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THE RELATIONSHIP AMONG COMMUNITY SPIRIT, COMMUNITY IDENTIFICATION, AND COMMUNITY LOYALTY OF ONLINE SPORTS COMMUNITY USER

Introduction

Online community is the group that develops social relations and connections by communicating consistently and repeatedly through computer among people who have similar interest and purpose on specific place and boundary of computer communication network (Kang, 2000). Online community is growing explosively to share similar interests, shopping, and information, which is supported by development of communications technology. These social and cultural phenomenon also appears on online sport community especially for among people who prefer sport by sharing information and by participating on sports. Accordingly, this study is to examine how community spirit of online sports community user affects community loyalty through community identification.

The importance of community spirit is led by Sarason (1977) and Corrigan (1996) who insist that it is most essential task to develop human community to recover into healthy society. With this point of view, developing sport community plays important role and recently various community spirit is built through online sport category. Generally community spirit in online sport emerges group phenomenon acting by organizing community voluntarily among people who have same interests (Park & Kang, 2007). In the community, people who prefer sports exchange information each other, enjoy leisure activities, and promote friendship by participating in sports.

In addition, community identification that is probable with community spirit is a medium connecting to community activities through process of having and accepting information by community members. Moreover, community loyalty that has relation with community spirit and community identification is the attitude and behavior of specific information and service user, which can be conceptualized as revisit attitude and revisit behavior of online and internet (Sohn, 2002). However, most of the studies implemented are focused on economic functions such as advertisement, customer satisfaction, and shopping mall and study related to sport participation is deficient. Accordingly the purpose of study is to provide a fundamental guideline through the process for which online sports become the sports socialization for generating academic advancement and establishing healthy online sport culture. To accomplish the purpose of the study, three subjects of the study are generated as follows.

First, study on the relationship between community spirit of online sports community user and community identification.

Second, study on the relationship between community spirit of online sports community user and community loyalty.

Third, study on the relationship between community identification of online sports community user and community loyalty.

Methods

1. Research Subject

To accomplish the purpose of the study, adult male and female users of "N" research engine with category of sports and leisure are subjected to questionnaire based on convenience sampling. Total of 500 questionnaires are distributed and 426 collected after participants fill out the questionnaires by e-mail. Among the collected data, total of 383 are used for final data analysis excluding 43 questionnaires by using screen test and individual characteristics are shown on Table1.

Table 1. Individual Characteristics

Division		Frequency	Ratio(%)
Sex	Male	288	75.2
	Female	95	24.8
Age	20's	135	35.2
	30's	154	40.2
	Over 40's	94	24.5
Total		383	100.0

2. Research Method

The questionnaire is designed based on the theories and precedent studies of various useful disciplines and individual characteristics consist of question of sex and age. To examine community spirit, questionnaires from (Hong, 2011) is used after revising to fit for the study. Questionnaires from (Park & Lee, 2012) for community identification and questionnaires from (Kim, 2010) used to examine community loyalty are used after revising to fit for the study. The questionnaire is designed with 5 point Likert scale from 1 point of strongly disagree to 5 point of strongly agree.

3. Validity & Reliability

To verify validity and reliability of questionnaire, exploratory factor analysis is implemented. Eigenvalues that decides number of factor is based on over 1.0 and factor loading value set up over 0.4. For the better factor pattern matrix, varimax rotation is implemented.

As a result of the exploratory factor analysis of community spirit, 4 sub-factors, emotional relationship of over .741, need-satisfaction of over .698, membership of over .701, and influence of over .618 are extracted as shown on Table 2. Additionally, overall explanatory power shows 63.820% with reliability of .648 ~ .817.

For the community identification variables which are unidimensional consisting of five questions, exploratory factor analysis is not implemented.

Table 2. Result of Exploratory Factor Analysis for Community Spirit

Question	Community Spirit			
	Factor 1	Factor 2	Factor 3	Factor 4
Emotional relationship 3	.848	.080	.021	.038
Emotional relationship 4	.776	.151	.154	.094
Emotional relationship 1	.775	.151	.130	.107
Emotional relationship 2	.741	.037	.009	.141
Need-satisfaction 3	.035	.883	.006	.054
Need-satisfaction2	.137	.801	.126	.176
Need-satisfaction1	.052	.744	.079	.091
Need-satisfaction4	.188	.698	.074	.052
Membership 3	.031	.042	.811	.062
Membership 2	.105	.114	.811	.023
Membership 1	.102	.159	.701	.124
Influence 2	.068	.053	.048	.866
Influence 3	.083	.069	.068	.746
Influence 1	.213	.104	.277	.618
Eigen value	2.609	2.574	1.958	1.794
Of variance(%)	18.633	18.383	13.988	12.816
Cumulative(%)	18.633	37.016	51.005	63.820
Reliability	.817	.806	.701	.648

Table 3. Result of Exploratory Factor Analysis for Community Loyalty

Question	Community Loyalty	
	Factor 1	Factor 2
Attitudinal loyalty1	.852	.211
Attitudinal loyalty4	.830	.086
Attitudinal loyalty2	.825	.232
Attitudinal loyalty3	.769	.223
Behavioral loyalty 1	.182	.807
Behavioral loyalty 2	.119	.774
Behavioral loyalty 3	.211	.722
Behavioral loyalty 4	.166	.711
Eigen value	2.805	2.432
Of variance(%)	25.065	30.405
Cumulative(%)	35.065	65.469
Reliability	.861	.776

For the exploratory factor analysis of community loyalty, 2 sub-factors, attitudinal loyalty of over .769 and behavioral loyalty of over .711 are extracted as specified in Table 3. In addition, overall explanatory power shows 65.496% with reliability of .776 ~ .861.

Results

1. Relationship between community spirit and community identification

Table 4 shows the result of multiple regression analysis to examine the influence of community spirit on community identification. As a result, it shows that community spirit influences on community identification. In other words, it is identified that emotional relationship, need-satisfaction, membership, and influence factors influence on community identification. The explanatory power of community identification toward community spirit variables is 41.6%.

Table 4. Influence of Community Spirit on Community Identification

Variables	b	SEB	β	t	p
Emotional relationship	.290	.037	.330	7.732	.001
Need- satisfaction	.136	.037	.153	3.673	.001
Membership	.193	.039	.203	4.915	.001
Influence	.267	.041	.275	6.535	.001
				$F=67.222(p<.001)$	$R^2=.416$

2. Relationship between community spirit and community loyalty

According to Table 5, community spirit influence on attitudinal loyalty. That is, it is identified that factors of emotional relationship, need-satisfaction, and membership influence on attitudinal loyalty and the explanatory power of attitudinal loyalty toward community spirit variables is 16.1%.

Table 5. Influence of Community Spirit on Attitudinal Loyalty

Variables	b	SEB	β	t	p
Emotional relationship	.126	.054	.118	2.318	.021
Need- satisfaction	.181	.054	.168	3.374	.001
Membership	.258	.057	.223	4.515	.001
Influence	.109	.059	.093	1.838	.067
				$F=18.169(p<.001)$	$R^2=.161$

According to Table 6, community spirit influence on behavioral loyalty. That is, it is identified that emotional relationship, need-satisfaction, membership and influence factors influence on behavioral loyalty and the explanatory power of behavioral loyalty toward community spirit variables is 14.2%.

Table 6. Influence of Community Spirit on Behavioral Loyalty

Variables	b	SEB	β	t	p
Emotional relationship	.150	.048	.161	3.138	.002
Need- satisfaction	.140	.047	.149	2.967	.003
Membership	.157	.050	.156	3.125	.002
Influence	.129	.052	.125	2.470	.014
				$F=16.753(p<.001)$	$R^2=.142$

3. Relationship between community identification and community loyalty

Table 7 shows the result of multiple regression analysis to examine the influence of community identification on community loyalty. As a result, it shows that community identification influences on attitudinal loyalty. The explanatory power of attitudinal loyalty toward community identification variables is 8.8%.

Table 7. *Influence of Community Identification on Attitudinal Loyalty*

Variables	b	SEB	β	t	p
Community identification	.359	.059	.296	6.053	.001
$F=36.644(p<.001)$				$R^2=.088$	

As Table 8 shows, it is identified that community identification influences on behavioral loyalty and the explanatory power of behavioral loyalty toward community identification variables is 8.7%.

Table 8. *Influence of Community Identification on Behavioral Loyalty*

Variables	b	SEB	β	t	p
Community identification	.287	.052	.272	5.507	.001
$F=38.956(p<.001)$				$R^2=.8.7$	

Discussion

The purpose of the study is to examine the relationship among community spirit, community identification, and community loyalty of online sports community user. To accomplish the purpose of the study, analyses for the results are implemented based on the subjects of the study. Discussion is also implemented to identify the relationship among variables based on the facts verified through the analyses. First, according to the result of the study, community spirit of online sports community user influences on community identification. This result corresponds with the results of the study by Shu & Kim (2003) that insists social cohesion and social relation, characteristics of community spirit, influence on quality of relationships and identification of users. Also, the study by Coates(2004) that empathizes the importance of relation-oriented communication and identification among users for the success of online community partially supports the result of the study. Accordingly, community spirit of online sports community user has positive relationship with community identification. That is it is identified that subjective characteristics of online commitment and group consciousness perceived by community users are causing variables positively influencing on community identification.

Second, as a result of the study, it is identified that community spirit of online sports community user influences on community loyalty. This result corresponds with the results of the study by Park & Yu(2003) that insists there is relationship between community spirit and website loyalty of online community. This result also supports the result of the study by Mun & Choe(2003) that insists common interests, role, and dependence consciousness directly influence on revisit attitude and revisit behavior to

the community. Overall, it is identified that common interests and role of online sports community user directly influences on revisit attitude and revisit behavior.

Third, it is identified that community identification of online sports community user influences on community loyalty. This result supports the results of the study by Yu(2007) that insists if psychological commitment of group is higher, the rate of visit, participation, and contribution is greater. This result also supports the result of the study of loyalty model for sports' spectators by Trail, Anderson, & Fink(2005) that insists the if the level of identification of sports consumers is higher, the more positive influence is on active loyalty.

Conclusion and Suggestion

The purpose of the study is to examine the relationship among community spirit, community identification, and community loyalty of online sports community user. To accomplish the purpose of the study, adult users of "N" research engine with category of sports and leisure are subjected to questionnaire. Based on convenience sampling, questionnaires for 383 users are used for final data analysis. By utilizing SPSS 21.0, frequency analysis, exploratory factor analysis, reliability analysis, simple regression analysis and multiple regression analysis are implemented and the results are as follows.

First, community spirit of online sports community user influences on community identification. Emotional relationship, need-satisfaction, membership, and influence factors influence on community identification.

Second, community spirit of online sports community user influences on community loyalty. Factors of emotional relationship, need-satisfaction, and membership influence on attitudinal loyalty while emotional relationship, need-satisfaction, membership and influence factors influence on behavioral loyalty.

Third, community identification of online sports community user influences on community loyalty. Community identification influences on attitudinal loyalty and behavioral loyalty.

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„Dan“, 4. april 2015.

МЕЂУНАРОДНА НАУЧНА КОНФЕРЕНЦИЈА ЦРНОГОРСКЕ СПОРТСКЕ АКАДЕМИЈЕ СВЕЧАНО ОТВОРЕНА ЈУЧЕ НА УНИВЕРЗИТЕТУ ЦРНЕ ГОРЕ

Са четири континента 166 учесника



Са отварања Конференције

Међународна научна конференција о трансформационим процесима у спорту “Споратска достигнућа”, 12. по реду, као и 11. Конгрес Црногорске спортске академије свечано су отворени јуче у згради Ректората Универзитета Црне Горе. Присутне је на почетку свечаности отварања поздравио предједавајући Конференције проф. др Душко Бјелица, који је истакао да „заслуге за успјешну организацију и видљиве резултате адекватне и примјенљиве у нашој струци не припадају само нама већ уваженим и еминентним учесницима из 22 државе са четири континента, који ће у току тродневног рада на више нивоа у разним областима и са много аспеката дати своја виђења на тему трансформационих процеса у спорту“.

– На укупно 94 прихваћена и пажљиво одабрана рада потписује се 166 аутора и ко-

аутора. Изворност тематског оквира наше Конференције, који садржајношћу захвата ширину свих потребних спортских постулата указује да наша жеља да досагемо до тога шта су то данас спортска достигнућа у многим спортским категоријама и да им се са научним и списатељским сензибилитетом да оовременски значај, рекао је, између осталог проф. др Душко Бјелица.

На отварању је говорио и министар просвете Предраг Бошковић, као и потпредједник ФИЕП проф. др Георги Балинт, који је у име предједника ФИЕП Европа проф. др Мирослава Антале примио специјалну плакету Црногорске спортске академије. Након јучерашњег рада у пријеподневним сатима у двије сесије и једном радионцом и поподневних пленарних излагања, Конференција ће наставити са радом данас у 9 часова.

Т.Б.