

An Exploratory Empirical Study on Shopping Choice in Retail Channels by the Selective Characteristics of Foods

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The purpose of this study is to obtain the implications for establishing a marketing strategy for retailers by analyzing whether the consumer's preference for products (food) is influenced by on-line, off-line, and omni-channel preferences. The research model consisted of the effects of consumers' food selection characteristics on business preference and omni channel preference. The results of analysis based on 477 questionnaires are summarized as follows.

First, food purchasing characteristics that utilize the seven characteristics of ① freshness of food, ② taste, ③ quality and safety, ④ tasting, ⑤ food function and information, ⑥ country of origin, and ⑦ brand loyalty, has various effects on types of business preference, omni-channel preference. The adopted hypotheses were selected in order of brand loyalty (5 times), freshness (3 times), tasting (3 times), and origin (1 time). The selective attributes on foods are: (1) what kind of brand, (2) how good the freshness is, (3) tasting. ④ The country of origin is to be compressed. Actually consumers seem to utilize only the core selective factors that are appropriate to the characteristics of the distribution channel rather than all of them in the shopping of the food, and there is three characteristics on Convenience Store and only one or two factors in the other types of business. Second, in the analysis of the omni-channel preference analysis, food selection characteristics has been shown to have a limited effect, which is attributed to the fact that the consumer has not yet understood the concept of omni channel. Third, the results of this study suggest that there is a need to reflect the selection characteristics of foods that have diverse influences by business type in the marketing strategies. Because consumers make reasonable consumption to use both on-line and off-line simultaneously, consumers who use Omni Channel focus on quality and safety of food, identify products through tasting, pursue brands that can trust anywhere. Customers who pursue rationality will have a high preference for using Omni Channel. Product choice characteristic has significant effect on omni-channel preference. For a few years, omni-channel strategy of retailers meets with a difficulty. This study make a first attempt to study omni-channel preference changing retailing paradigm.

Keywords : *Food Selection Characteristics, Shopping Channels, Business Preference, Omni Channel Preference*

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I. Introduction

With emerging various new types of retail channels, retail markets have been more competitive. Retail markets have been changing from traditional retail channels to new-modern online channels, and now omni-channels. Like this, as various distribution channels have emerged, it has become quite important to know what factors affect shopping channel choice. Most of the previous studies (Kim, 2005; Lee, 2012; Yu, 2013) report that the characteristics of a consumer, the attributes of a store, and the values given from distribution channel to consumers have impact on consumers' channel choice. However, the effect that the attributes of a product have on the choice of distribution channel has not been studied enough. This study explores which distributors influence what attributes of food when buying food. In this respect, the present study is aimed to examine how the choice attributes of a product (food) affect consumers' preferences for shopping channels including new-modern retail channels and traditional retail channels. And then it provides implications useful for retail distributors to set up channel strategy. In practice, moving customers from one channel to another is very important in retail business. Customer mobility refers to a decrease in customers, and a decrease in customers will have a broad impact on the entire retail industry, including marketing, product operations, profit and loss. Therefore, it is an important starting point to prepare the future of the retail industry to identify the reason. Especially, it is very meaningful to confirm the movement of customers between channels by approaching from the selective attribute of food, because of the basic nature of the retail business starting from the product.

II. Theoretical Background of Product Characteristics

2.1 Criteria for Product Classification

When consumers choose a shopping channel according to product characteristics, their

decision largely depends on how product characteristics are defined (Choi, 2007; Lee, 2011). However, since the scope of products is very broad, a uniform definition is very difficult. A basic method of classification of products in marketing is based on general consumer's extent of involvement in their purchase of products, namely high-involvement products and low-involvement products. In order to classify consumers and examine their product involvement in internet shopping based on the extent of their involvement, consumers were classified into such four types as low-involvement consumers, service-oriented consumers, price-oriented consumers, and high-involvement consumers, and the involvement in product purchase was divided into low-involvement products and high-involvement products. Study findings showed that low-involvement consumers only take the brand of products into account, but high-involvement consumers attach importance to the brand of products and the brand of shops (Park, 2004b).

Another way of classifying product characteristics is to divide it into search goods and experience goods. Search goods refer to the products when consumers purchase it they examine and evaluate all the properties of it, whereas experience goods refer to the products when consumers purchase it they depend on their experience of use. However, it is generally known that in the choice of these two kinds of goods, there is the difference of perceptual risks. In particular, search goods have higher risks of product property.

2.2 Difference between Store Image and Product Image

In the process of purchasing behavior of consumers, store image and product image are different. Even though store image is good, there is a tendency to select stores that have better product image than store image in actual purchase behavior. Even though the store image is good, it tends to select the store with good product image than the store image in the actual purchase

behavior. So the image or selection attributes of the product requires a lot of research.

According to the research results, store image has a positive effect on brand image of distributors. Especially, the effect of store image on brand image of distributors was found to be different. In addition, store image and brand image of distributors were found to have a significant influence on the intention of purchase. The influence of the brand image of the distributor was more influential on the purchase intention than the influence of the store image (Shin and Kong, 2005).

In another study, the success of distributor brand products is linked to the overall marketing mix of retailers, from product planning, promotion, display and placement, to pricing as well as product excellence. Therefore, in order to improve the performance of distributors brand products, an enterprise-wide strategy should be implemented in conjunction with retailers image. It emphasizes the importance of an integrated management-oriented retail image for the success of distributor brand products (Park, 2004a).

2.3 Background of Product Characteristics of Food

In case of product characteristics of food, the reliability of its quality and safety is very important. Study findings presented the fact that in order for a TV home shopping to increase the sales of food products, it must sell high-quality fresh food by placing not price-competitive products but quality-competitive products and functional products, such as environment-friendly products and organic farm products (Jo, 2010). In particular, the properties of farm products are closely related to its value and price. In order to examine the effect of fruit properties on the successful bid price in wholesale market, such properties of fruits as kinds, package units, shipping dates, sizes, shipping locations and quality certification were examined. Study findings showed that in case of apples and pears, new varieties are highly

estimated/priced and bigger ones receive higher prices always, but in case of citrus fruits, standard sizes (4~5 sizes) are most highly priced. In addition, fruits from chief producing districts were highly estimated. In this vein, it is necessary for a home shopping to place emphasis on the values of properties which are valued in the process of production and distribution (Kim, 2002).

2.4 The Importance of Trends in Product Evaluation

Regarding the method of product evaluation, one can value products which are favored by consumers for the present, but a shopping channel must take the properties of products which can be favored in the future into account. As a recommending technique to realize a desirable system of marketing, case based reasoning (CBR) has been widely used to date, but this technique focuses on 'the extent of similarity' and therefore, have recommended bestseller products continuously. In order to reflect the diversity and marketing aspects of products, a PR (product recency)-based product recommendation system, which considers both similarity and recency altogether, was designed and examined. Study findings showed that the adequacy of PR is higher than that of traditional techniques (Bae and Kim, 2006).

2.5 Product Characteristics that have on Consumer's Selection of on-/off-line Channels

Consumers tend to prefer certain stores as the product variety, the price, the non-commodity distance, and the better the service (Lindquist, 1975). It would be correct to say that online stores have become a part of consumers' choice of shopping channels rather than 'full replacement' of existing off-line stores (Hammond, McWilliam, and Diaz, 1998). In other words, the coexistence of the online and offline markets led to the dualization of the purchase channel. As on-line and off-line market is coexist, shopping channels become binary. A meaningful

aspect in this trend is that there is a kind of systematic difference in consumer's selection of on- or off-line channels due to product properties and shop properties (Degeratu, Rangswamy, and Wu, 2000). For example, consumers frequently purchase a same product from different distribution channels or even a same consumer uses different distribution channels according to purchase environment and product properties. This phenomenon is not a temporary difference which is derived from a momentary decision but a fundamental/rational difference based on principles.

In the present environment of coexistence of on-/off-line shops, consumers seem to have a criterion of perception and evaluation of product properties in on-/off-line shops. This perceptual difference explains consumer's systematic difference in on-line shops and off-line shops. Consumers seem to perceive the fact that on-/off-line channels provide different values and usefulness of product properties.

As above, every product has its own characteristics and consumers recognize these differences in advance and make the most of it when they choose a shopping channel or purchase products. In this study, the scope of product is restricted and the properties of food products are classified into freshness, tastes, qualities, safety, sample tasting and drinking, functions, origins and brands, thus examining the effect of product properties on consumer's choice of channels.

III. Hypothesis and Measurement Items

Since the operating concept of a product varies by store type, product concept is also different. Different attributes of a product result in different process of commercialization. Particularly, when it comes to food product, consumers perceive the unique and innate attributes of food in making a choice of it. However, few studies have so far looked into the attributes of food, so there are not many to refer to for this study. As a result

of the lack of prior studies that specify the attributes of food, inevitable empirical research methods were conducted through exploratory research methods. First FGI was applied to distributors' product experts (buyers, Merchandizer) to extract the intrinsic attribute of foods (the result is freshness, taste, quality and safety, function). The second extract was choice attributes of food purchase to target housewives layer that monitors consumer activity as regular customers (the result is promotions, origin, tasting, brand). Third FGI, the sales manager of the store comprehensively compares the intrinsic attribute and the selective attribute of the food, finally verify the selective attribute of the food. The purpose of this study is to analyze the influence of food attributes on channel selection of distribution. This study utilized a comprehensive concept of food attributes including the selective attributes of food consumers (freshness, taste, quality and safety, function+ promotions, origin, tasting, brand).

Therefore, this study defined the food attributes that consumers perceive in making a choice channel of distribution as follows. First, it is food freshness. Freshness is very crucial for food and determines the value of food. Food loses freshness from the point of harvest and production as times passes by. And it can't be sold after certain time period but should be disposed of. Therefore, freshness is the first criteria that consumers have in evaluating a product on or regardless of legal standard. Second, it is a taste. The taste of food is its unique property and consists of 5 basic tastes, on which food is differentiated from each other for its distinctive tastes through the combinations of them. Therefore, food taste is a criterion for subjective evaluation. Third, it is the quality, safety, and hygiene of food. The quality, safety, and hygiene of food are related to life and disease of human beings. Therefore, consumers are very sensitive to them so they are determinants, being even more important as public interest is more paid to health. Fourth, it is a taste sampling. As its unique characteristic, food should be experienced

in person for better and more accurate evaluation. Although taste sampling is related to taste, it is an important attribute in evaluating the color, meatiness (fresh meat, fish), pulpiness (fruit), and form of food. It is what consumer's attitude toward food is two times different before and after taste sampling. Fifth, it is the function and information of food. Although function and information are important to all products, they are considered more important to food because they are closely involved with health. Particularly because every consumer has different preference and physical constitution, more attention is paid to the function and information of food product. Sixth, it is the origin of food. As FTA has lately expanded and resultantly foods are imported from all parts of the world, there is a growing interest in country of origin. It is because of national sentiment that Koreans believe the safety of domestically produced foods to some degree, but do not trust imports and importing process. Seventh, it is brand loyalty to food. As for food shopping, consumer's trust is the core element for choice and brand is the criterion for objective reliability. Based on food management references that are applied to distribution field, this study established a hypothesis that such food choice attributes as freshness, taste, quality, safety, taste sampling, function, information, country of origin, brand loyalty will have impact on food preference by store type.

Omni-channel is a system that can organically combine all shopping channels such as mobile, online, and in-store so that consumers can shop regardless of time and place regardless of which channel they use. Omni-channel means that the following five conditions must be observed, in order to prevent damage or disadvantage from purchasing a product on a channel when a consumer judges it. First, the price and promotion of a product must be the same. Without equal pricing and promotions, consumers would choose channels that are favorable to them by channel-by-channel research. Second, if there is a defect in the product, such as dissatisfaction

with the quality of the online purchase, it should be possible to return it at the store. That way consumers can easily buy on any channel. Third, if there is no inventory in the store after the online order, it can be delivered to the house in the future. If the consumer wants it, they must be delivered at the store. Fourth, the delivery process of on-off-line can be confirmed at any time. Fifth, the product search in the store can be natural, so that it is also possible to order online after searching.

Thus, operational definition of omni-channel is as following. We defined the shopping environment as combining the characteristics of each distribution channel and making it feel like using the same store in any channel. Consumers using online channels are increasing because of expansion of items and the convenience of delivery. However, offline channel has been still preferred due to the inconvenience of reactive of online channel. Consumers think that the satisfaction of food shopping is more important shopping experience value rather than the rationality of price and convenience. So, the recent patterns of consumers' purchasing have been changed from multichannel to omni-channel.

- H1: Food choice attributes will affect positively preference by store type.
- H1-1: Food choice attributes will affect positively preference for hypermarket store.
- H1-2: Food choice attributes will affect positively preference for department store.
- H1-3: Food choice attributes will affect positively preference for supermarket.
- H1-4: Food choice attributes will affect positively preference for convenience store.
- H1-5: Food choice attributes will affect positively preference for warehouse discount store.
- H1-6: Food choice attributes will affect positively preference for traditional market store.

Table 1
Items to Measure the Choice Attributes of Food Product

Factor	Measurement Item
Freshness	① Purchase decision made by direct experience ② Awareness of freshness of displayed products ③ Purchase after determining freshness
Taste	① Awareness of importance of taste ② Only purchase of tasty product ③ Taste more important than function for food
Quality, Safety	① Observation of legal standard (requirements) ② Responsibility imposed in case of breaking the standard ③ Confirming the label of product package
Choice Attributes of Food Product	Taste Sampling (Food, Beverage), ① Purchase decided after taste sampling ② Regret about not experiencing food samples ③ Evaluation after taste sampling for food
	Product Function and Information ① Satisfaction with product function and information ② Awareness of product function and information as necessary ③ Quality of information also important
	Country of Origin ① Awareness of importance of country of origin ② Confirming country of origin when shopping ③ Awareness that country of origin has impact on value
Brand	① Important factor for product evaluation ② Purchase tendency solely relying on brand ③ Effect of brand reliability on satisfaction
Satisfaction with Online Shopping	① Satisfaction with online shopping ② Pleasure with online searching ③ Satisfaction with products purchased online
Preference for Omni-Channel	① Preference for simultaneous purchase online and offline

H1-7: Food choice attributes will affect preference for online shopping.

H1-8: Food choice attributes will affect omni-channel preference.

The items to measure the choice attributes of food product are summarized in <Table 1>.

IV. Research and Analysis Method

To verify the research hypotheses empirically, this study carried out a survey with the consumers using distribution stores in the metropolitan areas. To secure data objectivity, the survey was limited to the consumers who have experienced all store types defined in this study. By store type, OO Store was selected as a target large store because it has been perceived as flagship store of a hypermarket store since beginning; For department store, OO store of a depart-

ment store was surveyed because it is located in the southern district of Gyunggi Province where commercial scale has recently been enlarged; OO store of a supermarket was surveyed because it is in Bundang-gu that is a new high-class commercial area; OO store in Seoul was surveyed because the CVS is one of the stores most used by customers among convenience stores; and OO store of a warehouse discount store was surveyed because it records the highest growth rate.

A total of 500 questionnaires (100 per each target store) were distributed and 496 were collected. Of the collected questionnaires, 21 were excluded due to entry omission and 477 questionnaires were finally used for data analysis. SPSS 21.0 was used as statistical analysis program and regression analysis was conducted. For offline distribution channel, dependent variable is preference for each store type (e.g. large store, department store, and so on) and 7 choice

Table 2
Reliability and Validity Analysis of Food Choice Attributes

	Component							Cronbach's Alpha
	1	2	3	4	5	6	7	
Freshness 1	.821	.135	.137	.035	.075	.086	.063	0.784
Freshness 2	.803	.132	.059	.002	.135	.136	.060	
Freshness 3	.731	.215	.253	-.054	.089	.184	.038	
Taste 4	.203	.860	.155	.029	.025	.046	.024	0.815
Taste 5	.234	.854	.189	.036	.014	.043	.010	
Taste 6	.045	.743	.076	.199	.079	.109	.108	
Quality 7	.196	.193	.800	-.034	.073	.173	.075	0.721
Quality 8	.154	.142	.861	.037	.110	.118	.039	
Quality 9	.106	.142	.490	.165	.155	.360	.057	
Taste Sampling 10	.003	.098	.049	.803	.147	.120	.036	0.828
Taste Sampling 11	-.017	.062	-.019	.878	.075	.014	.100	
Taste Sampling 12	.004	.085	.057	.838	.221	.004	-.041	
Function 13	.133	.029	.177	.298	.715	.113	.099	0.767
Function 14	.027	.046	-.009	.192	.775	.276	.063	
Function 15	.153	.049	.130	.063	.817	.106	.049	
Country Of Origin 16	.135	.065	.150	.064	.199	.822	.146	0.858
Country Of Origin 17	.109	.073	.167	.030	.184	.815	.114	
Country Of Origin 18	.161	.051	.129	.040	.081	.807	.228	
Brand 19	.116	.145	.085	.065	.106	.323	.684	0.767
Brand 20	.006	.016	-.058	.075	-.010	.117	.862	
Brand 21	.054	.010	.131	-.025	.106	.077	.844	

attributes of food product were set as explanatory variables. Meanwhile, for online distribution channel, online shopping preference was set as dependent variable. The dependent variable for omni-channel was defined as the term “When shopping conditions are equal in E-Mart store (offline) and E-Mart online shopping mall, a consumer orders through online and attains products at offline.” Like the explanatory variables for offline shopping, 7 choice attributes of food product were set as explanatory variables for online shopping in regression model.

V. Empirical Analysis and Results

5.1 Reliability and Validity Analysis of Food Choice Attributes

To testify the internal consistency reliability of questions to measure food choice attributes, Cronbach’s Alpha was calculated on the measurement items. In general, when Cronbach’s Alpha ranges between 0.6 and 0.7, it is considered that reliability is secured. Internal consistency reliability analysis showed that all of 7 items met the requirements and

the entire questions were used. To verify the validity of the measurement items whose reliability had been testified by internal consistency reliability analysis, exploratory factor analysis was carried out. Principal component analysis was applied for exploratory factor analysis and Varimax rotation was used. <Table 2> shows the results of validity analysis on the measurement items.

5.2 Analysis of Adopted Hypotheses

<Table 3>, <Table 4> shows results of channel choice by food choice attribute. It turned out that the more consumers pursue freshness for food, the more they prefer a hypermarket store. Therefore, it was known that freshness is the main reason that housewives support hypermarket stores for. In addition, consumers who pursue brand for food more prefer a hypermarket store. It is assumed because hypermarket store has a wide assortment of products. It turned out that brand loyalty has a much effect on consumers’ preference for shopping channel. It was found that the more consumers pursue taste sampling and brand for food, the more they

prefer a department store. The plausible reasons are that a department store implements many taste sampling and sold food products mainly focusing on brand strategy. Meanwhile, consumers did not have particular characteristics for a supermarket. It can be explained by relatively less distinctions a supermarket has than department store, hypermarket store, and convenience store. Compared with other store types, it seems that a supermarket is not much differentiated in consumers' mind. It was discovered that the less consumers are interested in freshness, think of country of origin and brand loyalty less important, the more they prefer a convenience store. This result can be explained by its main purchaser segment which consists of young generations that has less interest

in freshness and country of origin. High brand loyalty in convenience store can result from its limited assortment only with top 1 or 2 brands. Warehouse discount store is characterized with store USP (unique selling point) of providing broad taste sampling, which are almost 2 times as many as other store types. Therefore, the more consumers are taste sampling-oriented, the more they prefer a warehouse discount store. A warehouse discount store implements taste sampling directly as a differentiating point from other store types. In addition, it was found that the more consumers seek taste sampling, the more they prefer a traditional market store while the more they pursue brand, the less they prefer a traditional market store. Therefore, it was demonstrated that a traditional market

Table 3
Results of Simple Regression Analysis on Distribution Channel Choice by Food Choice Attribute

	Constant	Freshness	Taste	Quality	Taste Sampling	Function	Country of Origin	Brand
Large Discount Store	0.007	0.053	0.623	0.352	0.772	0.446	0.296	0.002
Department Store	0.001	0.946	0.172	0.687	0.004	0.447	0.688	0.000
Supermarket	0.023	0.542	0.859	0.194	0.445	0.881	0.325	0.486
Convenience Store	0.053	0.000	0.123	0.658	0.488	0.653	0.004	0.014
Warehouse Discount Store	0.047	0.735	0.150	0.677	0.028	0.956	0.428	0.402
Traditional Market Store	0.356	0.806	0.519	0.402	0.047	0.401	0.523	0.015
Online	0.232	0.001	0.621	0.888	-	0.097	0.096	0.000
Omni-Channel	0.405	0.168	0.096	0.019	0.058	0.480	0.702	0.032

Table 4
Summary of Hypothesis Test Results

Distributor	Accepted	Rejected
Large Discount Store	①, ⑦	②, ③, ④, ⑤, ⑥
Department Store	④, ⑦	①, ②, ③, ⑤, ⑥
Supermarket		①, ②, ③, ④, ⑤, ⑥, ⑦
Convenience Store	① : (-), ⑥ : (-), ⑦	②, ③, ④, ⑤
Warehouse Discount Store	④	①, ②, ③, ⑥, ⑦
Traditional Market Store	④, ⑦ : (-)	①, ②, ③, ⑤, ⑥
Online Shopping	① : (-), ⑦	②, ③, ⑤, ⑥ [excluding ④]
Omni-Channel	③, ④, ⑦	①, ②, ⑤, ⑥

Note: ① freshness, ② taste, ③ quality and safety, ④ taste sampling (food and beverage), ⑤ function and information, ⑥ country of origin, ⑦ brand.

store has a strength of providing affectionate taste sampling and consumers who want to buy brand food less prefer to use a traditional market store. It was revealed that the less consumers are interested in freshness and the more they pursue brand, they prefer online shopping to offline stores. In online shopping, consumers can't experience (check) a product directly. Therefore, they tend to rely on brand of high reliability. It implies that online stores need to enhance consumer's reliability on freshness to activate online food shopping. In omni-channel choice model, it was found that the more consumers are quality and safety-oriented, the more they prefer omni-channel. The reason for this is that when choosing food for shopping, customers who pursue quality and safety will be judged minutely on reasonable standards. After meeting these reasonable standards, the customer will choose the goods and the rational customers will have a high preference for using omni channel. It turned out that the more consumes pursue taste sampling for food, the more they will prefer omni-channel. This is a typical offline consumer who seeks pleasure in the shopping process at the store. Ultimately, it shows implications that customers who use omni channel will be customers who use both on-line and off-line simultaneously. If same in shopping conditions, it can be assumed that consumers who seek brand loyalty will prefer omni-channel because they can shop anywhere in omni-channel. Like this, consumers who use omni channel will focus on quality and safety of food, identify them through tasting, pursue brands that can trust anywhere, and make reasonable consumption by using both offline and offline.

5.3 The Cause of the Rejected Hypothesis

There are more hypotheses rejected than the adopted hypothesis. This is because the number of hypothesis-tested sample is less than 100 and the lack of samples to reflect the characteristics of each channel is the primary cause. In particular, supermarkets

are not clear from the consumer perspective, convenience stores seem to have a strong single concept of convenience. The warehouse discount stores seem to have not yet established a place in the customer's perception. Major off-line businesses such as large discounter stores, department stores, and traditional markets are heavily reflected in several attributes. Online shopping also seems to be more focused on convenience, which is the most important characteristic.

The adopted hypotheses were selected in order of brand loyalty (5 times), freshness (3 times), tasting (3 times), and origin (1 time). The selective attributes of foods are: (1) what kind of brand, (2) how good the freshness is, (3) tasting, (4) the country of origin is to be compressed. Actually consumers seem to utilize only the core selective factors that are appropriate to the characteristics of the distribution channel rather than all of them in the shopping of the food.

<Table 4> shows accepted and rejected results of regression analysis on distribution channel choice by food choice attribute.

VI. Conclusion and Implications

In this study, it was known that food choice attributes has effect on shopping channel choice. In general, food brand has overall impact on shopping channel choice regardless of store types. And freshness, taste sampling (food and beverage), and function and information of food by the characteristics of retail distributor have positive or negative effect on distribution channel choice. Based on these findings, implications for retail distribution companies can be suggested as follows.

Since large discount stores have grown through the competitiveness of foods need to identify the selective attributes of food and must be supported by consumers. In particular, the selective attributes of a food purchase are the criterion for choosing the store to the consumers of the housewife class. And so, large discount stores further analyze and utilize the selective attributes of foods.

The choice attributes of the food that will choose a large discount store are the freshness and the brand. Therefore, it is necessary to differentiate certainly the freshness and the brand by establishing the strategy of improving the freshness of the food and the brand operation strategy.

Department stores are becoming increasingly important in recent years because the purpose of food operations is to attract customers. However, the selection attributes of the food purchase at department stores are not clear yet as the choice attributes of food as tasting and brand. In the future, department store should enlarge food diversity and create reason for customers to find department store. A department store needs a marketing strategy to increase the level of taste sampling and attraction effect.

In supermarkets, even though the food composition ratio exceeds 85%, the choice attributes of the food is not clear. That reason isn't implement surely the characteristics of the business in the middle of a large discount stores and a convenience stores. Supermarkets should establish the attribute strategy such as freshness, taste, and brand of food and make an effort to enhance overall competitiveness in food product.

Convenience stores are growing fast due to an increase in the number of households with one or two persons, there is a certain food selection attribute called convenience. In recent years, customers' expectation for food has increased due to an increase in the assortment of foods, such as HMR, so that the operating standards for freshness, origin, and brand should be further strengthened.

A warehouse discount store needs to clarify its concept on food and establishes its unique positioning in food segment. A traditional market store mainly run by small owner needs to solidify taste sampling with affectionate sentiment and reinforce face-to-face sales while making an effort to improve product reliability in terms of freshness and hygiene, above all. It implies that increasing the merit of face-to-face sales and improving

product reliability are very important factors for small and middle-sized retailers to secure their competitiveness. And online shopping stores have to manage freshness in delivering food products and brand.

Consumers who use omni channel are consumers who are seeking reasonable information search. It suggests that systemic connections between channels that are faithful to the concept of omni channel are very important. Omni-channel is required to reinforce function and information of food and broaden the assortment of brand product.

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상품 선택 특성에 따른 쇼핑채널 선택에 관한 연구: 식품 MD를 중심으로

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본 연구의 목적은 소비자의 쇼핑 시 소비자의 상품(식품) 선택 특성이 온, 오프라인의 업체별 선호도와 옴니채널 선호도에 영향을 미치는가를 분석하여 유통업체의 마케팅 전략 수립에 시사점을 얻기 위함이다. 연구모형은 소비자의 식품 선택 특성이 각각 업체별 선호도와 옴니채널 선호도에 미치는 영향으로 구성되었다. 총 477부의 설문조사 결과를 토대로 분석한 결과를 요약하면 다음과 같다. 첫째, ① 식품의 선도, ② 맛, ③ 품질, 안전, ④ 시식시음, ⑤ 식품의 기능 및 정보, ⑥ 원산지, ⑦ 브랜드 충성도의 7가지 특성을 활용한 식품 구매 특성은 업체별로 다양하게 영향을 미치는 것으로 나타났다. 채택된 가설은 브랜드 충성도(5회), 선도(3회), 시식 시음(3회), 원산지(1회) 순으로 선정이 된 것으로 보아 식품의 선택요인은 ① 어떤 브랜드 인가, ② 얼마나 선도가 좋은가, ③ 시식 시음으로 먹어보고 구입 한다, ④ 원산지는 확인 한다 로 압축이 되며 실제 소비자가 식품 쇼핑 시에도 7가지를 모두 활용 한다기보다는 업체별 특성에 맞는 핵심적인 선택 요인만 활용하는 것으로 보여진다. 편의점은 3개 요인이 영향을 미치고 나머지 업체는 1~2요인만 영향을 미치는 것으로 분석되었다. 둘째, 옴니채널 선호도 분석에 있어서 식품의 선택 특성이 제한적으로 영향을 미치는 것으로 나왔으며 이는 옴니채널의 개념을 소비자가 아직 명확하게 이해하지 못하는 것에 기인한다고 보여진다. 셋째, 본 연구의 분석결과는 업체 별로 다양한 영향을 미치는 식품의 선택 특성을 업체별 마케팅 전략에 반영을 할 필요성이 있다는 점과 옴니채널 이용 소비자는 식품의 품질 및 안전을 중시하고 시식을 통해 상품을 확인하고, 어느 곳에서도 신뢰를 할 수 있는 브랜드를 추구하여 온·오프라인을 동시에 이용하는 합리적인 소비를 하기 때문에 옴니채널은 합리성을 추구하는 고객이 선호도가 높을 것이라는 시사점을 제공한다. 향후 유통업의 옴니채널 전략은 많은 어려움이 예상되며, 본 연구는 유통의 패러다임을 바꾸게 되는 옴니채널을 식품의 선택특성을 활용하여 처음으로 연구를 시도한 것에 의의가 있다.

주제어 : 식품 선택 특성, 쇼핑채널, 업체별 선호도, 옴니채널 선호도

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