



## Effects of Consumer's Individual Value on Product Selection Attribute and Re-purchase Intention : Focused on Consumers Who Had Purchased Kimchi

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Received: October 14, 2020. Revised: November 03, 2020. Accepted: November 06, 2020.

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### Abstract

**Purpose** – The current study attempts to reveal the causal relationship and identify the interrelationships among individual value, product selection attribute, and re-purchase intention of consumers when purchasing kimchi.

**Research design, data, and methodology** – The surveys were distributed and retrieved to kimchi consumers in Seoul and Gyeonggi Province who were over 20 years old and who had purchased kimchi before. The current study utilized the self-reporting survey as the research method.

**Result** – First, as a result of hypothesis 1 test, both internal value and external value had a significant effect. Second, as a result of hypothesis 2 test, while internal value had a significant effect, external value did not have a significant effect. Third, as a result of hypothesis 3 test, while internal value had a significant effect, external value did not have a significant effect. Fourth, as a result of hypothesis 4 test, all quality, brand, and price had a significant effect. Fifth, as a result of hypothesis 5 test, while internal value had a significant effect, external value did not have a significant effect.

**Conclusion** – The current study aims to establish marketing and service strategies to maximize profits and secure competitive advantage in the kimchi industry through changes in the management strategy of the Korean kimchi industry.

**Keywords:** Customer, Individual Value, Product Selection Attribute, Re-purchase Intention.

**JEL Classification Code:** C8, L7, M0.

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## **1. Introduction**

Kimchi has recently gained international attention as a health food. Kimchi has an image of a brand that represents Korean culture and high recognition. Not only Korean but also people all over the world are choosing kimchi as the representative food of Korea. Kimchi is a representative fermented food that has long protected the taste and health of Korean, and the international standard was adopted by the Codex Committee in July, 2001. It is a globally recognized food, with kimchi being selected as one of the top five health foods by Health in the United States in 2006 (World Institute of Kimchi, 2017).

The kimchi industry is becoming increasingly competitive and changing into diverse forms depending on consumer purchasing behavior due to various factors such as excessive competitiveness in small and medium-sized enterprises, changes in eating habits, a decrease in population eating kimchi, and rising cost of labor and ingredients. As consumers' diet changes, there are diversified desires for kimchi products, and as new values are spread depending on social and cultural environments, recent changes in consumers' usage patterns have begun to emerge.

In recent consumption patterns, consumers are clearly inclined to focus on individuality or buy products if they are of excellent quality, even at high prices, rather than low prices due to diversification or upgrading. Recognizing various environmental changes, such as changes in diet, increase of women's social advancement, smaller family size, income growth, and increase of singles, and understanding diversified customers and advanced personal values and consumption propensity are very important to enhance the management performance of the kimchi industry.

Today's kimchi consumers have various personal values and propensity to consume, and they also recognize different meanings of their individual values and propensity to consume. It is recognized that spending as valuable as living a valuable life is a matter of paramount importance (Woo & Lee, 2015). In particular, various products are being developed to meet changes in consumer demand due to qualitative sophistication such as seaweed kimchi and onion kimchi, the increase of campers, the expansion of the kimchi refrigerator market, and the expansion of the world kimchi festival and culture and tourism area.

One of the notable consumption phenomena these days is that it is focused on value consumption to enhance individual value. Consumption value is drawing attention as a fundamental and internal element rather than a more specific need as the necessity for understanding consumer needs emerges.

There are various attempts to identify the values that consumers recognize and seek and to identify the impact of value on consumer decision making and behavior (Lee, 2007). In addition, many prior studies related to the consumption tendency of dining out in recent years have mostly been conducted on demographic characteristics, consumption behavior, consumption value, or eating-out behavior. In addition, the specific kimchi consumption propensity of kimchi consumers is an important part of the kimchi industry's marketing strategy (Kim, Kim, & Na, 2015).

In particular, it is important to identify various product selection attributes depending on the individual value of customers as kimchi consumers' consumption behaviors become more diverse and their consciousness and behavior patterns change. The behavior of kimchi consumers, then, is analyzed and predicted to meet their desires and needs. In marketing, it is important to understand the selection attributes that consumers consider when purchasing a product and to find customer value that promotes decision making.

Although some studies have been conducted on consumption propensity, there are barely few studies on individual value. Kimchi's consumer's product selection attribute is considered to be important in relation to product selection attribute and re-purchase intention. It due to its effects on re-purchase intention.

In the current study, the causal relationship among consumers' individual value, product selection attributes, and intention to re-purchase kimchi, which is known to be very useful in analyzing consumer behavior, is revealed, and interrelationship is established. Based on these findings, the current study aims to maximize profits through changes in the management strategy of Korea's kimchi industry and to help develop marketing and service strategies by providing basic data for the competitive advantage of the kimchi industry.

## **2. Literature Review**

### **2.1. Individual Value**

There is a lot of prior research on individual value (Beatty, Kahle, & Homer, 1991; Vinson, Scott, & Lamont, 1977; Shim & Eastlick, 1998; Kim & Chung, 2011; Muhammad, Nadeem, & Naveed, 2013; Kim & Oh, 2002; Kim & Kim, 2001; Kim, 2015; Kim & Lim, 2016).

There is no paper that directly studies the relationship between individual value and variables related to the kimchi industry, but some studies show that it is related to individual value and associative evaluations (Swinyard, 1998; Erdem et al., 1999), or behavioral variables such as retailer loyalty and purchase intention (Lages & Fernandes, 2005). There is also a paper that studies the hierarchical causal relationship among individual value, shopping mall attributes assessment, and behavior, though not complete (Shim & Eastlick, 1998).

Individual value is the most affected value in choosing the market for consumption, which has a strong and comprehensive impact on cognitive process about products and purchasing behavior, and it was analyzed that consumers with different value structures may purchase different products to achieve their value and purchase the same product by different values (Baek & Lee, 2000). Ko, Man, and Lee (2011) stated that ways of satisfying beliefs, values, and desires vary depending on the socio-cultural environment to which they belong, and that people are influenced by their family or friends depending on the relationship they have, and how they adapt to environmental changes due to differences in mass media and individual abilities.

Park and Jung (2014) found out that there is significant difference in brand image – with its sub-factors of service quality image and customer pursuit image – depending on individual value tendencies; and in case of high-level conversion group, it had higher overall brand subfactors – service quality image and customer pursuit image – compared to conversion avoidance group, internal conversion group, and external conversion group. Analysis of brand attitudes depending on individual value propensity showed significant differences, relatively high for the high-level conversion group, and higher in order of conversion avoidance group and internal and external conversion groups. As a result of the test in difference on revisit intention depending on individual value propensity, there were significant differences in psychological and value factors, with its highest with high-level conversion group followed by external conversion group, conversion avoidance group, and internal conversion group.

According to an analysis of 428 customers visiting low-cost franchise restaurants in a study by Kim and Lim (2016), first, individual value was found to have a significantly positive effect on both internal and external value factors, which are independent variables, after testing its effect on quality among the selection attributes of low-cost franchise restaurants. Second, as a result of the test of the effects of individual value on accessibility among the selection attributes of low-cost franchise restaurants, the external value factor was analyzed to have a significantly positive effect, while the internal value factor was analyzed to have a significantly negative effect. Third, as a result of the test of the effects of individual value on service among the selection attributes of low-cost franchise restaurants, the internal value factor was analyzed to have a significantly positive effect, while the external value factor had a significantly negative effect. Fourth, as a result of the test of the effects of individual value on customer satisfaction of low-cost franchise restaurants, the external value factor was analyzed to have a significantly positive effect, while the internal value factor had a significantly negative effect. Fifth, as a result of the test of the effects of selection attribute of low-cost franchise restaurants on customer satisfaction, the quality factor was analyzed to have a significantly positive effect, while the accessibility and service factors had a significantly negative effect.

Swinyard (1998) and Lages and Fernandes (2005) analyzed the direct relationship between value and shopping mall visit behavior, and Swinyard (1998) claimed that people who consider shopping malls as habitat have values of warm relationships, sense of belonging, excitement of life, and safety, thereby showing re-visit behavior. Lages and Fernandez (2005) analyzed that the individual value of consumers' social integration is related to loyalty, and the value of the peaceful world is related to loyalty and re-purchase behavior.

On the other hand, Erdem et al. (1999) showed a direct relationship between individual values and store attributes, and a correlation analysis showed that individual values – such as personal satisfaction, social responsibility and stability – had a positive relationship with store location, product assortment, and price perception. Shim and Eastlick (1998) analyzed the causal relationship between individual value and related variables and stated that two individual values, self-realization and sense of social belonging, had a positive effect on the attribute evaluation of shopping mall.

As a result of the above literature review, the current study aims to measure individual values by dividing them into internal and external value factors using the Kahle (1983)'s LOV scale.

## **2.2. Product Selection Attribute**

The higher the level of income, the higher the consumer's desire. Food can be a mean of connecting people with a particular society, by representing their social status and expressing emotions (Bessiere, 2001). Rich consumers are more focused on spending for excellent quality and have a greater desire for healthy and safe food (Henson et al., 2006).

Although research on product selection attributes has been carried out continuously (Cho, 2008; Min, 2009; Lee, 2012; Kim et al., 2012; Lee, 2014; Jung & Kim, 2014; Kim, Kim, & Na, 2015; Myung, 2016), there are only a few studies related to the kimchi industry (Cho, 2008).

Cho (2008) claimed that, among kimchi product selection attributes, functionality of products, service, and perceived quality were important factors, and that perceived quality and service factors had a significant effect on customer satisfaction and intention to re-purchase. Min (2009) analyzed that the functionality of product, among the walnut cookie product selection attributes, was important factor, and the value of traditional food, environmental location, and branding factors were analyzed to affect the intention of re-purchase.

Lee (2012) analyzed that, with the result that value – among convenience food selection attribute factors – had a negative effect on monetary or health value, perception of convenience foods was not positive. In addition, as the quality and familiarity of the food had a statistically significant effect on the satisfaction (food satisfaction and health satisfaction), the hygiene or stability of the food was analyzed to have a positive effect on the satisfaction after purchasing the food, such as taste, shape, and diversity.

Kim, Lee, and Cho (2012) classified rice wine selection attributes as color, taste, scent, raw material, manufacturer's awareness, alcohol level, product design, product price, advertisement image, and production location factors. The selection attributes of rice wine, alcohol level, taste, and advertisement image were analyzed to have a statistically significant effect on consumer satisfaction.

Lee (2014) analyzed that sensuality, price, nutrition, and health factors of medicinal food selection attributes had a statistically positive effect on customer satisfaction. In other words, as nutrition, health, sensuality, and price increase, the satisfaction on medicinal food is higher. In addition, it was analyzed that medicinal food's selection attribute factors such as nutrition, health, sensuality, price, and diversity had a statistically positive effect on affect loyalty.

In the study by Myung (2016), it was analyzed that individual value has statistically positive effects on both the consumption propensity of brand sauce and the behavior intention. In this regard, it was analyzed that consumers were generally satisfied with the brand's sauce when purchasing the brand sauce thereby making a positive oral statement to the people around them and re-purchased. In addition, it has been analyzed that consumers with propensity to plan, propensity to save, and propensity to pursue health in product selection attributes do not choose the sauce based on the brand, and consumers with propensity to pursue substance, propensity to pursue health, and propensity to pursue planning do not tend to be affected by the price. Therefore, it was suggested that companies that produce brand sauces should focus on enhancing quality rather than lowering product's price.

The current study attempts to study product selection attributes with factors – such as quality, brand, and price – based on the findings of prior studies by Cho (2008), Min (2009), Lee (2012), Kim, Lee, and Cho (2012), Lee (2017), Woo and Lee (2005), and Myung (2016).

### **2.3. Re-purchase Intention**

Many researchers have conducted research on consumer re-purchase intentions (Oilver, 1980; Labarbera & Mazursky, 1983; Bearden & Teel, 1983; Brown & Stayman, 1992; Cronin & Taylor, 1994; Ostrom & Lacobucci, 1995; Bloemer & Ruyter, 1998; Mittal et al., 1999; Cooil et al., 2007; Baker & Crompton, 2000; Song et al., 2010; Hahm, Park, & Bae, 2010; Cho & Lee, 2011; Choi & Heo, 2012; Joo, Lee, & Lee, 2012; Kwon, Lee, & Kim, 2013; Shin & Lee, 2018), and consumer re-purchase intentions are still attracting attention as key factors for corporate growth from a long-term perspective. In other words, re-purchase intention is a measure of customer behavior to see if there is a constant re-purchase as the relationship continues (Bloemer & Ruyter, 1998), and it also is a key factor in determining marketing performance with consumers and businesses, and an important variable in identifying marketing outcomes (relationship between satisfaction and maintenance) (Coil et al., 2007).

Consumers will change their attitude or behavior depending on the degree of satisfaction after purchasing a product or service. Therefore, the re-purchase intention is much studied as a dependent variable of consumer satisfaction. Cronin and Taylor (1994) analyzed that re-purchase intention is a direct result variable of customer satisfaction and that customer satisfaction is more influential in forming a re-purchase intention than product or service quality.

Mittal et al. (1999) published the results that the relationship between consumer satisfaction and re-purchase intention as a result of changes in attributes is dynamic and generally symmetrical. In other words, the assessment of attribute levels has different effects on satisfaction and re-purchase intention, with the increase or decrease of changes depending on the relationship of time (Son, 2013). This is because satisfaction and re-purchase intention are qualitatively different concepts. While satisfaction considers cognitive aspects important, re-purchase intention includes behavioral elements (Ostrom & Lacobucci, 1995).

Labarbera and Mazursky (1983) analyzed that consumer satisfaction is structurally related to re-purchase behavior and that consumer satisfaction and dissatisfaction are having an important impact on customer's re-purchase intention. Cho and Lee (2006) stated that consumers would repeat their purchases if they were satisfied through the evaluation process of satisfaction and dissatisfaction after using the purchased products. Thus, the goods or services may induce the customer to re-purchase if they meet the customer's needs well or reach beyond expectations (Song et al., 2010).

Bearden and Teel (1983) have demonstrated that pre-purchase intentions are influenced by pre-purchase attitudes and are shaped by pre-purchase expectations because consumers form expectations of product performance before purchasing (Oliver, 1980).

Oliver (1980) claimed that customer satisfaction affects consumer attitudes and future re-purchase intentions as well as intention to recommend, while Baker and Crompton (2000) argued that customer satisfaction is a major determinant of behavior intentions such as revisit or word-of-mouth intentions (Kwon, Lee, & Kim, 2013). Satisfaction also serves as a key variable in predicting consumer behavior, such as revisit and word-of-mouth intentions, and could have a positive impact on consumer loyalty, recurring sales, favorable attitudes (Joo, Lee, & Lee, 2012).

Brown and Stayman (1992) stated that if a consumer is satisfied with a particular brand, he will make a purchase decision for that brand through his preference, which in turn has direct effects on practical purchase (Choi & Heo, 2012). Hahm, Park, and Bae (2010) claimed that the attitudinal or behavioral consequences of customer satisfaction can lead to more loyalty, and more positive attitudes and satisfaction, which can lead to re-purchase or increased effort of word-of-mouth. If customer satisfaction is achieved, it is found to have a positive effect on the purchasing attitude thereby positively affecting re-purchase and word-of-mouth intention.

In particular, purchase intention means whether the customer will revisit the existing company when purchasing again, and in the post-purchase phase, consumers will experience a number of emotional responses when using the actual product or service. This response has shown that consumers will be more willing to re-purchase products or services as they have been satisfied with their purchases of products or services, largely affecting not only the link between customers and their products and services, but also their repeat purchases due to customer immersion and brand loyalty (Cho & Lee, 2011).

In the preceding study, the factors affecting the re-purchase intention are customer satisfaction and positively perceived quality factors. Therefore, the purpose of this study is to test causality between product selection attributes and re-purchase intention.

### 3. Research Model and Hypothesis

#### 3.1. Research Model

The study aims to see effects among consumers' individual value, product selection attributes, and re-purchase intention when purchasing kimchi. Each of the factors is constructed based on the concepts of dimensions considered in the literature review and their sub-factors. The model of this study, constructed relationships among concepts based on literature review, is as shown in Figure 1.

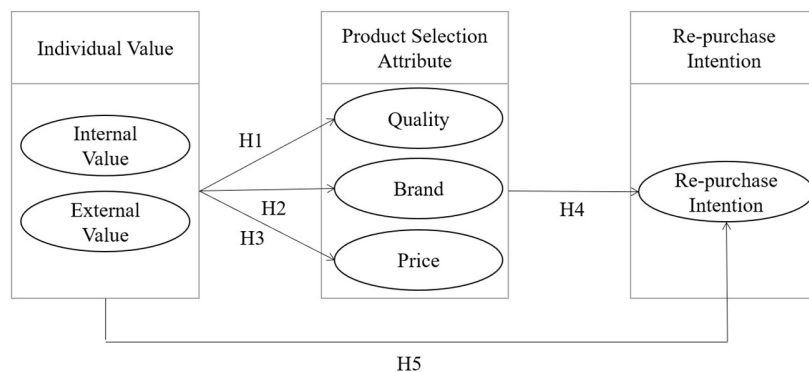


Figure 1: Research Model

## **3.2. Research Hypothesis**

### **3.2.1. Relationship between Individual Value and Product Selection Attribute (H1, H2, H3)**

A study by Myung (2016) on the relationship between individual value and product selection attributes showed that individual value had a statistically positive effect on product selection attributes. Consumers with social individual value have shown no statistical impact on quality and price but are more likely to buy on impulse. The study by Wu and Lee (2015) showed that external value had a statistically positive effect on consumers seeking accessibility, and that it had a statistically negative impact on consumers seeking quality and service. The internal value was shown to have a statistically positive effect on recognized accessibility, and a statistically negative impact on quality and service.

Based on findings from the above preceding studies, the following research hypotheses were established.

**Hypothesis 1:** Individual value will have a significantly positive effect on quality – among product selection attributes.

**Hypothesis 2:** Individual value will have a significantly positive effect on brand – among product selection attributes.

**Hypothesis 3:** Individual value will have a significantly positive effect on price – among product selection attributes.

### **3.2.2. Relationship between Product Selection Attribute and Re-purchase Intention (H4)**

A study by Jung and Kim (2014) on the relationship between product selection attributes and re-purchase intentions showed that the marketing strategies and product selection attributes of processed foods have a significant impact on consumers' satisfaction and purchasing behavior. It said that product selection attributes directly affect consumer satisfaction and consumer satisfaction directly affects purchasing behavior. As a result, product selection attributes and purchasing behavior proved to be mutually causal. Meanwhile, a study by Wu (2014) showed that in the relationship between product selection attributes and satisfaction, quality and service had a statistically significantly negative effect on satisfaction, while accessibility had a statistically significantly positive effect.

A study by Myung (2016) showed that product selection attributes have a statistically significantly positive effect on behavior intention. When purchasing brand sauces, when consumers are found to be satisfied with the brand sauces, it leads to a positive word-of-mouth to the people around them and re-purchase.

Based on findings from the above preceding studies, the following research hypothesis was established.

**Hypothesis 4:** Product selection attribute will have a significantly positive effect on re-purchase intention.

### **3.2.3. Relationship between Individual Value and Re-purchase Intention (H5)**

As for the relationship between individual value and re-purchase intention, a study by Li, Monroe, and Chan (1994) showed significant effects between perceived value and re-purchase intention. Chang and Wildt (1994) suggested that value is the most important factor in the purchase intention than price or quality. In addition, a study by Kim and Oh (2002) showed that individual values have a statistically positive effect on re-purchase intentions. This suggests that in order to induce re-purchase, the service corporation should provide more efficient services than other companies and provide high value to the customer to perceive that it is advantageous considering offset between costs and benefits.

Based on findings from the above preceding studies, the following research hypothesis was established.

**Hypothesis 5:** Individual value will have a significantly positive effect on re-purchase intention.

## **3.3. Operational Definition of Variables and Data Collection and Analysis Method**

The operational definition of a variable is the process of expressing the conceptual definition of a variable defined prior to measurement in a more specific form. This is a concept that is directly related to observability, in other

words, measurability in actual testing. Thus, operational definitions are important in that they play a decisive role in the measurement errors in a study. The operational definitions of the variables used in this study are as follows:

### 3.3.1. Operational Definitions of Variables

#### 3.3.1.1. Operational Definition of Individual Value

Based on the scale developed to measure individual value when purchasing kimchi, the reliability and validity were tested by using the index used by Myung (2016), Kim and Lim (2016), Park and Jung (2014), Lee (2010), and Kahle (1983).

As mentioned in literature review, individual value consists of two constructs, internal value and external value. Each question was measured on the Likert 7-point scale (① Strongly disagree. ② Disagree. ③ Somewhat disagree. ④ Neutral. ⑤ Somewhat agree. ⑥ Agree. ⑦ Strongly agree.)

#### 3.3.1.2. Operational Definition of Product Selection Attribute

Based on the scale developed to measure product selection attributes when purchasing kimchi, the reliability and validity were tested by using the index used by Cho (2008), Min (2009), Lee (2010), Lee (2012), Kim, Lee, and Cho (2012), Lee (2014), Chung and Kim (2014), Wu and Lee (2015), and Myung (2016).

As mentioned in literature review, product selection attribute consists of three constructs, quality, brand, and price. Each question was measured on the Likert 7-point scale (① Strongly disagree. ② Disagree. ③ Somewhat disagree. ④ Neutral. ⑤ Somewhat agree. ⑥ Agree. ⑦ Strongly agree.)

#### 3.3.1.3. Operational Definition of Re-purchase Intention

Based on the scale developed to measure re-purchase intention when purchasing kimchi, the reliability and validity were tested by using the index used by Cho and Lee (2011), Choi and Heo (2012), Joo, Lee, and Lee (2012), and Kwon, Lee, and Kim (2013).

As mentioned in literature review, product selection attribute consists of one construct. Each question was measured on the Likert 7-point scale (① Strongly disagree. ② Disagree. ③ Somewhat disagree. ④ Neutral. ⑤ Somewhat agree. ⑥ Agree. ⑦ Strongly agree.)

### 3.4. Composition and Content of the Questionnaire

Variables used in the current study and composition of the questionnaire is as shown in the Table 1.

**Table 1:** Composition of the Questionnaire

Concept	Factor	Questions	Reference
Individual Value	Internal Value	5	Myung (2016), Kim & Lim (2016), Park & Jung (2014), Lee (2010), Kahle (1983).
	External Value	4	
Product Selection Attribute	Quality	4	Myung (2016), Wu & Lee (2015), Lee (2014), Chung & Kim (2014), Kim, Lee, & Cho (2012), Lee (2012), Lee (2010), Min (2009), Cho (2008)
	Brand	4	
	Price	4	
Re-purchase Intention	Re-purchase Intention	5	Kwon, Lee, & Kim (2013), Choi & Heo (2012), Joo, Lee, & Lee (2012), Cho & Lee (2011)
Demographics	Gender, age, family type, education, occupation, monthly income		

In addition, the composition of the questions was confirmed after the modification process to suit this study with the questions tested their reliability and validity in the preceding studies.

### 3.5. Data Collection and Analysis Method

In order to achieve the purpose of the current study, questionnaire was distributed and retrieved to kimchi consumers in Seoul and Gyeonggi Province who were over 20 years old and had purchased kimchi before. Self-reporting survey method was utilized as for the research method.

The survey was conducted from September 1 to September 30, 2019 (about one month), and a total of 500 questionnaires were distributed and 500 were collected and used for empirical analysis. In this study, the data collected from a total of 500 questionnaires were analyzed using the SPSS (Statistical Package for the Social Sciences) 23.0, statistical packages program.

As for the data analysis method of this study, SPSSWIN 23.0, designed to analyze the research data of social sciences, was used. The main statistical analysis methods used in this study were frequency analysis, descriptive statistics analysis, correlation analysis, reliability analysis, validity analysis, and multiple regression analysis. The following are the detailed of the analysis method.

## 4. Empirical Analysis

### 4.1. Demographics of the Sample

The frequency analysis result of sample's demographics is as shown in the Table 2.

**Table 2:** Demographics of the Sample

Classification		Frequency	Percentage
Gender	Male	223	44.6
	Female	277	55.4
Age	20s	93	18.6
	30s	201	40.2
	40s	139	27.8
	50s	55	11.0
	Above 60s	12	2.4
Family Type	1-person household	76	15.2
	Married couple	61	12.2
	Married couple + Children	284	56.8
	Married couple + Children + Parents	44	8.8
	Others	35	7.0
Education	Below Middle School Diploma	2	.4
	High School Diploma	64	12.8
	Bachelor's Degree	362	72.4
	Master's Degree (including some credits)	56	11.2
	Doctorate (including some credits)	16	3.2
Occupation	Administrative	242	48.4



	Sales	39	7.8
	Research	15	3.0
	Construction/Manufacturing	22	4.4
	Specialized job	56	11.2
	Housewife	72	14.4
	Student	19	3.8
	Others	35	7.0
Average Monthly Income	Below 2.5 Million Won	154	30.8
	2.5-3.0 Million Won	75	15.0
	3.0 - 3.5 Million Won	71	14.2
	3.5 - 4.0 Million Won	49	9.8
	4.0 - 4.5 Million Won	66	13.2
	4.5 - 5.0 Million Won	24	4.8
	5.0 - 5.5 Million Won	18	3.6
	Above 5.5 Million Won	43	8.6
Total		500	100.0

## 4.2. Reliability and Validity Analysis of Measured Variables

### 4.2.1. Reliability and Validity Analysis of Individual Value

As a result of the reliability and validity analysis on 9 questions on individual value, two factors were extracted with their Eigen value greater than 1.0 as shown in the Table 3, and each factor was named internal value and external value.

**Table 3:** Result of Individual Value Factor and Reliability Analysis

Factor	Measured Variable	Factor Load Value	Characteristic Value	Variance Explanation Power	Cronbach's $\alpha$
Internal Value	The central value of my life is to gain the peace of mind and to exert my ability to the fullest.	.841	5.389	39.422	.905
	The central value of my life is to lead a pleasant and happy life.	.813			
	I am proud of myself and want to be confident about myself.	.794			
	The central value of my life is to succeed in what I want.	.770			
	The central value of my life is to live an interesting and stimulating life.	.725			

External Value	The central value of my life is having intimate relationship and deep brotherhood.	.843	1.983	31.371	.840
	The central value of my life is being accepted as a necessary being from my family, friends, and society.	.767			
	The central value of my life is to be safe and protected from bad luck and aggression.	.717			
	The central value of my life is to be respected and recognized by others.	.690			
KMO = .918, Bartlett's sphericity = 2712.030, df = 36, p = .000					

\*Factors with Eigen value of greater than 1 were extracted, and cumulative variance explanation coefficient of all factors is 70.793%

With KMO value of 0.918 and cumulative variance explanation coefficient of 70.793%, there is enough explanation power. Also, most of the factors' load value was above 0.5 indicating enough of importance as factors and central relevance. As a result of Bartlett's sphericity testing, approximate chi-square value was 2712.030, and when degree of freedom is 36, probability was 0.000 with its significant level of 5% which means that it is appropriate for factor analysis. Also, as a result of reliability testing, all two factors have Cronbach's  $\alpha$  value of above 0.8 validating measured factors' reliability, and it turned out that there is internal consistency as well.

#### 4.2.2. Reliability and Validity Analysis Product Selection Attribute

As a result of the reliability and validity analysis on 12 questions on product selection attribute, three factors were extracted with their Eigen value greater than 1.0 as shown in the Table 4, and each factor was named quality, brand, price.

**Table 4:** Result of Product Selection Attribute Factor and Reliability Analysis

Factor	Measured Variable	Factor Load Value	Characteristic Value	Variance Explanation Power	Cronbach's $\alpha$
Quality	When choosing kimchi products, I choose nutritious kimchi.	.867	5.040	25.320	.879
	I choose according to the quality ingredients (cabbage, red pepper, green onion, etc.) used in kimchi product.	.867			
	When choosing kimchi products, I choose safe (hygienic) kimchi.	.823			
	I choose the product according to the taste of kimchi (spiciness, sourness, savory, etc.) and freshness.	.794			
Brand	When purchasing kimchi products, I choose products that have personal trust.	.883	2.152	24.899	.893
	When purchasing kimchi products, I choose a famous brand.	.881			
	When purchasing kimchi products, I choose the product according to the country of origin mark.	.844			
	When purchasing kimchi products, I choose a product that I have experienced through	.719			

	the media.				
Price	When purchasing kimchi products, I choose the one with buy one get one deal (1+1).	.820	1.421	21.548	.804
	When purchasing a kimchi product, I carefully check if it is worth the price and choose the product.	.814			
	When purchasing kimchi products, I choose the product when the price is reasonable.	.696			
	When purchasing kimchi products, I use the discount deal to buy kimchi.	.695			
KMO = .847, Bartlett's sphericity = 3371.892, df = 66, p = .000					

\*Factors with Eigen value of greater than 1 were extracted, and cumulative variance explanation coefficient of all factors is 71.767%

With KMO value of 0.847 and cumulative variance explanation coefficient of 71.767%, there is enough explanation power. Also, most of the factors' load value was above 0.5 indicating enough of importance as factors and central relevance. As a result of Bartlett's sphericity testing, approximate chi-square value was 3371.892, and when degree of freedom is 66, probability was 0.000 with its significant level of 5% which means that it is appropriate for factor analysis. Also, as a result of reliability testing, all three factors have Cronbach's  $\alpha$  value of above 0.8 validating measured factors' reliability, and it turned out that there is internal consistency as well.

#### 4.2.3. Reliability and Validity Analysis Re-Purchase Intention

As a result of the reliability and validity analysis on 5 questions on re-purchase intention, single factor was extracted with its Eigen value greater than 1.0 and characteristic value for 3.425. Cumulative variance explanation coefficient is 68.502%, and most of the factors' load value was above 0.5 indicating enough of importance as factors and central relevance.

KMO value is 0.869 showing there is no problem with the selected construct, and as a result of Bartlett's sphericity testing, approximate chi-square value was 1180.911, and when degree of freedom is 10, probability was 0.000 with its significant level of 5% which means that it is appropriate for factor analysis. Also, as a result of reliability testing, Cronbach's  $\alpha$  value is 0.884 validating its reliability.

**Table 5:** Result of Re-purchase Intention Factor and Reliability Analysis

Factor	Measured Variable	Factor Load Value	Characteristic Value	Variance Explanation Power	Cronbach's $\alpha$
Re-purchase Intention	I will buy kimchi products on the market even if people around me advise me to make them myself.	.849	3.425	68.502	.884
	If people around me want some advice on kimchi, I will recommend kimchi products on the market.	.847			
	Even if price of kimchi becomes higher, I will buy kimchi products on the market.	.838			
	I will buy the kimchi products on the market again.	.815			
	I will tell others positively about the kimchi products on the market.	.787			
KMO = .869, Bartlett's sphericity = 1280.911, df = 10, p = .000					

\*Factors with Eigen value of greater than 1 were extracted, and cumulative variance explanation coefficient of all factors is 68.502%

### 4.3. Descriptive Statistics Analysis and Correlation Analysis of Constructs

In the current study, the results of descriptive statistical analysis of measurement variables and a bivariate correlation analysis between each variable based on the data calculated are as shown in Table 6.

**Table 6:** Result of Descriptive Statistic and Correlation Analysis of Constructs

Factors	Mean (SD)	(1)	(2)	(3)	(4)	(5)	(6)
Internal Value (1)	5.28(1.01)	1					
External Value (2)	5.30(.99)	.701**	1				
Quality (3)	5.20(.99)	.680**	.716**	1			
Brand (4)	4.63(1.08)	.365**	.299**	.319**	1		
Price (5)	4.55(.94)	.417**	.320**	.351**	.490**	1	
Re-Purchase Intention (6)	5.04(.96)	.388**	.295**	.403**	.517**	.534**	1

\*: p<.05, \*\*: p<.01

### 4.4. Hypotheses Testing

Based on the results of factor analysis, reliability analysis, and correlation analysis as shown above, the sub-factors of each construct were extracted and hypothesized, and multiple regression analysis was conducted to verify the statistical significance of the hypotheses.

#### 4.4.1. Influential Relationship between Individual Value and Product Selection Attribute (Quality) (H1)

The result of multiple regression analysis to test significantly positive effect of individual value on product selection attribute (quality) is as shown in Table 7. Analysis shows that the regression model has an explanatory power of 57.5% and the regression equation is statistically significant ( $F = 336.485$ ,  $p < .001$ ). As for independent variables, internal value ( $t = 8.531$ ,  $p = .000$ ) and external value ( $t = 11.495$ ,  $p = .000$ ) were shown to have statistically significantly positive effects, adopting all of the hypotheses. Therefore, it is believed that the higher the internal and external values among individual values, the higher product selection attribute (quality) is.

**Table 7:** Relationship between Individual Value and Product Selection Attribute (Quality)

Dependent Variable / Independent Variable	Standard Error	Standardized Regression Coefficient	t-value	p-value	Tolerance Limit	VIF
Dependent Variable: Quality						
(constant)	.169		5.398	.000		
Internal Value	.040	.350	8.531	.000***	.509	1.965
External Value	.041	.471	11.495	.000***	.509	1.965
R <sup>2</sup> = .575, Adjusted R <sup>2</sup> = .573, F = 336.485, df1 = 2, df2 = 497, p = .000, D-W = 1.825						

\*: p<.05, \*\*: p<.01, \*\*\*: p<.001

#### 4.4.2. Influential Relationship between Individual Value and Product Selection Attribute (Brand) (H2)

The result of multiple regression analysis to test significantly positive effect of individual value on product selection attribute (brand) is as shown in Table 8. Analysis shows that the regression model has an explanatory

power of 13.7% and the regression equation is statistically significant ( $F = 39.478, p < .001$ ). As for independent variables, internal value ( $t = 5.242, p = .000$ ) was shown to have statistically significantly positive effect, while external value ( $t = 1.444, p = .149$ ) was shown not to, partially adopting hypotheses. It is due to people's tendency to prioritize internal value than external value, thereby not affecting brand. Therefore, it is believed that the higher the internal value among individual values, the higher product selection attribute (brand) is.

**Table 8:** Relationship between Individual Value and Product Selection Attribute (Brand)

Dependent Variable / Independent Variable	Standard Error	Standardized Regression Coefficient	t-value	p-value	Tolerance Limit	VIF
Dependent Variable: Brand						
(constant)	.262		9.251	.000		
Internal Value	.062	.306	5.242	.000***	.509	1.965
External Value	.064	.084	1.444	.1469	.509	1.965
R <sup>2</sup> = .137, Adjusted R <sup>2</sup> = .134, F = 39.478, df1 = 2, df2 = 497, p = .000, D-W = 1.827						

\*: p<.05, \*\*: p<.01, \*\*\*: p<.001

#### 4.4.3. Influential Relationship between Individual Value and Product Selection Attribute (Price) (H3)

The result of multiple regression analysis to test significantly positive effect of individual value on product selection attribute (price) is as shown in Table 9. Analysis shows that the regression model has an explanatory power of 17.5% and the regression equation is statistically significant ( $F = 38.300, p < .001$ ). As for independent variables, internal value ( $t = 6.623, p = .000$ ) was shown to have statistically significantly positive effect, while external value ( $t = .970, p = .333$ ) was shown not to, partially adopting hypotheses. It is due to customers who pursue internal individual value rather than external individual value would not affect price. Therefore, it is believed that the higher the internal value among individual values, the higher product selection attribute (price) is.

**Table 9:** Relationship between Individual Value and Product Selection Attribute (Price)

Dependent Variable / Independent Variable	Standard Error	Standardized Regression Coefficient	t-value	p-value	Tolerance Limit	VIF
Dependent Variable: Price						
(constant)	.222		10.920	.000		
Internal Value	.053	.378	6.623	.000***	.509	1.965
External Value	.054	.055	.970	.333	.509	1.965
R <sup>2</sup> = .175, Adjusted R <sup>2</sup> = .172, F = 38.300, df1 = 2, df2 = 497, p = .000, D-W = 1.625						

\*: p<.05, \*\*: p<.01, \*\*\*: p<.001

#### 4.4.4. Influential Relationship between Product Selection Attribute and Re-purchase Intention (H4)

The result of multiple regression analysis to test significantly positive effect of product selection attribute on re-purchase intention is as shown in Table 10. Analysis shows that the regression model has an explanatory power of 40.4% and the regression equation is statistically significant ( $F = 111.974, p < .001$ ). As for independent variables,

quality, ( $t = 5.204, p = .000$ ), brand ( $t = 7.363, p = .000$ ), and price ( $t = 7.816, p = .000$ ) were shown to have statistically significantly positive effects, adopting all of the hypotheses. Therefore, it is believed that the higher quality, brand, and price among product selection attribute, the higher re-purchase intention is.

**Table 10:** Relationship between Product Selection Attribute and Re-Purchase Intention

Dependent Variable / Independent Variable	Standard Error	Standardized Regression Coefficient	t-value	p-value	Tolerance Limit	VIF
Dependent Variable: Re-Purchase Intention						
(constant)	.215		6.097	.000		
Quality	.037	.196	5.204	.000***	.848	1.179
Brand	.036	.298	7.363	.000***	.735	1.360
Price	.042	.320	7.816	.000***	.718	1.393
R <sup>2</sup> = .404, Adjusted R <sup>2</sup> = .400, F = 111.974, df1 = 3, df2 = 496, p = .000, D-W = 1.832						

\*:  $p < .05$ , \*\*:  $p < .01$ , \*\*\*:  $p < .001$

#### 4.4.5. Influential Relationship between Individual Value and Re-purchase Intention (H5)

The result of multiple regression analysis to test significantly positive effect of individual value on re-purchase intention is as shown in Table 11. Analysis shows that the regression model has an explanatory power of 15.2% and the regression equation is statistically significant ( $F = 44.520, p < .001$ ). As for independent variables, internal value ( $t = 6.166, p = .000$ ) was shown to have statistically significantly positive effect, while external value ( $t = .774, p = .439$ ) was shown not to, partially adopting hypotheses. Therefore, it is believed that the higher the internal value among individual values, the higher the re-purchase intention is.

**Table 11:** Relationship between Individual Value and Re-Purchase Intention

Dependent Variable / Independent Variable	Standard Error	Standardized Regression Coefficient	t-value	p-value	Tolerance Limit	VIF
Dependent Variable: Re-Purchase Intention						
(constant)	.232		12.976	.000		
Internal Value	.055	.357	6.166	.000***	.509	1.965
External Value	.056	.045	.774	.439	.509	1.965
R <sup>2</sup> = .152, Adjusted R <sup>2</sup> = .149, F = 44.520, df1 = 2, df2 = 497, p = .000, D-W = 1.821						

\*:  $p < .05$ , \*\*:  $p < .01$ , \*\*\*:  $p < .001$

## 5. Conclusion and Suggestions

The current study revealed the causal relationship and established interrelationship among individual value, product selection attribute, and re-purchase intention of kimchi, which is known to be very useful in analyzing consumer behavior. Based on these findings, the current study aims to maximize profits through changes in the

management strategy of Korea's kimchi industry and to help develop marketing and service strategies by providing basic data for the competitive advantage of the kimchi industry.

In order to achieve the purpose of this study, questionnaire was distributed and retrieved to kimchi consumers in Seoul and Gyeonggi Province who were over 20 years old and who had purchased kimchi before. The method of study was self-reporting survey. The survey was conducted from September 1, 2017 to September 30, 2017 (about one month), and a total of 500 questionnaires were distributed and 500 were collected and used for empirical analysis. The summary of the analysis results are as follows.

First, as a result of analysis on effect of individual value on product selection attribute (quality) as in H1, explanatory power of independent variable on dependent variable was 57.5% with its adjusted  $R^2 = 0.573$ , and sub-factors of individual value, internal value ( $t = 8.531$ ,  $p = .000$ ) and external value ( $t = 11.495$ ,  $p = .000$ ) had significantly positive effect. Second, as a result of analysis on effect of individual value on product selection attribute (brand) as in H2, explanatory power of independent variable on dependent variable was 13.75% with its adjusted  $R^2 = .0134$ , and internal value ( $t = 5.242$ ,  $p = .000$ ), a sub-factor of individual value, had a significantly positive effect, while external value ( $t = 5.242$ ,  $p = .000$ ) did not. Third, as a result of analysis on effect of individual value on product selection attribute (price) as in H3, explanatory power of independent variable on dependent variable was 17.5% with its adjusted  $R^2 = 0.172$ , and internal value ( $t = 6.623$ ,  $p = .000$ ), a sub-factor of individual value, had a significantly positive effect, while external value ( $t = .970$ ,  $p = .333$ ) did not. Fourth, as a result of analysis on effect of product selection attribute on re-purchase intention as in H4, explanatory power of independent variable on dependent variable was 40.4% with its adjusted  $R^2 = 0.400$ , and sub-factors of product selection attribute, quality ( $t = 5.204$ ,  $p = .000$ ), brand ( $t = 7.363$ ,  $p = .000$ ), and price ( $t = 7.816$ ,  $p = .000$ ) had significantly positive effect. Fifth, as a result of analysis on effect of individual value on re-purchase intention as in H5, explanatory power of independent variable on dependent variable was 15.2% with its adjusted  $R^2 = 0.149$ , and internal value ( $t = 6.166$ ,  $p = .000$ ), a sub-factor of individual value, had a significantly positive effect, while external value ( $t = .774$ ,  $p = .439$ ) did not.

The implications of the current study are as following:

The following are academic implications. First, as a result of analysis on effect of individual value on product selection attribute (quality) as in H1, internal value and external value had significantly positive effect. As a result of analysis on effect of individual value on product selection attribute (brand) as in H2, internal value had a significantly positive effect, while external value did not. As a result of analysis on effect of individual value on product selection attribute (price) as in H3, internal value had a significantly positive effect while external value did not. This shows that in the preceding study, between individual value and product selection attribute, customers were more interested in price than product's quality (taste, nutrition, freshness, high-quality food ingredients) and brand as shown in the by Myung (2016), Wu and Lee (2015), Shim and Kim (2008), and Lee (2007). In particular, as reflecting modern life, it was analyzed that consumers aiming for individual value have a greater impact on prices than on quality and brand.

Second, as a result of analysis on effect of customer's product selection attribute on re-purchase intention as in H4, quality, brand, and price had a significantly positive effect. As studies by Jung and Kim (2014), Myung (2016), and Wu and Lee (2015) revealed in the preceding study, due to excessive competition in the kimchi industry, it is believed that quality and brand have been standardized. In particular, taste freshness of kimchi, high-quality ingredients, nutrition, and safety (sanitary) are thought to have already been uniformed in the kimchi industry. In addition, brands, trust, and country of origin mark have become more generalized, now survival is possible only through price competition.

Third, as a result of analysis on effect of individual value on re-purchase intention as in H5, internal value had a significantly positive effect while external value did not. As Chang and Wildt (1994), Kim and Oh (2002), and Lee (2007) showed in preceding studies, pursuit of substance, which is a propensity for consumption, had the greatest impact on trust and health. In particular, consumers who value their own feelings and pursue them have a greater impact on their re-purchase intention.

The following are practical implications. First, through the current study, it is necessary to develop products that reflect the diversity of healthiness that can increase the value by identifying the individual value that consumers are aiming for. With the slogan "products made from organic and pollution-free ingredients" considering health, which is a trend, companies should focus on promoting healthy brand image strategy. Second, it should also be made to enhance individual value of consumers in packaging or gift-wrapping paper with the origin of each ingredient and nutritional facts so that customers can easily understand it. Third, the price range of kimchi products currently on sale is not as diverse as other products, so packing them in small packages or sell them in batches of various kinds, will increase customers' re-purchase intention. Fourth, due to excessive competition, the quality has been uniformed because it is produced by OEM method. However, the price should be emphasized because a price range that is

accessible to customers can further increase their re-purchase intention. Fifth, as kimchi manufacturing is subdivided into new industries, it will be able to contribute to the establishment of new target markets and marketing strategies tailored to changes in the kimchi industry.

The current study has the following limitations and suggestions for future studies.

Firsts, the current study was conducted on consumers in Seoul and Gyeonggi Province purchasing kimchi and failed to conduct an empirical survey on kimchi consumers nationwide. In particular, there is a limit to generalizing with some local restrictions due to time constraints.

Second, most of the measurement tools and prior research on individual value are referred to in foreign literature, so the values of Korean consumers and their thoughts on individual values may not be emotionally compatible. Therefore, it is necessary to develop a value scale according to values, lifestyles, and cultures of Korean.

In the future, follow-up research is needed by developing measuring tools for individual values that suit the actual conditions of consumers in Korea.

Third, this study only studied ordinary kimchi consumers, and the limitation is that it failed to study producers and sellers. Therefore, it is believed that further research will be needed so that general consumers, producers, and sellers can be studied in parallel and present it as a practical marketing method.

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