

A study on the effect of consumers' online shopping styles on satisfaction and repurchase intention

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ABSTRACT

Distribution companies such as online shopping malls have the same product as their competitors, have limited price policies, and have a competitive advantage over other companies. It is necessary to develop a service that customers prefer at an appropriate cost. The quality of service these companies provide and their service strategy should be accurately measured and checked if valid. This study identifies the effects of online shopping malls on consumer satisfaction and repurchase intention. In addition, it explores the moderating role of the shopping style of the consumers. A total of 149 valid responses out of 200 distributed survey questionnaires from March 15, 2021, to March 30, 2021, were used to test the hypotheses among online shopping users. As for the research analysis, frequency analysis was performed for demographic characteristics, and reliability analysis, correlation analysis, and factor analysis were performed for the validity of the items. In addition, path analysis was performed to verify the hypothesis. The results are as follows. First, the online shopping mall characteristics including product diversity and price significantly affect shopping satisfaction, while the product information does not. Second, shopping satisfaction affects repurchase objectives. Finally, the study identifies the moderating role of the shopping approach in the relationship between online shopping mall attributes and satisfaction.

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1. Introduction

The recent development of online shopping opened a new gateway of purchase methods, which is now possible not only through a personal computer but also through smartphones, tablets, and laptops, such as Information technology (Kang, 2015). Online shopping is one of the Internet commerce transactions between a company operating a shopping mall and consumers and refers to the total steps in which consumer searches and selects a product in an online shopping mall, fill out an order form, and complete payment through various payment channels and mode. Online shopping is shopping for the desired product and purchase without actual physical interaction with the mall operators and the products. Shopping mall

operators are required to provide delivery courier service to their destination.

According to the data from the National Statistical Office Korea in 2020, online shopping transactions amounted to 14.72 trillion won in September, an increase of 30.7% (3.4 trillion won) from a year ago. By product group, the transaction amount of fresh food increased by 84.8% from a year ago to 2.937.2 trillion won due to the increase in trade in fresh food, ready-to-cook food, and delivery food. The mobile shopping transaction amount also reached 9,533.2 billion won, an increase of 30.9% compared to the same month of the previous year based on the National Statistics Office Korea 2020. As safety is a priority due to COVID-19, it can be seen that online shopping that can be done safely at home is preferred over street shopping.

Previous studies on online shopping malls so far have been on the revitalization of online shopping malls (Kwon, 2011), the current status of online shopping malls and e-commerce (Zhang et al., 2019), online consumer satisfaction, and repurchase. However, there is a lack of research on consumer shopping style between online shopping selection attributes and consumer satisfaction. In other words, research on the differences in online shopping mall

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attributes and satisfaction according to consumers' regularity and famous brand orientation is needed.

The purpose of this study is to analyze the effects of online shopping mall attributes, consumer satisfaction, and repurchase intentions for Mongolians residing in Korea. In addition, we have checked whether there is a difference between online shopping mall attributes and consumer satisfaction according to consumers' shopping styles. To achieve this goal, we will set the following goals: First, the definition of online shopping mall attributes, online shopping style, satisfaction, and repurchase intention, and previous studies should be reviewed theoretically. Second, online users should verify how online shopping mall attributes affect consumer satisfaction. Third, this study is expected to review important characteristics of online shopping malls and provide management and practical implications to operators and entrepreneurs who operate online shopping. We would like to suggest practical implications for starting and operating an online shopping mall.

2. Theoretical background and hypothesis

2.1. Online shopping malls and satisfaction

Online shopping malls include electronic shopping malls, virtual shopping malls, virtual storefronts, online storefronts, internet retail stores, cyber shopping malls, and internet shopping malls, and other similar names are used (Lee, 2019b). An online mall is a virtual business establishment that is set up to trade goods and services with each other using information and communication equipment such as computers and mobile devices. According to a study by Jin and Lee (2012), online shopping malls are concerned about the possibility that consumers' personal information may be exposed to the outside during product purchases, and it can be seen that they exist inevitably in the online virtual space.

Park and Kang (2005) defined an online shopping mall as a space where products are displayed, purchased, and delivered online without time and place restrictions. Shim and Yoon (2020) defined an online shopping mall as one of the electronic commerce between companies and consumers, which refers to commerce in which consumers search for products they want to purchase from the online shopping mall, place an order, and even proceed with payment on the Internet. Vasić et al. (2019) suggested that an online shopping mall is a transaction between a company and a consumer using the Internet, or refers to various virtual transactions between a consumer and a consumer. In the study of Kim (2013), qualitative and quantitative surveys were conducted, and as a result of the analysis, it was found that product information, product convenience, provisionally, stability, and site design had a positive effect on consumer satisfaction.

Also, in the study by Park et al., 2009, the attributes of fashion online shopping malls consisted of product-related reliability, product information

and product assortment, performance and service, sales promotion, and site screen. Information, product assortment, and sales promotion were statistically significant. de Morais Watanabe et al. (2013) classified and studied store selection attributes in large marts into the product, price, location convenience, promotion, service, store atmosphere, and shopping convenience. Park et al. (2012) grouped consumers according to shopping value concerning store selection behavior in a study on the difference between in-store selection criteria according to shopping value and the degree of a visit by fashion store type and then grouped consumers according to the shopping value group along with demographic differences. According to this study, the difference in the degree of importance of store selection criteria (product assortment, store atmosphere, service, salesperson, location convenience, price, store's brand) according to the shopping value group differs from product assortment and store selection criteria. It was found that there was a significant difference in the service attributes by the group.

The store attributes that are considered important in the consumer's store selection behavior vary according to the cultural norms and values of the society, the state of development of society, and individual characteristics, and the number of factors also increases (Oh, 2008). Store attributes perceived by consumers can be divided into actual store attribute variables such as product assortment, price, and location, and symbolic stores attribute variables such as service provided, kindness, and store atmosphere.

Summarizing these results, it seems that product information, product diversity, and price adequacy are important factors among the attributes of online shopping malls.

First, one of the factors that influence consumers' ability to visit online shopping malls is 'product diversity'. A small assortment of products in an online shopping mall costs less to operate, but it does not give consumers a variety of products and may make it difficult for consumers to make a purchase decision. Therefore, online shopping malls must provide a variety of products and provide convenience so that consumers can easily find the products they want. Also, Lim and Dubinsky (2004) found that consumers who use online shopping malls like to visit websites with many products because consumers tend to pursue various products. Moe (2003) stated that consumers prefer online shopping malls with a variety of products. Combining these previous studies, the definition of product assortment can be defined as product diversity. The product assortment is the variety of products that sellers display to sell to consumers, and the components include diversity in product types, brands, and specifications within the same item. Product assortment, one of the attributes of online shopping malls, is an important factor for customers to decide which store to visit. As consumers tend to prefer large product assortments

over small product assortments, large product assortments are a source of differentiated strategies, but on the other hand, excessively diversified product assortments can confuse consumers and hinder their choice (Kim, 2014).

Second, Han et al. (2011) confirmed that the motives for using social commerce were economic feasibility, information acquisition, interest, and convenience. Therefore, customer satisfaction in online shopping malls also depends on the quality of information. Before purchasing products and services, consumers can get accurate information about products by viewing other consumers' product reviews, and comments and this information can affect not only consumer satisfaction but also trust. Product valuation bulletin boards and comments show a high level of trust in information, which is a big advantage of online shopping malls compared to offline ones. In e-commerce, price competitiveness, the usefulness of information, convenient ordering, and transaction safety were considered important factors influencing consumers' continuous use and repeated purchase behavior (Han and Son, 2001). Product information is a factor that plays an important role in customers' purchasing decisions, and it has been confirmed that information accuracy has a positive effect on satisfaction and continued use intention in the Customer to Customer (C2C) open market. In addition, it was confirmed that the product quality, information, convenience, and economic feasibility of online shopping malls are directly influencing factors on the purchase intention of customers (Joh, 2010). Among online store attributes, it was confirmed that product assortment and product price affected the intention to use continuously, but product information did not significantly affect the intention of continued use.

Third, compared to offline shopping, online shopping malls do not have intermediate distribution costs, so they can be sold at lower prices. The price plays a very important role in purchasing decision-making, and it is an important factor for a company to pursue high profits (Sung, 2008). Price is a factor that has a great influence on consumer purchasing decision-making and is one of the deciding factors for online shopping purchases. These include price, customer service, transaction efficiency, security, quality assurance, and ease of use (Jin and Lee, 2012). In general, customers who use online shopping malls prefer cheap products through price comparison, but customers who use specialized shopping malls prefer good quality and want to purchase even if the price is a little higher at proven stores. Considering these points, it can be seen that the price that consumers want online varies depending on the type and characteristics of the product.

H1a: Product diversity will have a significant effect on satisfaction.

H1b: Product information will have a significant effect on satisfaction.

H1c: Product price will have a significant effect on satisfaction.

2.2. Consumer satisfaction and repurchase intention

Shopping satisfaction affects brand loyalty, purchase intention, repurchase intention, word of mouth, and sales, and this has been the goal of all entrepreneurs (Otieno et al., 2005). Consumer satisfaction affects consumer behaviors such as consumer's repurchase intention, loyalty, and purchase intention, and is a factor influencing the growth of a company. It is the emotional response that occurs when consumers are dissatisfied or satisfied with the quality of service of a product or service after shopping or purchasing a product. In the study by Lee et al. (2007), 'satisfaction' was defined as a positive response expressed by evaluating the overall shopping mall transaction process, product quality, product availability, and customer service. Among the variables, shopping mall attributes such as interaction, convenience, product, and price, excluding order processing, were found to have a significant effect on user satisfaction in online sports shopping mall attributes.

Park and An (2013) stated that consumers are emotions that go beyond their perceived expectations and are based on the overall consumption experience of purchasing and shopping. Therefore, it is argued that satisfaction and dissatisfaction have an important influence on consumers' purchasing behavior and repurchase and that companies can secure loyal customers and continue to acquire new customers. Chun and Kim (2004) stated that when consumers are satisfied with the purchase process or post-purchase site and product, they will continue to purchase in the future. The choice attribute was used to mean having a decisive bond with consumer behavior that is purchasing behavior, among various attributes of a product or brand (Lewis, 1981). Previous studies suggest a relationship between product involvement and consumer behavior, leading to segmentation strategies more aligned to particular usage situations. Such situations may also be linked to the public scrutiny aspects identified in the consumption literature (Dobele et al., 2018).

H2: Satisfaction will have a significant effect on repurchase intention

2.3. Shopping style

Shopping style is also called consumer decision-making style and is similar to the cognitive style in psychology (Sternberg and Grigorenko, 1997). Sprotles and Kendall (1986) focused on consumer-product choice psychology. As a result, eight types of consumers (consumer style inventory) were found and used. The first type, the perfectionist or high-quality conscious consumers, searches very carefully and deliberately to obtain the best quality. The

second type, the brand-conscious or “price-equals-quality” consumers, thinks that the price of a more expensive and famous brand equates to good product quality. Consumers with high brand awareness believe that the more expensive the product is, the more they respond positively to department stores and specialty stores that are known for their brand name or high price, and they prefer the best-selling and most famous products. The third type, novelty, and fashion-conscious consumers get excitement and joy by pursuing new and innovative products. The fourth type, the entertainment and shopping conscious consumers, shops to enjoy and pursues the interest of shopping itself. The fifth type, the price-conscious consumers, is particularly price-sensitive and tends to be comparative buyers because they want to get the best value for what they pay. The sixth type, the impulse buyer, tends to purchase by impulse without considering the amount to pay. The seventh type, the confusion caused by the over-selection consumer, tends to get confused with too much information about the store or brand. The eighth type, the brand loyal consumers, repeatedly choose their preferred brand or store when making a purchase

In classifying consumers’ shopping styles, the consumption propensity and purchasing characteristics approach are mainly used. The consumption propensity approach focuses on defining the types of shopping behaviors and favoritism toward the stores that consumers have (Bellenger, 1980). The purchasing characteristics approach focuses on the emotional and cognitive tendencies consumers feel when purchasing a product (Dobele et al., 2018). There are various

shopping styles and shopping propensities of consumers, and each person has different values for their shopping propensities. In the study by Jusoh and Ling (2012) on online shopping, men tend to pursue practical values and women pursue hedonistic values. The information value group of consumers showed a higher preference for Internet quality, product diversity, and product fame than the entertainment value group.

H3a: Depending on your shopping style, there will be a difference between product diversity and satisfaction.

H3b: Depending on your shopping style, there will be a difference between product information and satisfaction.

H3c: Depending on your shopping style, there will be a difference between product price and satisfaction.

3. Research method

3.1. Research model

In this study, the concepts of online shopping mall attributes (product diversity, product information, product, price), customer satisfaction, repurchase intention, and shopping style were selected as variables based on previous research. This study is a quantitative paper, and frequency analysis, reliability analysis, exploratory factor analysis, confirmatory factor analysis, correlation analysis, and path analysis were conducted. The research model is as follows in Fig. 1.

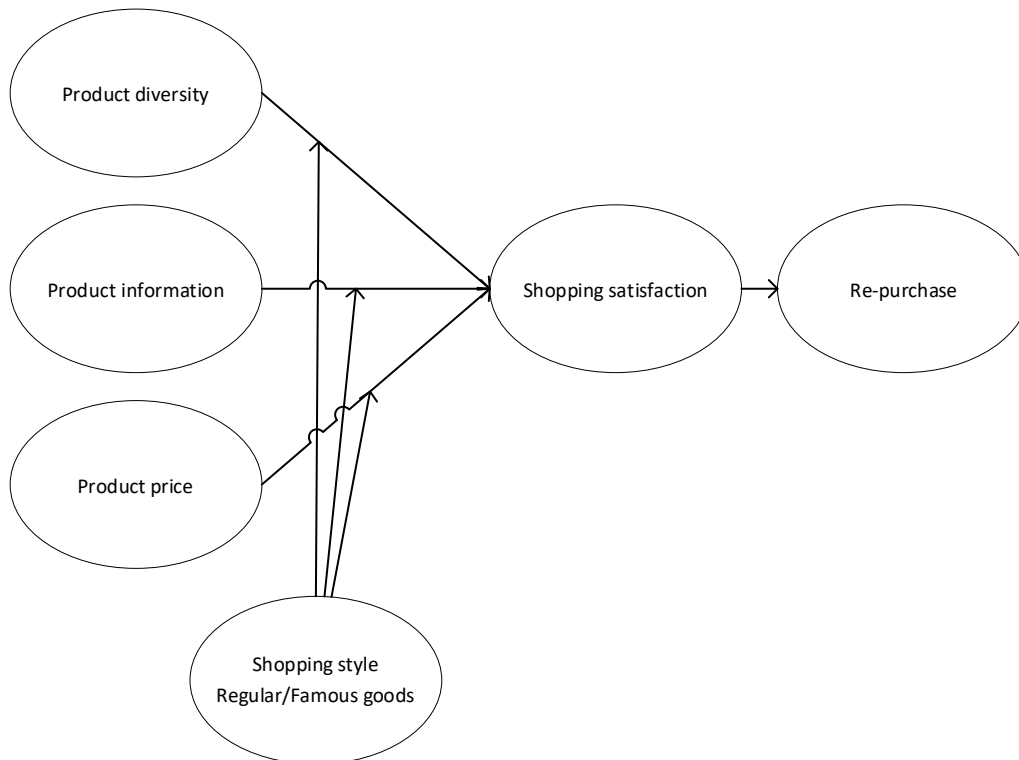


Fig. 1: Research model

3.2. Data collection and sample profiles

3.2.1. Operational definition and survey of shopping mall attributes

In this study, product diversity is defined as having a variety of products in online shopping malls. Based on the research of [Park and Kang \(2005\)](#), five items were selected and modified, and used for this study. The items are This shopping mall offers clothing products of various designs and colors," "This shopping mall offers a lot of trendy clothing products," "This shopping mall offers many new products," "This shopping mall offers a variety of it provides clothing products," and "This shopping mall offers clothing products of various sizes."

Product information is defined as providing various information about products in an online shopping mall. Based on the research of [Shim and Lee \(2011\)](#), four items were selected and modified to suit this study. The items are This shopping mall provides information on the size of clothing products," "This shopping mall provides clear information on the materials of clothing products," "This shopping mall provides sufficient information about clothing products," and "This shopping mall provides visual information on the design of clothing products."

Product price is defined as the displayed price displayed on the product in the online shopping mall. Based on the study of [Zhang et al. \(2014\)](#), four items were selected and modified, and used for this study. The items are "This shopping mall offers lower prices than other online shopping malls," "This shopping mall offers lower prices than offline clothing products," "This online shopping mall allows you to purchase desired products at low prices," and "This online shopping mall offers a lot of price discounts."

3.2.2. Operational definition and survey of consumer satisfaction

Consumer satisfaction is defined as a good or bad emotional response to an experience with a product. Based on the research of [Park and An \(2013\)](#) four items were selected and modified to suit this study. That is, "I am satisfied with this shopping mall overall," "I am satisfied with the quality of this shopping mall," "I am satisfied with the brand of this shopping mall," "I am satisfied with the quality of this shopping mall more than I thought," and "I think it was much better."

3.2.3. Operational definition and survey of repurchase intention

In this study, repurchase intention is defined as the consumer's willingness to continuously purchase a product or use the site. Based on the study of [Park and Kang \(2005\)](#), four items were selected and modified, and used for this study. The items are I

bought from this shopping mall are a wise choice," "I will continue to purchase from this shopping mall in the future," "I will buy from this shopping mall whenever I feel the need to purchase," "I will buy this shopping mall from other shopping malls," and "I want to recommend it to people."

3.2.4. Operational definition and survey of shopping style

In this study, shopping style is defined as the consumer's propensity that occurs in the process of purchasing. Based on the research of [Hong et al. \(2009\)](#); a total of six items were set and measured. That is, "I mainly buy foreign products," "I buy foreign products even if they are expensive," "I buy famous brand products even if they are expensive," "I mainly look for products of the highest quality," "I first consider whether the quality is the best when purchasing a product," and "I always try to get the best quality for the money I pay."

4. Results

4.1. Demographic characteristics

This study was conducted among Mongolians living in Korea. Mongolia does not yet have a reliable online shopping mall, and delivery of products is difficult. The survey was conducted from March 15, 2021, to March 30, 2021, targeting consumers who used online shopping. A total of 200 questionnaires were collected, and 140 questionnaires were finally used in this study, excluding 70 insincere ones. We conducted a survey to test hypotheses for those who have purchase experiences online such as through the website or Facebook. The demographic characteristics of this study are as follows in [Table 1](#).

4.2. Reliability analysis

In this study, Cronbach's alpha coefficient, which can estimate the internal consistency between items, was used, and all reliability coefficients exceeded 0.6, indicating that the internal consistency of the items was high.

Among the online shopping mall attribute factors, the Cronbach's Alpha value of product information was .908, showing very high reliability. Next, Cronbach's Alpha of product diversity was .830, and Cronbach's Alpha of price =.734. Online shopping style was high with Cronbach's Alpha=.723. Finally, the reliability of consumer satisfaction was Cronbach's Alpha=.915 and the reliability of repurchase intention was Cronbach's Alpha=.814. The reliability analysis results are shown in [Table 2](#).

4.3. Exploratory factor analysis

An exploratory factor analysis was performed to identify the appropriateness of the operational definition of the variables used in this study, and the

validity was analyzed with an eigenvalue of 1 or more and a common value of 0.5 or more as evaluation criteria. The results of the exploratory factor analysis are shown in [Table 3](#).

4.4. Confirmatory factor analysis

In addition, to test whether each construct has validity, confirmatory factor analysis CFA was performed, and the model fit index was χ^2 (df)=212.269(111), $p=0.000$, CMIN/DF=1.912 GFI=.922, AGFI=.867, IFI=.985, TLI=0.981, CFI=.974, RMR=.058, and RMSEA=0.057. The results of the confirmatory factor analysis are shown in [Table 4](#).

4.5. Correlation analysis

As a result of the analysis of this study, as shown in [Table 5](#), the correlation coefficient of each variable was significant at the 5% level, and discriminate validity was verified by comparing the AVE value and the square value of the correlation coefficient.

4.6. Path analysis results

The path coefficients and research results of the research model of this study are presented in [Table 6](#). First, hypothesis H1a that product diversity has a positive effect on satisfaction was accepted ($B=.239$, $t=2.128$, $p=.000$). Then, hypothesis H1b that product information has a positive effect on satisfaction was rejected ($B=.070$, $t=.643$, $p=.520$). The hypothesis H1c that product price has a positive effect on satisfaction was accepted ($B=.451$, $t=3.777$, $p=.000$). Hypothesis H2 that satisfaction has a positive effect on repurchase intentions was accepted ($B=.835$, $t=8.678$, $p=.000$).

4.7. Moderation effect analysis

Shopping styles were divided into two groups: Regular and Famous goods and the difference between online shopping attributes and satisfaction according to shopping style was verified.

Table 1: Demographic characteristics

Division	Items	Freq.	Rate
Period of using	less than 1 year	29	20.7
	1 year to 3 years	66	47.1
	3 years to 5 years	23	16.4
	5 years to 10 years	22	15.7
Online shopping frequency	1 to 2 times	35	25.0
	3 to 4 times	32	25.0
	5 to 9 times	38	27.1
	More than 15 times	38	27.1
Purchase price	Less than 30.0	1	7
	30.0 to less than 50.0	16	11.4
	50.0 to less than 100.0	49	35.0
	100.0 to less than 150.0	38	27.1
	150.0 to less than 200.0	19	13.1
Website of Shopping Mall Mainly visited.	More than 200.0	17	12.1
	Facebook	71	47.6
	Gmarket	56	6.0
	Amazon	6	4.2
	Wemake price	7	4.6
	etc	9	37.5
Gender	man	59	42.1
	Woman	81	57.8
Age	20 or less	4	2.9
	20's to 30s	72	51.4
	40 ~ 50 vs.	61	43.6
	50 ~ 60 vs.	3	2.1
Occupation	College, university	16	11.4
	public official	31	22.1
	Sales/service jobs	17	12.1
	production / functional	12	8.6
	self-employment	23	16.4
	housewife	34	24.3
Education	Other (specifically)	7	5.0
	less than high school	6	4.3
	college graduate	91	65.0
	college graduate	1	.7
	Postgraduate or above	39	27.9
	Sum	140	100%

Table 2: Reliability analysis

Items	questions	Cronbach's Alpha
Product diversity	4	.830
Product information	3	.908
Price	2	.734
Shopping style	3	.723
Consumer satisfaction	4	.915
Repurchase intention	3	.814

Table 3: Exploratory factor analysis

Constructs	1	2	3	4	5	6	Communalities
Product Diversity 1			.628				.630
Product Diversity 2			.732				.682
Product Diversity 3			.745				.747
Product Diversity 4			.690				.705
Product information1		.867					.668
Product information2		.856					.679
Product information3		.804					.851
Price1						.760	.831
Price2						.768	.779
Consumer satisfaction1	.778						.735
Consumer satisfaction2	.823						.742
Consumer satisfaction3	.815						.771
Consumer satisfaction4	.813						.799
Repurchase Intention 1					.698		.714
Repurchase Intention 2					.830		.731
Repurchase Intention 3					.767		.839
shopping style 1				.794			.734
shopping style 2				.825			.825
shopping style 3				.736			.815
Total	4.390	3.448	2.858	2.102	1.768	1.731	
%of Variance	19.954	15.675	12.993	9.553	8.038	7.869	
Cumulative%	19.954	35.629	48.622	58.174	66.212	74.081	

Table 4: Confirmatory factor analysis

Constructs	Std.	SE	CR	CR	AVE
Product Diversity 1	.877				
Product Diversity 2	.842	.076	11.919	0.864	0.596
Product Diversity 3	.587	.088	7.334		
Product Diversity 4	.750	.087	10.171		
Product information 1	.881				
Product information 2	.903	.083	13.577	0.693	0.548
Product information 3	.775	.079	11.061		
Price 1	.771				
Price 2	.759	.165	6.297	0.738	0.585
Satisfaction 1	.770				
Satisfaction 2	.811	.098	10.027		
Satisfaction 3	.892	.086	11.150	0.831	0.666
Satisfaction 4	.786	.089	9.678		
Repurchase Intention 1	.810				
Repurchase Intention 2	.835	.116	7.991	0.621	0.509
Repurchase Intention 3	.827	.089	9.605		
shopping style 1	.837				
shopping style 2	.968	.095	12.656	0.705	0.545
shopping style 3	.737	.097	10.126		

$\chi^2(df)=215.773(137)$, $p=0.000$, $CMIN/DF=1.575$, $GFI=.867$, $AGFI=.815$, $IFI=.950$, $TLI=.936$, $CFI=.949$, $RMR=.058$, $RMSEA=.064$

Table 5: Correlation analysis

Constructs	1	2	3	4	5	6
Product Diversity	.596					
Product information	.381	.548				
Price	.192	.202	.585			
Consumer Satisfaction	.214	.148	.316	.666		
Repurchase intention	.231	.195	.379	.371	.509	
Shopping style	.011	.000	.024	.029	.051	.545

Table 6: Hypothesis test

	B	CR	p	Results
H1a	.239	2.128	.033	Accepted
H1b	.070	.643	.520	Rejected
H1c	.451	3.777	.000	Accepted
H2	.835	8.678	.000	Accepted

$\chi^2(df)=162.248(97)$, $p=0.000$, $CMIN/DF=1.673$, $GFI=.877$, $AGFI=.827$, $IFI=.951$, $TLI=.938$, $CFI=.950$, $RMR=.055$, $RMSEA=.070$

As a result of analyzing the difference between product diversity and satisfaction according to shopping style, $\Delta\chi^2=5.687$ thus, hypothesis H3a was accepted. As a result of analyzing the difference between product information and satisfaction according to shopping style, $\Delta\chi^2=-.687$, thus hypothesis H3b was rejected. As a result of analyzing the difference between product price and satisfaction according to shopping style, $\Delta\chi^2= 4.897$,

thus, hypothesis H3c was accepted. The results of the moderating effect analysis are as follows [Table 7](#).

Table 7: Moderation effect analysis

Hypotheses	Constraint Model	Δ ($\Delta df=1$)	Results
H3a	300.891	5.687	Accepted
H3b	295.891	-.687	Rejected
H3c	300.101	4.897	Accepted

Free Model=295.204; Significant Level 5%: $\chi^2(1)\geq 3.84$, Significant Level 10%: $\chi^2(1)\geq 2.70$

5. Discussion

This study analyzed the effects of online shopping mall attributes, consumer satisfaction, and repurchase intention among Mongolians living in Korea. The effects of online shopping mall attribute such as product diversity, product information, and price on consumer satisfaction, and shopping styles, such as regular and famous goods, between online shopping mall selection attributes and satisfaction were verified. In addition, we analyzed how consumer satisfaction affects repurchase intention. The analysis results of this study are as follows:

1. It was found that the online shopping mall attribute had a partial influence on consumer satisfaction. That is, hypothesis H1a and H1c that has a positive effect on satisfaction were accepted. Then, hypothesis H1b which has a positive effect on satisfaction was rejected.
2. It was found that consumer satisfaction affects repurchase intention. In other words, hypothesis H2 which has a positive effect on repurchase intention was accepted.
3. It was found that there was a partial moderating effect between online shopping mall attributes and consumer satisfaction according to shopping style. That is, as a result of analyzing the difference between product diversity and price satisfaction according to shopping style, hypotheses H3a and H3c were accepted. As a result of analyzing the difference between product information and satisfaction according to shopping style, hypothesis H3b was rejected.

The practical implications of this study are as follows:

1. As a result of examining the effect of online shopping mall attributes on satisfaction, product diversity and price had a positive effect on satisfaction, and product information did not affect satisfaction. In this respect, it was possible to know the shopping trends of consumers, and it can be seen that consumers who demanded and preferred accurate and specific information about products in online shopping malls are now more interested in product variety and product prices. Therefore, online shopping malls should focus on providing low prices for products while matching the assortment of clothing products with various materials, sizes, and colors.
2. As a result of examining the difference between online shopping attributes and satisfaction according to consumers' shopping styles, it was found that there was a difference between product diversity and product price and satisfaction, and there was no difference between product information and satisfaction. Also, the coefficient of quality orientation was higher than that of famous brand orientation. Looking at these results, it can be seen that rather than purchasing expensive foreign products and famous brand

products, consumers search for products that consumers particularly like and frequently search for and mainly products with the highest quality. Therefore, in the online shopping mall, it is necessary to research and sell the products that consumers frequently purchase, and also to improve the quality of the products.

3. Online shopping mall operators must improve the online shopping mall service quality to meet the demands of loyal customers and high-interest groups who frequently shop online. They will also have to have a wide assortment of products or new products to meet and manage consumers' needs. In addition, it is necessary to provide an opportunity to experience online shopping for low groups with little interest in online shopping malls, and efforts should be made to expand the number of online shopping mall users.

6. Conclusion

The academic implications of this study can be presented as follows:

1. This study has significance as a preceding study by studying the aspects of consumer behavior and the shopping style of consumers regarding purchases made through online shopping malls, which are becoming a trend of small-cap startups with the recent growth of the digital economy. A study on consumers' purchasing beliefs and purchase intentions by classifying them into online shopping mall selection attributes (product diversity, product information, price) and consumer shopping styles (famous brand orientation, quality orientation), which are different from sales made on the Internet, enabled various proposals for future research.
2. Most of the recent Internet and mobile-related content is being made from the viewpoint of technology acceptance, such as the technology acceptance model. However, it has implications that individual purchases were explained based on the Theory of Reasoned Action rather than the technology acceptance model from the viewpoint of purchasing according to the shopping style of consumers rather than from the viewpoint of technology acceptance. In addition, by examining the different influences on shopping mall selection factors and consumer satisfaction and purchase intentions according to online shopping mall selection motives, namely, famous brand orientation/quality orientation, the possibility of application in future studies was suggested. Based on the results of this study, by examining the purchasing decision-making process in the online shopping mall from the perspective of consumers, it was possible to identify the factors that affect the purchase intention of actual consumers, which is why the current online shopping mall operator or online business start-up is considered in the future. It is thought to be able to present practical

implications from a consumer perspective to future entrepreneurs who are doing business.

The limitations of this study are as follows:

1. The subjects of the study were those who had experience using online shopping malls residing in Jinju, Gyeongsangnam-do, and Masan, Changwon, as a sample. Therefore, future research will be able to present more in-depth and richer research results if it targets more diverse residential areas.
2. In this study, the online shopping mall attributes were presented as three sub-factors such as product diversity, product information, and price, and the effect on consumer satisfaction was verified. The difference between online shopping mall attributes and consumer satisfaction was investigated by presenting consumers' shopping styles as two sub-factors: famous brand orientation and quality orientation. At a time when online shopping malls are changing rapidly and e-commerce is on the rise, it is important to study the factors that affect consumers' online shopping satisfaction and repurchase intentions.
3. New influencing factors that were not addressed in this study should be considered, and it is considered that various online shopping mall factors affecting consumer satisfaction and purchasing behavior should be discovered and reflected in future studies.

Compliance with ethical standards

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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