[Transaction]

Criteria of Evaluating Clothing and Web Service
on Internet Shopping Mall Related to Consumer Involvement

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인터넷 쇼핑몰 이용자의 소비자 관여에 따른
의류제품 및 웹 서비스 평가기준에 관한 연구

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Abstract

Rapid development of the information technology has influenced on the changes in every sector of human environments. One prominent change in retail market is an increase of electronic stores, which has prompted practical and research interest in the product and store attributes that include consumer to purchase products from the electronic shopping. Therefore many marketers are paying much attention to the criteria of evaluating clothing and web service on internet shopping malls. The purpose of this study is to examine differences of clothing and web service criteria of consumer groups (High-Involvement & High-Ability, Low-Involvement & High-Ability, High-Involvement & Low-Ability, and Low-Involvement & Low-Ability) who are classified into consumer involvement and internet use ability. The subjects of this study were 305 people aged between 19 and 39s, living in Seoul and Gyeonggi-do area, and having experiences in buying products on the internet shopping. Statistical analyses used for this study were the frequency, percentage, factor analysis, ANOVA and Duncan test. The results of this study were as follows: Regarded on the criteria of evaluating clothing, the four different groups had significant differences in the esthetic, the quality performance and the extrinsic criterion. Both HIHA group and HILA group showed the similar results. They considered every criterion of evaluating clothing more important, compared with other groups. Regarded on the criteria of evaluating web service related to the four different groups, there were significant differences in the factors related to the shopping mall reliance, the product, the satisfaction after purchase, and the promotion and policy criterion. Both HIHA group and HILA group showed the similar results as well. They considered every criterion of evaluating web service more important, compared with other groups. In conclusion, HI groups perceive relatively more dangerous factors which can be occurred during internet shopping. Therefore, internet shopping malls need to provide clothing that can satisfy the HI groups as well as make efforts to remove the dangerous factors on the internet.

Key words: Internet shopping, Consumer involvement, Criteria of evaluating clothing, Criteria of evaluating web service; 인터넷쇼핑, 관여, 의류제품 및 웹 서비스 평가기준

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I. Introduction

The development of information technology has introduced such new notions as electronic market (Klein & Thomas, 1994), market space(Rayport & Sviokla, 1995), electronic commerce(Kalakota & Whinston, 1996), electronic shopping and internet shopping. Electronic commerce is defined as "business transactions of internet on-line system, as well as traditional business deals through automatic technology"(Kalakota & Whinston, 1997).

The National Statistical Office(2001) reported that the number of cyber shopping malls in Korea was 2,072 in September, increasing 40 more compared with that in August, according to the census of on-internet domestic market scale in the third quarter of 2001. The total sales in September increased 9.6% compared with that in August. The share of B2C has also increased 67.8 billion won since the census in the second quarter of 2001. From according to Korea Internet Information Center, the domestic internet-using population reached 24.12 million in September that 22.23 million in July. These statistics showed that there were 1.89 million more users within 3 months.

The number of internet shopping malls and internet-using population shows five-time increase every year are expected to grow more rapidly. Therefore, the research for consumer characteristics on internet shopping is needed to facilitate better internet shopping mall. Meanwhile, consumer behavior model of EKB can explain that the degrees of consumer involvement make the difference in information searching and alternative evaluation processes, because of different learning process(Assael, 1987; Kassarjian 1981; Robertson 1976). That is to say, purchase behavior shows various patterns according to the level of their involvement and the level will decide the evaluation basis on the products and shops they choose.

Therefore, the research for criteria of evaluating clothing and web service on internet shopping mall will help marketers understand consumer on the new distribution circumstances, and cope with their behavior. It can help clothing manufacturers to set market strategies of selling products more efficiently on the internet shopping malls the new cyber space.

II. Review of literature

1. Consumer Involvement

Involvement is universally defined as 'individual recognition of interest in the importance of a specified subject in a given situation' or 'individual recognition of the relation to a specified subject in a given situation'. Also, lots of scholars explained that there occurs the information search and evaluation process of an alternative, as the learning process differs with the involvement degree. That is, it can be said that the purchase action shows various types according to involvement level. Such involvement provides information that divides the degree of the consumer according to the involvement level and provides a clue to recourse to the consumer by understanding involvement dimension.

To examine many studies on the involvement level, involvement is divided into high and low involvement, and high involvement means internal status the level of whose awakening, interest and emotional attachment is high, and low involvement means is internal status the level is low. Lee(1991) said that clothing involvement is multi-dimensional structure composed of five dimension, that is, interest, symbolism, pleasure, fashion and risk recognition. Choi(1991) classified clothing involvement into pleasure, occurrence possibility of recognized risk, importance and symbolism value of clothing, Jo & Hong(1994) defined involvement as fashion, pleasure, symbolism and risk recognition, Park(1997) defined as interest, risk recognition, importance, symbolism, fashion, Kim(1999) classified clothing involvement into interest, pleasure, symbolism, product knowledge, brand recognition, and fashion. Also Kim(2000) defined fashion involvement as clothing interest, clothing symbolism, and recognized risk. Kapferer & Laurent(1985) classified involvement into interest, pleasure, symbolic value, risk occurrence possibility and risk importance.

As a result of the above preceding research, con-

sumer involvement is an important variable able to influence the consumer's action, and has an effect on the evaluation criteria in Internet shopping showing a different aspect from that of the existing stores. Accordingly, in this study, I intend to adopt consumer involvement as an explanation variable of clothing products and web service evaluation criteria for Internet shopping mall users.

2. Criteria of Evaluating Clothing on Internet Shopping Mall

The consumer has a few alternatives of the products he/she intends to purchase through an information search process among processes of making purchase decision, and compares and evaluates such alternatives on a certain basis. Like this, the attributes used to compare and evaluate various alternatives are called evaluation criteria, and the evaluation criteria of clothing products is a characteristics of the products which becomes the basis the consumer basically considers when he/she selects clothing. So to speak, the subjective and objective basis or characteristics when the consumers basically consider when they select and purchase clothing products are generally called clothing products evaluation criteria. Such evaluation criteria may differ according to a product, also differ according to a situation or a time pass, each attribute of evaluation criteria is different in its importance and the number of the evaluation criteria differs according to the kind of a product.

To examine the preceding studies on the classification of clothing products evaluation criteria, Eckman, Damhorst, Kadolph(1990) classified clothing products evaluation criteria into an intrinsic and an extrinsic proviso, and intrinsic basis is a product attribute which can not change or operate without changing the physical property of a product itself and includes product composition, color, fiber composition, design, style, fit, performance etc. Extrinsic evaluation criteria is not the physical attribute of a product but a product attribute given by manufactures or retailers and includes price, brand, image, a manufacture country, site, a salesman, harmony with one's own clothing, acknowledgement by others, quality war-

ranty, etc. Abraham-Mullrali and Littrell(1995) classified the evaluation criteria into a physical appearance, a functional, an expressive, an extrinsic aspect, O'Neal, Hines and Jackson(1990) a physical, a functional, an aesthetic, an emotional, and inherent aspect. The physical aspect includes the attribute related to the sense of touch such as materials and fiber, the functional aspect includes the attribute related to the use of a product, the aesthetic aspect the aesthetic attribute such as style and external appearances, the emotional aspect the subjective and emotional attribute such as image, and the inherent aspect the attribute related to brand or price. Go (1994) classified products evaluation criteria into the product attribute on internal basis; style, textile, harmony, color, convenience and fit, and the product attributes on external basis; price, image, brand etc., Kim(2000) classified the attributes into the three-dimension: aesthetic recognition(sewing status, clothing, design, color, size and fit), social recognition (response of others, suitability to oneself, harmony with other clothing, fashion), functional recognition(laundry and management, convenience in activity, quality compared with price).

It is required that the study on the evaluation criteria suitable to the rapidly changing market situation, the internal shopping mall that is new store environment, and the psychological characteristics of the customer should be urgently made, on the basis of the studies on the above-mentioned clothing evaluation criteria.

3. Criteria of Evaluating Web Service on Internet Shopping Mall

The consumers' action of selecting a store is decided according to the image of a store, which is formed under the influence of environment variables, consumer attribute variables, and store attribute variables. The attribute means a feature that a certain subject may or may not have, that is, all the things associated with a given subject. Also to examine the store-selecting process of EKB, it divides the evaluation criteria into a store feature related to the recognition of the consumer and the one in objective and

functional meaning, and, through their comparison process, the consumer evaluates and selects a store. To introduce preceding studies, Lee(1997) classified the standard into quality and credit, shopping convenience, site convenience, promotion, atmosphere, product information, design, and price. Kim(1992) classified the standard into product related attributes and store related attributes. Also, Darden et al. (1980), it is stated that the store selection action differs with a retail business type, and Sheth's study(as cited in Seitz & Massey, 1990) said that the store evaluation criteria is influenced by purchase situation, store image and external situation.

The above preceding studies show that the store attribute or evaluation criteria may differ with the type of retail business and, even in the same business line, showed considerable difference according to the type of a store. Such a store evaluation criteria is much applied to the attribute study of the existing internet shopping mall, and, Lohse and Spiller(1998), the store attribute which can influence sales in cyber shopping mall was classified into five attributes, that is, product assortment, service, sales promotion, convenience and store search. With regard to product assortment, it includes from the reputation of a shopping mall to providing various and high quality information of the product range, and service means all the things including not only immediate answer to the customer's response but also delivery, payment and return of the products. Sales promotion means all elements that increase the pleasure of the consumer in relation to shopping, convenience means the appearance of the site or easy access to shopping, and store search is a portion that increases sales with list of similar sites or information and products. Gu and Lee(2001) proposed recognition of product type, product assortment, marketing assistance, speediness, reputation, price competitiveness, and Kim & Yu (2000) proposed a variety and efficiency of information or a product, reliance of service after purchase, freedom rising above time and space, reliance of payment and delivery, reliance of marketing activities, and anonymous interest. Kim(2000) divided the web service evaluation criteria of the shopping mall into a type element(design, compromise with a prod-

uct, total atmosphere etc.), a sympathetic element (reputation of an enterprise, reliance of the site name, possession of the latest Internet technology, contents of the enough furnishing information), a responsive element(speedy response to the customer's request, a public notice of event results, etc.), and a purchase confidence element(the public notice of a product delivery schedule, a public notice of transaction disposal period, comparison possibility of product price, product expansion function). No(1999) classified the evaluation criteria into a transaction process, product price/expenses and a market risk element, and Ahn (1999) classified the standard into convenience, sales promotion and service, product features, and on line store image. In addition, as a result of various preceding studies, it was revealed that fast search engine, discount or free delivery, mileage service, differentiated individual additional service, security, easiness in placing an order, convenience in a payment process, easiness in exchange, return and repayment were the important composition elements of the image of an Internet store image. Accordingly, it was also revealed that the store evaluation criteria of an Internet shopping mall, that is, the web service evaluation criteria of an Internet shopping mall indicated an aspect different from the existing store evaluation criteria. It is expected that the retailers of an Internet shopping mall can make and perform more effective marketing strategies by grasping and strengthening the store attributes to which the customers attach an importance in an Internet shopping mall, new market environment.

III. Method and Procedure

1. Research Purpose

The purpose of this study is to examine differences of clothing and web service criteria of four consumer groups who are classified into consumer involvement and internet use ability. The research model presented in <Fig. 1> is a proposed model of this study.

2. Sample and Data Collection

The subjects of this study were 305 experienced e-

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┌─────────────────────────┐          ┌──────────────────────────────┐
│     e-shopping mall      │          │   Criteria of evaluating     │
│     consumer group       │          │         clothing             │
│                          │          ├──────────────────────────────┤
│ · High-Involvement &     │          │ · Esthetic                   │
│   High-Ability (HIHA)    │          │ · Quality & Performance      │
│                          │          │ · Extrinsic                  │
│ · High-Involvement &     │          └──────────────────────────────┘
│   Low-Ability (HILA)     │          ┌──────────────────────────────┐
│                          │          │   Criteria of evaluating     │
│ · Low-Involvement &      │          │        web service           │
│   High-Ability (LIHA)    │          ├──────────────────────────────┤
│                          │          │ · Reliability                │
│ · Low-Involvement &      │          │ · Product assortment         │
│   Low-Ability (LILA)     │          │ · Easiness of transaction    │
└─────────────────────────┘          │ · Satisfaction               │
                                      │ · Promotion & Policy         │
                                      └──────────────────────────────┘
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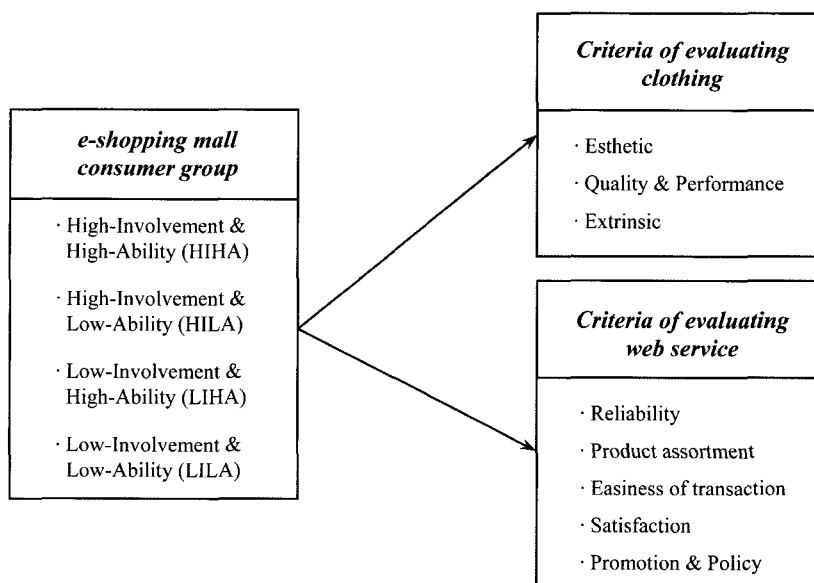
Fig. 1. A proposed model of this study.

shopper aged between 19 and 39, living in Seoul and Gyeonggi-do area in Korea. The judgment sampling method was used by contacting instructors of classes to distribute the questionnaire. The reason that this study was conducted on adult males and females over twenties is that in case of clothing, those over twenties above of more have the greatest purchasing power. The reason that the teenagers were excluded is that input of individual information(resident registration number), the existence of a credit card are an important element.

The data collection began November 1 and ended on November 12, 2003. A total of 350 questionnaires were returned, and 305 usable questionnaires were used for the data analysis. To examine the demographical features of subjects of investigation, in gender the number of males was 92 persons(30.2%) and that of females 213 persons(69.8%), showing a higher ratio in case of a female, because the purchasing power of a female was higher than a male. In age of the respondents, the number of those under 19~20 years of age was 68 persons(22.3%), that those under 21~25 years of age 147 persons(48.2%), that of those under 26~30 years of age 75 persons(24.6%), that of those under 31~39 years of age 15 persons(4.9%). In

occupation, it was revealed that the number of college(graduate) students was 206 persons(67.5%), that of those engaged in expert and free profession 28 persons(9.2%), that of white-collar workers and civil servants 42 persons(13.8%), and other 29 persons(9.5 %), in educational background, the number of those who graduated from a senior high school was 10 persons(3.3%), that of those who were in a college 199 persons(65.2%), that of those who graduated from a college 68 persons(22.3%), and that of those who attended or graduated from a graduate school 28 persons(9.2%). In income, under 1.5 million won was 78 persons(25.7%), 1.5 million won through 2.5 million won 78 persons(25.7%), 2.5 million through 3.5 million won 71 persons(23.4%), 3.5 million through 4.5 million 35 persons(11.5%), and over 4.5 million won 42 persons(13.8%), and in a place of residence, Gangnam was 82 persons(27.2%), Gangbuk 159 persons(52.6), and Gyeonggi area 61 persons(20.2%).

3. Measurement

The questionnaire consisted of the questions about consumer involvement, internet use ability, criteria of evaluating clothing and web service on internet shop-

Table 1. The criteria of evaluating clothing scale items

Factors & Items		*alpha*
Esthetic	style, color, motive, new & striking design, and trend	.724
Quality & Performance	versatility of uses, fiber content, situation suitability, guaranteed quality, easy of care, and detailed clothing information	.705
Extrinsic	Price, brand reputation, country of origin, product review, harmony with other clothing items, site design, and reliability & service of e-mall	.584

Table 2. The criteria of evaluating web service scale items

Factors & Items		*alpha*
Reliability	shopping mall reputation, information quality, product quality, and brand reputation	.533
Product assortment	mall is equipped with trendy clothing, various design and colors, and subdivided size	.694
Easiness of Transaction	interface speed, convenient surfing, comparative shopping, comparison shopping, easiness of confirmation, change, and cancel	.536
Satisfaction	delivery, exchange, return and refund	.721
Promotion & policy	variety method of delivery, selling on an installment basis & discounts, furnish up-to-date information, detailed description for product, quick response for customers' demand & question	.655

ping. The criteria of consumer involvement were derived from prior studies(e.g., Kapferer & Laurent, 1985; Kim, 2000; Kim, 1999). The questions item about internet use ability were derived from Kim(2000)'s study. The questions item about the criteria of evaluating clothing were adapted from the only part that is related to internet shopping of prior studies(e.g., Eckman, Damhorst & Kadolph, 1990; Ahn, 1999) of clothing evaluation criteria, esthetic criterion, quality/performance criterion, and extrinsic criterion, three factors were employed. The criteria of evaluation web service were adapted from previous literatures (e.g., Lohse & Spiller, 1998; Kim, 2000; No, 1999) of online customer service criteria, reliability criterion; assortment criterion, easiness of transaction criterion, satisfaction criterion, and promotion/policy criterion, five factors were employed. Five-point Likerts scaling was used and reliability measures (Cronbach's *Alpha*) were all over .5.

The contents suitability of the clothing product evaluation criteria used in this study was already examined in lots of preceding studies. Accordingly, in this study, as a result of calculating Cronbach's alpha value for finding out only the reliability of the evaluation criteria of each suit of clothing, the value was .58 through .72, so it was revealed that the internal consistency between questioning items was rela-

tively high. The result is same as <Table 1>.

The esthetic criteria to evaluate clothing are about style, color, new and striking design and trend. The criteria of quality/performance are about versatility of uses, fiber content, and situation suitability, guaranteed quality, easy of care and detailed clothing information. The extrinsic criteria consist of harmony with other clothing items, price, product review, brand reputation, country of origin, site design, reliability and service of e-mall.

The contents suitability of the questioning items of the Internet shopping mall used in this study was also found out through various preceding studies. Accordingly in this study, Cronbach's alpha value was calculated to find out only the internal consistency of the composed questioning items, and as a result, the value was revealed in the range of .53 through .72, showing the internal consistency of various questioning items was relatively high. The result is same as <Table 2>. Reliability criteria of web service evaluation are shopping mall reputation, information quality, product quality, and brand reputation. The criteria of assortment are whether mall is equipped with trendy clothing, various design and colors, and subdivided size. The criteria of easiness of transaction are interface speed, convenient surfing, comparative shopping and so on. The criteria of satisfaction are delivery, exchange,

return and refund, while the criteria of promotion/pol-
icy are all services including settlement, delivery, and
installment purchase and so on.

4. Data Analysis

SPSS PC+ for Windows was used to analyze the
data. Factor analysis was conducted for the questions
about consumer involvement as validity test. Cron-
bach's *Alpha* was calculated for reliability coefficient
then internal consistency was investigated for Reli-
ability of questions about criteria of evaluating cloth-
ing and web service. The frequency and percentage
by ordinal scale was analyzed on the questions for
importance of criteria to evaluate clothing and web
service on internet shopping. The consumers of inter-
net shopping mall were divided into 4 groups accord-
ing to consumer involvement and internet use ability.
One-way ANOVA and Duncan test were used to test
group differences of clothing evaluation criteria and
online customer service.

IV. Results

1. Consumer Involvement of Internet Shopping Users

As a result of element analysis for finding out suit-
ability of the involvement of an internal shopping
mall customers is same as <Table 3>. Consumer involve-
ment was classified into four elements, total explained
variable was 58.93%, and a reliable coefficient calcu-
lated to find out the internal consistency of each
dimension was .49 through .83, showing the internal
consistency between paragraphs was relatively high.

To explain in detail, Element 1 is a questioning
item on the interest degree in clothing, which is to
have an interest in, feel pleasure caused by and seek
consistently information on clothing, and was called
as 'Interest' element. Element 2 is a questioning item
on the trend of having an interest in the latest fashion,
of putting on clothing suitably to change in fashion
and of purchasing the popular clothing first of all and
was called as 'Fashion' element, Element 3 is to rep-

Table 3. Consumer involvement measure items and result of factor analyses

Factors & Items	Factor 1	Factor 2	Factor 3	Factor 4
Interest				
I have a strong interest in clothing.	**.851**	.155	.096	.084
I rate clothing as being of the highest importance to me personally.	**.821**	.132	.135	.010
I like to shop for clothes.	**.719**	.232	.014	.069
I enjoy the design aspect of clothing.	**.709**	.222	-.120	.159
I enjoy buying clothes for myself.	**.638**	-.028	.343	.038
Fashion				
I always enjoy buying fashionable clothing	.131	**.840**	.067	.056
I early purchase brand new clothing	.269	**.760**	-.031	-.037
Having fashionable clothing is important to me.	.063	**.663**	.354	.157
I carefully plan the accessories that I wear with my clothing.	.244	**.637**	.300	-.050
Sign				
Clothing I wear allows others to see me as I would ideally like them to see me	.112	.098	**.821**	-.024
My choice of clothing is very relevant to myself image	.015	.235	**.740**	.074
Risk				
When I buy clothing, I am never quite sure if I made the right choice or not.	-.135	.178	-.221	**.677**
If, after I bought clothing, my choice proved to be poor, I would be really annoyed.	.025	.222	.297	**.672**
If clothing I purchase does not have the quality I expect, I am upset.	.224	-.259	.199	**.572**
I have a lot to lose if I purchase something I don't like to wear	.266	-.073	-.011	**.479**
Eigen value	4.71	1.87	1.51	1.33
Explained variable (%)	29.46	41.17	50.61	58.93
Alpha	**.839**	**.787**	**.652**	**.491**

resent his own life style and a social position through clothing and to attach importance to the evaluation of others and was called as 'Social importance' element. Element 4 is a questioning item on the economic, psychological, social and resulting risk one can feel at the time of purchasing clothing, and was called as 'Risk recognition' element.

2. Perceived Differences of Criteria among Four e-shopping Groups

1) e-Shopping Consumer Group

Consumers segmented into four groups according to, levels of consumer involvement and internet use ability. The results are shown in <Table 4>.

A total of 288 usable questionnaires were used for the data analysis except for missing values. Both highly involved and used consumers are divided into High-Involvement and High-Ability group(22.6%), less involved but heave internet using consumers are grouped as Low-Involvement and High-Ability group(26.7%). Highly involved but less internet

using consumers are divided into High-Involvement and Low-Ability group(27.8%), both less involved and less internet using consumers are grouped into Low-Involvement and Low-Ability group(22.9%).

ANOVA was conducted to find out the difference of consumer involvement according to the type of Internet shopping mall consumer group, and as a result of making Duncan test, as post verification, is showed in <Table 5>. It turned out that there was a significant difference among groups in all the involvement dimension, especially the high involvement & high ability group and the high involvement & low ability group were classified as the same type in the involvement dimension of interest, fashion and social importance.

Also, the low involvement & high ability group and the low involvement & low ability group were classified as the same group in the involvement dimension of fashion and social importance, and only the low involvement & high ability group and the low involvement & low ability group were classified as the same type in the risk recognition dimen-

Table 4. e-shopping consumer groups

Consumer group		Consumer involvement		Total
		High	low	
Internet Use Ability	High	Group 1 High-Involvement & High-Ability 65 (22.6%)	Group 2 Low-Involvement & High-Ability 77 (26.7%)	142 (49.3%)
	Low	Group 3 High-Involvement & Low-Ability 80 (27.8%)	Group 4 Low-Involvement & Low-Ability 66 (22.9%)	146 (50.7%)
Total		145 (50.4%)	143 (49.6%)	288(100%)

Table 5. Consumer involvement related to e-shopping consumer groups   (n=288)

Consumer involvement	HIHA (n=65)	LIHA (n=77)	HILA (n=80)	LILA (n=66)	F
Interest	4.35^A	3.33^C	4.32^A	3.52^B	63.81***
Fashion	3.26^A	2.42^B	3.21^A	2.46^B	49.05***
Sign	3.60^A	2.90^B	3.74^A	2.92^B	29.89***
Risk	2.19^B	1.97^C	2.31^A	1.99^C	15.96***

Note: Results from Duncan multiple comparisons of means are indicated as ^{A} and ^{B}. Here, mean scores with notation ^{A} is significantly different from mean scores with the notation ^{B}.
Note: HIHA~High-Involvement and High-Ability/LIHA~ Low-Involvement and High-Ability/HILA~High-Involvement and Low-Ability/LILA~Low-Involvement and Low-Ability
***p<.001

Table 6. Differences in clothing evaluation criteria by four groups   (n=288)

Clothing evaluation criteria	HIHA (n=65)	LIHA (n=77)	HILA (n=80)	LILA (n=66)	F
Esthetic	4.01 [A]	3.48 [C]	3.98 [A]	3.75 [B]	17.09***
Quality/Performance	4.06 [A]	3.74 [B]	3.94 [A]	3.94 [A]	4.47**
Extrinsic	3.82 [A]	3.59 [B]	3.76 [A]	3.60 [B]	5.61**

Note: Results from Duncan multiple comparisons of means are indicated as [A] and [B]. Here, mean scores with notation [A] is significantly different from mean scores with the notation [B].

Note: HIHA~High-Involvement and High-Ability/LIHA~Low-Involvement and High-Ability/HILA~High-Involvement and Low-Ability/LILA~Low-Involvement and Low-Ability

**$p<.01$ ***$p<.001$

sion. Totally it was revealed that the consumer involvement has more meaning than the Internet use ability of the consumer in the involvement dimension of interest, fashion and social importance, and the consumer involvement has more meaning than the use ability in the risk recognition involvement dimension. Such result corresponds with the fact that, in case of clothing, the consumers having high consumer involvement degree were considered as main consumers.

2) Differences in Clothing Evaluation Criteria by e-shopping Consumer Groups

Four groups showed significant differences in esthetic criterion(F=17.09, $p<.001$), quality/performance criterion(F=4.47, $p<.01$), extrinsic criterion (F=5.61, $p<.01$). Post hoc analysis suggests that high-involvement and high-ability group, high-involvement and low-ability group are not significantly different in terms of all three criteria. Low-involvement and high-ability group, low-involvement and low-ability group can be the same as for the extrinsic factor. The results are shown in <Table 6>.

Accordingly, the difference of the clothing product evaluation criteria considered important at the time of purchasing the clothing product according to the type of the consumer group in an internal shopping mall could be known, and it was revealed that the group more highly involved in clothing than the Internet use ability generally considers the clothing product evaluation criteria important. That is, it can be interpreted that because the consumers highly involved in clothing evaluate more highly risk recognition in purchasing clothing products than those lowly involved in clothing, they take into high con-

sideration when purchasing clothing products on various criteria. In the meantime, it can be interpreted that because the consumers lowly involved in clothing purchase clothing products under the necessity, they don't highly consider clothing products evaluation criteria. The consumer involvement is more important than internet use ability on the internet shopping.

Also, it can be known that in the importance of the clothing products evaluation criteria according to the type of the consumer group, aesthetic and qualitative functional criteria is more important evaluation criteria than external criteria. This can be interpreted that, though Internet shopping is made through a virtual screen, the consumers desires to pursue pleasure in shopping clothing products and thus they considers aesthetic criteria important, and because they can not directly touch or wear the products, so that they attach importance to qualitative functional evaluation criteria when shopping a product on the Internet.

3) Differences in Web Service Evaluation Criteria According to Consumer Groups

Four consumer groups showed significant differences in reliability criterion(F=3.73, $p<.05$), assortment criterion(F=3.35, $p<.05$), satisfaction criterion (F=4.01, $p<.01$), promotion/policy criterion(F=5.64, $p<.01$). Post hoc analysis showed high-involvement and high-ability group, high-involvement and low-ability group are not significantly different. The results are shown in <Table 7>.

Accordingly, the difference of the web service evaluation criteria considered important at the time of purchasing clothing products by consumer group

Table 7. Differences in web service evaluation criteria by four groups   (n=288)

Web service evaluation criteria	HIHA (n=65)	LIHA (n=77)	HILA (n=80)	LILA (n=66)	F
Reliability	4.27^A	4.20^{AB}	4.34^A	4.08^B	3.73*
Assortment	4.18^A	3.92^B	4.13^A	4.00^{AB}	3.35*
Easiness	4.24	4.09	4.11	4.07	1.77
Satisfaction	4.55^A	4.23^B	4.45^A	4.35^{AB}	4.01**
Promotion/Policy	3.92^A	3.70^B	3.87^A	3.65^B	5.64**

Note: Results from Duncan multiple comparisons of means are indicated as ^{A} and ^{B}. Here, mean scores with notation ^{A} is significantly different from mean scores with the notation ^{B}.

Note: HIHA~High-Involvement and High-Ability/LIHA~ Low-Involvement and High-Ability/HILA~ High-Involvement and Low-Ability/LILA~Low-Involvement and Low-Ability

$*p<.05 **p<.01$

types can be known, and there was a difference in the average value by each dimension of the web service evaluation criteria even between the high involvement & high ability group and the high involvement & low ability group. That is, it was revealed that the high involvement & low ability group attaches more importance to reliance criteria, and the high involvement & high ability group product attaches more importance to related criteria, satisfaction after transaction criteria and sales promotion and policy based criteria.

That is, with regard to the web service evaluation criteria in an Internet shopping mall, there was a difference in the Internet use ability similarly to the result of the clothing products evaluation criteria, but in consumer involvement, the high involvement group attaches more importance to the web service evaluation criteria than the low involvement group.

V. Conclusions & Implications

In case of the high involvement & low ability group whose number of persons is largest among four consumer group types, this group is consumers whose involvement is high but whose Internet use ability is low, and the Internet shopping mall now dealing with clothing products must have more interest in this group. Of course, in accordance with popularization of Internet, the Internet use ability of the consumers gradually increase, but it is required that Internet shopping mall companies must make easier the process of a shopping method, order disposal and

payment for the consumers whose ability to use Internet are low. As a result of investigation of the difference of the consumer involvement according to Internet shopping mall consumer group, it was found the consumer involvement has more significant meaning than the Internet use ability of the consumers, which corresponds with the fact that, in clothing products, the consumers whose involvement are high was generally considered to be main consumer group. With regard to the difference by dimension of the consumer involvement according to a consumer group type, interest dimension has a more difference in the average value compared with other involvement dimension, which shows well the feature by consumer group types. So to speak, the consumers whose involvement is high attach more importance to the interest aspect of clothing products.

As a result of the difference of the clothing products evaluation criteria according to a consumer group type in an Internet shopping mall, it was found that the group who is highly involved in clothing than Internet use ability considers important the clothing products evaluation criteria. It seems that the consumers highly involved in clothing feel more risk in purchasing clothing products than those lowly involved in clothing, and thus take various criteria into much consideration when purchasing clothing products. In the meantime, because the group lowly involved in clothing purchases clothing products under the necessity, so that the group does not seem to greatly consider the clothing products evaluation criteria.

High-involvement groups take criteria of evaluating clothing importantly and it can be explained that they feel the danger more than other groups when purchase. Esthetic and quality performance criterions are more important than extrinsic criterion among the criteria of evaluating clothing. It can interpret that consumers seek for the pleasure of shopping clothing on the basis of esthetic criterion and reduce the danger of shopping in the cyber space on the basis of quality performance criterion. This result is similar to prior studies(e.g., Murali & Littrell, 1995; Park, 1997). High-involvement groups consider the criteria of evaluating web service more importantly than low-involvement groups. This is alike prior studies(e.g., Shim & Kotsiopulos, 1993; Lee, 2000) which show high involving consumers takes all the criteria of evaluating web service more highly.

Four different groups, according to consumer involvement and internet use ability, had significant differences in criteria of evaluating clothing and web service except easiness of transaction. Both High Involvement-High Ability and High Involvement-Low Ability groups showed similar results. They considered criteria of evaluating clothing & web service more important, compared with other groups. On the basis of the above results, following marketing points may be proposed for the operators of a clothing related Internet shopping mall. High-involvement groups can recognize various dangerous factors while internet shopping more than low-involvement groups. Therefore, shopping mall operators should fully equip the clothing which can satisfy high-involvement groups. They also should concentrate the main force to reduce the dangerous factors.

In this study, consumers segmented into four groups according to, levels of only general consumer involvement and internet use ability. Therefore, succeeding study needs to classify consumers involvement according to apparel product types or charac-teristics.

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요 약

정보기술의 급격한 발전은 새로운 시장환경인 인터넷 쇼핑몰의 증가에 영향을 미쳤다. 인터넷 쇼핑몰은 소비자 관여와 같은 소비자 행동을 변화시켰고, 이에 따라 마케터들은 인터넷 상에서 소비자들이 의류제품을 구매할 때 중요시하는 제품 평가기준 및 점포 평가기준에 관심을 가지게 되었다. 따라서 본 연구는 인터넷 쇼핑몰 이용자의 소비자관여와 인터넷 사용능력에 따라 소비자 집단을 분류하여 인터넷 상에서 각 소비자 집단에 따른 의류제품 및 웹 서비스 평가기준의 차이를 알아보았다. 본 연구의 연구대상은 인터넷 쇼핑몰에서 의류제품 구매경험이 있으며, 수도권에 거주하는 20~30대 성인남녀로 판단표본 추출하였다. 설문지 방식을 사용해 자료를 수집, 총 305부를 분석에 사용하였으며, 소비자관여와 의류제품 평가기준 및 웹 서비스 평가기준을 측정하기 위한 변수들은 기존 선행연구들에서 조사한 후 본 연구에 맞도록 재구성하였다. 자료의 분석은 요인분석, 일원분산분석, Duncan test를 실시하였다. 인터넷 쇼핑몰 이용자의 소비자집단 유형은 소비자관여와 인터넷 사용능력을 기준으로 네 집단으로 분류하였으며, 쇼핑몰 이용자의 소비자집단에 따른 의류제품 평가기준의 차이를 알아본 결과, 심미적, 품질성능적, 그리고 외재적 기준 모두에서 집단간 유의미한 차이가 나타났다. 또한 인터넷 쇼핑몰 소비자집단 유형에 따른 웹 서비스 평가기준의 차이는 신뢰성, 제품관련, 거래 후 만족, 그리고 판촉/정책 기준에서 집단간 유의미한 차이가 나타났다. 의류제품 및 웹 서비스 평가기준 모두에서 고관여고능력 집단과 고관여저능력 집단은 동질집단으로서 다른 집단에 비해 두 평가기준 모두를 중요시하는 것으로 나타났다. 즉 고관여 소비자들은 인터넷 쇼핑 시 발생할 수 있는 여러 가지 위험요소들에 대해 크게 지각하고 있어 평가기준 모두를 중요시하므로, 인터넷 쇼핑몰은 고관여 소비자집단을 만족시킬 수 있는 의류제품을 구비하도록 해야 하며, 그들이 느끼는 위험요소를 찾아 없애는데 주력하여야 할 것이다. 또한 신속 정확한 약속의 이행 등을 통해 쇼핑몰 업체의 이미지를 향상시켜야 할 것이고 거래 후에도 제품의 교환이나 반품 및 환불에 대해서도 끝까지 책임을 짐으로써 고객에게 만족을 주어야 한다.