An Analytical Study of Mobile Internet Users' Lifestyles for the Promotion of Mobile Business*

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Abstract

Purpose - This study attempts to examine the new concept of mobile internet users' lifestyles through empirical analyses based on the i-VALS concept study that had classified the VALS program, among others, aiming at internet users.

Research design, data, and methodology - A total of 300 questionnaire copies were distributed, of which 273 were collected; only 244 were used for the empirical study after excluding some inappropriate or unusable ones. To analyze the data collected, the SPSS/WIN 19.0 statistical package was used, and the lifestyles of mobile internet users were reclassified after analyzing the reliability and validity of the responses.

Results - The study involved the empirical analyses of the new concept of the mobile internet users' lifestyles based on the i-VALS concept study, of which the subjects were internet users.

Conclusion - It is possible to provide enterprises with more systematic and objective fundamental data based on the characteristics of mobile internet users' lifestyles, to help enterprises with their establishment of market segmentation strategies for promoting mobile shopping in the future.

Keywords: Mobile Business, Mobile Internet, Lifestyle.

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1. Introduction

Recently, with the rapid growth in using mobile devices like smart-phones, tablet PCs, etc., the mobile shopping has emerged to be a new shopping behavior, thus attracting the relevant industry's attention(Oh & Lee, 2012).

Viewing the number of subscribers for smart-phones and tablet PCs, with which the mobile shopping is made possible, a total of 36,320,974 as of August 2013 have subscribed to the mobile service of the nation's three mobile carriers of SKT, KT and LGU+ in case of smart-phones, while the number is subdivided into 17,756,369, 11,012,233 and 7,552,372 for SKT, KT and LGU+ respectively. In case of tablet PCs, subscribers are 279,682, 402,300 and 14,548 for SKT, KT and LGU+ respectively(National IT Industry Promotion Agency, 2013).

<Table 1> Mobile Internet Users Number in Korea

	Smart Phone Users	Tablet PC Users
SKT	17,756,369	279,682
KT	11,012,233	402,300
LGU+	7,552,372	14,548

Source: National IT Industry Promotion Agency(2013)

The market size of the mobile shopping as created by these mobile subscribers was no more than KRW 10 billion in 2009. However, in 2012, it was grown to be approximately KRW 1.7 trillion while it is expected to reach about KRW 7.6 trillion in 2014 (Korea Online Shopping Association, 2013). In other words, the weight and share of the mobile shopping in the whole market is ever expanding according to the increasing number of mobile internet users, and the major factor of the mobile market expansion is thought to be attributable to the advantage of the mobile shopping particularly that it allows consumers to purchase goods at any desired time and without any constraints of time and place. Even though the mobile shopping

keeps growing accordingly notwithstanding the overall depressed consumption, and is attracting the relevant industry's attention, the majority of those with experiences in mobile shopping are complaining about inconveniences, and are showing their shopping characteristics of not relying only upon a specific mobile shopping app (The Electronic Times, 2013). This is deemed to be the result of approaching the mobile shopping users simply by regarding them as a form of shopping with no proper analysis on their characteristics.

Therefore, in order to promote the invigoration of the domestic mobile shopping, in the future, more detailed studies on the characteristics of the mobile shopping users, mobile internet users should be carried out and then, based on the result thereof, an improved mobile shopping environment and strategies should be constructed.

In this study, therefore, the inclinations of the mobile internet users have been classified by investigating their lifestyles in an attempt to provide assistance in establishing future strategies for invigorating mobile shopping based upon the classified individual characteristics of ever increasing mobile internet users. As a typical method of analyzing the lifestyles of users, consumers, and recently as a tendency of giving a great help to promoted understanding about lifestyles by including consumer's internal characteristics such as personality, motive, interest, etc. in the lifestyle analysis, the related analyzing methods of the AIO survey technique, the VALS program, etc. are being widely utilized(Kim, 2004). In this study, it is attempted to study the new concept about the mobile internet users' lifestyles through empirical analyses carried out on the basis of the i-VALS concept study that had classified the VALS program, among others, aiming at internet users. And with this, it is also tried to present available implications about the strategic management of the mobile shopping malls that have to be in conformance with users' inclinations in internet-utilizing businesses.

2. Theoretical Background

2.1. The Concept of Lifestyle

The lifestyle has been said to be people's way of living their lives including their activities, interests and opinions, and to mean the way of spending time and money(Ham, 2002). The lifestyle variable is also a variable that has recently been utilized more often for the marketing strategy than any other variables like personality, value, etc (Yudi et al., 2012).

Alpert and Gatty (1969) are, with their understandings on consumer behavior through their studies on lifestyles, rendering a great help as a standard for market segmentation as well as in respect of marketing management. The analysis on AIO (Activities, Interests and Opinions) by Wells and Tigert (1971) is, after experiencing a lot of circulating process in its methodology, being widely used even now in understanding the consumer behavior as well as in establishing the marketing strategy.

Meanwhile, among domestic studies, Chae (1992) said that

lifestyles are providing marketing managers with very important information and usefulness in the following aspects:

First, lifestyles become a standard of effective market segmentation. An effective marketing strategy may be put into practice by dividing consumers into market segments as well as by developing a suitable marketing mix thereto after combining the peculiarities of lifestyle types with the demographic characteristics.

Second, lifestyles can provide explanations on consumer behavior in three dimensions. The differences in consumers' product selection, store selection, brand selection, etc. may not be fully explained with demographic factors or socio-economic factors alone, but lifestyles may rather provide more useful explanations.

Third, lifestyles can be helpful in predicting social trends. In other words, the trends of consumer behavior, purchasing behavior or changes in purchasing mind may be predicted by finding out changes in the aspects of consumers' lives, and those predictions may be utilized for developing goods and services.

The methods for analyzing lifestyles may be largely divided into the macroscopic analytic method and the microscopic analytic method. The macroscopic analytic method is focused on finding out the overall lifestyle trends of the society or group targeted for the analysis.

In the studies of Anderson and Golden (1984); Plummer (1974); Wells et al. (1971), etc., not like the macroscopic analysis, the microscopic analysis has its study objective in trying to segment the society by understanding lifestyles and to identify the characteristics of the subgroups that constitute the society. Such an analysis has, after viewing the specified variables of whether or not a specific good is owned or used, expected usefulness, degree of desire, etc., become an attempt to divide and understand the consumers as the groups that are segmented according to these specified variables.

Typical surveys on lifestyles for which the macroscopic analytic method was used can be cited to be the Monitor Survey of Yankelovich (1964) and the Value and Lifestyle Survey(VALS) of the Stanford Research Institute(SRI). The Monitor Survey of Yankelovich (1964) has its main objective in finding out any of the lifestyle constituting factors closely related to social trends, whereas the SRI survey has its fundamental objective in finding out how the society changes in accordance with the needs, values and beliefs. Traditionally, studies were focused on analyzing mainly the models and characteristics of lifestyles being centered on the influence that the demographic variables like social stratum, life cycle, family, etc. may exert on the consumer's lifestyles. Recently, however, the consumers' internal characteristics of personality, motive, interest, etc. have been included in the lifestyle analysis, and they have been greatly helpful in promoting the understanding about lifestyles. Typical lifestyle analyzing methods are, as Kim (2004) explains, the AIO Survey Technique, VALS, etc. that are being widely used. In this study, the theories of both VALS and i-VALS have been studied.

2.2. The Concept of VALS

VALS (Values and Life Style) is the acronym for value and lifestyle, which was developed by Mitchell (1984) of the SRI(Stanford Research Institute) International as an analysis method, and has recently been used very usefully in analyzing the characteristics of target markets and the standards of market segmentation.

VALS emphasizes the importance of measuring and analyzing consumers' psychological aspects to find out lifestyle characteristics.

Predicting that an individual's lifestyle is to be developed differently from others depending upon his/her desire, value, personality, etc., SRI has attempted to identify diverse lifestyles through an extensive investigation on consumers' desire, needs, etc. In other words, after completing a questionnaire survey during a three year period as conducted for 1,600 consumers with over 800 questions on consumers' desire, needs, value, etc., SRI identified varied types of lifestyles by means of the multi-variate statistical analysis. The lifestyles identified as such have recently been utilized very usefully in explaining, segmenting and understanding the recent trends of consumers' purchasing behavior.

VALS is being recognized of its high commercial usefulness in the respect that it sheds light not only on demographic data and consumption statistics but also on each individual as a whole. According to the contents rearranged by Lim, et al. (2006), in the varied types of VALS, there are the VALS of the initial period, the revised version of VALS2 issued in 1988, the i-VALS for classifying internet users, the jVALS for classifying the lives of Japanese and so on.

Although VALS has a great advantage of providing clear descriptions about each individual of those consumers in various groups, the consumer classification by VALS has its own limitations in the respect that it accords significantly with the consumers' demographic factors.

2.3. The Concept of i-VALS

According to the contents rearranged by Lee (2003), SRI is introducing the i-VALS (Internet Value and Life Style), which is a value and lifestyle type on the internet, as created for the purpose of making a consumer analysis and promoting its usefulness among consumers, enterprises, information providers and intermediaries along with its quality enhancement in the internet environment. In the i-VALS, the internet users have been divided into the 10 types, as in the following:

2.3.1. The Mania Type (Wizards)

The internet users of the mania type fall in the category of the most active and skilled users, of whom an important portion of life is occupied by the computer, while showing a high degree of involvement in many aspects of the internet culture. almost all in this category show a high level of income, thus being targeted for computer-related high-tech products.

2.3.2. The Solitary Pioneer Type (Pioneers)

The internet users of the solitary pioneer type account for about 10% of all. They spend many hours for using a computer making very frequent visits to the virtual stores. They are polishing new skills needed for using the internet mostly for themselves without trying obtain them from others, while having negative opinions on sociable activities like chatting, adult sites, etc. They are evenly distributed over various age groups showing an aspect of slightly low income level.

2.3.3. The Self-Maturity Promotion Type (Up-streamers)

Accessing the internet fundamentally for the purpose of collecting personal or job-related data, the internet users of the self-maturity promotion type, account for 14% of all. Their ages are shown to be lower than average age groups having a practical and economically oriented rather than an academically oriented tendency. Though they may have a similarity with those of the self complacency type (main-streamers) in terms of the internet-using purpose, they show a difference in the respect that they are more positive in using the internet and higher in the degree of involvement in the aspect of utilizing personal career. Those in this category become the main target for the kind of service goods that are differentiated for each individual.

2.3.4. The Involvement-Oriented Type (Socialities)

Being in the category of those with their internet-using purpose strongly in sociability, they are the most positive participants in online debates or the like and they have various elaborate online egos. They show more skilled information than those of the sociability-oriented type, but do not show a favorable attitude toward the internet than those of the sociability-oriented type, representing the youngest age groups.

2.3.5. The Practical Utilization Type (Workers)

The internet user of the practical utilization type are very much interested in the usefulness of the internet, with the tendency of concentrating their internet capabilities mostly upon job-related specific tasks or information gathering. They belong to the occupation group of the strongest information-centric intensity (consultants, college students, teachers, professors, etc.) among internet users, and this group's coefficient of utilization for television is shown to be lower than that of the average among all internet users.

2.3.6. The Amusement Culture Seeker Type (Surfers)

Learning about the internet very rapidly, the internet users of this group are those of the leisure seeking type with the tendency of seeking amusement even with willingness to pay any information use fees, while showing a high frequency of using mail catalogs or virtual stores. Having been in contact with the internet, their time of watching television has been decreasing while they are shown to be of the highest category in age and income levels. Retired professionals or the like belong to this

group. They spend as many of their available hours as possible in using the internet, having the strongest desire to learn about the internet.

2.3.7. The Self Complacency Type (Main-streamers)

The internet users of this category have already obtained the needed skills that have been fitted to their taste of using the internet. They are no longer of the thought to seek anything new, and do not use a computer only for job-related purposes. Being in the category of those with the highest intellectual level, they appreciate the efficiency of internet banking, internet shopping, etc. very highly.

2.3.8. The Sociability-Oriented Type ((Sociables)

The internet users of this type are the group whose sociable purposes appear to be the strongest. Compared with those of the involvement oriented type, they prefer relatively less-systemized ways of meeting like chatting, etc. rather than conferences or debate meetings, and are highly interested in electronic mails or the like as received from friends or others. Being mostly consisted of those in young age groups, they rely upon friends, bulletin boards or the like for their skill-related needs for help. They become the major target of the person-to-person purchase items, entertainment related newsletters, personal home-sites, etc.

2.3.9. The Information Seeker Type (Seekers)

As for the internet users of this group, the most important reason for using computer is to enhance the business productivity. They are hardly interested in using the versatility of the internet. They become the main target of the information providing services, and they have a strong intention to purchase such services. They appear to be in higher age groups having a strong desire for learning new internet skills.

2.3.10. The Half-In-Doubt Type (Immigrants)

The internet users of this type are those who have started to use the internet quite recently and their exposure to the internet has been made against their will for a business purpose or the like. They are not willing to try the internet related diverse contents, with the thought that there are a lot of other things better than the internet being doubtful about the usefulness of the internet. The gender composition of this group is almost 50:50, and their income level aspect is shown to be polarized.

Utilizing the i-VALS that describes such values and lifestyles on the internet, it is intended in this study to classify the lifestyles aiming at the mobile internet users.

The initial studies on lifestyles were conducted by Hoffman et al. (1996) but they are limited only to the classification that pertains to internet users' behavior.

In the studies of Kim and Kwon (1999), they classified lifestyles of internet users into three types, namely, the lei-

sure-activity type, the passive independence-oriented type and the traditional stability seeking type, and they also analyzed the relationship between the information search methods by type and the evaluation criteria for selection alternatives. As resulted from the analysis, it was revealed that those of the forward-looking leisure-activity type were using relatively more of the internet than those of other types, and also that they had a strong tendency of utilizing the internet for searching information. Accordingly, it was insisted that a higher priority for marketing target should be given to the forward-looking leisure-activity type.

Meanwhile, as an additional study on the SRI-developed i-VALS, Lee and Shim (2001), with the concept of i-VALS in mind, put the internet users in the typology of the six groups of the practical utilization type, the pioneering and challenge type, the sociability-oriented type, the fun and fashion type, the self complacency type, and the information seeker type, and analyzed the degree of involvement in the internet of each group, the desire for searching information, and the intention to purchase. As an analysis result, the self complacency type turned out to have a high degree of involvement and influencing relationship, while the information seeker type was found to have a high influencing relationship with the information search desire.

In this study, with such existing studies, regarding the lifestyles of mobile internet users, various survey items fitted to the mobile internet environment have been developed on the basis of the 10 types of i-VALS as well as the 6 types in the studies of Lee and Shim (2001). And with such items, a survey has been carried out aiming at college students by whom the mobile internet is used most often and the mobile shopping is done frequently as well.

3. Methodologies

For the purpose of this study, survey data for the study was prepared by carrying out a questionnaire survey during the September 5 to 12 period(2013). Future generations of mobile business will be focused on the 20 of this study is to investigate the higher is considered meaningful. Thus, a sample survey of the mobile internet as familiar with 20 college students were investigated.

A total of 300 copies of the questionnaire sheets were distributed, of which 273 copies were collected, of which only 244 copies were collected and used for the empirical study excluding some inappropriate ones not usable for the analysis.

In order to analyze the collected date from the questionnaire survey, the statistical package of SPSS/WIN 19.0 was used and the lifestyles of mobile internet users were reclassified through the analysis of reliability and validity.

The demographic characteristics of the samples and the characteristics resulted from using the mobile internet are given as follows:

<Table 2> Demographic Characteristics of Samples

Category		Frequency (No. of Persons)	Ratio (%)
Gender	Male	129	52.9
	Female	115	47.1
Age	Below 20	24	9.8
	21	47	19.3
	22	43	17.6
	23	39	16.0
	24	27	11.1
	25	35	14.3
	26 or over	29	11.9
Total		244	100.0

Of all 244 survey subjects, 129 persons (52.9%) were male and 115 persons (47.1%) were female. Due to the fact that the survey was carried out aiming at college students, the age of all the respondents turned out to be between late teens and early twenties.

<Table 3> Mobile Carrier As Provider of Mobile Internet Service To Samples

Category		Frequency (No. of Persons)	Ratio (%)
Mobile Carrier in Use	SKT	93	38.1
	KT	95	38.9
	LG	56	23.0
Total		244	100.0

The mobile carriers being used by the survey subjects (Samples) are showing a comparatively even distribution over the nation's three mobile carriers.

<Table 4> Mobile Internet Experiences of Samples

Category	Response		% of Cases
	Freq.*	Ratio (%)	
Shopping/Reservation/Lottery	104	5.7	42.6
Game	113	6.2	46.3
Finance/Securities	41	2.3	16.8
Chatting/Meeting	91	5.0	37.3
Broadcasting/Movie	92	5.1	37.7
Entertainment/Amusement/Sports	118	6.5	48.4
Search/Portal Site	192	10.6	78.7
Bell Sound	14	0.8	5.7
Picture/Photograph	96	5.3	39.3
Caricature/Novel	93	5.1	38.1
Community	108	6.0	44.3
Subtotal	1,062	58.5	435.2

Category	Response		% of Cases
	Freq.*	Ratio (%)	
Mail/Message	129	7.1	52.9
Mobile Banking	113	6.2	46.3
News/Weather	136	7.5	55.7
Traffic Info	82	4.5	33.6
Living Info	79	4.4	32.4
Music	159	8.8	65.2
Character/Melody	4	0.2	1.6
Travel/Leisure	37	2.0	15.2
Others	13	0.7	5.3
Subtotal	752	41.5	308.2
Total	1,814	100.0	743.4

* Freq.: Frequency in number of persons

According to the contents of mobile internet used by the survey subjects, a great number of persons turned out to have experienced direct mobile shopping.

4. Empirical Analysis

4.1. Reliability and Validity

As for the validity, among the methods that are usually used to evaluate the concept validity on whether or not the concept that the surveyor wanted to measure was measured exactly by measurement tools, the factor analysis method was used for verification. For the factor analysis, the Principal Component Analysis was utilized and for the independent interpretation between factors, the Varimax Rotation Method was used from among the orthogonal rotation methods. As for the number of factors, only the factors of 1 or higher value were selected on the basis of the 'eigen value,' and the results to which all the criteria for securing over 60% of cumulative explanation power for sound validity have been applied are given in the following <Table 5>.

Also, as for the measurement items of each variable, the verification of the internal consistency was done by evaluating the reliability about both the individual and the whole items through the Cronbach's α(Cronbach, 1951). the Cronbach's coefficient α is a value between 0 and 1, whereas the reliability verification in this study was carried out at the Cronbach's α level of 0.6. The following <Table 5> shows that all the questions of the questionnaire were reliable because the Cronbach's coefficient α of the lifestyle factors, which is the reliability coefficient of the questionnaire items, was shown to be 0.6 or over for each of them all.

<Table 5> Result of 'Validity' Verification of Measurement Items

Measurement Item	Common-ality	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Mania 1	0.735	0.038	0.116	0.784	0.322	-0.046
Mania 2	0.714	0.135	0.101	0.798	0.127	0.177
Mania 3	0.730	0.042	0.166	0.729	0.288	0.292
Mania 4	0.665	0.092	0.335	0.714	0.167	0.081
Invol.-Oriented 1	0.625	0.714	-0.025	0.061	0.329	0.053
Invol.-Oriented 2	0.560	0.644	0.088	0.162	-0.134	0.305
nvol.-Oriented 3						
nvol.-Oriented 4			※ Question deleted			
Practical Util. 1			※ Question deleted			
Practical Util. 2	0.599	0.086	0.183	0.243	0.385	0.593
Practical Util. 3	0.746	0.086	0.048	0.030	0.226	0.827
Practical Util. 4	0.767	0.201	0.151	0.174	0.053	0.819
Self Compl. 1	0.718	0.075	-0.007	0.215	0.794	0.189
Self Compl. 2	0.702	0.102	0.038	0.247	0.759	0.232
Self Compl. 3						
Self Compl. 4			※ Question deleted			
Self Compl. 5	0.556	-0.122	0.300	0.247	0.537	0.320
Self Compl. 6	0.594	0.008	0.698	0.027	0.147	0.290
Self Compl. 7	0.688	0.234	0.769	0.096	0.158	0.087
Self Compl. 8	0.543	0.133	0.701	0.120	0.140	-0.031
Self Compl. 9	0.771	0.252	0.808	0.191	0.100	0.089
Self Compl. 10	0.560	-0.075	0.304	0.161	0.660	-0.025
Self Compl. 12	0.480	0.229	0.605	0.233	-0.066	0.046
Soc.-Oriented 1	0.724	0.826	0.066	-0.057	0.166	-0.081
Soc.-Oriented 2	0.674	0.810	0.080	-0.097	0.009	0.039
Soc.-Oriented 3	0.670	0.778	0.213	-0.060	-0.127	0.011
Soc.-Oriented 4	0.466	0.625	0.103	0.203	0.038	0.145
Soc.-Oriented 5			※ Question deleted			
Soc.-Oriented 6	0.474	0.599	0.291	0.125	-0.110	0.058
Soc.-Oriented 7	0.507	0.593	0.294	0.244	-0.024	0.093

Factor	Eigen Value		Pct of Var		Cum of Pct	
1	4.279		17.829		17.829	
2	3.241		13.506		31.335	
3	2.857		11.904		43.239	
4	2.627		10.946		54.185	
5	2.264		9.433		63.617	

Note) Invol.-Oriented = Involvement-Oriented, Practical Util. = Practical Utilization,
Self Compl. = Self omplacency, Soc.-Oriented = Sociability-Oriented

4.2. Test Results

As a result of such an analysis, 10 types of the lifestyles of the existing internet users have been classified into 5 types in case of mobile internet users. These newly classified 5 types are ① the mania type, ② the sociability-oriented type, ③ the practical utilization type, ④ the self complacency type, and ⑤ the shopping-oriented type, which may be defined as follows:

① The Mania Type

Among mobile internet users, those of this type are the most active and skilled ones, and their use of mobile internet takes an important part of their lives, while they are shown to be highly interested in many areas of the mobile internet culture.

② The Sociability-Oriented Type

As the group of mobile internet users whose sociable purposes appear to be the strongest, they utilize SNS quite pos-

itively and their utilization of mobile internet is their principal media for mutual communication and information exchange, while they fall in the category of relatively young age groups.

③ The Practical Utilization Type

The mobile internet users of this type are highly interested in the usefulness of mobile internet, and they tend to concentrate their capabilities for mobile internet use mainly upon their specific job-related tasks as well as upon the information gathering. Among mobile internet users, they are shown to have the characteristics of students who are known to have the strongest information-centric intensity.

④ The Self Complacency Type

As a group of mobile internet users who have already obtained a certain extent of mobile internet-related skills, they are no longer interested in further knowledge, while showing their characteristics of utilizing the mobile internet for diverse purposes.

⑤ The Shopping-Oriented Type

As a group of mobile internet users who utilize the mobile internet primarily for shopping, they are shown to have the characteristics of having their keen interest in utilizing mobile shopping apps as well as in purchasing such mobile contents as games, musics, etc.

<Table 6> Result of 'Reliability' Verification of Measurement Items

Measurement Item	Correlation with Entirety	"α" Value when excluded	Cronbach's "α" Value
Mania 1	0.689	0.811	
Mania 2	0.687	0.812	0.850
Mania 3	0.728	0.796	
Mania 4	0.663	0.822	
Involvement-Oriented 1	0.601	0.857	
Involvement -Oriented 2	0.587	0.859	
Sociability-Oriented 1	0.701	0.846	
Sociability-Oriented 2	0.683	0.848	0.870
Sociability-Oriented 3	0.698	0.847	
Sociability-Oriented 4	0.569	0.860	
Sociability-Oriented 6	0.575	0.860	
Sociability-Oriented 7	0.586	0.859	
Practical Utilization 2	0.565	0.769	
Practical Utilization 3	0.654	0.674	0.785
Practical Utilization 4	0.660	0.667	
Self Complacency 1	0.653	0.706	
Self Complacency 2	0.661	0.702	0.788
Self Complacency 5	0.554	0.756	
Self Complacency 10	0.518	0.775	
Self Complacency 6	0.571	0.811	
Self Complacency 7	0.707	0.771	0.829
Self Complacency 8	0.562	0.813	
Self Complacency 9	0.792	0.747	
Self Complacency 12	0.515	0.824	

5. Discussion and Limitations

On the basis of the lifestyles of the existing internet users, the lifestyles of the mobile internet users have been analyzed in this study in order to utilize them strategically in the mobile shopping market that have been on a very rapidly growing trend recently.

In particular, by applying to the mobile internet users the classification criteria of the i-VALS, in which lifestyles of the existing internet user had been analyzed, lifestyles of the mobile internet users have been classified into 5 types, which may well be meant by the study.

Hence, with regard to enterprises' efforts for establishing their market segmentation strategies for invigorating the mobile shopping in the future, it has been made possible to provide them with more systematic and objective basic data on the basis of the characteristics of the lifestyles of mobile internet users.

As for the mobile shopping in particular, the reality is that the twenties who are very positive in using the mobile internet are the largest customer group. Therefore, the classification by type of lifestyle based on objective data, as carried out in accordance with the usage of mobile internet by college students representing the twenties, is thought to serve as very useful data for mobile shopping enterprises. Of course, in order for an enterprise to utilize such data for establishing its marketing strategies, it will be required to build up such marketing strategies as fitted to the enterprise by carrying out further analyses on the product items of the mobile shopping enterprise, its competitiveness, characteristics of constructing mobile shopping sites, market environment, etc.

The limitations of this study are as follows:

First, there exists a limitation for generalizing the study results because the survey subjects were limited only to college students. It is, therefore, necessary to widen the coverage of the survey subjects to include diversified consumer groups in consideration of the demographic characteristics.

Second, as the lifestyle specified variables that becomes the basis of the lifestyle typology, the classification criteria of i-VALS have been selected and used according to some researchers' subjective judgment. Due to such, there may be any parts that lack objectivity to a certain extent.

Therefore, if an objective lifestyle classification of mobile internet users can be achieved by carrying out further studies on the basis of more systematic surveys in the future, it will be greatly helpful for invigorating the mobile shopping.

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