

A Study on Cross-border Online Shoppers for Fashion Products by Benefit Sought

A Study on
Cross-border
Online Shoppers
for Fashion
Products by
Benefit Sought

Sangheuk An · Jihoon Jung · Hyun-Hwa Lee

Undergraduate Student, Dept of Fashion Design & Textiles, Inha University, Incheon, Korea

Undergraduate Student, Dept of Fashion Design & Textiles, Inha University, Incheon, Korea

Associate Professor, Dept of Fashion Design & Textiles, Inha University, Incheon, Korea

(Received August 2, 2016; Revised September 24, 2016; Accepted October 31, 2016)

Abstract *The purpose of the study was to identify dimensions of benefit sought where consumer cross-border online shoppers seek and to examine the effects of the dimensions on expectancy, perceived performance, disconfirmation and satisfaction with cross-border online shopping. A total of 258 data were gathered and analyzed using SPSS 22.0. The results of the study identified that six dimensions of benefit sought of cross-border online shopping, which were economic-efficiency, convenience, uniqueness, scarcity, superiority and conformity seeking. There were significant effects of economic-efficiency, scarcity and uniqueness seeking on the expectancy, perceived performance, and satisfaction. In addition, consumers were segmented as four clusters classified using benefit sought of cross-border online shopping. The four clusters were labeled as "high interest type", "disinterested type", "unique scarcity type", and "price-first unfussy type". The significant differences were found among the clusters in the research constructs of expectancy and disconfirmation theory. The findings of the study suggested practical and managerial implications.*

Key words *Cross-border Online Shoppers, Segmentation, Expectancy and Disconfirmation Theory, Benefit Sought, Satisfaction*

Introduction

Cross-border online shopping is emerging as a major retail channel for consumers' purchases as four out of ten Internet shoppers, so-called "direct purchasers", have made purchases from overseas online shopping malls (H. J. Kim, 2014). The market size of the cross-border shopping has surged in recent years ("Overseas Purchasing Again", 2015), although cross-border shopping still takes up a relatively small portion of entire retail sales of 268 trillion KRW (Yoo, 2014). Cross-border online shopping refers to a purchasing strategy that involves making a purchase from an overseas shopping mall and having the product internationally shipped to the purchaser (J. M. Park, 2013). Cross-border online shopping has shown a steady increase in the previous four years, and showed approximately a 470% growth rate com-

pared to 270 million USD in 2010 ("Overseas Purchasing Again", 2015). The market size of the cross-border online shopping is expected to exceed 2 trillion KRW (Jeong, 2015). Although the proportion of cross-border online shoppers in their 30s and 40s in the entire retail market has decreased from 2014, the proportion of those in their 20s has risen sharply from 5.5% in 2011 to 11.5% in 2014 (T. J. Kim, 2015). Regarding purchase items, clothing and fashion accessories accounted for the largest portion (40%) of all cross-border online purchases, followed by health functional food and food ingredients (25%), and cosmetics (11%), growing with the variety of the times. Moreover, the countries from which purchases are made more than doubled in 2014 compared to 2010 ("Overseas Purchasing Again", 2015).

The cross-border online shopping market is growing rapidly, the shopping malls that allow cross-border online shopping is increasing, and easier and faster cross-border shopping systems are being established (J. S. Lee, 2015). In addition, the "Black Friday" sale in the U.S. drew enormous attention in Korean magazines and newspapers, and attracted great interest from domestic retailers (C. Y. Lee, 2014). While the interest of consumers and industries in cross-border online shopping increases, research on cross-border online shopping has only recently begun, and has been focused on the general aspect of cross-border online shopping rather than product characteristics (H. S. Cho, Kim, & Byun, 2014; E. Kim, Park, & Park, 2015). However, research needs to be conducted on different types of cross-border shopping items since consumers' shopping patterns, expectations, and benefit sought vary across different product groups as demonstrated by S. Y. Chung (2009). In addition, despite the high proportion of clothing and fashion accessories in cross-border online shopping ("Overseas Purchasing Again", 2015), little research has focused on the topic.

The need for research on purchaser's satisfaction with and repurchase intention for cross-border shopping purchases has been suggested as the issue has not been discussed, despite a continuing increase in cross-border online shoppers. The "expectation disconfirmation theory" (Oliver, 1980) is a leading theory in evaluating satisfaction using expectation and perceived performance to explain consumer satisfaction. Research on customer satisfaction in the theoretical framework of expectation and disconfirmation has been conducted in many fields (S. Y. Choi & Cho, 2014; Shin, 2009), as well as specifically on clothing (Y. M. Chung, Cho, & Chung, 2009). However, consumer satisfaction with cross-border online shopping as a retail channel has not been determined, and the benefit sought by shoppers from cross-border online purchase have not been identified. Most previous studies on benefit sought by clothing shoppers were focused on clothing products (Im & Ryou, 1998; H. N. Kim, 2008; K. H. Lee & Lee, 1999; Yu & Kim, 2013), and included various retail channels (Chae & Kim, 2013; G. Choi & Lee, 2012; H. W. Park, Park, & Lim, 2004). Thus, the present study aims to identify the benefit sought by consumers from cross-border online shopping, and investigate the effects of the type of benefit sought on satisfaction, using the expectation disconfirmation theory (Oliver, 1980). The study is different from previous research in that it identifies the benefit sought from the use of cross-border online shopping as a retail channel, and determines shoppers' satisfaction with the shopping experience by recruiting actual cross-border online shoppers for fashion products as study participants.

The study was conducted with cross-border online shoppers for fashion products in their 20s who

live in the Seoul Metropolitan Area. The study objectives are as follows. First, the study identifies the benefit sought from cross-border online shopping, and determines the effects of the types of the benefit sought on expectation, perceived performance, positive disconfirmation, and satisfaction. Second, the study determines differences between subgroups of the consumers classified based on benefit sought. The findings of the study are expected to deepen retailers' understanding of consumer groups that vary in the benefit they seek, providing evidence to inform group-specific marketing strategies.

Literature Review

Cross-border online shopping

There are three types of cross-border online shopping: direct purchase from a foreign shopping site, use of a delivery agent, and use of a purchase agent. The direct purchase from a foreign website type involves consumers making a purchase on a foreign shopping site and having a product internationally shipped by the foreign shopping site; three online shopping malls including Amazon, eBay, and iHerb are the most commonly used ("Overseas Online Shopping", 2015). The use of a delivery agent type involves consumers making a purchase on a foreign shopping site and having a product shipped to a delivery agent in the foreign country, and then paying the agent to have the product shipped to the purchaser in Korea. The use of a purchase agent type involves purchase agents making a purchase and shipping the purchased item on behalf of a consumer, and then the payment is made via the purchase agent (E. Kim et al., 2015).

Consumers engage in cross-border online shopping in various ways, and researchers in the past have investigated cross-border online shopping. S. Y. Chung (2009) reported that consumers' demands for foreign brands showed a sharp increase, and that the degree of consumers' preference and trust in the overseas purchase agent shopping malls has positive effects on their purchase intention. S. H. Kim and Park (2010) showed that the high level of Internet shopping activity increased purchases of brand products through the domestic purchase agent shopping malls and foreign shopping sites that ship internationally. The study also highlighted the prediction that the purchase of foreign brand products would increase, and as a result the activities in the cross-border online shopping industry would also increase. E. Kim et al. (2015) classified cross-border online shoppers into four types: savvy luxury brand shopper, shopaholic, price-sensitive shopper, and superiority seeker. The savvy luxury brand shopper type perceives cross-border online shopping as a useful tool for purchasing products inexpensively. The shopaholic type places significance on purchasing the items that are unavailable or difficult for others in Korea to buy through cross-border online shopping. The price-sensitive type is interested in purchasing popular products inexpensively and fast using cross-border online shopping. The superiority seeker type uses cross-border online shopping to feel a sense of superiority. However, E. Kim et al. (2015) conducted a study on the classification of consumers using qualitative research methodology, which is explorative in nature, and suggested the need for quantitative research as future research direction.

Studying the factors that affect behavioral intention of cross-border online shopping using the plan-

ned behavior theory, E. J. Kim, Park, & Park (2014) found that subjective norms, perceived behavioral control, and attitude have a significant effect on behavioral intention of cross-border online shopping. The comparison of the effect sizes of the variables suggested that the sizes were in the order of subjective norm, perceived behavioral control, and attitude. Regarding variables about beliefs, while enjoyment, utility, and innovation had a significant effect, the effects of a sense of superiority and trust were not significant. However, previous studies on cross-border online shopping (H. S. Cho et al., 2014; S. H. Kim & Park, 2010; E. Kim et al., 2015) have limitations in that they conducted only a classification of cross-border online shoppers, which is basic data gathered on cross-border online shopping activity in Korea.

Expectation disconfirmation theory

According to the expectation disconfirmation theory (Oliver, 1977, 1980, 1981; Yi, 1990), consumers form expectations of a product or service before purchasing this product or using this service, and then they understand the actual performance of the product or service through using it. Depending on the degree that the purchased product or service disconfirms the purchaser's expectation, the level of satisfaction is determined. If the performance is lower than the expectation, it is negative disconfirmation, and the consumer becomes dissatisfied. Conversely, if the performance is higher than the expectation, it is positive disconfirmation, and if the performance matches the expectation, it is simply a correspondence, and in these cases the consumer becomes satisfied (Oliver & Desarbo, 1988). Expectation refers to the criteria with which to compare the performance in relation to attributes of the product or service expected in a point in the future (Halastread, 1999; Oliver, 1980). Performance refers to the consumer's judgment based on the experience of using a product or service (M. R. Kim & Rhee, 2004). The expectation disconfirmation theory defines customer satisfaction as the evaluation of how much a consumer's experience of a product or service corresponds with the level of expectation (Hunt, 1977).

Oliver and DeSarbo (1988) demonstrated that expectations influences satisfaction. Engel, Blackwell, and Miniard (1995) reported that positive disconfirmation results in customer satisfaction and purchase intention, but negative disconfirmation reduces repurchase intention of the product in the future. Regarding previous studies on applying the expectation disconfirmation theory to the field of apparel, Ko (2011) found that correspondence between performance and expectation had a positive effect on satisfaction with purchased clothing products, whereas expectation did not have a direct effect on satisfaction. K. H. Hong (1991) found in the study on consumer satisfaction with brand clothing that expectation had no direct effect on satisfaction as shown in Ko (2011); however, performance and normative expectation disconfirmation predicted satisfaction. Ye and Chang (1999) reported in the study on consumer satisfaction with purchases of formal clothing that expectation and performance had a direct effect on satisfaction, but positive disconfirmation did not have a direct effect on satisfaction. These studies investigated the satisfaction level as a function of a consumer's expectation of clothing products; however, the theory has never been applied to cross-border online shopping as a retail channel.

Benefit sought

Benefit sought refers to the subjective reward and the related positive outcome that a consumer wants in relation to a product or service use (Peter & Olson, 1987). Attributes are objective characteristics that a product is composed of, whereas benefits are the subjective experience of the attributes of a product or service as outcome (S. H. Lee & Lim, 1998). In other words, as a consumer seeks benefits from a product and service, the market can be segmented based on the types of the expected benefits, and the benefit segmentation can be used for predicting a consumer's purchase behavior and positioning a product and service (Schiffman, Bednall, Cowley, O'cass, Watson, & Kanuk, 2001). Previous studies classified benefit sought using various criteria depending on the subject of the research (H. N. Kim, 2008; Im & Ryou, 1998; K. H. Lee & Lee, 1999; Yu & Kim, 2013). Yu and Kim (2013) classified the benefit sought from clothing into trendiness, individuality, aesthetics, and utility factors, and the factors in clothing choice into overall coordination, stability of form, design, others' reaction, fit to occasion, and convenience. The study identified clothing choice criteria for individual groups based on benefit sought. J. S. Hwang (2003) compared benefit sought and personal values by classifying the benefit sought from clothing into five factors (better impression, trend, individuality, body shape correction, and comfort) and personal values into three factors (stable and harmonious life, enjoyment, and achievement). Je (2012) investigated consumer satisfaction in clothing choice criteria by segmenting consumers who purchase outdoor clothing based on the benefits they sought (individuality, trendy brand, functional utility, and sophisticated look), and reported that the satisfaction was highest in the consumers who seek individuality in the look. H. S. Hong and Koh (1996) identified the benefits that married women in their 30s and 40s seek from clothing, and tested the difference in the types of preferred brand types between the consumers who seek different benefits. The benefits identified in the study that the consumers seek included brand value, economic efficiency, self-expression, youth/trend, and quality. H. N. Kim (2008) classified consumers based on the benefits they sought from clothing, and determined the differences among consumer groups in their reasons for delaying a purchase decision about clothing. The study classified the benefits the consumers sought into social status, individuality, economic efficiency, body shape correction, and comfort, and reported that the individuality seekers, economic efficiency seekers, and body shape correction/comfort seekers tended to delay purchase decisions, while only the consumers who seek little benefit overall did not delay purchase decisions.

Most studies on benefit sought focused on the benefits that consumers sought as a motivator for purchasing clothing. A study on purchase behavior in Internet shopping found that consumers seeking different shopping values showed a difference in the benefits they sought (H. S. Lee, Kim, & Jeong, 1999). A related study (J. O. Kim, 2011) identified the benefit sought by shopping mall users who varied in their degree of use of Internet sales promotion, and investigated the effects of different types of benefits on satisfaction and loyalty. The study explained benefit sought by classifying practical aspects into benefits of money saving and convenience, and pleasure aspects into benefits of entertainment and information. However, studies on benefit sought and satisfaction also exist in the settings of fashion out-

lets (H. W. Park et al., 2004), fashion mobile apps (G. Choi & Lee, 2012; Chae & Kim, 2013), and specialty store retailer of private label apparel (SPA) brand stores in department stores (T. J. Kim, 2015). G. Choi and Lee (2012) found that, among benefits of information sought on the fashion mobile apps, benefits of basic information and the information for convenient shopping has a positive effect on satisfaction. Chae and Kim (2013) investigated the effects of the benefits Chinese consumers sought from a luxury brand mobile app on satisfaction. The study measured specific aspects of satisfaction (i.e., satisfaction in design, provided information, timeliness, and convenience) instead of measuring it as a single dimension, and specific benefit sought included seasonal information, shopping information, additional information, and emotionally-engaging information. The study found that among the benefit sought, seasonal, additional, and emotionally-engaging information had a significant effect on satisfaction with the luxury brand mobile app. T. J. Kim (2015) identified three dimensions of benefit sought from SPA brands (individuality, trend, and economic efficiency), and investigated the effects of the dimensions on satisfaction. The study found that all benefits studied had a positive effect on customer satisfaction, and the effect sizes were large in the order of economic efficiency seeking, individuality seeking, and trend seeking.

Benefit sought from cross-border online shopping

Economic-efficiency seeking

Regarding the reasons for cross-border online shopping, approximately half of respondents indicated the reason of purchases at a lower price than in Korea ("Pay 159,000won", 2015). In other words, the major reason for cross-border online shopping is because it allows for purchases at a lower price than in Korea for the same product ("Research on the", 2013). Regarding economic-efficiency seeking as a benefit that consumers seek from a clothing purchase, H. S. Hong (1996) reported that most purchases occur during sales periods, and price is the key factor in purchase decision-making. Han and Kim (2014) referred to the characteristics of taking advantage of sales periods and shopping primarily at discount stores as the affordable price as the priority. In Han and Kim (2014) and H. S. Hong (1996), consumers purchasing during the period with reduced prices instead of accepting the usual pricing were referred to as economic efficiency. Based on this research, the present study defines the benefit of economic efficiency as seeking affordable purchase using cross-border online shopping instead of accepting the product's usual price in Korea, considering that product purchases are possible at a lower price in cross-border online shopping than in Korea ("Pay 159,000 won", 2015).

Convenience seeking

Since cross-border online shopping occurs online, convenience seeking can be conceptualized as the convenience of online shopping. In a study on Internet shopping, M. S. Kim (2008) defined convenience as the measure of ease in product purchase and use of Internet shopping malls by consumers. Wolfingbarger and Gilly (2001) maintained that Internet shopping provides a more convenient shopping method and environment than offline shopping. J. S. Lee (2015) reported that the growth of the

cross-border online shopping market led credit card companies to offer easy, fast, and reliable payment systems, highlighting the convenience that requires users to fill out minimal number in informational fields to make a payment. Based on theoretical and empirical studies, the present study defines convenience seeking as the benefit of a simple purchase procedure by means of a simple payment procedure and minimal requirement for information.

Uniqueness seeking

Uniqueness seeking refers to seeking personal identity through behavioral expression of one's uniqueness, and this mode of behavior manifests in nonconforming, innovative, and independent social behavior (A. Cho & Lee, 2009). Tian, Bearden, and Hunter (2001) proposed that uniqueness seeking tendency is the consumer's tendency to seek difference from others by means of purchase, use, and disposal of a product to improve social image. Tian and Mckenzie (2001) argued that uniqueness seeking is the tendency to purchase and use the product to develop and reinforce personal identity and seek distinction from others. Considering that cross-border online shoppers who report using the Internet to purchase products not available in Korea account for a large portion ("Pay 159,000 won", 2015), the present study defines unique seeking as the desire to purchase the products of the brands and design that are difficult to find in Korea.

Scarcity seeking

Scarcity refers to the restriction of opportunity to purchase a product, which makes consumers experience more value in the product and the desire to own it (S. Y. Jun, Kim, & Huh, 2004). Gierl, Plantsch, and Schweidler (2008) conceptualized scarcity using two aspects: limited quantity and time. The limited time in terms of supply uses the strategy of "limited edition," which was suggested to increase consumers' desire for the product. In an attempt to determine the effect of scarcity by limited quantity, Van Herpan, Pieters, and Zeelenberg (2005) conceptualized the limited quantity as excess demand and limited supply. Considering the current trend that the number of shoppers who purchase from overseas shopping malls to buy rare items such as limited editions and items not sold in Korea is growing ("The New Trend", 2015), the present study defines scarcity seeking as the characteristic for seeking the product that cannot be purchased in Korea due to excess demand or limited supply.

Superiority seeking

Sense of superiority refers to a high evaluation of oneself (Murphy & Witt, 1975). According to Y. S. Hwang (2011), sense of superiority refers to the sense of standing out and having more talents than others in terms of degree of distinctiveness compared to others. Based on the study by E. J. Kim et al. (2014) on the types of cross-border online shoppers, the present study defines the benefit of a sense of superiority as consumers feeling superior about themselves regarding being a smart shopper who

uses cross-border online shopping, which is a smart shopping method in itself, and feeling proud about smart purchases for better products using the cross-border online shopping (H. S. Kim, 2014).

Conformity seeking

Conformity can be described as changing one's behavior and orientation to others' behavior or the direction consistent with others due to psychological pressure from a social group through interaction (Kang, 1995). Murphy and Witt (1975) argued that individuals conform to elicit desirable reactions from their social environment, and M. J. Park, Lim, and Lee (2002) maintained that conformity is the tendency to fit in with the majority's opinion or the directionality of one's group. Cross-border online shopping is spreading in society beyond simply a fad in consumer trends (J. S. Lee, 2014). Especially considering the current context of the increase in growth of cross-border online shoppers in their 20s (T. J. Kim, 2015), and the tendency of conformity among consumer in their 20s, the present study defines conformity seeking as the benefit of identifying with the norm group that uses cross-border online shopping.

Research Method

Research questions

The present study investigates the benefits that shoppers with experience in cross-border online shopping seek during their fashion product shopping based on their satisfaction with the shopping experience by using the benefit sought as consumer characteristic variables. Specifically, consumers are grouped based on the type of benefit they seek from cross-border online shopping. Then, the study determines the differences between groups in perceived performance of and satisfaction with the shopping as a function of the expectation level when the shoppers purchase a fashion product using the cross-border online shopping. The research questions of the present study are as follows.

- RQ 1. The study identifies the benefit sought by cross-border online shoppers.
- RQ 2. The study determines the effects of the benefit sought on the shoppers' expectation, perceived performance, and positively disconfirming satisfaction.
- RQ 3. The study groups consumers based on the type of benefits they seek.
- RQ 4. The study determines the differences between the subgroups based on benefit sought in their expectation, perceived performance, disconfirmation, and satisfaction with regard to cross-border online shopping, and the differences in demographics and purchase behaviors in cross-border online shopping.

Sample and data collection

The sample for this study was limited to consumers in twenties those who had purchase experiences through cross-border online shopping. They purchased fashion related products including cosmetics and

perfumes. The researchers identified the respondents' experiences using a screening question by face to face and then only qualified participants filled out a self-administered questionnaire. In addition to offline survey, online survey was prepared and a same screening question was used. A total of a total of 258 data were gathered and used for final analysis. SPSS 22.0 were utilized to analyze data using descriptive statistics, factor analysis, ANOVA, cluster analysis, and multiple regression analyses.

Instrument

Benefit sought of cross-border online shopping were measured using 27 items including economic-efficiency seeking, convenience seeking, uniqueness seeking, scarcity seeking, superiority seeking, and conformity seeking, of which they were revised in the context of cross-border online shopping. To assess economic-efficiency seeking, 4 items were revised, each of 2 item from M. J. Lee & Lee (2013) and M. S. Kim (2008) respectively. Convenience seeking was measured using a total of 5 items; 3 items from M. J. Lee and Lee (2013) and 2 times from M. S. Kim (2008). Superiority seeking were measured using 4 times obtained from E. J. Kim et al. (2014), and 6 items from W. S. Kim and Ryu (2003) were modified and used to measure uniqueness seeking. To assess conformity seeking, 4 items from Suh, Cho, and Noh (2009) were revised and used, and to measure scarcity seeking 4 items from Yoon, Lee, and Lee (2014) were used. To assess expectation, perceived performance, disconformity, and satisfaction, questions from S. M. Jun (2013) were modified in the context of cross-border online shopping. All items were measured using a seven-point Likert-type scale, ranging from strongly disagree (1) to strongly agree (7). In addition, questions about previous experiences with cross-border online shopping and demographics were included.

Results

Sample characteristics

The characteristics of participants for the present study were as follows. About 47.3% were male and 52.7% were female, and the average participant age was 23.4. A majority of the respondents were college or university students (76.4%), of which fashion and clothing related major was 49.8% and non-fashion and clothing related major was 50.2%. In regard to respondents average monthly household income, about 24% of them exhibited both categories in 4,000,000~6,000,000KRW and 6,000,000~8,000,000KRW. The participants expressed 219,647 KRW as their average monthly expenditure for fashion products.

In regard to respondents' frequency of cross-border shopping experiences, 38% of them indicated they shop in every 2~3 months, followed by 24% of them purchase two or three times in one month, 19.8% of them shop one or two times in a year, 14.7% of them in one in 6 months, and 9% of them in once in one month. The participants expressed 193,227KRW as their average monthly expenditure for cross-border shopping. They heard about this shopping method via Internet (48.9%), and followed by

friends (29.8%), family (7.3%), SNS (5.3%), advertisement (3.4%), and newspaper (2.7%). In terms of the methods respondents used for cross-border shopping, more than two-thirds of them used direct purchase (66.5%), followed by purchase agencies (55.6%), and delivery agencies (34.6%). The respondents indicated eBay and Amazon were the mostly used website as a direct purchase method (48.1%, 43.8% respectively) when they do cross-border shopping. The frequency of product categories they shop by cross-border were as followed: shoes(68.1%), casual clothing(46.1%), bags and wallets (34.1%), fashion accessories including watches and fashion jewelry(17.8%), and cosmetics and perfumes (16.3%).

Preliminary analysis

To assess the construct validity and reliability, the factor analysis with a varimax rotation was conducted. As shown in Table 1, 27 benefit sought items resulted in six factors with an eigenvalue exceeding 1.0., excluding one item of a low factor loading in uniqueness seeking dimension. The 6 extracted dimensions were named as economic-efficiency seeking, convenience seeking, uniqueness seeking, scarcity seeking, superiority seeking, and conformity seeking, and explained 72.05% of total variance. As shown in Table 2, the results of factor analysis in expectation, perceived performance, disconformity, and satisfaction, a total of 4 dimensions were extracted and 82.64% of total variable was explained by them. Cronbach's *alphas* for all research constructs in the study were above .80, indicating acceptable internal construct validity.

Table 1.
Results of factor analysis: Benefit sought

Dimensions	Items	Factor loadings	Eigen value	% of variance explained	
Uniqueness	to purchase products only few people know	0.70	3.90	15.02	0.83
	to purchase only for myself	0.82			
	to purchase products that are not available in Korea	0.89			
	to purchase the more unique products	0.90			
	to purchase unique products that differentiate from others	0.87			
Conformity	to purchase people around me to do so	0.82	3.24	12.48	0.84
	to purchase people closed to me do so	0.84			
	to purchase where people around me purchase	0.83			
	to follow those who influence my shopping	0.85			

Dimensions	Items	Factor loadings	Eigen value	% of variance explained	
Scarcity	to purchase limited edition globally	0.87	3.22	12.40	0.89
	to purchase the product of which is hard to get in Korea because of high demand in Korea	0.89			
	to purchase products where limited edition in Korea	0.81			
	to purchase products of which having difficulties getting them in Korea	0.87			
Convenience	to get convenient order process	0.74	3.11	12.00	0.91
	to get easy and fast shopping process for products I want to buy	0.82			
	to get easy check-out process compared to online shopping site in Korea	0.75			
	to purchase products whenever I want to buy	0.80			
	to get convenient searching process for the products I want to buy	0.72			
Economic-efficiency	to get products cheaper than online shopping site in Korea	0.84	2.74	10.53	0.92
	regular promotion makes me purchase products in mark-down price	0.75			
	price comparison makes me to purchase the cheapest products	0.86			
	shopping expenses is lower than ones from Korean online site	0.77			
Superiority	let others know that I'm a smart shopper	0.71	2.50	9.63	0.81
	let others know I can purchase products from expensive brand	0.78			
	to get shopping process others having difficulties	0.84			
	to get information about brands in oversees that others do not know	0.63			
Total variance explained		72.05%			

Table 2.
Results of factor analysis: Expectation, performance, disconformity, and satisfaction

Factor Dimensions	Items	Factor loadings	Eigen value	% of variance explained	
Expectation	to expect satisfied purchase	0.82	4.21	30.08	0.95
	to expect purchase that I want	0.84			
	to expect the shopping makes me pleasant	0.86			
	to expect satisfied shopping condition for myself	0.83			
	to expect purchase the product that I want	0.85			
Positive disconformity	purchase products with good shopping condition better than I thought	0.80	3.48	24.61	0.91
	satisfied with the products better than I expect	0.82			
	shopping values better than I expect	0.76			
	satisfied with post-purchase compared to pre-purchase	0.78			
Satisfaction	satisfied with cross-border purchase	0.76	2.48	17.69	0.91
	made me pleasant cross-border online shopping	0.81			
	wise to conduct cross-border online shopping	0.74			
Performance	cross-border online shopping condition was satisfied	0.72	2.45	10.25	0.81
	benefits from cross-border online shopping was satisfied	0.68			
Total variance explained			82.64%		

Effects of benefit sought on expectation, perceived performance, positive disconformity, and satisfaction

Table 3 presents the results of multiple regression analyses examining the influences of benefit sought dimensions extracted from the present study on expectation, perceived performance, positive disconformity, and satisfaction. The regression model to predict expectation was significant ($F=16.08$, $p<0.001$) and explained 26.1% of total variance. The dimensions of economic-efficiency seeking, uniqueness seeking, scarcity seeking, and convenience seeking had positive effects on expectation, especially the effects of economic-efficiency seeking and uniqueness seeking were strong compared to the others ($\beta_{economic} = 0.26$, $p<0.001$; $\beta_{uniqueness} = 0.26$, $p<0.001$; $\beta_{scarcity} = 0.18$, $p<0.01$; $\beta_{convenience} = 0.18$, $p<0.05$). While, there was no significant effect of superiority seeking, conformity seeking on expectation.

The regression model to explain performance was significant ($F=15.20$, $p<0.001$) and explained 25.0% of total variance. The dimensions of economic-efficiency seeking, uniqueness seeking, and scarcity seeking had positive effects on performance, especially the strong effects of economic-efficiency seeking were found compared to uniqueness and scarcity seeking ($\beta_{economic} = 0.27$, $p<0.001$; $\beta_{scarcity} = 0.19$, $p<0.01$; $\beta_{uniqueness} = 0.19$, $p<0.01$). The regression model to explain positive disconformity was significant ($F=17.18$,

$p < 0.001$) and explained 27.5% of total variance. The dimensions of economic-efficiency seeking, uniqueness seeking, and scarcity seeking had positive effects on positive disconfirmation, and especially the economic-efficiency and scarcity seeking had strong influence compared to uniqueness seeking ($\beta_{economic} = 0.32, p < 0.001$; $\beta_{scarcity} = 0.25, p < 0.001$; $\beta_{uniqueness} = 0.14, p < 0.05$).

The regression model to predict satisfaction was significant ($F = 14.89, p < 0.001$), and explained 24.6% of total variance. The dimensions of economic-efficiency seeking, uniqueness seeking, and scarcity seeking had positive effects on satisfaction, and especially the economic-efficiency had strong influence compared to and scarcity and uniqueness seeking ($\beta_{economic} = 0.29, p < 0.001$; $\beta_{scarcity} = 0.23, p < 0.001$; $\beta_{uniqueness} = 0.20, p < 0.01$). In summary, the more consumers in twenties with cross-border shopping experience seek economic-efficiency, uniqueness, and scarcity, the more they had positive responses in expectation, performance, positive disconfirmation and satisfaction. However, convenience, superiority, and conformity seeking did not show significant effects on dependent variables.

The study results showed that economic efficiency in benefit seeking was the most significant factor among all dependent variables including expectation, perceived performance, disconfirmation, and satisfaction. Since the previous study showed "because the price is lower than in Korea" accounted for the largest portion of the reasons for cross-border online shopping ("Research on the", 2013; "Pay 159,000 won at", 2015), in the present study, economic efficiency was the highest-rated expectation, and accordingly, the perceived performance and satisfaction, which indicate meeting expectation, and the positive disconfirmation level, which indicates exceeding expectation, were highest in the economic efficiency benefit dimension. The results of this study also showed a high level of expectation, perceived performance, satisfaction, and positive disconfirmation in the uniqueness and scarcity benefit dimensions. This result likely reflects the characteristics of shoppers in their 20s as being more sensitive to trends, and having a stronger desire to express individuality and have rare products than other age groups, as shown in previous studies (W. S. Kim & Ryu, 2003; "Pay 159,000 won", 2015; Yoon et al., 2014). In the present study, it was found that the influence of convenience in purchase and payment procedures was significant to expectation, but not to perceived performance and satisfaction. This is likely a result of the fact that purchasers who are accustomed to convenient shopping in Korean online shopping malls do not find the purchase and payment procedures of cross-border online shopping particularly convenient. In the case of superiority and conformity factors, contrary to the view that they are important factors for cross-border online shoppers (E. J. Kim et al., 2014; J. S. Lee, 2015), they did not have a significant influence on satisfaction in the present study.

Table 3.

Effects of dimensions of benefit sought on expectancy, performance, disconfirmation, and satisfaction

Dependent variables	Independent variables	β	t	Adjusted R^2	F-Value
Expectation	Economic-efficiency	.26	5.73***	.26	16.08***
	Convenience	.13	3.90**		
	Scarcity	.18	4.27***		
	Conformity	-.11	-0.60		
	Uniqueness	.26	2.19*		
	Superiority	-.01	1.03		
Performance	Economic-efficiency	.27	4.65***	.25	15.20***
	Convenience	.08	1.46		
	Scarcity	.19	3.15**		
	Conformity	.03	0.52		
	Uniqueness	.19	2.94**		
	Superiority	.08	1.12		
Positive disconfirmation	Economic-efficiency	.32	5.73***	.28	17.18***
	Convenience	.05	0.90		
	Scarcity	.25	4.27***		
	Conformity	-.36	-0.60		
	Uniqueness	.14	2.19*		
	Superiority	.07	1.03		
Satisfaction	Economic-efficiency	.29	5.05***	.25	14.89***
	Convenience	.05	0.79		
	Scarcity	.23	3.75***		
	Conformity	-.03	-0.52		
	Uniqueness	.20	3.98**		
	Superiority	.02	0.25		

* $p < .05$, ** $p < .01$, *** $p < .001$ **Effects of expectation, performance, and positive disconfirmation on satisfaction**

Multiple regression analyses were conducted to examine the effects of expectation, performance, and positive disconfirmation on satisfaction. The results were appeared in Table 4, and the regression model was significant ($F=133.52$, $p < 0.001$), and the model explained 61.0% of total variance. There were positive and significant effects of expectation, performance, and positive disconfirmation on satisfaction ($\beta_{expectation} = 0.30$, $p < 0.001$; $\beta_{performance} = 0.24$, $p < 0.001$; $\beta_{disconfirmation} = 0.36$, $p < 0.001$). Thus, consumer perceived more expect-

ation, performance, and positive disconfirmation of cross-border shopping, they perceived were more satisfied with that cross-border shopping.

Table 4.
Effects of expectancy, performance, and disconfirmation on satisfaction

Dependent variables	Independent variables	β	t	Adjusted R^2	F-Value
Satisfaction	Expectation	0.30	6.09***	0.61	133.52***
	Performance	0.24	3.75***		
	Positive disconfirmation	0.36	6.10***		

*** $p < .001$

Consumer segmentation by benefit sought

To segment consumers based on benefit sought, cluster analysis was conducted. The Ward method was used and based on the results of the dendrogram, 4 clusters was set as appropriate numbers of the clusters. Next, cluster analysis using the K-means method was conducted and from the application of this method, respondents into four groups. Based on the results of cluster analysis, ANOVA was conducted to examine the mean differences among the clusters. As shown in Table 5, there were significant differences in all six dimensions of benefit sought by clusters ($F_{economic} = 48.16, p < 0.001; F_{convenience} = 34.69, p < 0.001, F_{scarcity} = 85.62, p < 0.001; F_{uniqueness} = 17.78, p < 0.001; F_{superiority} = 80.30, p < 0.001; F_{conformity} = 49.15, p < 0.001$).

The first cluster (n=86) scored somewhat low on the convenience factor, but high on all other benefit factors. Based on the result, the first type was labeled as “high interest type,” indicating their high interest in most benefits. The second cluster (n=26) scored low on all benefit factors, and particularly low on the convenience, scarcity, and superiority factors; thus, the second group was labeled as “disinterested type,” indicating the low tendency to seek all benefit factors. The third cluster (n=82) scored highest on the uniqueness and the scarcity factors, while scoring lowest on the conformity factor; thus, they were labeled “unique scarcity type,” indicating high scores on uniqueness and scarcity. The fourth cluster (n=63) scored highest on the economic efficiency factor, and lowest on the uniqueness factor, while seeking little superiority; thus, they were labeled as “price-first unfussy type.” The results of a cross-tabulation analysis on the demographic characteristics of the groups showed no significant difference among the groups in the characteristics.

Table 5.
Consumer segmentation by benefit sought

Factor/Cluster	High interest type (n=86)	Disinterested type (n=26)	Unique scarcity type (n=82)	Price-first unfussy type (n=63)	F-value
Economic-efficiency	5.04 ^a	2.71 ^b	5.00 ^a	5.42 ^a	48.16***
Convenience	3.97 ^a	2.28 ^c	3.20 ^b	3.34 ^b	34.69***
Scarcity	5.31 ^a	3.50 ^c	5.88 ^a	4.52 ^b	85.62***
Conformity	5.00 ^a	3.66 ^b	5.45 ^a	2.97 ^c	17.78***
Uniqueness	4.34 ^a	2.45 ^c	3.21 ^b	2.45 ^c	80.30***
Superiority	3.81 ^a	2.05 ^b	1.80 ^b	2.15 ^b	49.15***

*** $p < .001$

Note: a, b, c indicate significantly different standardized means using Scheffé Post Hoc tests.

Analysis of variance was conducted to examine the difference of expectation, performance, disconfirmation, and satisfaction among clusters and the results were shown in Table 6. The results showed that the consumer types based on benefit sought from cross-border online shopping have significant differences in expectation, perceived performance, disconfirmation, and satisfaction. To determine specific differences among the consumer types, Scheffé's post-hoc tests were performed. The results showed that the mean scores of the disinterested type were significantly lower than other groups on all factors, while the remaining three groups showed no significant difference in their mean scores, and the mean scores were high. Specifically, by comparing mean scores, the disinterested type was significantly lower in their mean scores than the high interest group, the unique scarcity type, and the price-first unfussy type, all of which scored high on all benefit factors. This suggests that the disinterested type has a low level of expectation of all benefits. The mean score comparison in perceived performance also showed that the mean score of the disinterested type was 3.53, significantly lower than the other three groups. The disinterested type also scored significantly lower in positive disconfirmation, which indicates that post-purchase outcome exceeds expectation, as well as post-purchase satisfaction than the other three types, all of which scored high in perceived performance and satisfaction.

Table 6.
Results of ANOVA and post-hoc analysis by cluster

Factor/Cluster	High interest type (n=86)	Disinterested type (n=26)	Unique scarcity type (n=82)	Price-first unfussy type (n=63)	F-value
Expectation	5.28 ^a	4.39 ^b	5.54 ^a	5.02 ^a	9.39***
Performance	4.94 ^a	3.63 ^b	4.85 ^a	4.49 ^a	9.93***
Positive Disconformity	4.91 ^a	3.53 ^b	4.96 ^a	4.60 ^a	13.18***
Satisfaction	5.28 ^a	3.97 ^b	5.39 ^a	4.95 ^a	13.29***

*** $p < .001$

Note: a, b, c indicate significantly different standardised means using Scheffé Post Hoc tests.

A cross-tabulation analysis was conducted to determine the difference among four clusters in demographic characteristics and purchase behavior in cross-border online shopping. The four groups showed no significant differences in demographics such as gender, household income, and age. However, the clusters showed a significant difference in the ratio of those with a fashion-related college major (Table 7). Specifically, among those with fashion-related college majors, the proportion of the disinterested type was much lower than among their counterparts, and the proportion of the unique scarcity type was higher than among their counterparts. The difference among the four groups in expenditure on clothing was not significant.

The results of the difference among the clusters in purchase behavior in cross-border online shopping showed that there was no significant difference in purchase time and frequency, monthly average expenditure on cross-border online shopping, the method of cross-border online shopping, and cross-border online shopping sites used. However, there was a significant difference in the purchased items in cross-border online shopping, specifically formal wear, casual wear, and shoes (Table 7). Regarding formal wear items, 40% of the purchasers were the disinterested type, whereas only 8.9% of those who had never purchased formal wear through cross-border online shopping were the disinterested type purchasers. Regarding casual wear items, in the disinterested type and the price-first unfussy type, the proportion of those who had never purchased casual wear through cross-border online shopping was higher than the proportion of the purchasers; however, in the high interest type and the unique scarcity type, the proportion of the purchasers was higher than the proportion of non-purchasers. Regarding shoes, which are the most commonly purchased items in cross-border online shopping, the proportion of purchasers was higher than that of non-purchasers in the unique scarcity type and the price-first unfussy type. However, there were no significant differences among clusters in other product groups including outdoor wear, sportswear, bags and wallets, miscellaneous fashion accessories, watches and jewelry, and innerwear.

Table 7.
Results of Chi-square between cross-over purchase behavior and clusters

Factor/Cluster		High interest type (n=86)	Disinterested type (n=26)	Unique scarcity type (n=82)	Price-first unfussy type (n=63)	Chi-square	
		frequency (%)	frequency (%)	frequency (%)	frequency (%)		
Major	Non-fashion related	38(31.4)	19(15.7)	35(28.9)	29(24.0)	9.125*	
	Fashion related	43(35.8)	5(4.2)	42(35.0)	30(25.0)		
Product category	Formal wear	Non_purchase experience	84(34.0)	22(8.9)	79(32.0)	62(25.1)	10.65*
		Purchase experience	2(20.0)	4(40.0)	3(30.0)	1(10.0)	
	Casual wear	Non_purchase experience	39(28.3)	19(13.8)	39(28.3)	41(29.7)	10.86*
		Purchase experience	47(39.5)	7(5.9)	43(36.1)	22(18.5)	
	Shoes	Non_purchase experience	35(43.2)	11(13.6)	19(23.5)	16(19.8)	8.80*
		Purchase experience	50(28.6)	15(8.6)	63(36.0)	47(26.9)	

* $p < .05$

Conclusions and Recommendations

The present study was conducted with cross-border online shoppers for fashion products in the current context of steady growth in cross-border online shopping and the high proportion of fashion products among the purchase items in cross-border online shopping. In the study, participants were classified based on the specific benefit they sought from cross-border online shopping, and the effects of the type of benefit on post-purchase satisfaction were investigated. Specifically, using the framework of the expectation disconfirmation theory, which is a leading theory in studying consumer satisfaction, there were differences among the groups with different benefit sought in expectation of purchase, and perceived performance and satisfaction after purchase. Shopping items included only fashion items, which account for the highest portion of all purchased items in cross-border online shopping. Conclusions of the present study are as follows.

First, the study identified six types of benefit sought by shoppers in cross-border online shopping, including economic efficiency, convenience, scarcity, uniqueness, superiority, and conformity, which are similar to the benefits identified in previous studies. Second, the results of the analysis of the effects of benefit types from cross-border online shopping on expectation, perceived performance, disconfirmation, and satisfaction based on the expectation disconfirmation theory showed that economic efficiency, con-

venience, uniqueness, and scarcity benefit seeking factors influence shoppers' expectation levels, and that economic efficiency, uniqueness, and scarcity benefit factors influence perceived performance, disconfirmation, and satisfaction. The effect sizes of the benefit sought were largest in the following order: economic efficiency, scarcity, and uniqueness, which hold true in all dependent variables (expectation, perceived performance, positive disconfirmation, and satisfaction). The study found that the scarcity and uniqueness benefit seeking factors had positive effects with similar magnitudes on satisfaction. However, conformity and superiority benefit seeking factors influenced no dependent variables. The study results suggest that important benefit sought by consumers are economic efficiency, scarcity, and uniqueness instead of conformity and superiority. Among the benefit sought, the convenience seeking factor in particular had a significant effect on expectation of cross-border online shopping, but no significant effect on performance, perceived performance, disconfirmation, and satisfaction. This suggests that shoppers expected that cross-border online shopping would be convenient, but the actual performance did not meet the expectation, and consequently the convenience seeking did not lead to satisfaction.

Third, cross-border online shoppers were clustered into four groups based on the benefits they seek from the shopping: the "high interest type" that scored high on all six types of benefit sought; the "disinterested type" that scored low on all six types of benefit sought; the "price-first unfussy type" that scored highest on economic efficiency, but scored lowest on uniqueness and superiority; and the "unique scarcity type" that stressed uniqueness (products of the brands or designs unavailable in Korea), and scarcity (products that cannot be purchased in Korea due to limited supply and excess demand) as the benefits of cross-border online shopping. According to the results of the difference among clusters regarding expectation, perceived performance, positive disconfirmation, and satisfaction, the high interest type, the price-first unfussy type, and the unique scarcity type showed a high level of expectation and high levels of perceived performance, disconfirmation, and satisfaction. In contrast, the disinterested type showed significantly lower mean scores on the level of expectation, and lower mean scores on perceived performance, disconfirmation, and satisfaction based on the expectation level than the three other clusters. This likely suggests that regardless of benefit sought, those with a higher level of benefit seeking have a higher level of expectation, and higher levels of perceived performance, positive disconfirmation, and satisfaction based on the expectation level. Regarding differences in demographic characteristics among clusters, there was a significant difference in the ratio of fashion majors and other majors among clusters. Specifically, in the unique scarcity cluster, the proportion of the fashion majors was the majority, whereas in the disinterested cluster, other majors were more common. Regarding the items bought in cross-border online shopping, formal wear was most often purchased by the disinterested type, casual wear was most often purchased by the unique scarcity type and the high interest type, and shoes were most often purchased by the unique scarcity type and the price-first unfussy type.

The present study also has academic significance. This study is significant in that it focuses on cross-border online shopping as one of the biggest issues in the current retail industry, and was conducted with shoppers that have experience in cross-border online shopping. Another significance is that the study identified the motivational dimensions by applying the theory of benefit sought (S. H. Kim &

Park, 2014; E. Kim et al., 2015), and moved beyond an explorative survey on the status of cross-border online shopping like in previous studies (H. S. Cho et al., 2014) by applying the expectation disconfirmation theory. Furthermore, although the relationship between benefit sought and satisfaction has been studied, research on the relationship between benefit sought and expectation disconfirmation is virtually nonexistent; the present study incorporated both the aspects of benefit sought and the expectation disconfirmation theory. This study demonstrated that while convenience had a significant effect on expectation, economic efficiency, scarcity, and uniqueness also had a significant effect on all aspects of expectation disconfirmation, suggesting they are important benefit sought by shoppers in increasing satisfaction with cross-border online shopping. The study also has the following practical significance. Unlike previous studies that conducted a general survey on all product groups, the present study conducted an in-depth investigation focusing on fashion products. Moreover, the study determined the purchase strategies for specific types of cross-border online shoppers by identifying the types of benefit sought by male and female cross-border online shoppers in their 20s that influenced post-purchase satisfaction.

The ramifications of this study are that the findings can inform analyses of consumers, strategies, and measures to promote domestic fashion retailers and brands. Specific practical implications of this study are as follows. In the study, regarding benefit sought by cross-border online shoppers, economic efficiency, uniqueness, and scarcity benefit seeking are major factors that have positive effects on consumers' expectation of cross-border online shopping, as well as perceived performance of, comparison between expectation and the performance of, and satisfaction with cross-border online shopping. The three benefit sought by the shopper were also found to be instrumental to consumer segmentation and organizing the characteristics of individual groups. Based on these findings, it is concluded that economic efficiency, uniqueness, and scarcity seeking dimensions, which significantly influence both consumers' expectation and the satisfaction based on the expectation, need more emphasis from retailers.

Specifically, recommendations for retailers in cross-border online shopping are as follows. First, they need to attract customers by providing information on the products and securing the products at lower prices overseas than in Korea in order to reinforce the economic efficiency, the benefit that is considered most important by consumers. Second, retailers need to specify the strategies (e.g., email and social media) for introducing and procuring brand products for the consumers who seek individuality through unusual brands. Third, retailers need to present strategies for quickly identifying and responding to excess demands and consumer needs for products with a limited supply in Korea. Among the results of comparing clusters of shoppers based on benefit sought, there was a difference in the ratio of the fashion majors and other majors among the clusters. This is likely a result of including only the purchasers' fashion products among a variety of products in the study. Regarding the differences in purchased items among the shopper clusters, the results showed that there are differences in the shopper groups, suggesting that a shopper's reason for cross-border online shopping varies depending on the product group of fashion items. Thus, fashion brands and retailers in cross-border online shopping need to present relevant strategies accordingly.

Specific strategies of retailers for different types of shoppers based on the study findings are as follows. First, for the high interest type, retailers need to focus on keeping them as loyal customers since they have a high level of benefit seeking in all six types of benefits. Second, retailers need to be aware that the disinterested type may show different purchase patterns depending on the fashion product groups. Specifically, in the study they indicated making more purchases of formal wear than other types did, despite their generally lower level of benefit seeking in cross-border online shopping. For this type of shoppers, retailers need to employ strategies to keep their interest in cross-border online shopping by providing discount information or using direct marketing via communications such as email for inactive customers. Third, for the unique scarcity type, retailers may employ strategies to encourage their cross-border online shopping by means of promotions via email and social media on brands and new designers of products which are unavailable in Korea, and by providing information such as product arrival dates for rare items (e.g., limited edition) prior to their arrival, since these types of shoppers seek unique and rare products. Moreover, this type of shoppers showed a relatively high frequency of purchasing casual wear and shoes; thus, retailers need to understand for what purpose they use cross-border online shopping, and implement strategies accordingly. Fourth, for the price-first unfussy type, since these shoppers are highly concerned about economic efficiency and little concerned about uniqueness and sense of superiority, retailers may employ strategies such as drawing in customers using promotions (e.g., free delivery and discount corners) on a regular basis, and highlighting the possibility of purchasing at lower price using methods such as popup windows that announce the lower product price compared to that in Korea. Notably, this group showed a relatively high proportion of those who had never purchased casual wear, but a relatively high proportion of those who had purchased shoes through cross-border online shopping. This also suggests that the difference in benefit sought from cross-border online shopping depends on product group, and accordingly there is a need for custom marketing for specific product group.

The study also has the following limitations. First, the study included only the residents of the Seoul Metropolitan Area in their 20s as study participants, despite the trend that an increasingly wide range of people use cross-border online shopping, and the benefit sought and satisfaction experienced by the users likely vary accordingly. This makes the study findings difficult to generalize. Moreover, due to the homogeneity of demographics in the study participants, the shopper clusters based on benefit sought showed little statistically significant difference; thus, future studies need to expand the scope of study participants, including various age groups. In addition, future studies need to investigate other product groups in depth to present retail strategies, since the product groups included in cross-border online shopping are expanding including health supplements and household goods. Benefit sought from purchasing those products, post-purchase satisfaction, and perceived performance likely differ from fashion product shopping. Second, the study identified only the benefit sought that influence consumer satisfaction, and failed to discuss the types of dissatisfaction with cross-border online shopping and specific cases of the types. To conclude, future studies need to expand the range of study participants and include a wider range of product groups to present specific strategies for specific participant groups and product groups.

In addition, the study showed that there are differences in the ratio of those who purchase and did not purchase items of specific product groups across shopper types; however, the study did not investigate this difference further. Therefore, future research on the reasons for cross-border online shopping of fashion product groups will likely provide useful information for domestic retailers and those involved in the fields of the product groups. Finally, research also needs to be conducted on strategies for drawing in potential consumers with purchasing power but no experience of cross-border online shopping, and on consumer dissatisfaction with cross-border online shopping including a discussion of cases and types of dissatisfaction.

References

- Chae, E. J., & Kim, S. J. (2013). The effect of benefit pursued in satisfaction on the luxury fashion brand applications: Focusing on Beijing consumers. *Journal of Digital Design, 13*(3), 69-78.
- Cho, A., & Lee, Y. J. (2009). The influence of consumers' need for uniqueness and conspicuous consumption tendency on their attitude toward and intention to purchase fashion collaboration products. *Design Forum, 38*, 355-366.
- Cho, H. S., Kim, K. H., & Byun, S. H. (2014). Analysis on overseas direct purchasing utilizing global online shopping mall (B2C). *The E-business Studies, 15*(4), 343-361.
- Choi, G., & Lee, S. (2012). A study on information-seeking benefits of fashion applications of users and their effects on loyalty and satisfaction: Focused on iPhone fashion applications. *Journal of Fashion Business, 16*(2), 27-43.
- Choi, S. Y., & Cho, M. S. (2014). A study on the effect of expectancy disconfirmation of social commerce food service product purchase on satisfaction and repurchase intention. *Journal of Food Service Management, 17*(6), 29-46.
- Chung, S. Y. (2009). *A study on the effects of languages and price perception in overseas buying service shopping malls on consumers' attitude* (Unpublished master's thesis). Hongik University, Seoul, Korea.
- Chung, Y. M., Cho, K. M., & Chung, J. M. (2009). A study of relationship between benefit sought of sporting goods and consumer satisfaction with a disconfirmation paradigm. *Korean Journal of Sport Management, 14*(3), 147-161.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.). Fort Worth, TX: The Dryden Press.
- Gierl, H., Plantsch, M., & Schweidler, J. (2008). Scarcity effects on sales volume in retail. *International Review of Retail, Distribution and Consumer Research, 18*(1), 45-61.
- Halastread, D. (1999). Use of comparison standards in consumer satisfaction research and management: A review and proposed typology. *Journal of Marketing Theory and Practice, 7*(3), 13-26.
- Han, H. J., & Kim, M. S. (2014). Pursued images and color preferences as determined by mountain gear benefits sought. *Journal of the Korean Society of Design Culture, 20*(3), 667-682.

- Hong, H. S. (1996). Person-situation benefit segments of the female apparel market in Seoul by a prior segmentation method: Benefit soughts of clothing, perceived risk, importance of store attribute, store-type choice. *Journal of the Korean Society of Design Culture*, 20(6), 1151-1165.
- Hong, K. H. (1991). With reference to satisfaction at the point of purchase and satisfaction in wearing: A longitudinal study on consumer satisfaction in clothing product. *Journal of the Korean Society of Clothing and Textiles*, 15(1), 3-14.
- Hong, H. S., & Koh, A. R. (1996). Interactive effects of usage-situations and personal characteristics on benefit soughts of clothing and preference of brand type. *Journal of the Korean Society of Design Culture*, 20(5), 738-752.
- Hunt, H. K. (1977). *CS/D-overview and future research direction, in conceptualization and measurement of consumer satisfaction and dissatisfaction*, Ed. Cambridge, MA: Marketing Science Institute.
- Hwang, J. S. (2003). The effect of value on clothing benefits sought by university students purchasing clothing through internet. *Journal of the Korean Society of Design Culture*, 27(1), 154-161.
- Hwang, Y. S. (2011). Consumers' type according to narcissistic orientation and consumption value of apparel products and cosmetics. *Fashion & Textile Research Journal*, 13(3), 364-372.
- Im, S. J., & Ryou, E. J. (1998). A study on consumer's value systems and clothing behavior. *Journal of the Korean Society of Clothing and Textile*, 22(6), 749-759.
- Je, E. S. (2012). Study on the clothing selection criteria and purchasing satisfaction according to the outdoor wear benefit. *Journal of Fashion Business*, 16(4), 1-12.
- Jeong, H. (2015, February 11). Key issues and prospects of international brand credit card, *KB Financial Group*, Retrieved from https://www.kbfg.com/kbresearch/index.do?alias=vitamin&viewFunc=default_details&categoryId=3&boardId=&rBoardId=307&articleId=1002940#
- Jun, S. M. (2013). Consumer satisfaction in cross-channel shopping based on the expectation disconfirmation theory. *Korean Journal of Consumer and Advertising Psychology*, 14(4), 629-653.
- Jun, S. Y., Kim, H. D., & Huh, J. H. (2004). The effects of the type of scarcity message on consumer purchase intention. *Korea Marketing Review*, 19(2), 71-89.
- Kang, H. W. (1995). *The psychology of clothing*. Seoul, Korea: Gyomoon.
- Kim, H. J. (2014, December 24). 41.6% of internet economically active population, use cross-border online shopping more than 40,000 won per month. *Financial News*, Retrieved from <http://www.fnnews.com/news/201412241127294711>
- Kim, H. N. (2008). The effects of clothing benefits on delay of decision making and shopping information in internet shopping. *Journal of the Korean Society of Clothing and Textile*, 32(5), 766-776.
- Kim, H. S. (2014, November 25). The tribe of foreign direct buying will fail if they show off like 'I'm smart consumer.' *Dailian*, Retrieved from <http://www.dailian.co.kr/news/view/471788>
- Kim, J. O. (2011). *A study on the usage and benefits sought of sales promotion, customer's satisfaction and loyalty in internet shopping mall* (Unpublished master's thesis). Hoseo University, Asan, Korea.

- Kim, M. S. (2008). *A study on the consumer's shopping motivation and perceived shopping value in internet shopping mall* (Unpublished doctoral dissertation). Sejong University, Seoul, Korea.
- Kim, T. J. (2015, January 26). Overseas purchasing, more men than women have used. *Yonhapnews*, Retrieved from <http://www.fnnews.com/news/201412241127294711>
- Kim, E. J., Park, J. J., & Park, J. Y. (2014). Factors influencing consumers' overseas-direct-purchase behaviors. *Advertising Research*, 103, 139-175.
- Kim, E., Park, J., & Park, J. (2015). Examining consumer types that directly purchase products from foreign countries: A Q-method study. *The Korean Journal of Advertising*, 26(1), 75-102.
- Kim, M. R., & Rhee, K. C. (2004). Disconfirmation model with medical services: Consumer satisfaction and the expectation. *Journal of Consumption Culture*, 15(1), 87-110.
- Kim, S. H., & Park, K. H. (2010). The relationships of shopping orientation, price perception, and purchase satisfaction of internet buying agent service users. *Fashion & Textile Research Journal*, 12(4), 450-458.
- Kim, W. S., & Ryu, Y. J. (2003). Korean version of Consumers' need for uniqueness scale (K-CNFU): development and validation. *The Korean Journal of Consumer and Advertising Psychology*, 4(1), 79-101.
- Ko, S. Y. (2011). The influence of self-efficacy in purchasing clothes on consumer satisfaction formation process. *Journal of the Korean Society of Clothing and Textiles*, 35(3), 281-291.
- Lee, C. Y. (2014, December 5). When black Friday, rapidly increasing of online purchases. *Apparel News*, Retrieved from http://www.apparelnews.co.kr/2011/inews.php?table=internet_news&query=view&uid=52954
- Lee, J. S. (2014, November 26). [Blackfriday D-1 overseas purchasing as an escape of Hokang] "Set the direct consumer turn back" domestic company is put on emergency. *Seoul Economy*, Retrieved from <http://www.sentv.co.kr/news/view/453379>
- Lee, J. S. (2015, April 23). The many easy credit card companies' services, for tempting to overseas purchasing user. *Primeconomy*, Retrieved from http://www.newsprime.co.kr/news/article.html?no=305201&sec_no=66
- Lee, H. S., Kim, Y., & Jeong, J. H. (1999). Utilitarian/hedonic shopping value and shopping satisfaction: Development and testing of a structural model. *Korean Management Review*, 28(2), 505-538.
- Lee, K. H., & Lee, M. H. (1999). The relationships of clothing benefit and clothing attributes evaluation to ego identity of college students. *The Research Journal of the Costume Culture*, 7(4), 637-652.
- Lee, M. J., & Lee, K. H. (2013). Mobile shopping motives and fashion application acceptance. *Journal of Digital Convergence*, 11(1), 153-163.
- Lee, S. H., & Lim, S. J. (1998). A study on benefit segmentation and clothing preferences. *The Research Journal of the Costume Culture*, 6(3), 100-110.
- Murphy, J. H., & Witt, R. E. (1975). Group conformity influence: A proposed measure. *The Journal of Social Psychology*, 97(1), 115-121.
- Oliver, R. L. (1977). Effects of expectation and disconfirmation on post exposure product evaluations: An

- alternative interpretation. *Journal of Applied Psychology*, 62(4), 480-486.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460–469.
- Oliver, R. L. (1981). Measurement and evaluation of satisfaction process in retail settings. *Journal of Retailing*, 57(3), 25-48.
- Oliver, R. L., & DeSarbo, W. S. (1988). Response determinants in satisfaction judgements. *Journal of Consumer Research*, 14(4), 495-507.
- Overseas online shopping mall, the highest complaint is shipment. (2015, April 7). Korea Customer Agency Press Release. *Korea Customer Agency*, Retrieved from http://www.kca.go.kr/brd/m_32/view.do?seq=1781&multi_itm_seq=0
- Overseas purchasing, again largest ever scale in 2014. (2015, June 3). Korea Customs Service Press Release. *Korea Customs Service*, Retrieved from http://www.customs.go.kr/kcshome/cop/bbs/selectBoard.do?sessionId=yQQNVTwTHdMJnq1hJqJQTFpCh7QfkS99LyMzh16s4G049F00h8s4!1829868463?bbsId=BBSMSTR_1018&nttId=2987&layoutMenuNo=21010&siteId=english&searchCtgrY=&searchCnd=&searchWrd=&bcode=&pcode=&recordCountPerPage=10
- Park, J. M. (2013, October 7). What is the overseas purchasing? *Edaily*, Retrieved from <http://www.edaily.co.kr/news/NewsRead.edy?SCD=JE41&newsid=02906086602970624&DCD=A00504&OutLnkChk=Y>
- Park, H. W., Park, J. H., & Lim, S. J. (2004). A study on pursuing benefits and satisfaction at fashion outlet store. *Journal of the Korean Society of Clothing and Textiles*, 28(7), 950-961.
- Park, M. J., Lim, S. J., & Lee, S. H. (2002). Clothing purchasing behavior by conspicuous consumption and imported-brand preferences. *Journal of the Korean Society of Clothing and Textile*, 26(1), 3-14.
- Pay 159,000 won using foreign direct buying and pay 70,000 won in country each per once using internet shopping. (2015). Seoul Electronic Commerce Center Press Release. *Seoul Electronic Commerce Center*. Retrieved from <http://economy.seoul.go.kr/archives/46480>
- Peter, J. P., & Olson, J. C. (1987). *Consumer behavior: Marketing strategy perspectives*. Homewood, UL: Irwin.
- Research on the actual condition of using overseas purchasing. (2013, August 6). *The Korean Chamber of Commerce and Industry*, Retrieved from http://www.korcham.net/nCham/Service/Economy/appl/KcciReportDetail.asp?SEQ_NO_C010=20120927748&CHAM_CD=B001
- Schiffman, L., Bednall, D., Cowley, E., O'Cass, A., Watson, J., & Kanuk, L. (2001). *Consumer behaviour* (2nd ed.). Frenchs Forest, Australia: Pearson Education Australia.
- Shin, D. S. (2009). A study on customer satisfaction and switching intention of theme park visitor by expectation-disconfirmation theory: Moderating effect on alternative attractiveness. *Korea Academic Society of Tourism Management*, 24(2), 177-197.
- Suh, M. S., Cho, S. L., & Noh, H. Y. (2009). Factors affecting the intention to buy of adolescents toward e-learning: Focused on the moderating effect of adolescents's conformity. *Journal of the Korea Contents Association*, 9(11), 376-390.

-
- The new trend of foreign direct buying: The order of overseas new product, rare and limited edition running shoes explode. (2015, March 17). *Edaily Press Release*. Retrieved from <http://www.edaily.co.kr/news/NewsRead.edy?SCD=JE51&newsid=02620726609304304&DCD=A00505&OutLnkChk=Y>
- Tian, T. K., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness scale development and validation. *Journal of Consumer Research*, 28, 50-66.
- Tian, T. K., & McKenzie, K. (2001). The long-term predictive validity of the consumers' need for uniqueness scale. *Journal of Consumer Psychology*, 10(3), 171-193.
- Van Herpan, E., Pieters, R., & Zeelenberg, M. (2005). How product scarcity impacts on choice: Snob and bandwagon effects. *Advances in Consumer Research*, 32(1), 623-624.
- Wolfenbarger, M., & Gilly, M. (2001). Shopping online for freedom, control and fun. *California Management Review*, 43(2), 3-55.
- Ye, J. S., & Chang, G. H. (1999). The relative effects of determinants of consumer satisfaction: Pivot on direct effectiveness verification of Spreng, Mac-Kenzie, and Olshavsky models. *Journal of Consumer Studies*, 10(4), 75-91.
- Yi, Y. J. (1990). A critical review of consumer satisfaction. In V. A. Zeithaml (Ed.), *Review of Marketing* (pp. 68-123). Chicago, Illinois: American Marketing Association.
- Yoo, B. H. (2014, June 10). The reason that foreign direct buying become new alternative shopping method. *Seoul Economy TV SEN*, Retrieved from <http://www.sentv.co.kr/news/view/392591>
- Yoon, S. H., Lee, H., & Lee, C. S. (2014). The effects of limited quantity scarcity message and product type on the purchase intention: Focusing on the moderating role of regulatory focus and the mediating role of processing fluency. *The Korean Journal of Advertising*, 25(8), 241-268.
- Yu, J. H., & Kim, M. K. (2013). A study on the clothing selection criteria by pursuit of clothing benefit groups and the preference of clothing color by mood state. *The Research Journal of the Costume Culture*, 21(6), 938-949.