaction ( $\beta=.339$ ). In addition, consumer's corporate ability was significantly positive effect on their satisfaction ( $\beta=.373$ ). Also, this study found moderating effects of consumer's trust on the relationship between corporate association and consumer satisfaction, the results indicated that significant relationships varied to consumer's trust level. Limitations and future research directions are also discussed.

**Keywords:** corporate association, self image congruence, satisfaction, consumer, food company

### INTRODUCTION

Consumers' corporate association about a company is the company's strategic asset as well as a very important advantage in terms of competitive edge (Park BD 2011). Therefore, companies invest astronomical amount of money annually in advertisement and promotion in order to have positive association in the perception of consumers (Kim YG 2014). Consumers who became careful in consumption as the economic downturn continued tend to purchase products of companies with reliable reputation and positive association (Nam JH 2014). In particular, when consumers evaluate certain companies and are lacking in relevant knowledge, they utilize informa-

tion such as association or reputation as external clues in order to reduce the risk of selection (Ozanne JL et al 1992). Aaker DA (1991) also noted that as competition among companies became fierce, discrimination among products decreased and consumers tended to select a certain company depending on their perception.

A concept of corporate image has been mainly regarded as the single dimension in the meantime. However, a research is being carried out recently that tries to approach by dividing it into the ability association and social responsibility association (Park JC, Ryu GS 2012). Most research which divided corporate association into ability association and social responsibility association observed that corporate associa-

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tion was equipped with general characteristics encompassing other dimensions and presented a useful alternative as a company's marketing strategies (Kim DT, Kim JI 2008). The researches so far have mentioned that the ability association has positive influence upon corporate performance rather than the social responsibility association (Berens G et al 2005), and asserted that a consumer's coming to have favorable association to a corporation leads to responding friendly even to product and service, resulting in causing the positive performance (Keller KL 1998).

In addition, concepts like image congruence have developed as an important factor associated with consumers' perception about product quality and association about a certain company and its image congruence were very closely related (Han SL et al 2010). In particular, whether one's self images are in agreement is an individual's emotional and psychological condition and therefore is more related to emotional immersion than continuous immersion and has more important meaning (Kim HN 2008). Resultantly, discussion on the effects of company association on consumers' degree of satisfaction will be able to provide a strategic suggestive point about the meaning of company association and which aspects of business association should be strengthened to business managers. For example, strategies to associate a given company's capabilities or expertise may be established or strategies related to social responsibility may be brought into relief by dealing with important social issues.

However, research thus far emphasized relational aspects between companies selling ordinary goods and consumers and food companies' performance in terms of association has not been considered. A reason of selecting a food company as the subject of this study is because a food company needs to be further emphasized a manager's ability or social responsibility owing to manufacturing and selling eatable food, and is existed diverse competing forms depending on brand awareness and marketing in comparison with other industries (Kwon KD et al 2010). As a result, various cases on social responsibility activities within food companies have been reported (Park JS 2014) but there was no research that such activities provided consumers with positive as-

sociation and therefore increased companies' performance. This study aimed to suggest that the relationship between corporate association, self image congruence, and how these influence consumer's positive attitude (satisfaction) in the food industry, and that different influence is shown depending on consumer's trust level in this causality.

## BACKGROUND AND HYPOTHESES

### *Corporate Association and Self Image Congruence*

Corporate association (Aaker DA 1991) is a set of memories or thoughts about a certain company and a condition where all information about a certain company is activated in memories of people (Brown TJ, Dacin PA 1997). Self image is the whole of thoughts and emotions felt by one's regarding oneself as an object (Rosenberg M 1979) and defined as the degree of congruence between a company and its self image (Sirgy et al 1997). Mittal B et al (1990) noted that consumers intended to express one's self, personality, status, or social position through products and therefore when they had positive association about a certain company, they wanted to make their images congruent to the company. In addition, Brown TJ, Dacin PA (1997) suggested that images of certain companies formed through association may have positive influence on product evaluation when one's self image is the same as that of the company and Ahn KH, Lee GH (2004) asserted that reliability and reputation about a certain company were high, identifying a company and the consumers increased. Ahearne M, Bhattacharya CB (2005) noted that discriminative association related to a company was used by consumers as a tool of self-expression to differentiate them from other people. Kim DT, Kim JI (2008) observed consumers' association about companies positively affected corporate identity attractiveness, which in turn positively influenced consumer-corporate identification, clarifying indirect relationship between corporate association and image congruence. Choi NH et al (2009) reported that when consumers associated businesses positively and formed their images, consumers expressed themselves by consuming products with positive images. On The basis the following hypothesis was offered:

Hypothesis 1: Corporate association (corporate ability<sup>a</sup> and corporate social responsibility<sup>b</sup>) has a positive effect on consumer's self image congruence.

#### *Self Image Congruence and Consumer Satisfaction*

Consumer satisfaction is a psychological condition which occurs in the experience of consumption (Oliver RL 1981) and is determined by difference between perceived performance and expectation (Kotler P 2000). Most research on consumers' self image congruence and satisfaction shows that self image congruence affects their selection of companies and satisfaction centered on corporate image providing services and products (Chon KS 1992). In addition, self image identification is connected with self-consistency or self-esteem and does not stop with one time evaluation or satisfaction and provides motives for consumers to maintain them and therefore sometimes means greater loyalty than satisfaction. Bellenger DN et al (1976) observed that consumers whose corporate and self images were in agreement showed high degree of loyalty to the company and efforts to make corporate image and self image congruent were a method to increase consumers' loyalty. Graffe TR (1996) reported that the higher the degree of congruence between corporate images and self images was, the more favorable consumers' brand evaluation was; The reason was that such congruence provided more value to consumers and Yi YJ, La SA (2002) also said that congruence through identification positively affected satisfaction. Park SY, Lee YK (2006) as well asserted that self image congruence about a certain brand increased consumer satisfaction and Yim CK et al (2007) reported that self image congruence about a company positively affected satisfaction and immersion. Kwak DH, Kang JH (2009) observed that the more closely consumers perceived the standardized image of users who used a product and the self, the more positively the consumer evaluated the product and Kim TH et al (2009) also suggested that consumers with high self image identification toward Starbucks formed more positive attitude toward the company and became more satisfied with it. Jung HS, Yoon HH (2011) mentioned that self-image congruence has significant upon con-

sumer satisfaction in the family restaurants. In view of the empirical evidence, the following hypothesis was formulated:

Hypothesis 2: Consumer's self image congruence has a positive effect on satisfaction.

#### *Corporate Association and Consumer Satisfaction*

Andreassen TW, Lindestad B (1998) asserted that positive images about a certain company affected consumers' satisfaction and Thang D, Tan B (2003) mentioned that when corporate association was considered a set of memories or thoughts related to a company and association like accessibility, reputation, service, and environment related to retail stores' functional images had favorable effect on preference to or satisfaction with certain companies. Hwang BI (2004) as well suggested that consumers' intention to maintain relationship with a certain company through corporate association increased and Helm S (2007) noted corporate reputation as an opposite concept to corporate association and said that when consumers perceived corruption, their satisfaction decreased. Yoon SH (2012) reported that corporate association positively influenced loyalty via trust and the factor which influenced trust was ability association rather than association of CSR. In addition, Walsh G, Bartikowski B (2013) divided corporate association into service quality and CSR and in a study on American and German consumers, corporate association positively affected satisfaction and Jung HS, Yoon HH (2014) also reported that association about restaurants significantly affected consumers' satisfaction. Consistent with the foregoing discussion, the following hypothesis was made:

Hypothesis 3: Corporate association (corporate ability<sup>a</sup> and corporate social responsibility<sup>b</sup>) has a positive effect on consumer satisfaction.

#### *Moderating Roles of Consumers' Trust*

According to Goldsmith RE et al (2000), consumers had low perceived risk of companies with high reliability and therefore had a high possibility to define the degree of reliability of a certain company as their

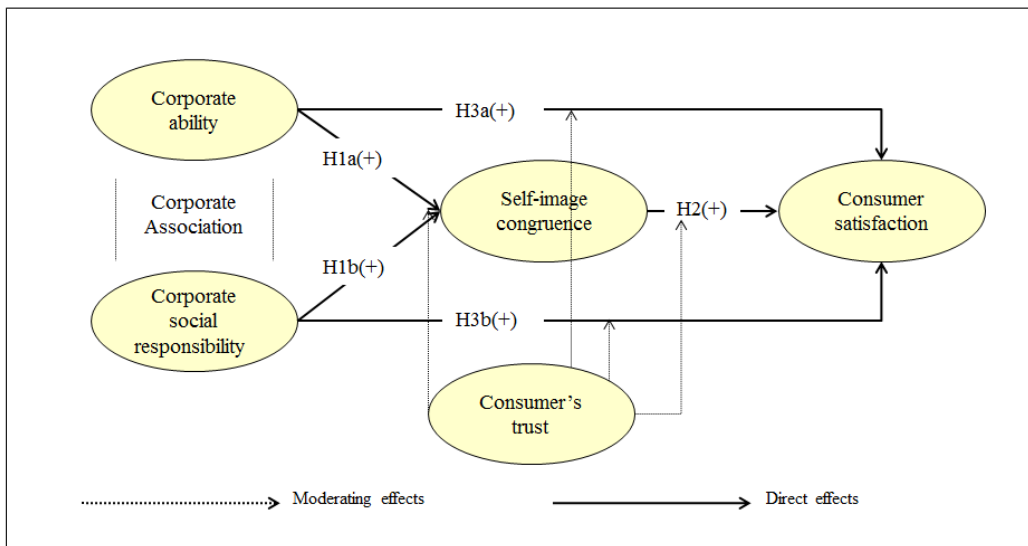


Figure 1. A proposed model of the corporate association, self-image congruence, trust, and consumer satisfaction.

social identity and assume the degree of reliability as a standard to judge in determining identification with the company. Park JC, Ryu GS(2012) noted that corporate ability association and social responsibility association were very closely related to trust, and association of a certain company based on trust formed positive consumer attitudes. Jung HS, Yoon HH(2014) also observed that a restaurant company's association was an important element to determine trust. Based on this outcome, this study established the following hypothesis with presuming that causality will be different among corporate association, self image congruence, and consumer satisfaction according to consumer's trust. These arguments led to the establishment of the following hypothesis(See Figure 1):

Hypothesis 4: Consumer's trust moderates in the links between corporate association, self image congruence and consumer satisfaction.

## METHODOLOGY

### Sample and Data Collection

The convenience sampling method was used to select subjects of this study. Self-administered ques-

tionnaires were distributed to 300 consumers of food company in Seoul the capital of Korea. Respondents were asked voluntarily to fill out survey questionnaires and to return them directly to the survey administrators. A pilot test (2-5 January, 2015) using 30 consumers was conducted to ensure the reliability of the scales, and several modifications were made based on feedback. The data collection was carried out over the period from 10-30 January, 2015. A total of 300 questionnaires were distributed to consumers of food company. By the cut-off date for data collection, 215 usable surveys were personally retrieved from the respondents for a response rate of 71.66%.

### Measurement Development

The measures for all items in this study were drawn from previous study. Corporate association were measured by 8 items on a 7-point scale(1: strongly disagree to 7: strongly agree), based on Brown TJ, Dacin PA(1997), and Berens C et al(2005). The dimensions were corporate ability and corporate social responsibility. Self image congruence were measured by 5 items adapted from Chon KS(1992), and Sirgy M et al(1997). Consumer satisfaction were measured by 5 items, adopted on Howard JA, Sheth JN(1969), and Spreng RA et al(1996). Also, consumer trust(moderate variable) were adapted by 5 items,

based on Sirdeshmukh D et al(2002) and Vlachos PA et al(2010). The data were analyzed with the SPSS version 21.0 and the AMOS version 19.0. Descriptive statistics were used to describe the respondents' demographic profiles, and Structural Equation Modeling(SEM) was conducted to test the proposed research hypotheses.

## RESULTS

### *Descriptive Statistics of Respondent*

The respondents were 33.0% male and 67.0% female, and the majority of respondents(61.9%) belonged to the age group between 20 and 29. Approximately 75.3% of consumers were single; the remaining 24.9% were married. Also, 85.5% of respondents had university degree, and 46.5% repor-

ted that they held students, 26.1% were office employee, 7.9% were housewives. Consumers purchasing food from food companies once or more were most accounting for 80 percent, and the 64.6% of information on the purchase of foods was obtained from mass media such as broadcasting, the Internet, and social network services. Foods largely purchased were ordinary processing foods at 71.6%. The most frequently used place to purchase foods was a large mart at 4.65%.

### *Measurement Model*

Exploratory and confirmatory factor analysis were used to judge the scale's dimensionality and reliability. As a result of the exploratory factor analysis, 4-factors solution explained 76.731% of the total variance and all the item-factor loadings, were above

Table 1. General characteristics of respondents (n=215)

Demographic information				Purchase behavior-related information			
Classification		N	%	Classification	N	%	
Gender	Male	71	33.0	Purchase frequency	2~3 times/week	104	48.4
	Female	144	67.0		1 time/week	68	31.6
Age (yr)	20~29	133	61.9		1 time/2 weeks	20	9.2
	30~39	52	24.2		1 time/1 month	23	10.8
	40~49	17	7.9	Purchase information	Broadcast	60	27.9
	50~	13	6.0		Internet	54	25.1
Marital status	Married	53	24.7		SNS	25	11.6
	Non-married	162	75.3		Recommend	39	18.1
Education level	High school	7	3.3	Others	37	17.3	
	College	24	11.2	Purchase food	Farm products	27	12.6
	University	118	54.9		Animal products	6	2.8
	Graduate school	66	30.6		General products	154	71.6
Job	Student	100	46.5		Others	28	13.0
	Housewife	17	7.9	Purchase place	Supermarket	46	21.3
	Professional	14	6.5		Hypermarket	100	46.5
	Office	56	26.1		Convenience	52	24.2
	Service	15	7.0		Online-market	15	7.0
	Others	13	6.0		Others	2	1.0

Table 2. Exploratory factor analysis

Items	Communalities	Factor loading				Eigen value (% of variance)
		F1	F2	F3	F4	
CA <sub>1</sub>	.769	.171	.343	.263	<b>.744</b>	1.176 (6.920)
CA <sub>2</sub>	.726	.156	.311	.255	<b>.735</b>	
CA <sub>3</sub>	.696	.290	.076	.238	<b>.741</b>	
CA <sub>4</sub>	.756	.229	.104	.155	<b>.818</b>	
CA <sub>5</sub>	.767	.301	.145	<b>.790</b>	.175	1.431 (8.419)
CA <sub>6</sub>	.811	.150	.306	<b>.771</b>	.316	
CA <sub>7</sub>	.852	.228	.299	<b>.797</b>	.273	
CA <sub>8</sub>	.815	.047	.257	<b>.846</b>	.177	
SI <sub>1</sub>	.786	.238	<b>.805</b>	.224	.174	1.840 (10.823)
SI <sub>2</sub>	.802	.214	<b>.790</b>	.282	.228	
SI <sub>3</sub>	.784	.257	<b>.808</b>	.183	.176	
SI <sub>4</sub>	.850	.251	<b>.814</b>	.302	.182	
CS <sub>1</sub>	.743	<b>.740</b>	.284	-.015	.338	8.597 (50.570)
CS <sub>2</sub>	.633	<b>.741</b>	.214	.188	.043	
CS <sub>3</sub>	.742	<b>.798</b>	.134	.092	.279	
CS <sub>4</sub>	.739	<b>.771</b>	.264	.249	.116	
CS <sub>5</sub>	.775	<b>.801</b>	.151	.221	.249	

Note: Extraction method: principal component analysis; Rotation method=Varimax rotation; Cumulative =76.731%; CA=corporate association; SI=self image congruence; CS=consumer satisfaction.

0.735(See Table 2). A four-dimension solution retained in the following factor labels such as 'consumer satisfaction'(factor 1), 'self image congruence'(factor 2), 'corporate social responsibility'(factor 3), and 'corporate ability'(factor 4), respectively.

Also, based on confirmatory factor analysis results, we analyzed convergent validity, discriminant validity and reliability of all the multi-items, following the guidelines from previous research(Anderson JC, Gerbing DW 1988; Hair JR et al 2006). The measurement properties are reported in Table 3. Cronbach's alpha coefficients of the 'corporate ability', 'corporate social responsibility', 'self image congruence', and 'consumer satisfaction' factors appear to have good internal consistency, 0.871, 0.916, 0.920 and 0.894, respec-

tively. Also, the average variance extracted(AVE) for these scales were 0.629~0.744, and composite construct reliability(CCR) for these scales were 0.813~0.875. Results of the squared correlations among the study variables also fall into the acceptable range (See Table 4). To study an acceptable fit for the measurement model, each of the constructs was examined by analyzing the statistical significance of each estimated loading, and the overall model fit indices were then evaluated. All loadings exceeded .70(except CS<sub>2</sub>), and each indicator *t*-value surpassed 10.666. Also, Table 4 presented the correlations analysis for the items. The items used to assess corporate ability, corporate social responsibility, and self image congruence were positively related to the items

Table 3. Confirmatory factor analysis and reliability analysis

Items	Estimate	Standardized estimate	t value	Cronbach's $\alpha$	CCR	AVE
• Corporate ability						
CA <sub>1</sub>	1.000	.756	Fixed			
CA <sub>2</sub>	1.057	.738	10.755***	.871	.813	.629
CA <sub>3</sub>	1.089	.818	12.016***			
CA <sub>4</sub>	1.103	.856	12.575***			
• Corporate social responsibility						
CA <sub>5</sub>	1.000	.822	Fixed			
CA <sub>6</sub>	1.192	.935	17.317***	.916	.872	.733
CA <sub>7</sub>	1.090	.882	15.943***			
CA <sub>8</sub>	0.918	.781	13.265***			
• Self image congruence						
SI <sub>1</sub>	1.000	.847	Fixed			
SI <sub>2</sub>	1.082	.862	16.085***	.920	.875	.744
SI <sub>3</sub>	1.069	.826	14.985***			
SI <sub>4</sub>	1.118	.916	17.800***			
• Consumer satisfaction						
CS <sub>1</sub>	1.000	.791	Fixed			
CS <sub>2</sub>	0.978	.696	10.666***	.894	.861	.631
CS <sub>3</sub>	1.080	.796	12.585***			
CS <sub>4</sub>	1.128	.824	13.139***			
CS <sub>5</sub>	1.146	.860	13.847***			

Note: CCR=composite construct reliability; AVE=average variance extracted;  $\chi^2=221.565(df=113)$ ;  $p<0.001$ ;  $\chi^2/df=1.961$ ; GFI=.889; NFI=.922; IFI=.960; CFI=.960; RMR=.067; RMSEA=.067; \*\*\*  $p<.001$ .

Table 4. Correlation analysis

Items	M $\pm$ SD	1	2	3	4
1. Corporate ability	4.89 $\pm$ 1.05	1	(.348)	(.299)	(.306)
2. Corporate social responsibility	4.17 $\pm$ 1.15	.590	1	(.370)	(.230)
3. Self image congruence	4.21 $\pm$ 1.15	.547	.609	1	(.319)
4. Consumer satisfaction	5.00 $\pm$ 0.98	.554	.480	.565	1

Note: Pearson correlation coefficient; (parenthesis)=squared correlations; \*\*\*  $p<.001$ (2-tailed).

associated with consumer satisfaction.

*Structural Equation Models and Hypothesis Test*

*1) Overall Model Test*

The structural model achieved a good level of fit:  $\chi^2(df=113)=221.565$ ,  $GFI=.889$ ,  $CFI=.960$ ,  $RMSEA=.067$ . In Table 5, we present the resulting standardized parameter estimates. Hypothesis 1 predict that corporate association has a positive impact on consumer's self image congruence. H1a, which hypothesized a positive relationship between corporate ability and consumer's self image congruence( $\beta= .323$ ;  $t=3.808$ ;  $p<.001$ ) was supported. Moreover, as proposed by H1b, employees' corporate social responsibility had a significant positive effect on consu-

mer's self image congruence( $\beta=.454$ ;  $t=5.386$ ;  $p<.001$ ). Therefore hypothesis 1b was supported. Also, H2 that consumer's self image congruence would have significant positive effect on consumer satisfaction( $\beta=.339$ ;  $t=3.746$ ;  $p<.001$ ) was supported. The set of H3 address the relationship between corporate association and consumer satisfaction. H3 was partially supported as it was indicated that, although corporate association( $\beta=.373$ ;  $t=3.885$ ;  $p<.001$ ) significantly affected consumer satisfaction.(H3a), but corporate social responsibility( $\beta=.058$ ;  $t=.619$ ;  $p>.05$ ) did not.

*2) Moderating Test*

In order to test the moderation effect of the consumer's trust level between corporate association,

Table 5. Structural equation model results

	Hypothesized relationship	Standardized estimate	t-value
H1	H1a Corporate ability → Self image congruence	.323	3.808***
	H1b Corporate social responsibility → Self image congruence	.454	5.386***
H2	H2 Self image congruence → Consumer satisfaction	.339	3.746***
	H3a Corporate ability → Consumer satisfaction	.373	3.885***
H3	H3b Corporate social responsibility → Consumer satisfaction	.058	.619

Note:  $\chi^2=221.565(df=113)$ ;  $\chi^2/df=1.961$ ;  $GFI=.889$ ;  $AFGI=.850$ ;  $NFI=.922$ ;  $IFI=.960$ ;  $CFI=.960$ ;  $RMSEA=.067$ ;  $RMR=.067$ ; \*\*\*  $p<.001$ .

Table 6. Moderating effect of the consumers' trust

	Level of trust				Baseline model $\chi^2$ (df=226)	Nested model $\chi^2$ (df=227)	$\Delta \chi^2$ ( $\Delta df=1$ )
	Low-level (n=114)		High-level (n=101)				
	Standardized estimate	t-value	Standardized estimate	t-value			
H1a	.315	2.619**	.218	1.776	379.619	380.933	1.314
H1b	.427	3.753***	.397	3.243**	379.619	379.778	.159
H2	.071	.515	.612	4.163***	379.619	383.357	3.738
H3a	.501	3.226**	.005	.041	379.619	390.420	10.801*
H3b	-.097	-.713	.154	1.288	379.619	381.112	1.493

Note :  $\chi^2/df=1.680$ ;  $GFI .830$ ;  $NFI .837$ ;  $CFI .926$ ;  $RMSEA .056$ ; \*  $p<.05$ , \*\*  $p<.01$ , \*\*\*  $p<.001$ .



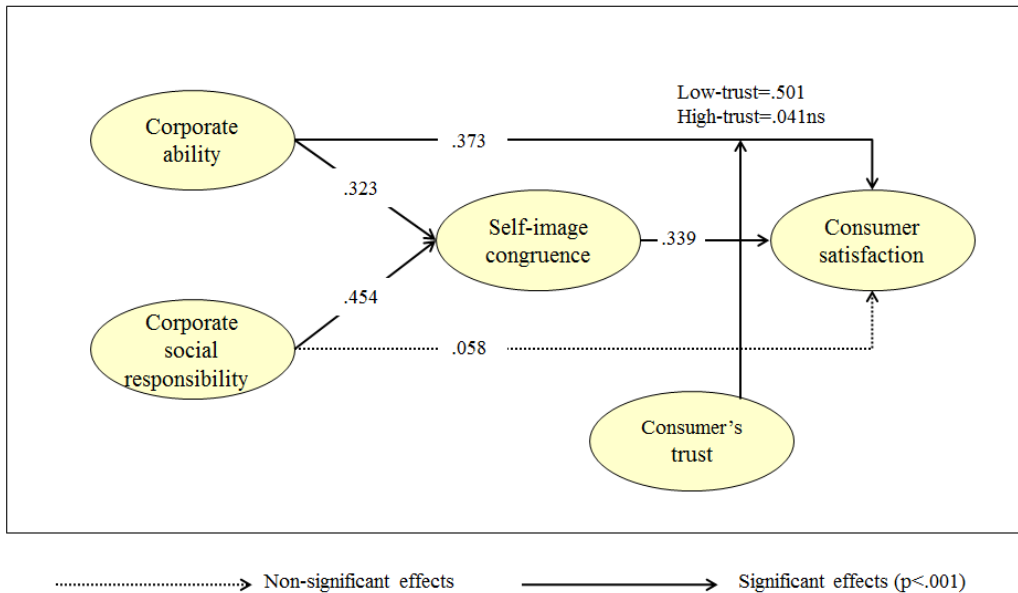


Figure 2. Structural equation model with parameter estimates.

self image congruence and consumer satisfaction based on a multi-group approach. The results of the moderating effect of the consumer's trust are shown in Table 6. It was used in analysis by being divided into high trust-level(N=101) and low trust-level (N=114) based on the mean value of confidence. The baseline model showed a good fit to the data( $\chi^2=379.619$ ;  $df=226$ ; GFI .830; NFI .837; CFI .926; RMSEA .056). As for the link between corporate ability and consumer satisfaction, statistically significant group differences were detected based on the  $\chi^2$  between the baseline model and nested model( $\Delta \chi^2 =10.801 > \chi^2_{(df=1)}=3.84$ ). This implies that the influence of consumer's corporate ability upon satisfaction was significantly higher in a group with low trust-level than a group with high trust-level. This means that the lower the trust toward a certain company, the greater the effect of ability association on satisfaction (low  $\beta=.501$ ; high  $\beta=.005$ ); The lower the trust, consumer determine the degree of satisfaction by depending on association. In other routes, significant moderating effects were not found. In conclusion, Hypotheses 4 was partially supported.

**CONCLUSION AND LIMITATION**

This study was to considered the effects of the

consumer's corporate association, self image congruence, and satisfaction in the food company, and to investigate the moderating effects of consumer's trust. The major findings are as follows.

First, the consumer's corporate ability( $\beta=.323$ ) and corporate social responsibility( $\beta=.454$ ) have positive effect on self image congruence. This means among corporate association, the higher corporate ability association and corporate social responsibility association, the more increased self image congruence; the more positive image consumers have on a certain company, they reconcile such image with their own image. This showed the result that is consistent with previous studies(Mittal B et al 1990; Kim DT, Kim JI 2008; Choi NH et al 2009), which verified positive causality with corporate association and self image congruence.

Second, the consumer's self image congruence have positive effect of consumer satisfaction. This means that as consumers perceive their image is in agreement with a certain company, the greater the degree of satisfaction. Previous studies have also demonstrated a positive relationship between self image congruence and consumer satisfaction(Graffe TR 1996; Yi YJ, La SA 2002; Yim CK et al 2007; Kim TH et al 2009).

Third, the consumer's corporate ability ( $\beta=.373$ ) have positive effect on consumer satisfaction. However, corporate social responsibility association did not have significant effect on satisfaction, which was consistent with the result of a study by Thang D, Tan B (2003) that functional image on a certain company played an important role in determining preference or satisfaction and which was similar to the result of a study by Jung HS, Yoon HH (2014) that ability association had a greater influence on trust.

Fourth, the influence of consumer's corporate ability upon satisfaction was indicated to be significantly greater in low-trust ( $\beta=.501$ ) than high-trust ( $\beta=.005$ ). This means that the lower trust toward a certain company, consumers depend on ability association and therefore it has great influence on satisfaction.

With the purpose of exploring the impact that corporate association may function on consumer satisfaction within the Korea's food companies, the current study intends to benefit both academics and practitioners alike. At this point of time, this study has significance in a regard of being an original research of having analyzed a fact that the self-image congruence and the consumer satisfaction are varied depending on a type of the corporate association targeting food companies. Ability association is estimated to form a positive influential relationship because informational perception felt by consumers is abundant and experiences on a certain company form positive influential relationship on satisfaction because of direct response. However, in this study, the variable with more influence on self image identification was social responsibility association; The more excellent social responsibility association a company had, consumers felt that they were the same as their images and had a higher possibility to perceive that they also performed social responsibility. Therefore, food companies should not ignore consumers' association affects their performance and the more positive association a consumer have on a certain company, the connection between the consumer and the business should be made close. In other words, motivation or opportunities should be provided so that consumers' experiences on a certain company may be induced abundantly. In other words, when a consumer's knowledge about a cer-

tain company is lacking, he or she evaluates the company through information on the company, so that the consumer can be aware of such knowledge more easily and clearly, unique association and discriminative strategies in comparison with other companies should be conducted.

The limit of this study and future work are as follows. The first limitation result from the targeted consumers were limited to Seoul in Korea. Second, this study went through modification and verification process through pilot test, but it is estimated that there are still some measurement errors. Third, data were collected from one source (consumer) which lesson problems with Common Method Bias (CMB). Fourth, given that famous food companies in Korea were selected, the results of our study cannot be generalized to other types of companies. Finally, this study did set limits of final dependent variable only to consumer satisfaction. However, a follow-up research will be desirable to analyze by adding more specific performance variables such as purchase intent and loyalty.

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## 식품기업에 대한 소비자의 기업연상이 자아이미지 일치성 및 만족도에 미치는 영향 : 신뢰의 조절효과를 중심으로

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### 국문초록

본 연구는 국내 식품기업을 대상으로 소비자가 인지하는 기업연상이 자아이미지 일치성과 만족도에 미치는 영향을 고찰하고, 이러한 인과관계에서 소비자의 신뢰에 따른 조절효과를 검증하고자 하였다. 서울 지역에 거주하는 20세 이상 소비자 215명의 표본을 바탕으로, 구조방정식을 사용하여 가설을 검증하였다. 최종 연구 모형의 적합도는  $\chi^2$  (df=113)=221.565, GFI=.889, CFI=.960, RMSEA=.067 등으로 나타나, 비교적 우수한 것으로 조사되었다. 연구 결과, 국내 식품기업에 대한 소비자의 연상 중 능력연상( $\beta=.323$ ;  $t=3.808$ ;  $p<.001$ )과 사회적 책임 연상( $\beta=.454$ ;  $t=5.386$ ;  $p<.001$ )은 소비자의 자아이미지 일치성에 유의한 정(+)의 영향을 주었으며, 자아이미지 일치성( $\beta=.339$ ;  $t=3.746$ ;  $p<.001$ )은 소비자만족도에 유의한 정(+)의 영향을 주는 것으로 나타났다. 또한 기업연상이 소비자 만족도에 미치는 영향력에 있어서 능력연상( $\beta=.373$ ;  $t=3.885$ ;  $p<.001$ )은 소비자만족도에 유의한 정(+)의 영향을 주었지만, 사회적 책임연상( $\beta=.058$ ;  $t=.619$ ;  $p>.05$ )은 유의하지 않았다. 신뢰의 조절적 역할에 있어서는 능력연상이 소비자 만족도에 미치는 영향력에 있어서 저신뢰 집단( $\beta=.501$ ;  $t=3.226$ ;  $p<.001$ )의 영향력이 고신뢰 집단( $\beta=.005$ ;  $t=.041$ ;  $p>.05$ )보다 높은 것으로 나타나, 유의미한 조절적 역할을 하는 것으로 조사되었다.

주제어: 기업연상, 자아이미지일치성, 고객만족도, 식품기업