

Understanding Repurchase Intention in Online Fashion Shoppingmall

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Abstract

The aims of this paper are to reveal the effects of attributes of Online Fashion shopping mall and service quality on customers' satisfaction and their repurchase intentions, and provide help to management consulting of fashion Internet shopping malls. To achieve such a research aim, I conducted the survey to 265 respondents who had experiences of using online shopping malls. The data was tested with a structural equation model. Tests showed that, while price, product quality, service stability, and service diversity have effects on customers' satisfaction, and their satisfaction affects their repurchase intentions, customer service does not affect satisfaction.

Keywords: Attributes of Online Shopping Mall, Repurchase Intentions, Satisfaction, Service Quality

1. Introduction

Recently, the rapid growth of electronic commerce has changed life style itself of all human beings from companies to consumers. Such an electronic commerce has gone beyond the simple selling and buying of goods on the Internet, and has influenced all the areas of the society including education and public administration, not to mention manufacturing, distribution, and finances, emerging as a new paradigm in knowledge and information-based society¹. Accordingly, electronic commerce has settled down as an important distribution channel. And, increasing number of online shopping malls will emerge and grow in the future. Actually, in the last four years, annual transactions of Internet shopping malls have continued to increase from 25 trillion 202.9 billion won in 2010, 29 trillion 72.4 billion won in 2011, 34 trillion 68.1 billion won in 2012, to 38 trillion 494.2 billion won in 2013. Among all the goods, the annual transactions related with clothes fashion and related goods during the same period were 4 trillion 248.1 billion won in 2010, 4 trillion 869.2 billion won in 2011, 5 trillion 550.0 billion won

in 2012, and 6 trillion 256.2 billion won in 2013. Those transactions takes up 16% of all the online shopping mall transactions (Statistics Korea, <http://kostat.go.kr/portal/korea/index.action>, 14.04.09) But, despite such a external growth of online shopping mall, it suffers from double troubles - leaving of customers and deterioration of profitability - due to the increasing influence of 'open market' and tougher competition. Among all the areas of online shopping mall, online fashion shopping mall is the area where customers' needs and trends are changing rapidly, and competition among companies and deterioration of profitability are the toughest. To efficiently respond to the changes, online fashion shopping mall needs to grasp what customers put emphasis on and create satisfaction and repurchase. Many of the existing researches on online shopping mall are on 'open market' and 'comprehensive shopping.' But, given the size of its market, there are not enough researches fashion shopping mall managers or consultants can refer to. In addition, there has been little research which identifies the effect of attributes of online shopping mall and service quality on satisfaction and repurchase intentions.

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Consequently, the aims of this research are to examine the effect of attributes of online shopping mall and service quality on satisfaction and repurchase intentions, through reconsideration of existing researches and empirical analyses, and contribute to management consulting of Internet shopping mall.

2. Theoretical Background of the Research

2.1 Attributes of Online Shopping Mall

Lindquist² reviewing existing researches on store image and attributes, suggested as important attributes product assortment, price, product service, and product quality. Jame et al³ pointed out the followings as important attributes: customer service, price, paying policy, product quality, store atmosphere, warrantee, and refund policy. Kim⁴ suggested product diversity, product Information, customer service, and price as the online store attributes affecting satisfaction of customers. Examination of the relationship between those four attributes and shopping satisfaction led to the findings that excluding price, all the three remaining variables - product diversity, product Information, and customer service - are significantly related with shopping satisfaction. Liu⁵, in the research on the elements determining repurchase intentions in the online fashion shopping mall, classified important shopping mall attributes into information system elements (mutual interaction, and design) and business elements (service quality, product characteristics, and price competitiveness). LY⁶ suggested important attributes of Internet shopping mall which influence site loyalty as the followings: aesthetics, originality, assortment of products, customer service, credibility, and proved that each of the attributes has positive effect on site loyalty. Referring to such theories and previous researches, this paper will perform analysis by constructing three sub-variables - customer service, price, and product quality - as attributes of online fashion shopping mall.

2.2 Service Quality

As online shopping mall is a new way of commercial transaction where information on products is provided on the Internet, and the whole process from choice of a product, paying for it, to delivery of it is done on the Internet, most of the store attributes are related with service.

Thus, many studies on online shopping mall focus on service quality attribute⁷. As a tool to measure service quality, the SERVQUAL developed by Parasutaman et al⁸ has been used by many studies. The SERVQUAL categorizes service into five dimensions - modality, trustfulness, responsiveness, confidence, and sympathy. Most researches use the tool by revising it to their research purposes. But, since this tool was developed for offline service, it has limits to be used to measure service quality for online shopping mall. Thus, to measure online service quality, Zeithaml et al⁹ developed e-Service Quality (e-SERVQUAL). It consists of¹¹ dimensions: trustfulness, responsiveness, accessibility, flexibility, ease to use navigation, efficiency, confidence/trustfulness, safety/privacy, price information, site esthetics, and customization/personalization.

Reichheld and Scheffer¹⁰ divided customers into two groups: the group which is high in purchase intention, and the group which is low in purchase intention. They examined what service quality elements affect the former group, and found out that the most influential elements are security, site design, and information contents in descending order. Javenppa et al¹¹ mentioned that the site plays the role of connecting customers and service providers, and that, to know that, we need to check information, design, usefulness, and safety. Szymanski and Hise¹² pointed out convenience, assortment of products, product information, site design, and safety of paying for the purchase as elements affecting satisfaction with Internet shopping. The tests of them showed that all the elements except for assortment of products have significant effects on shopping satisfaction. In Korea as well, there have been active researches on service quality. As elements by which service quality of online shopping mall, Chang¹³ suggested information, product transaction, site design, communication, and stability, and discovered that such elements affect customer loyalty.

Kim¹⁴ classified elements affecting repurchase intentions in online shopping mall into diversity, price fairness, responsiveness, and found out that all the elements have significant effects on customer satisfaction.

Referring to such theories and existing researches, this paper wants to do research by constructing service quality elements as two variables - service security and service diversity.

2.3 Satisfaction and Repurchase Intentions

Satisfaction is generated when customers purchase a product on the Internet, and find out that it matches or fulfills his or her expectations. Oliver¹⁵ defined customer satisfaction as the situation where customer purchases a product or a service, and the purchased one matches his or her desire or expectation. Customer satisfaction stimulates favorable behavior from the customer, leading him or her to express praise or favor of the product or service and the company which provided it. However, if the customer is not satisfied with a product or service, he or she will express unfavorable behavior and dissatisfaction, and reduce purchase. Consequently, if customer satisfaction rises up, it will cause repurchase intentions, and raise sales¹⁶⁻¹⁸. Parasutaman et al⁸ said that customer satisfaction and attitudes after purchase had significant effects on repurchase intentions. Kun¹⁹ similarly said that high satisfaction would affect repurchase intentions. Analyses of Bearden and Teel²⁰ and Bitner²¹ also found the relationship between customer satisfaction and customer attitude, and between customer attitude and repurchase intentions.

3. Research Model and Hypot

3.1 Research Model

Based on the examination of theories and research questions, this study, to analyze the effects of attributes of online shopping mall and service quality elements on satisfaction and repurchase intentions, built the research model as follows. What will be discussed as attributes of online shopping mall and service quality elements are set up as customer service, price, product quality, service stability, and service diversity, based on existing researches as described in Chapter 2. Many previous researches have confirmed that satisfaction is an element significantly affecting repurchase intentions. Consequently, with the hypothesis that attributes of online shopping mall and service quality elements affect satisfaction, and satisfaction affects repurchase intentions, this study built a research model as shown in [Figure 1].

3.2 Research Hypotheses

3.2.1 Relationship between Attributes of Online Shopping Mall and Satisfaction

Kim⁴, in her study on the effect of attributes of online shopping mall on shopping satisfaction, found out that

customer service has significant effects on satisfaction. Kim²², in her study on the effect of attributes of online shopping mall on shopping value, customer satisfaction and customer loyalty, argued that price affects practical shopping value, and the latter affects satisfaction. Choi⁷, in her study on the effect of attributes of online shopping mall on satisfaction, trust, and loyalty of the fashion product purchaser, confirmed that product quality has significant effects on satisfaction. Based on such existing researches, this study set up the following hypotheses.

H1: Attributes of online shopping mall will have positive (+) effects on satisfaction.

H1-1: Customer service, an attribute of online shopping mall will have positive (+) effects on satisfaction.

H1-2: Price, an attribute of online shopping mall will have positive (+) effects on satisfaction.

H1-3: Product quality, an attribute of online shopping mall will have positive (+) effects on satisfaction.

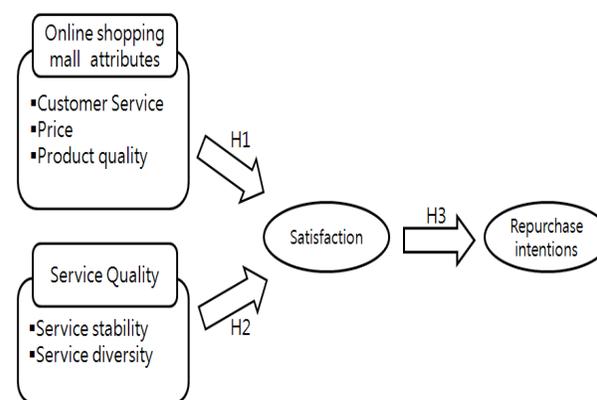


Figure 1. Research Model.

3.2.2 Relationship between Service Quality Elements and Satisfaction

Kim¹⁴, in her study on the effect of online shopping mall service quality elements on repurchase intentions, confirmed that all the elements have significant effects on customer satisfaction. Jin and Lee²³ argued that diversity, among service quality elements, has significant effects on customer satisfaction. Based on such existing researches, this study set up the following hypotheses.

H2: service quality elements of online shopping mall will have positive (+) effects on satisfaction.

H2-1: Service stability, a service quality element of online shopping mall, will have positive (+) effects on satisfaction.

H2-2: Service diversity, a service quality element of online shopping mall, will have positive (+) effects on satisfaction

3.2.3 Relationship between Service Quality

Elements and Satisfaction

Oliver and Swan²⁴ argued that customer satisfaction and after-purchase attitude have significant effects on repurchase intentions. Kun¹⁹ said that high customer satisfaction leads to high repurchase intentions. Based on such existing researches, this study set up the following hypotheses.

H3: Satisfaction will have positive (+) effects on repurchase intentions.

4. Operational Definition of Variables

The variables used in this study are attributes of online shopping mall (product diversity, customer service, price, product quality), service quality (service stability, and service diversity), satisfaction, and repurchase intentions. The operational definitions of the variables are shown in [Table 1].

5. Empirical Analysis

5.1 Research Method

This paper tried to examine the effects of Attributes of online fashion shopping mall and service quality elements on satisfaction and repurchase intentions.

Table 1. Operational definitions of variables

Variable	Operational Definition	Researchers
Customer Service	Subjective evaluation of the customer on customer Service	Jiyoung Kim, S. J. Lennon ²⁵ , Mi-Hee Kim ⁴
Price	Price propriety the customer feels and cheapness of the price compared with those in other sites	Doyle and Fenwick ²⁶ , XiaoXiao Liu ⁵ , Szymanski and Hise ¹²
Product Quality	Subjective evaluation of the customer on product quality	Lindquist ² , James et al. ³
Service Stability	Availability of a policy guaranteeing safety of transaction process of the customer	Jarvenpaa, Tractinsky and Vitale ¹¹ , Su Young Kim ²⁷
Service Diversity	Product diversity and assortment provided by the site	Kang Hee Kim ¹⁴ , Jin Kyung Kim ²⁸
Satisfaction	General satisfaction with the site	R. R. Dholakia and M. Zhao ²⁹ , JiangLiang ³⁰ , Oliver and Swan ²⁴ , McDougall and Levesque ³¹
Repurchase Intentions	Repurchase intentions using the site	C. H. Lee, U. C. Eze, N. O. Ndubisi ³² , Dong Kun ¹⁹ , C. H. Yen and H. P. Lu ³³ , Wang Ming Yu ³⁴ , Jarvenppa and Todd ³⁵

To achieve the research aims, this study conducted a survey to respondents who had experiences of using online shopping mall by visiting them or sending e-mails to them. 300 copies of the questionnaire were distributed from December 1 to December 15, 2013. Out of them, 265 copies were collected, and used for analysis. The data were analyzed with SPSS and AMOS. Frequency analysis, reliability analysis, factor analysis, and structural equation model analysis were performed.

5.2 Sample Characteristics

Demographic characteristics of respondents are as follows. In gender, males and females were 37.7% and 62.3%, respectively. In age distribution, those in their 20s took up 65.3%, the largest proportion, followed by those in their 30s (18.9%), those in their 40s (9.1%), those in their 50s and over (5.3%), and those who are younger than 20 (1.5%). In educational levels, college students and college graduates took up the largest proportion of respondents, 74.7%, followed by technical college students and graduates (9.1%), high school graduates or lower (8.7%). The proportion of those who graduated graduate school or above was 7.5%. The respondents' jobs ranged from students (41.5%), office workers (33.2%), professions (10.9%), housewives (6.0%), others (3.4%), public officials (3.0%), self-employed (1.5%), to no job (0.4%). Their income levels varied from less than 1 million won 43.4%, 1~2 million won 27.9%, 2~3 million won 19.6%, 3~4 million won 5.3%, 4~5 million won 2.3%, to over 5 million won 1.5%. Finally, the residential regions of them are as follows: Chungcheongbukdo 54.3%, Gyeonggido 21.5%, Seoul 9.4%, Sejong city 5.3%, Incheon 3.4%, Daegu 1.9%, Chungcheongnamdo 1.5%, Daejeon 1.1%, Ulsan 0.8%, and Gyeongsangbukdo 0.8%.

5.3 Hypothesis Tests and Explanations

5.3.1 Exploratory Factor Analysis and Reliability Test for Attributes of Online Shopping Mall, Service Quality Elements

First, to test validity, exploratory factor analysis was performed. To extract constructive factors for all the variables, principal component analysis was made, and, to simplify factor loading value, varimax rotation was used. In this study, the decision of factor number was made on the criteria in which Eigen value is 1.0 or over, and factor

loading value for each item is 0.50 or above. Attributes of online shopping mall were classified into 3 factors as in the cases of previous researches. In all the 14 questions, 2 were loaded contrary to the theories. So, finally, 12 questions were used in the analysis. And, all the Cronbach values were 0.6 or above, securing the reliability of all factors. Service quality was classified into two factors as in the cases of previous researches. And, excluding 1 item which did not show proper loading value, finally 10 questions were used for analysis. And, all the Cronbach values were 0.6 or above, securing reliabilities of all factors. Factor analyses of satisfaction and repurchase intentions were conducted in the same method used in other factor analyses. Excluding 1 question loaded contrary to the theory, 10 out of 11 questions were used in the analysis. And, all the Cronbach values were 0.6 or above, showing high reliabilities of all factors. There is no item related with satisfaction and repurchase intentions which impedes reliability.

5.3.2 Hypothesis Test

To test hypotheses of this study, structural equation model test was performed using AMOS. [Table 4] is the results of structural equation model test. The research model showed acceptable data fitness. Specifically, the results were as follows: $\chi^2 = 636.345$, $df = 334$, $p = 0.000$, $CMIN/DF = 1.905$, $AGFI = 0.817$, $CFI = 0.908$, $RMR = 0.054$, $RMSEA = 0.059$, $NFI = 0.826$, $IFI = 0.909$. The results of hypothesis tests are as follows.

H1-1 was 'customer service, an attribute of online shopping mall will have positive (+) effects on satisfaction.' The path analysis of the hypothesis led to the findings that path coefficient .114, C.R. 1.875, and p value .061, which makes H1-1 dropped. That is, customer service, an attribute of online shopping mall, does not have positive (+) effects on satisfaction.

H1-2 was 'price, an attribute of online shopping mall, will have positive (+) effects on satisfaction.' The path analysis of the hypothesis led to the findings that path coefficient .114, C.R. -2.636, and p value .008, which makes H1-2 accepted. That is, price, an attribute of online shopping mall, has positive (+) effects on satisfaction. H1-3 was 'product quality, an attribute of online shopping mall, will have positive (+) effects on satisfaction.' The path analysis of the hypothesis led to the findings that path coefficient .

Table 2. Results of factor analysis and reliability analysis of independent variables

Item	Factor Analysis						Reliability
Item	Component 1	Component 2	Component 3	Component 4	Component 5	Sharing	Cronbach
PR3	.801	.159	.155	.150	.075	.719	.853
PR4	.788	.138	.110	.159	-.005	.677	.853
PR1	.742	.019	.260	.124	.064	.638	.853
PR5	.692	.022	.150	.170	.106	.542	.853
PR2	.664	.007	.153	.262	.103	.544	.853
DI2	-.066	.852	-.025	.089	.134	.757	.832
DI4	.065	.797	-.042	.095	-.011	.650	.832
DI6	.205	.760	-.092	.042	.046	.632	.832
DI3	.047	.742	.062	.099	.229	.619	.832
DI5	.176	.676	.118	-.143	-.071	.528	.832
DI1	-.146	.504	.205	.074	.300	.413	.832
ST3	.253	-.012	.818	.157	-.001	.759	.852
ST2	.266	-.060	.788	.164	-.022	.723	.852
ST4	.265	.009	.786	.064	.051	.694	.852
ST5	.088	.096	.691	.142	.155	.538	.852
CU2	.192	.015	.273	.752	-.038	.679	.793
CU4	.258	-.042	.202	.736	.010	.650	.793
CU3	.082	.028	.178	.703	.206	.576	.793
CU1	.165	.144	.198	.681	.030	.552	.793
PT1	-.033	.083	.098	.194	.807	.706	.710
PT2	.002	.103	.193	.152	.784	.685	.710
PT4	.145	.151	-.110	-.061	.600	.420	.710
PT3	.382	.021	.162	.100	.577	.516	.710
Eigen-value	3.393	3.334	3.181	2.713	2.299		
Explained variance (%)	13.573	13.338	12.726	10.851	9.195		

Table 3. Results of factor analysis and reliability analysis of intermediate and dependent variables

Item	Factor Analysis			Reliability
Item	Component 1	Component 2	Sharing	Cronbach
EP2	.819	.263	.740	.888
EP5	.800	.226	.690	.888
EP3	.781	.238	.666	.888
EP1	.776	.280	.680	.888
EP4	.759	.197	.615	.888
SA4	.149	.827	.706	.821
SA5	.254	.792	.692	.821
SA6	.212	.756	.616	.821
SA3	.451	.539	.494	.821
SA2	.498	.537	.536	.821
Eigen-Value	4.015	3.023		
Explained Variance (%)	35.503	27.482		

174, C.R. 2.909, and p value .004, which makes H1-3 accepted. That is, product quality, an attribute of online shopping mall, has positive (+) effects on satisfaction.

H2-1 was 'service stability, a service quality element of online shopping mall, will have positive (+) effects on satisfaction'. The path analysis of the hypothesis led to the findings that path coefficient .205, C.R. 4.376, and p value .000 which makes H2-1 accepted. That is, service stability, an attribute of online shopping mall service quality, has positive (+) effects on satisfaction.

H2-2 was 'service diversity, a service quality element of online shopping mall, will have positive (+) effects on satisfaction'. The path analysis of the hypothesis led to the findings that path coefficient .640, C.R. 6.527, and p value .000 which makes H2-1 accepted. That is, service diversity, an attribute of online shopping mall service quality, has positive (+) effects on satisfaction.

H3 was 'satisfaction will have positive (+) effects on repurchase intentions'. The path analysis of the hypothesis led to the findings that path coefficient .870, C.R. 8.260, and p value .000 which makes H2-1 accepted. That is, satisfaction has positive (+) effects on repurchase intentions.

6. Conclusion and Implication

6.1 Overall summary

This research was performed to serve in establishing an efficient marketing strategy of online shopping mall. To achieve the research aims, the effects of attributes of online shopping mall and service quality elements on satisfaction and repurchase intentions were analyzed. To collect the data, a survey was conducted to the people who had experiences of using online shopping mall. 265 copies of the questionnaire was collected, and used for analysis. Collected data were analyzed with SPSS 19.0 and AMOS 19.0. Frequency analysis, reliability analysis, factor analysis, structural equation model analysis was performed, and, all the hypotheses except for hypothesis 1-1 were accepted. The findings of the analyses are as follows.

First, customer service, an attribute of online shopping mall, does not have positive (+) effects on satisfaction.

Second, price, an attribute of online shopping mall, has positive (+) effects on satisfaction.

Third, product quality, an attribute of online shopping mall, has positive (+) effects on satisfaction.

Forth, service stability, an attribute of online shopping mall service quality, has positive (+) effects on satisfaction.

Fifth, service diversity, an attribute of online shopping mall service quality, has positive (+) effects on satisfaction.

Sixth, satisfaction has positive (+) effects on repurchase intentions.

As shown above, it was confirmed that attributes of online shopping mall, price and product quality, except for customer service, and service quality elements, service stability and service diversity, are important elements raising satisfaction. And, it was also confirmed that the higher satisfaction is, the higher repurchase intentions get.

6.2 Implications

This research analyzed the effects on attributes of online shopping mall and service quality elements on satisfaction and repurchases intentions. The implication of this research on fashion online shopping mall, in the perspective of management consulting, is as follows.

First, the fact that customer Service, an attribute of online shopping mall, was found to have no effect on satisfaction is different from the findings of other researches. It is because of the fact that customers do not have satisfaction from customer service provided in shopping mall. Customers who participate in gratitude events or other events performed in shopping mall are a minority. And, since the processes in which customers can get refund, exchange with other products and returning products are complex and difficult, some customers give up in the midway. Even if it is impossible to exchange products with others or return them, customers who are attracted to those products purchase them again. Thus, it seems that customer service, an attribute of online shopping mall, does not affect satisfaction. Second, Price and product quality, attributes of online shopping mall, and service stability and service diversity, service quality elements,

were found to affect satisfaction. It means that, in online shopping mall, product price, quality, transaction stability, product diversity have important effects. Shopping mall managers need to be careful in price competition by setting product prices to match them to their qualities, and making the prices cheaper than those of competitors. And, in general they also need to have a variety of products, and keep updating the product assortment with new products. When the colors and materials of products are the same as what are shown on screen, and product qualities are good including intricate sewing of products, customers trust the shopping mall, and feel satisfied. And, in order to prevent leakage of personal information of customers, it is necessary to maintain transaction records safely, and strengthen security.

6.3 Limits

The sampling method of this research was based on convenience method where most of respondents are in their 20s, living in Chungcheongdo region. Frequency analysis revealed that income levels of most of respondents were less than 1 million won a month, which implies that the price element may have greatly affected their satisfaction. Therefore, the findings have limits in generalizing them.

Accordingly, it seems that in the future research it is necessary to remove answer sheets where respondents were not very sincere in answering questions, and, for overlapping elements, to do additional tests and refine them.

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