UNDERSTANDING CONSUMERS' PURCHASE INTENTIONS IN ONLINE VIRTUAL COMMUNITIES: AN INTEGRATION OF PERCEIVED BENEFIT AND COMMITMENT-TRUST THEORY

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ABSTRACT

In the fourth industrial revolution era, people are purchasing products from e-commerce. Even within the online community, we purchase products that match the information provided by the community, or exchange used products. Therefore, this study intends to study consumers' behavioral intention in online community. The purpose of this study was to suggest factors affecting continuous participation and purchase intention in online community of interest drawing on the perceived benefit and Commitment-Trust Theory (CTT) to advance our understanding. The collected 231 data through the survey were analyzed using structural equating model analysis. SPSS 21.0 and AMOS 21.0 were used to analyze the data. According to the result, continuous use intention influenced purchase intention, and trust and commitment is critical for the continuance intention. Of the four benefits, only learning, economic and hedonic benefits affected trust and commitment. This study contributes to the existing research on online communities as it combines perceived benefit and CTT to explain variances for users' continuous participation. This study also provides suggestions in numerous ways regarding interest-based online community operations.

Keywords: *Digital Item Purchase, Online Community, Perceived Benefit, Commitment-Trust Theory, E-commerce*

1. INTRODUCTION

Now, the Internet is permeating our lives. With the rapid development of Information Communication Technology (ICT) and the proliferation of smartphones, people are able to access 'online' anywhere and anytime. In other words, people can share information and interact with others in real time in a virtual online space, which is the background of the online community. According to the existing literature, the emergence of ICT has radically changed the social interaction and has an important influence on the formation of online community [1-2].

Online communities are different from social network services such as Linked In, Facebook, YouTube and etc. It is an online platform that is made up of people who have never met in offline and interacted with people of common interest or purpose. So users prefer similar things or similar lifestyles [3]. According to figure 1 based on Global Market Intelligence Agency TNS Korea [4], the number of users of popular social network services such as 'Facebook' has decreased in recent 2 years. On the other hand, only the online community is showing an upward trend. In particular, 80% of Internet users in Korea are subscribing to online communities [5].

The reasons why people use online communities can be explained, for example, by the online travel community. Travelers can discover through communities that other travelers are thinking about potential facilities such as hotels and restaurants, and have easy access to information. Travelers can also purchase a variety of discount products through a number of community-based affiliate offers [2, 6]. It is also possible to make joint purchases, which are economical purchasing activities in which several people in the community

collectively purchase the same items together. You can also buy services from the community [7].

Therefore, this study intends to study what kind of benefits of the online community will the users continue to participate, and furthermore, willing to purchase products and services introduced by the online community.
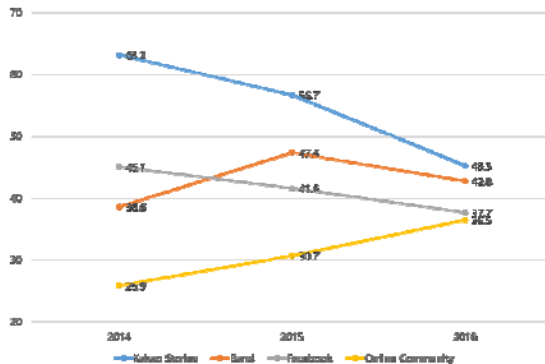

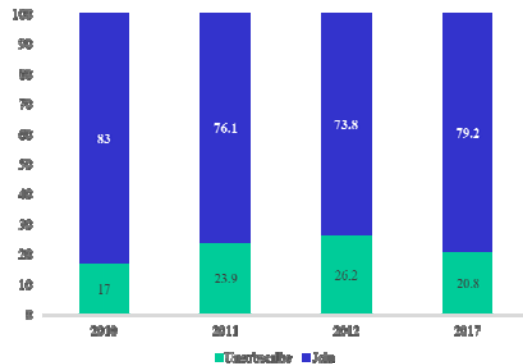*Figure 1: Top 4 Services Monthly User Ration [4]*

Figure 2: 2017 Korea Online Community Subscribers [5]

This study aims to contribute the following to the literature of computer-based communication and e-commerce: 1) identify the most critical determinants that effect consumer intention to participate in online communities; 2) by integrating two well recognized technology adaption theories: the perceived benefit theory and the commitment-trust theory (CTT), we help to understand the intention of consumers to participate in online community; 3) we examine the influence of consumers' intentions to participate on the intention to purchase in online communities. The findings will help e-commerce companies' managers and other communities' operators to evolve strategies that enhance the intention of consumer to participate as well as evolving strategies that

improve consumer intentions to purchase products to the online community.

This study is organized as follow; the next section represents literature pertaining to the study variables and theories as well as the hypotheses development. Then we demonstrate our data collection and measures operationalization. Finally, we explain the study results, discussion, and managerial implications as well as demonstrating the limitations and future research.

2.   BACKGROUNDS

2.1 Online Communities

Since the online community began to make American scholars to share information and research achievements in the 1970s, it has been extensively defined as an environment for communicating ideas and information, exchanging interests, mutual pleasure, promoting relationships, seeking help, providing support, and exchanging products and services [8]. An online virtual community can be defined as a new social entity. An online virtual community can be distinguished from traditional community concepts because it is built on a computer interface between people with similar interests and experiences [9]. Rheingold [10] defined the definition of an online community as "a social group in which consumers share emotions in an online space and share emotional ties by sharing ongoing communication". Jones [11] defined the online community as a "virtual cultural activity space with the Internet as a medium".

However, the definition of online community differs from that of previous studies, which is attributed to various types of online community. In other words, it is necessary to classify and approach the type of online community research. Online communities are categorized in terms of purpose, structure of interaction, and management aspects of the community [12].

In this study, we focus on the interest-based online community among the online community classified by Armstrong and Hagel [13]. Other than interest-based online communities, there are transaction-based online communities, relationship-based online communities, and fantasy-based online communities. In an interest-based online community, users aggregate based on common interests or specific topics and share information. Interest-based online communities are characterized by a greater degree of user-to-user interaction than other types of communities [14]. Transaction-based online communities attract buyers and sellers to buy

and sell products and services, and share information to reach their deals. Relationship-based online communities encourage the formation of relationships online with new users through participation of users. It also has the characteristic of developing into a meaningful relationship not only in life but also in terms of business through actual meeting. The fantasy-based online community creates a new environment, personality, and story for users to enjoy in cyberspace or game space. Table 1 below shows the classification and examples of online communities.

Table 1: Types of online communities by Armstrong and Hagel [13]

Type	Definition	Example
Communities of Transaction	Purchase or exchange of products or services	-Craigslist (USA) -OfferUp (USA) -Joonggonara (Korea)
Communities of Interest	Knowledge sharing and interaction on specific topics such as hobbies and specializations	-Chiup ppogagi (Korea) -Moms Holic Baby (Korea) -Raddit (USA)
Communities of Fantasy	Participation and creation needs related to fantasy in virtual space	-Gamasutra (global) -EbookNlove (Korea)
Communities of Relationship	People with similar experiences gather to form meaningful relationships by sublimation of fellowship or fellowship	-Breast cancer story (Korea)

In this study, we focus on the interest-based online community rather than other types of online community. As has been pointed out in numerous previous studies, interaction maintains a more sticky relationship with online community members. Interest-based online communities, which have the highest degree of interactivity than other communities, are notable in that they make decisions based on recommendations and knowledge sharing from other users. Therefore, efficient and effective information acquisition and learning are possible in the flood of information and advertisement. In addition, interest-based online communities show the infinite possibilities of becoming an enterprise by possessing the advantages of clarifying the target group when expanding business from advertisement to education and commerce. Therefore, there is a tendency to activate an interest-based online community for sharing information about a specific field of interest for securing and maintaining members in various portal sites in recent years.

As shown in Table 2, the company that started from the online community had more than millions of users since its incorporation, enabling it to grow faster than other start-ups (initial venture companies) It can be said that it started with 'securing the number of users' from the beginning. Therefore, it is essential to understand the motives of users who use online communities and participate.

Table 2: Enterpriseization of online community

Name of Company	Original Community name	Number of users	Business diversification plan
Joonggo Nara	Jung-Go Nara	15 Million	· Mobile app launch · Fraud prevention service · IM transaction service provision
Ya-Nolja	Motel Tour	5.2 Million	· Accommodation brokerage · Consumable materials business for accommodation business · Entry into hotel franchise business
Chippo	Chiup ppogagi	2 Million	· Operate educational programs for job seekers
Mon's Club	Moms Holic Baby	2.3 Million	· Child care and childbirth preparation classes · Child care, maternity goods sale

Previous studies based on the interest-based online community have mainly focused on knowledge sharing and interaction in the online community [15-17]. However, research on the motivation of users to use online communities and purchasing behavior in the community are still insufficient [2, 6].

As the rise and fall of the online community is accompanied by the continuous participation of users, it is necessary to study how to continuously participate and maintain the online community users. Therefore, the purpose of this study is to analyze the factors that influence on online community's participation and purchase intention

based perceived benefit and commitment-trust theory.

2.2 Commitment-Trust Theory

Trust and commitment are crucial constituent concepts in relationship marketing, especially business-to-business and business-to-customer relationship marketing. Morgan and Hunt [18] developed Commitment-Trust Theory (CTT). The factors of successful relationship marketing are trust and commitment, and these two variables serve as key parameters in relationship marketing. This view provides a better explanation of customer retention and loyalty [19]. In marketing, the Trust serves as the basis for strategic partnerships between buyers and sellers. It is also an integrated concept that is widely used in various disciplines (economics, marketing, sociology, psychology, organizational behavior, information systems, decision making).

According to Humphrey and Schmitz [20], trust plays an important role in economic transactions because it reduces perceived risk. It also works in an online environment. Users who tend to trust online transactions tend to be less perceived risk and therefore more likely to trust online transactions. In a similar vein, users 'trust is especially important in an environment where users' interaction is difficult to predict due to the virtual spatial characteristics of online communities. This is because users who have confidence in the online community will participate more actively in online community activities.

The commitment-trust theory [18] focuses on explaining the development of long-term relationships between exchange parties. The key premise of this theory is to adopt both tie-in and trust as crucial factors for building and maintaining business relationships between exchange partners. This theory suggests that trust directly affects trusting. Because the trust between the two parties helps to reduce the vulnerability that the parties recognize when they commit the exchange relationship.

Existing online community studies have used commitment as an important dependent variable [21]. However, as in this study, studies on the effect on sustained use and purchase intention, which are based on trust and commitment, are insufficient.

2.3 Perceived Benefits

Several studies of online domains have expressed perceived benefits as 'consumer perceptions of acquisition' [22]. Gutman [23] described perceived benefits as a valuable outcome or advantage that consumers can derive from consumption. In order to lead a successful online community, it is essential to provide the benefits that community users need, and these benefits can lead to continued participation of users.

The following is a list of prior studies that have explored the benefits offered by online communities. Previous studies have suggested that the benefits of online communities can increase attitudes and participation in online communities and affect the intention to use and information sharing intention.

First, Parra-Lopez et al. [24] presented as benefits, psychological benefits, and hedonic benefits. Chung and Buhalis [25] classified functional benefits (information acquisition), social and psychological benefits, and hedonic benefits. These studies mention the functions of the online community, which can continue to provide up-to-date knowledge of the area or activity of interest, cost savings in information retrieval, and information on other online community users. Wang and Fesenmaier [26] viewed the benefits of online community participation as functional, social, psychological, and hedonic benefits.

In this study, perceived benefits were defined as 'subjective perception of the benefits of interest-based online community users through community use. In addition, based on previous studies, the perceived benefit is composed of five dimensions (learning benefits, social benefits, hedonic benefits, and economic benefits) to examine the perceived benefits of consumers through online community use [26].

3. RESEARCH MODEL AND HYPOTHESES

The purpose of this study is to investigate the influence of online community on interest and purchase intention of online community. We divide perceived benefits into four dimensions and classify them into learning benefits, social benefits, hedonic benefits, and economic benefits. Next, based on the commitment-trust theory, we examine the effects of commitment and trust on the intention to use persistently. Finally, we examine the effect of intention to use on intention to purchase in online community. Therefore, in this study, a research model was developed as shown in Appendix 1.

3.1 Perceived Benefits and CTT

First, learning benefits mean that users of interest-based online communities get or share information about their interests through

community use. After joining a community, users can easily find information in the community and acquire knowledge about a particular area of interest. Basically, interest-based online community users will benefit from honest feedback and information shared by other users, which will have a positive impact on community commitment and trust. Therefore, Hypothesis 1 and 2 is as follows.

H1: The learning benefits of the online community will have a positive impact on trust.

H2: The learning benefits of the online community will have a positive impact on commitment.

On the other hand, the interest-based online community is not only a platform for sharing information about related topics but also a place where friendship, fun and social status can be formed with other users [27]. Therefore, social benefits mean improved social relations that can be formed through interaction with other users in the community. These social benefits provide significant benefits to online community users in that they improve social identity and belongingness. Therefore, the following hypothesis was set up.

H3: The social benefits of the online community will have a positive impact on trust.

H4: The social benefits of the online community will have a positive impact on commitment.

The hedonic benefits mean the various joys and pleasures experienced by online community users, and these hedonic benefits make the users spend their time more on the online community [28] (Sicilia and Palazon, 2008). Wang and Fesenmaier [26] defined hedonistic benefits as the benefits of enjoyment, interest, happiness, enthusiasm, etc. In this study, we defined various pleasures obtained through online community use [26, 28]

H5: The hedonic benefits of the online community will have a positive impact on trust.

H6: The hedonic benefits of the online community will have a positive impact on commitment.

Finally, economic benefits mean price competitiveness of products or services that online community users can gain through community use. Interest-based online community users, many of the products or services that users are interested in are the same. Therefore, users can find and share ways

to purchase products they are interested in at relatively low prices. In other words, the users get the economic value because they acquire the products or services they are interested in through the online community. The economic benefits of many prior studies are still poorly researched [7].

H7: The Economic benefits of the online community will have a positive impact on trust.

H8: The Economic benefits of the online community will have a positive impact on commitment.

In addition, the results of this study suggest that trust is a predictor of commitment [18]. This implies that commitment and trust should be considered together in online community research, and that trust should be set and studied as a leading factor of commitment. Previous research argue that online users' experiences of online users interacting with others in the online community will encourage them to define others as trustworthy, and they will develop strong commitments to the community [29].

H9: Trust in online communities will have a positive impact on commitment.

Previous studies have shown that the success of information systems (IS) is driven by persistent use rather than by initial acceptance [30]. As in the online community as well, sustainability, not early participation by users, is a key factor in community success and must be considered for continued use. Trust is a mechanism for assessing the degree to which an individual expects positive outcomes in a particular behavior or decision, so that consumers' confidence in online community activity can motivate consumers to continue to participate [19]. Based on the above discussion, we have made the following hypothesis.

H10: The trust will have a positive impact on continuous intention of online community.

Li et al. [31] argue that strong committed consumers are more psychologically attached to a particular website because of the mutual benefits of maintaining this relationship, and thus they are more likely to continue to use the website. We hypothesized the following:

H11: The commitment will have a positive impact on continuous intention of online community.

According to McKnight al. [32], explaining purchase behavior used to measure purchase intention, which can be used to predict future purchase behavior. Therefore, purchase intention can be defined as the will and belief of a consumer who appears as a specific future action after consumers form an attitude toward a service or product.

H12: The continuous intention will have a positive impact on purchase intention in online community

4. RESEARCH METHODOLOGY

To test the models, we surveyed online community users on a 7-point scale, and conducted a confirmatory factor analysis to measure the reliability and validity of each variable. Next, a structural equation model (SEM) was implemented to confirm the causal relationship between variables. SEM is one modeling approach used to confirm relationships among underlying variables. In this case it was used to test our model offered Appendix1 in order to predict behavioral intention to purchase in online community. The theories that our model was based upon include CTT and perceived benefit.

4.1 Sampling and Data Collection

Quantitative data were collected through surveys and applied to this study. The target population of the current study comprises all users who are members of the interested-based online communities in South Korea. We conducted surveys of university students and graduate students attending university in Seoul. Thus, convenience sampling was used to collect data (San Martín & Herrero, 2012).

A total of 255 samples were collected from September to October, 2017 for a total of two months. The questionnaire was conducted only for users using the interest-based online community. The final 231 samples were used for the analysis by excluding the unused persons, inappropriate data, and untruthful responses.

Of these 231 participants, 132 were men (57.1%) and 99 were women (42.9%). Since the questionnaires were conducted for university students and graduate students, the total age was 20 (100%). In terms of the number of online community users, 2-3 times accesses was 37.7%, 8 times (17.7%) and less than 1 time (16.5%). Also, if

you look at the community use time per week, 40.7% of less than 30 minutes and 38.1% of 30 minutes to 1 hour accounted for 78.8% of the total. Table 3 provides a demographic and behavior characteristic profile of the samples.

4.2 Questionnaire and measurements

We developed the questionnaire based on the previous studies that were proved to examine the factors related to the intention to participate in online community. A Likert scale of 7 was used for the questionnaire. The perceived benefits of the four dimensions are based on the questionnaires of previous researches [26, 27, 28, 33, 34]. Commitment and trust refer to existing Commitment-Trust Theory studies [18, 35]. Finally, we developed questionnaires based on previous studies [36] based on e-commerce.

Table 3: Samples Analysis

Items		Frequency	%
Gender	Male	132	57.1
	Female	99	42.9
Education	University	215	93.1
	Graduation of Univ.	7	3.0
	Graduate school	9	3.9
Time to stay when visiting online communities	Less than 30 minutes	94	40.7
	Less than 1 hour	88	38.1
	1 to 2 hours	37	16.0
	2 to 3 hours	7	3.0
	4 ~ 5 hours	5	2.2
Average number of online community visits per week	1 time	38	16.5
	2 ~ 3 times	87	37.7
	4 ~ 5 times	37	16.0
	6 ~ 7 times	28	12.1
	More than 8 times	41	17.7
Join several online communities	One	85	36.8
	Two	101	43.7
	Three	35	15.2
	Four	7	3.0
	Five	3	1.3
Affiliated	Fashion / Beauty	63	18.4

Online Communi-ty Sector (Duplicate response)	Employment / Study	113	33.0
	Travel	54	15.8
	Hobby	88	25.7
	others	24	7.0
	total	342	100.0
Total		231	100.0

5. RESULTS

5.1 Measurement Model

In this study, confirmatory factor analysis was conducted through AMOS 21.0 before the hypothesis was tested through structural equation modeling (Bollen, 1989). The development of the measurement model enables verification and evaluation of the research model by verifying the intensive validity and discriminant validity of the study model prior to the structural model analysis. Convergent Validity means that the measure has a high relationship with the factors.

According to Bagozzi and Yi (1998), Standardized Factor Loadings (FL) is 0.7 or more, Construct Reliability (CR) is 0.7 or more, and Average Variance Extracted (AVE) If the score is 0.5 or more, it has intensive validity. In this study, as well as the results of Bagozzi and Yi (1998), we found a recommendation criterion of 0.7 or more and a mean variance extraction value of 0.5 or more.Previous studies have shown conservative scores of 0.6 or higher (hier et al 2014). In this study, some items were slightly below 0.7 and above 0.6.

As shown in table 4, factor loadings of all variables were 0.6 or more, and the conceptual reliability and mean variance extraction of the factors were 0.7 and 0.5 or more, respectively.

In order to verify the discriminant validity of the study model factors, the correlation coefficient between the factors was verified to be smaller than the square roots of AVE (Chin et al., 1997). The discriminant validity is verified that there is no correlation between the factors and indicates that each factor is independent. As shown in Table 5, correlation coefficients of all factors are lower than the square root of AVE of each factor. Therefore, the validity of discrimination was verified as shown as table 5.

In order to evaluate the fitness of the measurement model, the values of Goodness-of-Fit Indnex (CFI), Comparative FIt Index (CFI), Formed Fit Index (NFI) and Root Mean Square

Residual (RMRS). The validity of the confirmatory analysis model was $\chi2 = 491.24$, $p < 0.05$, $\chi2 / d.f = 1.813$, GFI = 0.855, NFI = 0.855, CFI = 0.928 and RMSEA = 0.059.

Table 4: Results of Measurement Model

Variables	Items	Estimate	CR	AVE
Learning Benefit	LB_1	0.756	0.801	0.574
	LB_2	0.748		
	LB_3	0.768		
Social Benefit	SB_1	0.827	0.907	0.710
	SB_2	0.893		
	SB_3	0.832		
	SB_4	0.817		
Hedonic Benefit	HB_1	0.803	0.851	0.656
	HB_2	0.879		
	HB_3	0.742		
Economic Benefit	EB_1	0.803	0.841	0.640
	EB_2	0.891		
	EB_3	0.694		
Trust	TRU_1	0.778	0.795	0.566
	TRU_2	0.835		
	TRU_3	0.630		
Commitment	COMM_1	0.696	0.840	0.639
	COMM_2	0.850		
	COMM_3	0.842		
Continuous Intention	CI_1	0.713	0.761	0.516
	CI_2	0.796		
	CI_3	0.638		
Purchas Intention	PI_1	0.749	0.857	0.601
	PI_2	0.848		
	PI_3	0.737		
	PI_4	0.762		

Table 5: the Result of Discriminant Validity

	EB	**COMM**	**LB**	**SB**	**HB**	**TRUST**	**CI**	**PI**
EB	**0.800**							
COMMI	0.144	**0.799**						
LB	0.418	0.135	**0.757**					
SB	0.213	0.309	0.285	**0.843**				
HB	0.405	0.425	0.361	0.496	**0.810**			
TRUST	0.447	0.341	0.515	0.185	0.264	**0.753**		
CI	0.410	0.444	0.461	0.317	0.515	0.611	**0.719**	
PI	0.381	0.235	0.359	0.311	0.243	0.512	0.450	**0.775**

5.2 Structural Model

The purpose of this study is to investigate the factors affecting the intention to use persistent online community in terms of perceived benefits and immersion - trust theory. The results of the structural equation model are shown in Table 6 and Appendix 2. The fit of the model was $\chi2$=539.79, p <0.05, $\chi2$ / d.f = 1.921, GFI = 0.844, NFI = 0.840, CFI = 0.915 and RMSEA = 0.063.

The estimated standardized structural coefficients for the hypothesized relationships between constructs and their significance are shown in Table 6. The results show that H1, H6, H7, H9, H10, H11, H12 hypothesized relationships are supported.

The first hypothesis that predicted that learning benefit of online community would positively affect trust in online community was supported (b= 0.404, p<0.01). Regarding the relationships between relative leering benefit and commitment, our finding is not supported (b= -0.165, p>0.05). As H3 and H4 predict, the study found not significant positive impacts of social benefit on trust and commitment, the study found not significant positive impacts of social benefit on trust (b=0.017, p>0.05) and commitment (b=0.136, p>0.05). In accord with H5, our findings not support the favorable effect of hedonic benefit on trust (b=0.037, p>0.05). However, for H6, the expected positive impact of hedonic benefit on commitment (b=0.373, p<0.01). Therefore, the results support H6. With regard to H7 and H8, economic benefit is positively related to trust (b=0.284, p<0.01) and commitment (b= -0.120, p>0.05). Therefore, the findings support H7 except H8.

Hypotheses 9 and 10 concerned the influence of trust in online community on commitment, continues intention. Our findings support the favorable effect of trust on commitment (b=0.346, p<0.01), and continuous intention (b=0.590, p<0.01). Therefore, our findings support H9 and H10. As H11 and H12 predict, the study found significant positive impacts of commitment on continuous intention (b=260, p<0.01), also the study found significant positive impacts of continuous intention on purchase intention (b=0.517, p<0.01). Therefore, the findings support H11 and H12.

Table 6: the Result of Structural Model

Path			Estimate	P-value	Results
H1:LB	→	Trust	0.404	0.000	Accepted
H2:LB	→	COMM	-0.165	0.093	Rejected
H3:SB	→	Trust	0.017	0.830	Rejected
H4:SB	→	COMM	0.136	0.095	Rejected
H5:HB	→	Trust	0.037	0.675	Rejected
H6:HB	→	COMM	0.373	0.000	Accepted
H7:EB	→	Trust	0.284	0.000	Accepted
H8:EB	→	COMM	-0.120	0.174	Rejected
H9: Trust	→	COMM	0.346	0.000	Accepted
H10: Trust	→	CI	0.590	0.000	Accepted
H11: COMM	→	CI	0.260	0.000	Accepted
H12: CI	→	PI	0.517	0.000	Accepted

6. DISUCUSSION

The purpose of this study is to analyze the factors affecting the intention to use online community continuously. The hypothesis test results are as follows.

First, the effect of learning benefits on community trust is significant, but the effect on community commitment is not significant. This can be interpreted as users who have acquired knowledge and information on topics of interest more profoundly and richly through interaction in the community become immersed after becoming trusted with the community.

Second, unlike previous studies [7], the effects of social benefits on community trust and commitment were not significant. It seems to reflect the fact that different people are joining and acting on the community based on common interests, but it is difficult to build trust with each other. And social benefits indicate that it is difficult to induce community commitment.

Third, the effect of hedonic benefits on community trust was not significant, but the influence on commitment was significant. This shows that users who have improved economic level and increased leisure time gradually understand online community activities as amusing activities. The fun and excitement that comes from this leads users to immerse themselves directly in the community.

Fourth, the economic benefits have a positive effect on community trust, but the influence on immersion is not significant. Users are inclined to continue to participate in the online community to gain economic and financial benefits and reduce losses. In this way, community managers can gain trust in the community by providing various economic benefits centered on the user, and can lead to user immersion through the medium.

Fifth, as in previous studies [18, 24] online community trust has a positive effect on community commitment. In an interest-based online community based on user interaction, users may be judging from the trustworthiness of the place before immersion. Because the user's mistrust reduces immersion, trust as a leading element of commitment must be considered. In other words, it means that the leading variables of online community involvement are trust, so it is necessary to maximize the factors that can attract trust to attract users' immersion.

Sixth, online community trust and commitment have a positive effect on online community intention to use continuously. Continuous use intention is a result of community trust and commitment, and it is necessary to pay attention to the positive results (persistent intention to use, e-WOM, purchase intention) resulting from continuous interaction through trust and commitment. In particular, the trust and commitment of users should be considered as the success of an online community depends on the user's intention to use more than the initial acceptance.

Finally, the intention to use persistently has a positive effect on purchase intention. This means that those who continue to use it are willing to co-buy various discount coupons, services, and products offered by the online community.

7. CONCLUSION

The purpose of this study is to investigate the factors affecting the intention to use online community. For this, the perceived benefits were classified into four dimensions (learning, social, hedonic, and economic benefits), and the causal relationship between intention to use and intention to purchase through commitment and trust was verified.

As a result, the study benefit and economic benefit among four variables based on the perceived benefits presented in this study were found to be important independent variables affecting the trust of online community. In other words, if users can easily learn or obtain information about theirs interests in the community, they trust the community they use. It also builds trust when you feel the economic value of using services and products at reasonable prices through joint purchases within the online community. Hedonic benefits, on the other hand, have been found to have a significant impact on immersion because they make more time for the online community. After building trust in the community, it means that there must also be entertainment elements in order to engage users more.

The academic implications of this study are as follows. First, the researchers combined the perceived benefits with the commitment-trust theory. In previous studies, most of the perceived benefits, causal relationships between intention to participate and intent to use persistence were studied. On the other hand, this study should be based on commitment and trust because it is an online community where social interaction is actively active, and it confirms that among the

various benefits, users regard learning benefits, hedonic and economic benefits as important. Second, it is meaningful that it is verified by linking to purchase intention from continuing intention. Finally, it is meaningful to grasp the actual use motive of the user by dividing the benefit perceived by the user into four dimensions.

Practical implications are as follows. First, this study can show what is important to the community by understanding the motivation for users to join and use online communities. In addition, the positive perceived benefits of online community users can be derived from the manager side. Second, since the key to the ups and downs of the online community is the intention to participate, it is most significant in that it can provide insight into the direction of the online community by analyzing the success factors of the interest - based online community.

This study suggests the theoretical and practical implications by examining the factors affecting the intention to use online community continuously, but the following limitations exist.

First, it is necessary to examine how the factors (learning benefits, social benefits, self-esteem benefits, pleasure benefits, and economic benefits) that are considered as independent variables in this study affect other types of online communities. Furthermore, comparing these findings with other types of online communities also needs to be addressed in the future.

Second, there is a limitation in that it is not studied in detail by the division of online community. Finally, all of the survey respondents were in their twenties and were students. Therefore, it seems that there is a difficulty in generalizing the results of the research to the entire online community users who are interested in the interest. In future studies, it is necessary to expand the subjects and investigate whether there are gender or age differences.

ACKNOWLEDGMENT:

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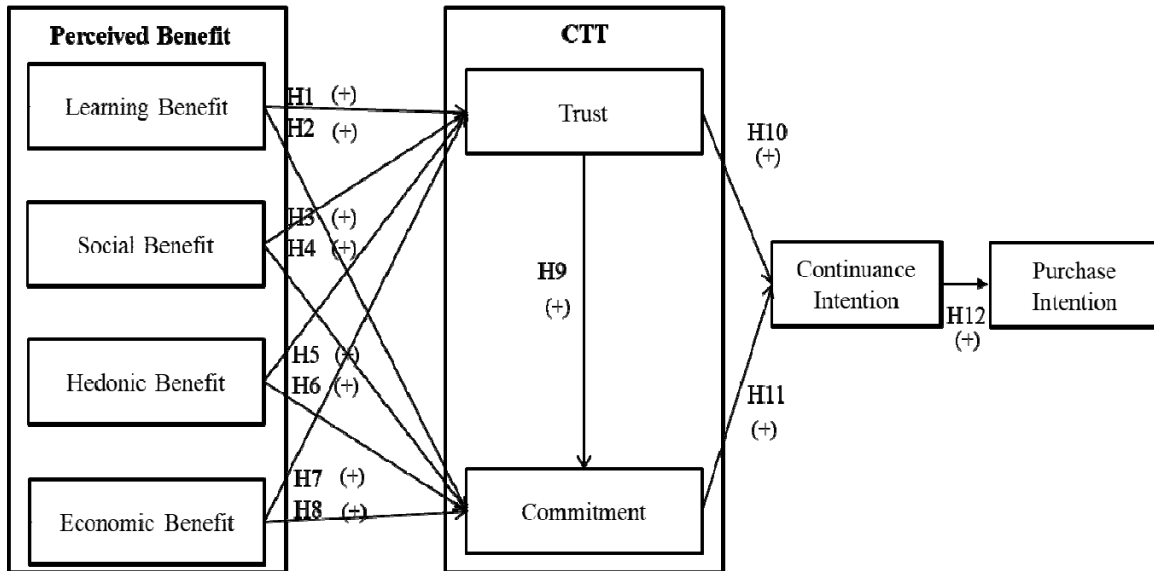
Appendix 1: Research Model
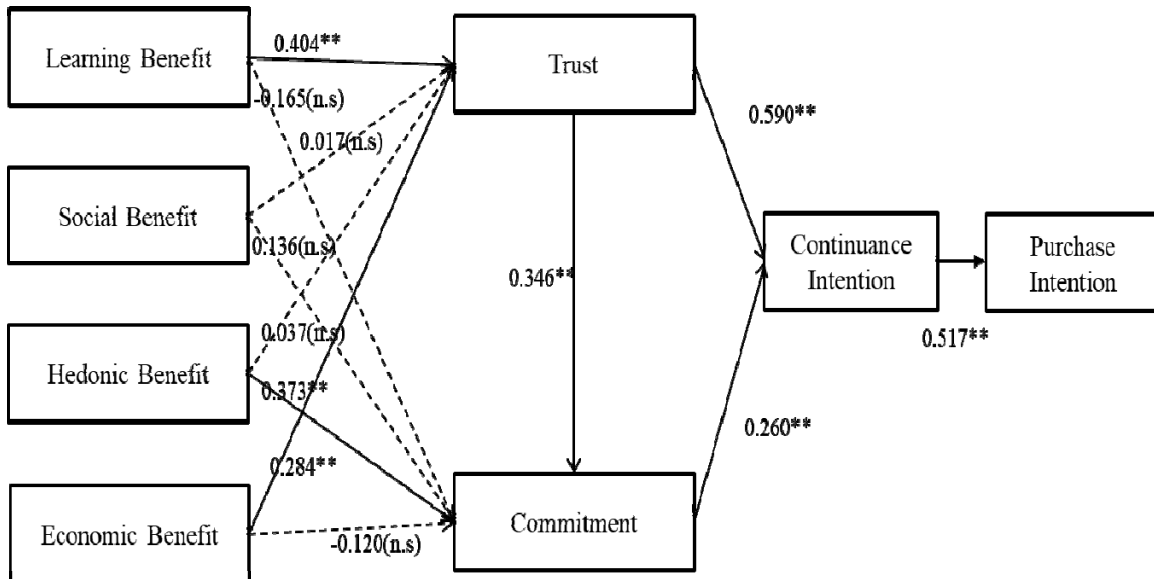
Note) **= p<0.01, *=p<0.05, n.s = not sigficant

Appendix 2: the Results of Research Model

Appendix 3. Measurements of variables

Variables	Items	Measurements
Learning Benefit	LB_1	Online community involvement builds my knowledge of my interests.
	LB_2	The online community helps me solve problems related to my interests.
	LB_3	I think my participation in online communities has improved my knowledge of my interests.
Social Benefit	SB_1	By participating in online communities, you can build bonds with other users.
	SB_2	Through online community participation, you can build social relationships with other users.
	SB_3	You can interact with other users by sharing common interests in the online community.
	SB_4	Connect with new people in online communities and stay connected.
Hedonic Benefit	HB_1	Have fun using the online community.
	HB_2	Using the online community felt like a daily escape.
	HB_3	Using the online community is enjoy.
Economic Benefit	EB_1	Participation in online communities is a great way to buy products or services that interest you.
	EB_2	Participation in the online community can help you to benefit from products or services in your area of interest.
	EB_3	Online community participation reduces the time spent choosing products or services of interest.
Trust	TRU_1	The online community I use is well known.
	TRU_2	The online community I use is trusted.
	TRU_3	The information provided by the online community I use is trusted.
Commitment	COMM_1	Using an online community is time gone quickly
	COMM_2	Using an online community, I become more and more involve in the community.
	COMM_3	I have a attachment for the online community I join.
Continuous Intention	CI_1	I am willing to continue to use my online community.
	CI_2	I am willing to continue to use online community because it is useful.
	CI_3	I would like to recommend the online community I use to others.
Purchas Intention	PI_1	I am intention to participate in the joint purchase or training or seminar program of products or services that I sell within my online community.
	PI_2	I can believe in and participate in joint purchases of products and services or education and seminar programs that you sell within your online
	PI_3	I'm willing to buy or use a good product or service in my online community.
	PI_4	In the online community I use, good products or services would better than others.