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# 소비자 쇼핑가치가 웹사이트 구전행위에 미치는 영향: 인성의 조절효과를 중심으로

문윤지

Online Consumer's Shopping Value for Word-of-Mouth Behavior  
: Moderating Effect of Personality

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## 요 약

본 연구는 웹사이트에서 소비자들이 추구하는 가치가 소비자의 웹사이트에 대한 태도와 이용의도 그리고 구전효과에 미치는 영향을 탐색하고자 한다. 본 연구에서 소비자들이 웹사이트 이용 시 추구하는 쇼핑가치는 경제적 가치, 정보적 가치, 오락적 가치로 구분된다. 소비자가 어떠한 쇼핑가치를 추구하느냐 하는 가치추구성향은 이후 소비자가 웹사이트를 이용하는 태도와 타인에게로의 홍보와 같은 구전효과에 유의한 영향을 미치게 된다. 나아가 본 연구는 소비자의 개인적 성향을 사고형(thinking)-감정형(feeling) 성격유형으로 간주하며, 이러한 성격유형에 따라 추구하는 쇼핑가치와 태도 간 관계가 달라질 것이라는 가설을 조절효과를 통해 검증한다. 이 같은 연구모형을 검증하기 위해 본 연구는 오프라인 패밀리레스토랑 이용과 더불어 해당 레스토랑의 홈페이지를 함께 활용했던 경험이 있는 고객들을 대상으로 설문 조사와 Lisrel 분석을 진행하였다. 분석결과, 소비자들의 경제적 쇼핑가치지향, 정보적 쇼핑가치지향, 그리고 오락적 쇼핑가치지향이 강할수록 패밀리레스토랑 홈페이지에 대한 보다 우호적인 태도가 나타나며, 이는 곧 홈페이지의 이용에 대한 의도 및 구전효과에도 긍정적인 영향을 미치게 된다. 사고형-감정형 성격유형의 조절효과 분석결과를 보면, 사고형 성격을 지닌 소비자는 감정형 소비자보다 경제적 가치지향 및 오락적 가치지향에 몰입하여 이후 웹사이트 태도를 결정하는 성향을 보이는 것으로 나타났다.

## ABSTRACT

This study aims to explore and understand better how consumers' value orientation relates to consumer's intention to use and Word-of-Mouth behaviors in using Web sites. Consumers have perceptions of the shopping value they acquire during their experiences in navigating Web sites. This consumer's shopping value is considered as utilitarian shopping value, information shopping value, and hedonic shopping value. The current paper proposes that value orientation of consumers in Web sites would consequently affect consumer attitude such as intention to use and Word-of-Mouth. In addition, the research investigates the moderating effect of consumer's personality between consumer's shopping value and consumers' attitude in Web sites. For testing the hypothesized research model, survey and Lisrel analysis are conducted. The findings emphasize that online providers need to focus on the perceived values most salient to consumers in order to improve their profitability. Furthermore, providers may also identify the reason why consumers perceive these values much lower when using the Web sites.

## 키워드

Utilitarian Shopping Value, Hedonic Shopping Value, Information Shopping Value, Word-of-Mouth, Intention to Use, Personality

## 1. Introduction

Customer loyalty is becoming the primary capital in the service industry. There is no

question that customer loyalty increases a firm’s revenue, lowers customer acquisition costs, and gives a service firm a competitive advantage (Rust et al., 2000). Moreover, customer loyalty is also becoming important in the online environment. More than ever before, Internet users now turn to the online channel for their transactions. According to Kim et al.(2012), the Korean Internet shopping market amounted to USD 65billion in 2009 17% annual rate before reaching \$146 billion in 2010. Thus, while the Internet is (fifth largest among OECD nations), accounting for 5.95% of the Korean GDP; this portion is larger than those of major Korean industries, such as electronics (5.91%) and automobiles (4.93%).

Due to this intense market competition, online providers need to reveal and manage the success factors of Internet shopping businesses. Even though many B2C websites have tried to persuade customers to interact with their service provider, there is limited research confirming the relationship between consumer’s personal characteristics, attitude, and e-loyalty in a B2C context. Therefore, this study divides the direct and indirect predictors of customer loyalty: consumer’s individual characteristics (i.e., shopping value) and customer evaluations of the online provider (i.e., customer satisfaction).

Online customer satisfaction can be explained as a significant driver of customer loyalty in the B2C context. In the past two decades, satisfaction (Bejou et al., 1998) has become an important determinant of loyalty in the offline context. In addition, this study examines the mediating role of customer satisfaction between consumer’s three main shopping values and loyalty. On one hand, understanding for what shopping values consumers oriented plays a key role in improving loyalty (Bansal et al., 2004); on the other hand, customer loyalty can be improved by enhancing customer satisfaction. Therefore, customer loyalty is also likely to be directly driven by consumer’s shopping value (Kim, 2011; Kim et al., 2012). However, since there is limited research confirming the relationships among shopping values, customer satisfaction, and customer loyalty in a B2C context, we investigate the mediating role of customer satisfaction between shopping values and customer loyalty. Finally, the paper analyzes the role of

consumers’ individual personality. The current study incorporates the complicated inter-relationships of personality into the study and examine the moderating effect between shopping values and customer satisfaction.

## II. Research Model

This study divides consumer’s shopping value into utilitarian shopping value, information shopping value, and hedonic shopping value. With these shopping values, the paper investigates the effect of shopping values and customer satisfaction on customer loyalty (i.e., revisit intention and WOM). In addition, the paper explores the moderating effect of individual personality (i.e., thinking-feeling) between shopping values and customer satisfaction.

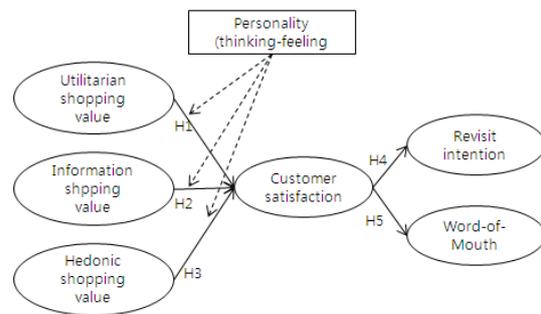


Figure 1. Research Model

## III. Research Methodology

### 3.1 Data Collection

The research hypotheses were tested with data collected via surveys. The target population is the person who has used the family restaurant websites within the last three months. A researcher received 183 surveys out of the 260 they distributed; after deleting incomplete responses, 175 surveys were used for final analysis (67.3% response rate).

### 3.2 Unidimensionality Assessment

To assess the unidimensionality of each scale, internal consistency and confirmatory factor analyses were performed. First, a reliability test was used to purify the measurement scale for each construct. All coefficient alphas of the seven constructs surpassed Nunnally’s (1978)

.70 criteria for reliability acceptability. Items with weak contributions to coefficient alpha and low item-to-total correlations (< .40) were dropped. One item of individual characteristics and two items of TTF were dropped. To examine an acceptable fit of the proposed measurement model, each of the constructs was evaluated by examining the statistical significance of each estimated loading, and the overall model fit indices were evaluated. All loadings exceeded cutoff of 0.5 and each indicator t-value exceeded 9.99 (p<.001) (see Table1).

Additionally, all goodness-of-fit statistics supported the overall, satisfactory measurement quality, given the number of indicators.

Table 1. Description of Items

Standardized factor loading(t-value)	Cronbach α	AVE
Utilitatiran shopping value X1 0.72(10.16) X2 0.74(10.69) X3 0.71(10.09) X4 0.75(10.70)	0.817	0.53
Information shopping value X5 0.88(14.31) X6 0.82(12.84) X7 0.86(13.69)	0.890	0.65
Hedonic shopping value X8 0.69(9.99) X9 0.93(14.94) X10 0.79(11.77)	0.836	0.65
Customer satisfaciton Y1 0.84(13.37) Y2 0.84(13.39) Y3 0.76(11.39)	0.853	0.66
Revisit intention Y4 0.89(14.72) Y5 0.98(17.08)	0.932	0.88
Word-of-Mouth Y6 0.87(13.74) Y7 0.79(12.00) Y8 0.82(12.52)	0.868	0.69

Chi-Square = 207.11 (P<0.001), DF = 120, GFI = 0.88, CFI = 0.98, NFI = 0.96, AGFI = 0.83, RMR = 0.055, RMSEA = 0.065

IV. Results

The hypotheses of the research model were tested with two structural equation path

models using Lisrel.

Table 2. Results

Hypothesized relationship	Proposed model	
	Standardized path coefficient(t-value)	Results
H1 Utilitarian → Satisfaction	0.38(5.68***)	Supported
H2 Information → Satisfaction	0.22(2.77***)	Supported
H3 Hedonic → Satisfaction	0.43(6.04***)	Supported
H4 Satisfaction → revisit intention	0.78(10.09***)	Supported
H5 Satisfaction → WOM	0.68(8.63***)	Supported

Chi-Square = 233.45 (p<.001), DF = 127, GFI = 0.87, CFI = 0.98, NFI = 0.95, AGFI = 0.83, RMR = 0.063, RMSEA = 0.069

The results show that all hypotheses are supported (see Table 2).

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