

Evaluative Criteria Used in Selection of and Purchase Behaviors through Internet Shopping Malls as Determined by Demographic Characteristics

Mi Sook Kim* and So Young Kim

Dept. of Clothing & Textiles, Kyunghee University

The purpose of the present study was to examine the differences in evaluative criteria used for and purchase behaviors through the internet shopping malls for fashion products among the groups determined by demographic characteristics and the groups with various shopping experiences through Internet. Data were collected through a self-administered questionnaire survey from 503 netizen through internet by using the server of ECMiner Research Company. Data were analyzed by factor analysis, one-way ANOVA and Duncan's multiple range test.

There were significant differences in purchase behaviors for fashion products through internet and internet usage among groups determined by gender, age, educational level, the amount of monthly allowances, occupation and residence area.

The netizens participated in this study were divided into 3 groups based on purchase experiences: the less-purchased(1~6 times) the more-purchased(above 7 times) and the not -purchased. Regarding the evaluative criteria for selecting shopping malls, six factors were formulated: customer relations, accuracy of product information and product assortment, convenience of shopping, product attributes and variety, management style, and company reputation. The respondents considered the six factors more than average.

Significant differences were also found among the 3 groups in the evaluative criteria for selecting shopping malls. The more experienced they were in purchase through internet, the less they considered the accuracy of product information and product assortment factor and the more they considered the product attribute and variety factor.

The respondents grouped by gender, age, educational level and occupation differed in the degree of considering the evaluative criteria when they select internet shopping malls for purchasing fashion products. Women considered the product information and product assortment factor more than men did. The younger the respondents were, the more they considered the management style of shopping malls. The less they were educated, the more they considered the product attributes and variety factor.