

The influences of the characteristics of internet shopping malls and the traits and purchase intent of users involved in E-commerce

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Abstract

This study is designed to collaboratively investigate the influences of the characteristics of Internet shopping malls and the shopping traits of their users involved in e-commerce on shopping intention. With this in mind, the researchers take a look at the influences of such features of shopping malls on the web as the quality of the system, customer-support service, shopping-mall perception and security, the users' propensity to pursue pleasure and pragmatic interest on shopping intention. The study shows that all the variables suggested here have an influence on the purchase intent of Internet shopping-mall users. That is, this study cannot analyze how the purchase intent of the customers with regard to the features of Internet shopping malls has changed. Therefore it is necessary to conduct procedural researches taking longitudinal studies into consideration.

Keywords : Quality of System, Customer Support Service, Security, Purchase Intent.

JEL Classifications : C12, D33, M31, L22

I. Introduction

Today's Internet has brought about as great a change in the industrial structure and commerce as did the Industrial Revolution. The Internet has not only provided us with global networks linking every part of the world but has also created an information-sharing space transcending the concept of time and space. The Internet serves as a vast marketplace attracting over 130 million and everyone wishes to do business with the customers of this huge market. E-commerce has been revolutionizing traditional forms of commerce and along with the rise of the internet; e-commerce has risen to prominence.

E-commerce is classified into the following four categories in

terms of 1) economic subjects including electronic communication media or enterprises; 2) individuals and information; e-commerce between enterprises and enterprises; 3) e-commerce between enterprises and government; 4) e-commerce between individuals and enterprises; e-commerce between individuals and governments. E-commerce can further be divided into the following in accordance with the kinds of electronic communication media; PC-based on-line homeshopping, or EDI (electronic data interchange), and web-based electronic/cyber shopping malls. E-commerce can also be grouped into inter-organizational e-commerce and customer-oriented e-commerce in accordance with the characteristics of economic subjects engaged in commerce (Kalakota and Whinston, 1997). Customer-oriented e-commerce relates to electronic commerce between enterprises and customers.

The acceleration of Internet use has caused home shopping and home banking to grow by leaps and bounds. The established commerce can be referred to as real field purchase whereas e-commerce can be referred to as commerce transacted in cyber space. E-commerce is offering a new environment of transaction distinguished from the traditional way of business. It is necessary that research looks not only on the technical sides such as at computers and networks, but also at the human aspect of e-commerce. Researchers should investigate the cognitive and psychological habits of human beings with a view to carrying out e-commerce in an effective fashion. In other words, there is a need for investigating customers' attitudes toward the spread of e-commerce and its inhibiting and facilitating factors.

Internet shopping malls are places where a number of stores wishing to sell products converge and are classified on the Internet with the intent of business. These shopping malls are characterized by an ability to surpass the limits of time, distance and space. As they find it easier to access target groups, they can enhance customer satisfaction by offering differentiated services and even engaging in mutual customer and enterprise communication. Other than that, e-commerce helps reduce the stages of logistics and form a market capable of responding to the needs of the customers faster.

Accordingly, this study is aimed at uncovering strategic clues on how enterprises can improve customers' purchase intent. This will be achieved by collaboratively looking at;

1. the influence of supplier characteristics of Internet shopping malls such as the quality of the system, customer-support service, shopping mall perception and security
2. user traits such as hedonism as well as practical pursuit traits on user intention in Internet shopping malls based on precedent research

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In this context, we survey the established research literature on this subject and look into factors that companies should provide for the good of the use and spread of ever-growing e-commerce, all this with a view to drawing significant variables from the customers to ultimately make a purchase.

II. Theoretical Backgrounds

1. The Quality of the System

Internet shopping malls depend, by nature, heavily on the system of companies in terms of service offers. The system of Internet shopping malls should be equipped with high-quality performance capable of dealing effectively with the needs of customers when they go on-line.

Standards related to the system among standards designed to evaluate the e-commerce web are summarized as follows. They should evaluate smooth access to information and its comprehensible presentation as well as quick loading time and the availability and performance of the system regardless of geographic locations. According to Jarvenpaa & Todd(1997), research on customer response to web shopping include the following; they mention that good care should be taken of access and response time in order to save time, to make it easy to shop, to retrieve desired goods and service and to help the customers to obtain necessary information. They say that the customers should, in the case of shopping malls, receive assistance to move to wherever they want. Investing the value of Internet purchase, they group it into 25 categories, which include ease of use and access to information.

Westbrook (1979) in analyzing factors of retail stores that enable customer satisfaction, says that the capacity of store environment and assistance in locating goods play a key role.

When measuring the factors of positive responses to shopping malls, he uses such items as the ease of movement to a certain place and the convenience of general surfing in terms of the arrangement of shopping malls. Now that the system of the shopping malls serves as employees, the problem lies with the capacity of the system to provide the Internet users with enough support.

DeLone & Mclean(1992) group the success measures of MIS (management information system) into six categories, among which the measures used to evaluate the quality of the system include ease of use, convenience of access, system reliability, and response time. This study refers to ease of use and convenience of access as convenient access, basing the evaluation of the system of Internet shopping mall service on the following: whether the system of the shopping malls help provide the customers with convenient access to where they want to go; whether the system is working in a way reliable to the customers; whether the system is working quickly.

2. Customer-support Service

Selz & Schubert(1998) point out that even if the marketing support and special marketing programs of enterprises are playing a piv-

otal role in the speed of spreading process, precedent studies have ignored the relationship between the marketing support of enterprises and their marketing spread. Yet, the business of Internet shopping malls falls under the business of service. The customers' demand for enterprises is on the rise, and the enterprises are trying to gain a competitive advantage over others. If the enterprises are to have the customers return and form communities, they need to manage their relationship with the customers on a continuous basis and give thoughtful consideration to them.

Things related to customer support service among standards for assessing the webs for e-commerce can be summarized as follows. Access possibilities such as help desks, FAQs, e-mails, feedback response time, should be evaluated. Their e-commerce web pages should be customized in accordance with customer profiles based on methods such as offering personalized starting pages or providing certain customer groups with special services and the sides of makeup possibilities including easy-to-use carriage functions are to be evaluated.

Jarvenpaa & Todd(1997)mention that coincidence with customers' life styles or their desired ways of shopping, responses to questions based on e-mails or chatting functions and understanding and controlling the needs of individual customers are also important with regard to purchase intent. In regard to the level of customer support service, Keeney's research includes individual exchange in one category. His study on loyalty toward supermarkets includes items in relation to individualized interest in the customers, understanding their needs and the will to assist them in the measurement of the general quality of service rendered by persons working with the customers, customer-oriented stores and kind and immediate service.

All in all, the customer-support service aspects of Internet shopping malls include the degree of having service personalized, the degree of understanding and taking an interest in the needs of each customer and the degree of supporting communication between customers and customers or communication between customers and shopping-mall managers.

3. Shopping-mall Recognition

Internet shopping malls enjoying high recognition can exert more direct influences on the formation of customers' confidence than their counterparts just like brand recognition based on traditional concepts. According to the latest findings, factors giving web visitors confidence turn out to include brand names, searching, satisfaction, contents, updated skills, guaranteeing transaction safety and logos, among which brand names are the most important factor of all. Cheskin Research says that, as not only a company's products but also other companies' products are simultaneously supplied in a shopping-mall site, it is hard to take into consideration the consistent connection between products and the company. Therefore this study focuses on the customers' perception of companies setting up shopping mall sites, which is expected to have a positive influence on the general confidence and satisfaction in the site as it is closely related to public trust in the companies terms of their brand.

Rossite and Percy state that brand recognition relates to a brand

being known to the customers and the extent to which they can discern it from others. In fact, the customers seldom make a decision over the purchase of a product when they fail to recognize its brand and it is very hard to understand the advantage or merits of a new product when the brand name is not perceived. That is why brand recognition is of great significance.

In this study, shopping mall recognition is connected with the degree of knowing the shopping mall site, the degree of knowing the URL of the shopping mall website, the degree of discerning it from others and the degree of the site being known to people.

4. Security

Security has emerged as one of the most important problems facing the Internet in relation to the personal information of individual customers provided in availing themselves of Internet shopping malls and the system of settlement after the purchase of service. Security relates to the safety of personal information. And it turns out that the majority of potential customers avoid Internet shopping due to a possibility that their personal information will be leaked. Consequently, a number of Internet companies are investing in solving the problem of security in Internet shopping.

Alice(1998) insists that whether the counterpart of transaction is real and whether a person with whom to enter into business is identical to the holder of a title deed should be confirmed, adding that it is necessary to come up with measures to enhance confidence and safety related to the contents of business with the person concerned and that activating e-commerce will be out of the question unless such measures are institutionally established. Steinfeld(1999) attributes one of the reasons why customers don't make use of e-commerce is due to a lack of security. The survey on the issue has with it the perfect score of each field amounting to 100 percent. Insecurity of on-line credit card business accounts for 97 percent, followed by a desire to see products before a purchase (53%), being unable to converse about a purchase (18%), being unable to obtain adequate information on products (16%), lengthy proceedings (11%), being forced to download special software (11%), and finding it hard to look into websites (10%).

The findings above suggest that risk perceived by customers won't decrease and e-commerce transactions won't increase until e-commerce shopping malls, in possession of the personal information of their customers, do not exploit customer and business information, with the exception of using this information for transactions. It also suggests that customers need to come to a point where they thoroughly trust the security of their personal information.

5. Hedonistic Pursuit Traits

Customers shop not only to gather information on products and service and subsequently make a purchase, but also to satisfy experiential and emotional needs (Hirschman and Holbrook, 1982). In the cyber environment, customers make use of shopping malls not only for practical purposes but also for hedonistic reasons. Pleasure, value, subjective and personal value, originate in amusement and excitement.

Accordingly pleasure value reflects the potential entertainment and value of a purchase act. The purchase act can occur by chance and pleasure value can be gained by a simple buying process devoid of a real purchase. Such pleasure value reflects the potential entertainment and emotional value of shopping, and pleasurable joy can have an influence on individual satisfaction. Guiltinan and Joseph(1989) says that pleasurable value is to be provided by enabling the customer to enjoy the convenience of products.

6. Practical Pursuit Traits

According to Sherry, the practical consumptive behavior of customers has been explained as a rational purpose related mainly to a task. Their practical pursuit traits are an intentional purchase of products, being connected with the task and coming from a rational purchase. These tendencies may result from customers gathering information on the basis of their obvious needs. Therefore the tendencies are related to a purchase behavior in the form of 'work' or 'job' and so on. The customers come to feel happy when achieving what they want in such a purchase behavior. Perceived tendencies to practical shopping vary in accordance with the failure or success of achieving consumer needs. In short, buying products or services can be referred to as successful shopping only when such an act satisfies consumer needs. This means that the customers' practical pursuit traits relate to making a purchase of effective products after due consideration when they make use of Internet shopping malls (Hirschman and Holbrook, 1982).

7. Purchase Intent

Maintaining transactions with existing customers is more effective, than attracting new customers and converting the customers of rival companies into its customers. In terms of effort and expense maintaining customer relations has a more positive influence on the creation of profits for an enterprise; Customers' favorable purchase intent can be looked upon as a sign of customer maintenance whereas customers' unfavorable purchase intent a sign of dwindling customer care (Zeithaml et al, 1996). As directing the purchase intent in a way favorable to Internet shopping mall enterprises is of great importance, they should take proper interest in the purchase intent of their customers.

III. Formulation of Hypotheses

1. The Influences of the Features of Internet Shopping Malls on Purchase Intent

In terms of customer demand, Internet shopping malls depend heavily on the system of enterprises with regards to service delivery and should thus be equipped with system performance strong enough to deal effectively with the needs of their customers when they are on-line. The supply of functions which enable the customers to more

effectively search for desired information will save shopping time and make it easy to do their shopping, leading to increased purchase by users.

The enterprise of Internet shopping malls belongs to the service industry. As the demand by customers for Internet shopping malls is on the increase, the need to continuously manage customer relationships is also rising.

Jarvenpaa and Todd(1997)state that if there is a parallel between customers shopping habits and customer care (such as responses to questions via e-mail or chatting functions and capacities to understand and control the needs of individual customers are excellent), customer satisfaction will increase. To this extent, a number of services supporting Internet shopping malls will need to exert a positive influence on the purchase intent of users.

Internet shoppingmalls with high recognition will have a more direct influence on building the confidence of the customers than those without such recognition. A recent study shows that factors giving confidence to web visitors includes brand names, search, satisfaction, contents, updated technology and logos guaranteeing the safety of transaction and that brand names are of the most importance. The customers' recognition of enterprises operating on shopping mall sites is related to public trust, having a positive influence on the general confidence and satisfaction of the site and it is expected to have a favorable influence on real purchases. If Internet transactions are unfamiliar to customers and business parties are located in different places, security or the problem of minimizing the risk perception of the customers comes naturally to the fore as one of the important issues.

Sharma and Patterson (1999) show that minimizing potential loss on the customers side will lead to public confidence. Therefore to guarantee the safety of transactions based on Internet shopping malls and to positively work out problems when they come to pass is to improve the use of the Internet shopping malls.

All in all, the characteristics of the Internet shopping malls are expected to have a direct influence on the purchase intent of the users. So the researchers have come up with the following hypotheses.

H1 : The features of Internet shopping malls will influence purchase intent.

H1-1 : The quality of the system of the Internet shopping malls will influence purchase intent.

H1-2 : The customer-support service of the Internet shopping malls will influence purchase intent.

H1-3 : The recognition of the Internet shopping malls will influence purchase intent.

H1-4 : The security of the Internet shopping malls will influence purchase intent.

2. The Influences of the Shopping Traits of the Users of Internet Shopping Malls on Purchase Intent

Considering the research provinces of customer behavior, the users' pursuit traits are to be accessed from the aspects of practical pursuit traits and hedonistic pursuit traits. The Internet shopping malls of enterprises do not simply consist of product advertisements. They also

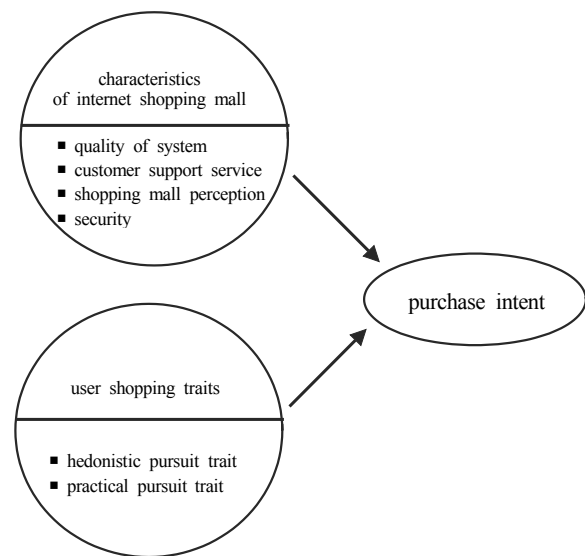
consist of pleasurable conveniences such as elaborate web design, diverse images and sounds, Internet games and a variety of linking services in addition to such practical conveniences such as information on variant enterprises, products and technology. With this in mind, the customers pay a visit to the web sites. With this in mind, researchers have formulated the following hypotheses.

H2 : The pursuit intent of the users of Internet shopping malls will influence their purchase intent.

H2-1: Hedonistic pursuit traits will influence the purchase intent of the users of Internet shopping malls.

H2-2 : Practical pursuit traits will influence the purchase intent of the users of Internet shopping malls.

This study has designed the following research model with a view to grasping what influences the features of Internet shopping malls and their users' pursuit traits in e-business exert on purchase intent.



<Figure 1> Research Model

IV. Research Methods

1. Subjects and Samples

The major subjects of this study are made up of the staff of the electronic offices within the distribution complexes of Taegu, programmers working for information system firms, university professors and instructors specializing in computer, electronic engineering and EDPS, including undergraduates which occupy a large portion of the samples. The subjects include university researchers and business buyers frequenting airports, which the researcher conducted a questionnaire research through direct interviews, within the period July 15, 2011 to August 24, 2011. The researchers and four part-time undergraduates worked with subjects who have experience purchasing products from Internet shopping malls. A total of about 250 subjects responded to the questionnaires, among which a total of 236 copies

were selected for the analysis of this study with the exception of those whose responses were insincere and those who have no experience of purchasing from Internet shopping malls. Table 1 shows the characteristics of the respondents.

<Table 1> The General Characteristics of the Subjects

Demographic Feature		Number of samples	Ratio(%)
Sex	Male	132	56.1
	Female	104	43.9
	Total	236	100
Age	Teens	6	2.5
	Twenties	130	55.1
	Thirties	59	25.0
	Forties	35	14.8
	Fifties	6	2.5
	Total	236	100
Academic Background	High School Graduates	45	19.1
	Undergraduates	87	36.9
	College Graduates	81	34.3
	Graduates and Higher Schooling	23	9.7
	Total	236	100
Job	Specialist	30	12.7
	Company Employee	23	9.7
	Government Employee	13	5.5
	Independent Businessman	8	3.4
	Student	85	36.0
	Faculty(Professor, Instructor)	64	27.2
	Housewife	10	4.2
	Others	3	1.3
	Total	236	100
Average Monthly Income	Less than ₩ 1 Million	122	51.7
	More than ₩ 1 Million	75	31.8
	More than ₩ 2 Million	28	11.9
	More than ₩ 3 Million	9	3.8
	More than ₩ 4 Million	2	0.8
	Total	236	100
Internet -using Time (Weekly)	Less than 1 Hour	4	1.7
	More than 1 Hour	34	14.4
	More than 3 Hours	76	32.2
	More than 5 Hours	55	23.3
	More than 10 Hours	43	18.2
	More than 20 Hours	24	10.2
	Total	236	100
Products in Use	Book	75	31.8
	Record(CD included)	78	33.1
	Game S/W	27	11.4
	Performance Ticket	24	10.2
	Others	32	13.6
	Total	236	100

2. The Operational Definition and the Measuring Methods of Variables

2.1. The Quality of the System

This study selectively uses as an evaluative attribute the extent of the system of the shopping malls being effectively operated in rendering service to the customers. For example, a three-question five-point scale is introduced to measure the rapidity degree of the shopping-mall system's operation, the degree of the system supporting the customers' ease of access to the site they prefer, and the degree of the reliability in operation of the shopping-mall system.

2.2. Customer Support Service

This study selectively uses as an evaluative attribute the degree of the shopping malls supporting individual customers. For example, a three-question five-point scale is introduced to measure the degree of personalized shopping-mall service, the degree of understanding and taking an interest in the needs of individual customers and the degree of supporting communication between customers and customers and communication between customers and employees.

2.3. Shopping-mall Recognition

Shopping-mall recognition is defined as the extent of the customers' recognition of Internet shopping malls and their reputation and three measuring items are introduced to measure shopping-mall reputation on the basis of measuring items used in Keller's study. Five-point scale is used to measure the extent of knowing shopping-mall sites, the extent of discerning them from other shopping-mall sites, the extent of shopping-mall sites being know to people and the extent of the reputation of shopping malls.

2.4. Security

Security is defined as the extent of the customer's belief in regard to the leakage of customers' information, and it is measured on the basis of three measuring items used in the research of Alice(1998). Five-point scale is utilized to measure the extent of guaranteeing the prevention of leaking personal information, the extent of guaranteeing the problems of security accompanying the purchase of products and the extent of guaranteeing the reliable of delivery of ordered products.

2.5. Hedonistic Pursuit Traits

The hedonistic pursuit traits of the user of Internet shopping malls are defined as the perception of entertainment such as the amusement and interest of shopping in relation to shopping experiences. They are measured on the basis of three measuring items utilized in the research of Barbin, Darden and Griffin. A five-point scale is used for measurement on the basis of the following: the shopping experience was pleasant; examining information on shopping malls is amusing; spending time at shopping malls was more amusing than other things in daily life.

2.6. Practical Pursuit Traits

Practical pursuit traits is defined as a shopping act caused by rational necessity in relation to a task and they are measured on the basis of three measuring items used in the research of Barbin and Darden(1995). They are measured with a five-point scale on the basis of the following: what is desired is achieved by this shopping experience; the article that I want is discovered.

2.7. Purchase Intent

Purchase intent relates to customers' predicted or planned behavior and it is defined as a possibility of beliefs and attitudes being converted into acts. This is measured on the basis of measuring items utilized in the study of Engel, Blackwell and Miniard(1986). A five-point scale is used to measure purchase intent including the intent of purchasing products or services on the Internet.

3. Analyzing Methods

The researchers conducted a factor analysis and a reliability analysis, making a multiple regression analysis for the purpose of testing the propriety and reliability of each question in the questionnaire.

V. Findings

1. The Evaluation of Measuring Scales

First of all, a component analysis was conducted to test the validity of measuring items by research unit. A searching component analysis was conducted in accordance with a maximum likelihood method based on varimax rotation based on a principal component analysis. In Bagozzi(1999)research, component loading value as an evaluative standard is fixed at more than 0.3 and the variance extracted as another evaluative standard is fixed at more than 0.5. A component analysis of the whole measuring item was conducted with the view of ascertaining what components comprise the contents of whole composition concepts. As you can see in <Table 2>, the features of Internet shopping malls, the shopping traits of the users, and their purchase intent are divided by each level. The findings based on the analysis of all measuring items show that they are loaded with components whose eigen value is more than 1 and that discriminate validity is secured in that each measuring item is loaded in components representing the concepts of relevant researches and that the construct validity of measuring items by each research concept is confirmed.

The findings based on the analysis of components show that there is no deleted item and Cronbach's α was calculated so as to look into the inner consistency of items. As <Table 2> shows, the findings of the reliability analysis indicate that there is no item which degrades reliability and that reliability is high when its value is between 0.7025 and 0.8982. According to Nunnally, α coefficient needs more than .60 generally and measuring variables can be judged to have high inner consistency and the reliability of scales can be seen to be acknowledged.

<Table 2> Component Analysis and Findings of Reliability Analysis by Research Concept

Research Concept	Comp. 1	Comp. 2	Comp. 3	Comp. 4	Comp. 5	Comp. 6	Reliability Coefficient α
System Quality	.821 .802 .793						.8982
Customer Support Service		.834 .876 .760					.8324
Shopping mall Recognition			.616 .733 .726				.7548
Security				.763 .737 .802			.7025
Hedonistic Pursuit Trait					.723 .848 .804		.7948
Practical Pursuit Trait						.756 .848 .804	.7250
Eigen value	5.108	4.672	4.145	3.960	3.696	2.975	
Ratio(%)	17.026	15.572	13.816	13.205	12.320	10.526	

2. The Results of Hypothesis Tests

The suggested hypotheses can be expressed with the following equations. These equations are estimated by ordinary least squares, and the statistic test of each hypothesis is given by the size of beta coefficients (t statistic volume). $Purchase\ Intent = \beta_0 + \beta_{11}System + \beta_{21}Service + \beta_{31}Recognition + \beta_{41}Security + \beta_{21}Hedonistic\ Trait + \beta_{22}Practical\ Trait + \epsilon_1$

Condition numbers and variance inflation factors (VIF) are evaluated by a multiple regression analysis so as to test the existence of multicollinearity. The former shows the degree of multi-collinearity in the multiple regression analysis. According to the study of Besley, Kuh and Welsh(1980)the condition numbers which are over 30 show the existence of serious colinearity. VIF is another method of testing colinearity. VIF measures how inflated the variance of regression coefficients is in comparison with when independent variables are not related with each other. What is over maximum VIF 10 is regarded as a sign of colinearity influencing estimated value excessively. The multiple regression analysis of this study shows that the biggest condition number and variance inflation factor are 13.023 and 1.193 respectively, which means that collinearity is not a big problem of conducting a multiple regression analysis. The results of the test using the multiple regression analysis are summarized in <Table 3>.

As <Table 3> shows, R^2 Value turns out to account for 0.528(F value: 25.313, $p=0.00$). This means that the regression expression or the research model accounts for 52.8 percent of the whole variance.

<Table 3> The Results of the Regression Analysis of the Purchase Intent of the Users of Internet Shopping Malls

Name of Independent Variable	Beta	t Value	Relevant Hypothesis	Adoption or Rejection
Quality of System	.278	5.15**	H1-1	Adopted
Customer Support Service	.166	3.40**	H1-2	Adopted
Shopping-mall Perception	.203	4.20**	H1-3	Adopted
Security	.173	2.78*	H1-4	Adopted
Hedonistic Pursuit Trait	.205	3.87**	H2-1	Adopted
Practical Pursuit Trait	.185	3.06*	H2-2	Adopted
R2	.528			
F	25.313			
p	.000			

* p< .01 ** p< .001

And the significant level amounts to $p = .000$, the whole model is judged to be very fit for explaining purchase intent. The findings of the analysis support all the formulated hypotheses.

The findings of the corroborative analysis of H1-1 "The quality of the system will have a positive influence on purchase intent" shows that β coefficient stands at .278 with its t value amounting to 5.15 and that it is significant at the reliability level of 0.001%, having the hypothesis adopted.

The findings of the corroborative analysis of H1-2 "Customer support service will have a positive influence on purchase intent" shows that β coefficient stands at .166 with its t value amounting to 3.40 and that it is significant at the reliability level of 0.001%, having the hypothesis adopted.

The findings of the corroborative analysis of H1-3 "Shopping-mall recognition will have a positive influence on purchase intent" shows that β coefficient stands at .203 with its t value amounting to 4.20 and that it is significant at the reliability level of 0.001%, having the hypothesis adopted.

The findings of the corroborative analysis of H1-4 "Security will have a positive influence on purchase intent" shows that β coefficient stands at .173 with its t value amounting to 2.78 and that it is significant at the reliability level of 0.01%, having the hypothesis adopted.

The findings of the corroborative analysis of H2-1 "Hedonistic pursuit traits will have a positive influence on purchase intent" shows that β coefficient stands at .205 with its t value amounting to 3.87 and that it is significant at the reliability level of 0.01%, having the hypothesis adopted.

The findings of the corroborative analysis of H2-2 "Practical pursuit traits will have a positive influence on purchase intent" shows that β coefficient stands at .185 with its t value amounting to 3.06 and that it is significant at the reliability level of 0.01%, having the hypothesis adopted.

The findings of examining the relative size of β value to figure out relative influences on purchase intent in using Internet shopping malls show that the quality of the system and shopping-mall perception have the greatest influences on the purchase intent of the users. That

is, it is shown that the design of the system enabling the customers to easily and quickly search product information or results exerts an important influence on the purchase intent of the users of Internet shopping malls. And shopping mall perception is shown to have another important factor which can enhance the safety of transaction under the cyber environment whose reliability and security are serious. Pertinent enterprises should deeply examine how to work out the problems of transaction safety and system security for the users of Internet shopping malls and what to do lest they feel bored or tired while doing their shopping. That is, it is necessary to rapidly respond to the needs of the customers, to take an individual interest in them and to have a proper understanding of their demand. The findings indicate that both hedonistic pursuit traits and practical pursuit traits have a positive influence on the purchase intent of the users of cyber shopping malls.

VI. Conclusion

1. The Summary of Findings and implications

As the IT industry advances, e-commerce is quickly spreading and developing. The results of investigating precedent studies designed to find out what influences the purchase intent of the users among the major factors of e-commerce show that in terms of the features of shopping malls, the quality of the system, customer support service, shopping-mall perception and security have an influence on purchase intent. It also showed that in terms of the shopping traits of the users, hedonistic pursuit traits and practical pursuit traits influence purchase intent. This study is designed to grasp what variables influence the purchase of the users of Internet shopping malls and to help the enterprises to establish effective marketing strategies aimed at overcoming their obstacles. The analysis indicates that all the variables have a very great influence on the purchase intent of the users.

The Internet shopping-mall service firms can grope for improving measures in a way that the features of their shopping malls are improved. For example, they should be equipped with the specifications of the system enabling a number of users to be connected to their sites anytime so as to improve the qualitative level of the system. And they should do their best to provide users with convenience by providing hitch-free hyperlinks and various search functions. They should furnish their systems with functions that assist their customers easily in differentiating their shopping malls from others. They should try to impress the Internet users with the help of repetitive advertisements and various events in order to enhance shopping-mall perception. They should make sure that personal information related to transactions will not be leaked and allows customers to put their trust in e-commerce. They should stipulate provisions regarding after services including return and punctual deliveries. They should introduce themselves in a way that the customers put trust in them, working out any purchase-related problems with sincerity. They should quickly respond to the requests of the customers through e-mail and chatting, so as to enhance the level of offering care to customers. In short, they should show a will to take an individual in-

terest, to understand and to help the customers. So as to activate communities, the firms should give aggressive support to their customers so that they may promote mutual friendship and share information and in so doing encourage purchases intent.

2. Limits and Discussions

This study is designed to collaboratively analyze the influences of the features of Internet shopping malls and shopping traits on purchase intent. This will hopefully contribute to the establishment of specific marketing policies on the Internet. As this research is subjected to the following limitation and tasks first in the limits in terms of the selection of its samples, it is too restrictive to generalize since its customers are from limited areas. Therefore it is necessary to try to enhance the precision of the study by securing far-reaching samples.

Second, the problem is related to the measuring tools of each variable. The core of this study has limitations in measuring the features of e-commerce and the characteristics of the suppliers. In reality, this study is based on measuring items whose validity and reliability are acknowledged in precedent researches, transforming their expression or composition and designing measuring instruments in a new fashion. So it is necessary that more thorough tests on questionnaire items be given. Though this fact can be accepted to a degree in that this study is not designed to develop questionnaires, but to make a searching research, it is necessary that more sophisticated and precise variables and questionnaires be developed.

Third, this study is affected by the limitations of a transactional research design. The transactional research can grasp the relationship between composition concepts, but cannot conduct an analysis according to the lapse of time. That is, this study cannot analyze how the purchase intent of the customers with regard to the features of Internet shopping malls has changed. Therefore it is necessary to conduct procedural researches taking longitudinal studies into consideration.

Received: June 01, 2012.

Revised: August 18, 2012.

Accepted: August 20, 2012

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