

모바일 패션 쇼핑 앱 선택요인에 관한 연구

정나은^o, 이형석^{*}

^o충북대학교 대학원 경영학과,

^{*}충북대학교 경영대학 경영학부

e-mail: fleur2000@naver.com^o, hyunglee@chungbuk.ac.kr^{*}

A Study on the Selection Factors of Mobile Fashion Shopping Apps

Na-Eun Jung^o, Hyung-Seok Lee^{*}

^oDept. of Business Administration, Chungbuk National University,

^{*}School of Business, Chungbuk National University

● 요 약 ●

본 연구에서는 소비자들이 모바일 패션 쇼핑 앱을 선택할 때 고려하는 요인들을 AHP를 활용하여 계층적으로 분류하고 가중치를 계산함으로써 선택요인들의 우선순위를 도출하였다. 현재 모바일 패션 쇼핑 앱을 사용하고 있는 소비자들을 대상으로 설문자료를 수집하여 분석하였다. 본 연구 결과, 모바일 패션 쇼핑 앱의 1단계 선택요인들은 경제성, 정보성, 편의성, 신뢰성, 부가서비스로 구성되었고, 이들 중에서 경제성이 가장 중요한 요인으로 나타났다. 또한 1단계 요인과 2단계 요인의 가중치를 종합화한 결과에서는 쿠폰 발급 및 할인이벤트가 가장 중요한 요인으로 나타났다.

키워드: 계층분석과정(analytic hierarchy process), 모바일 쇼핑(mobile shopping), 패션 쇼핑 앱(fashion shopping apps), 모바일 앱(mobile apps), 우선순위(priority)

I. Introduction

최근 코로나19의 여파로 기존 오프라인 패션업체들이 위기를 맞으면서 전체 패션 시장 규모는 감소한 반면 온라인 패션 시장은 오히려 상승세를 보였다. 지난해 국내 패션 시장 규모는 작년보다 2% 감소한 40조 8,000억 원으로 추정되나 의복에 대한 온라인 쇼핑 거래액은 1조 8,129억 원으로, 작년 동기보다 8% 증가하였다[1]. 패션 전자상거래 시장의 가파른 성장세와 함께 주요 온라인 유통 채널에 해당하는 모바일 패션 쇼핑 앱이 큰 인기를 끌고 있다[2].

본 연구에서는 선행연구에 근거하여 소비자들이 모바일 패션 쇼핑 앱을 선택할 때 고려하는 요인들을 계층적으로 구성한 뒤 요인의 중요도 및 우선순위(priority)를 도출하고자 한다. 본 연구를 통해 향후 모바일 패션 쇼핑 앱 활성화를 위한 기초자료로 활용될 것으로 기대한다.

II. Theoretical Background

1. Analytic Hierarchy Process(AHP)

계층분석과정(AHP)은 주어진 의사결정 항목들을 주요 요인과 그 주요 요인을 이루는 세부요인들로 계층적으로 구조화한 후 해당 요인들에 대해 일대일 비교를 통해 우선순위를 산출하는 방법이다. AHP는 다양한 의견을 기하평균을 활용하여 통합함으로써 극단적 의견의 영향을 최소화하고 보다 합리적인 결과를 도출할 수 있다[3].

2. Mobile Fashion Shopping Apps

모바일 패션 쇼핑 앱이란 패션 제품을 거래하는 M-커머스 형태의 앱을 의미한다. 패션 쇼핑 앱 및 온라인 패션 쇼핑 서비스 속성 평가를 다룬 기존의 연구들을 정리하면 <Table 1>과 같다.

Table 1. Previous studies on fashion shopping apps and online fashion shopping services

Researcher	Factor Classification
Kim[4]	Tangibility, Empathy, Reliability, Responsiveness, Purchase certainty
Ku and Lee[5]	Product type, Product assortment, Marketing support, Promptness, Popularity, Price advantage, Convenience
Ryou and Cho[6]	Shopping mall reputation, Reliability, Information delivery, Promotion, Convenience, Product assortment
Lee[7]	Screen composition/navigation, sales promotion, Reliability, Product assortment/Product information, Customer service
Lee and Lee[8]	Content, Continuous management, Design/Visibility, Downloading
Na[9]	M-Marketing, M-Service, M-Sales, M-Communication, M-System
Park and Kang[10]	Continuous management, Tangibility, Information exchange
Kim[11]	Promptness, Customer management, Content diversity, Digital technology, Ease of use
Escobar-Rodríguez and Bonsón-Fernández[12]	Perceived Security, Trust, Fashion Innovativeness, Electronic Innovativeness
Ahn and Ryu[13]	Personalization, Ubiquity, Tangibility, Security
Park and Choi[14]	Service quality, Information quality, System quality, Design quality
Arumugam and Wing[15]	Efficiency, Personalization, Convenience, Ease of Use, Enjoyment, Trust, Social Interactions
Kim[16]	Product information, Product reviews, Service quality
Omar et al.[17]	Efficiency, Fulfilment, Responsiveness, Contact

III. Analysis of AHP

1. Design of AHP Model

본 연구는 계층분석과정을 적용하기 위해 앞서 살펴본 선행연구를 바탕으로 모바일 패션 쇼핑 앱 선택요인을 추출하여 <Table 2>와 같이 구성하였다.

Table 2. Mobile fashion shopping app selection factor

Criteria	Subcriteria	Explanation	Researcher
Economics	Coupons and discount event	Various discount events such as coupon issuance, price discount, and free shipping	Ku and Lee[5]; Ryou and Cho[6]; Lee[7]; Na[9]; Escobar-Rodríguez and Bonsón-Fernández[12]

			12]; Park and Choi[14]
	Shopping mileage point	Points paid after purchasing a product and writing a review	Kim[4]; Ku and Lee[5]; Ryou and Cho[6]; Lee[7];
	Variety of merchandise	Offer a wide variety of products	Kim[4]; Ku and Lee[5]; Ryou and Cho[6]; Lee[7]; Na[9]
Informativity	Information of merchandise	Specific information such as product image and size	Kim[4]; Ryou and Cho[6]; Lee[7]; Park and Choi[14]; Kim[16];
	Reviews of merchandise	Reviews to help you make decisions when shopping	Lee and Lee[8]; Park and Kang[10]; Kim[11]; Park and Choi[14]; Kim[16];
	Design of the app	Attractive design of app screen and easy and simple to use screen design	Kim[4]; Lee[7]; Lee and Lee[8]; Park and Kang[10]; Kim[11]; Ahn and Ryu[13]; Park and Choi[14]; Arumugam and Wing[15]; Kim[16]; Omar et al.[17]
Convenience	Search engine	Provides a simple and useful product search service	Ku and Lee[5]; Na[9]; Escobar-Rodríguez and Bonsón-Fernández[12]; Arumugam and Wing[15]; Omar et al.[17]
	Order and payment system	Simple ordering process and various convenient payment methods	Ku and Lee[5]; Lee[7]; Na[9]; Kim[16]; Omar et al.[17]
	Quality of merchandise	Reliable product quality	Ku and Lee[5]; Ryou and Cho[6]; Escobar-Rodríguez and Bonsón-Fernández[12]; Arumugam and Wing[15]
Reliability	Consumer service	Prompt response to customer requirements such as exchanges and refunds and smooth interaction with	Kim[4]; Ryou and Cho[6]; Lee[7]; Na[9]; Kim[11]; Park and Choi[14]; Arumugam and Wing[15]; Omar et al.[17]

		customers	
	Delivery service	Fast and accurate delivery service	Kim[4]; Ku and Lee[5]; Na[9]; Kim[16]; Omar et al.[17]
additional service	Customized recommendation system	Providing personalized shopping information	Na[9]; Kim[11]; Ahn and Ryu[13]; Arumugam and Wing[15]
	Fashion contents	Development of various fashion contents that arouse interest	Na[9]; Kim[11]; Escobar-Rodríguez and Bonsón-Fernández[12]; Park and Choi[14]

2. Priority Determination

본 연구 패션 쇼핑 앱 이용자들을 117명을 대상으로 설문조사를 실시하여 일관성비율을 충족한(CR<0.1)한 81부를 분석에 활용하였다. 모바일 패션 쇼핑 앱 선택요인에 대한 1단계 요인과 2단계 요인의 중요도 및 우선순위를 도출한 결과는 <Table 3>, <Table 4>와 같다.

Table 3. Weights of criteria

Criteria	Economics	Informativity	Convenience	Reliability	additional service
Weight	0.343	0.193	0.155	0.243	0.066
Rank	1	3	4	2	5
Consistency	$\lambda_{max} = 5.013$		CI = 0.003	CR = 0.003	

IV. Conclusions

본 연구의 결과, 소비자들은 1단계 선택요인들 중에서 경제성을 상대적으로 가장 중요한 요인으로 평가하였으며, 2단계 선택요인에서는 쿠폰발급 및 할인이벤트, 상품 품질, 상품 리뷰를 중요하게 평가하는 것으로 나타났다.

Table 4. Synthetic weights

Criteria	Subcriteria	Weight	Rank	Synthetic weight	Synthetic rank	λ_{max}	CI	CR
Economics	Coupons and discount event	0.742	1	0.255	1	2.000	0.000	0.000
	Shopping mileage point	0.258	9	0.088	4			
Informativity	Variety of merchandise	0.215	10	0.041	10	3.001	0.000	0.000
	Information of merchandise	0.265	8	0.051	7			
	Reviews of merchandise	0.520	4	0.100	3			
Convenience	Design of the app	0.152	13	0.024	12	3.001	0.000	0.000
	Search engine	0.421	6	0.065	6			
	Order and payment system	0.426	5	0.066	5			
Reliability	Quality of merchandise	0.645	3	0.157	2	3.001	0.000	0.000
	Consumer service	0.166	12	0.040	11			
	Delivery service	0.188	11	0.046	9			
additional service	Customized recommendation system	0.733	2	0.048	8	2.000	0.000	0.000
	Fashion contents	0.267	7	0.018	13			

REFERENCES

- [1] S. Oh, [Distribution Revolution is Coming in 2021 ④] Catch Fashion and Beauty Online... MZ Wallet is Open, <https://www.ajunews.com/view/20210110125010063>
- [2] D. Kim, The 10 Million Ara of Mobile Fashion Market... 'Clothing shopping' by Mobile for 20% of the People, <https://www.mirae-biz.com/news/articleView.html?idxno=64170>
- [3] G. Cho, Y. Cho, and H. Kang, *The Analytic Hierarchy Process*, Donghyeon Publications, 2003.
- [4] H. Kim, "Discriminative Factors of Buying Intention in Fashion Internet Shopping," A thesis for the degree of doctor, Department of Clothing, Sookmyung Women's University, Jun. 2000.
- [5] Y. Ku, and S. Lee, "A Study on the Effect of On - line Store Attributes on Consumers Purchase Intention of Internet Fashion Product Shopping," Journal of the Korean Society of Clothing and Textiles, Vol.25, No.6, pp.1100-1111, Mar. 2001.
- [6] E. Ryou, and O. Cho, "The Effects of the Internet Shopping Values on Internet Shopping Behavior of Apparel Products -Focused on the Shopping Mall Attributes and Perceived Risks-," The Research Journal of the Costume Culture, Vol.13, No.2, pp.209-220, Apr. 2005.
- [7] M. Lee, "The Effects of Internet Apparel Store Attributes and Shopping Values on Consumer's Internet Apparel Purchasing Behavior," Korean journal of human ecology, Vol.14, No.1, pp.155-165, Feb. 2005.
- [8] M. Lee, and K. Lee, "Mobile Shopping Motives and Fashion Application Acceptance," The Journal of Digital Policy & Management, Vol.11, No.1, pp.153-163, Jan. 2013. DOI: 10.14400/JDPM.2013.11.1.153

- [9] E. Na, "A Study on the Business Model of Fashion Mobile Commerce by Quality Evaluation," *Fashion business*, Vol.18, No.1, pp.1-21, Feb. 2014. DOI: 10.12940/jfb.2014.18.1.1
- [10] E. Park and E. Kang, "Impacts of Fashion Products Attributes and Mobile Shopping Mall Attributes on Impulse Buying Behavior and Satisfaction in Mobile Fashion Shopping Mall," *Fashion & Textile Research Journal*, Vol.18, No.2, pp.158-166, Apr. 2016. DOI: 10.5805/SFTI.2016.18.2.158
- [11] J. Kim, "A Study on Consumer's Preference for Fashion Mobile Shopping Application," Vol.68, No.8, pp.113-125, Oct. 2018. DOI: 10.7233/jksc.2018.68.8.113
- [12] T. Escobar-Rodríguez, and R. Bonsón-Fernández, "Analysing Online Purchase Intention in Spain: Fashion E-Commerce," *Information Systems and e-Business Management*, Vol.15, No.3, pp.599-622, Aug. 2017. DOI: 10.1007/s10257-016-0319-6
- [13] S. Ahn, and E. Ryou, "The Effect of Mobile Fashion Shopping Characteristics on Relationship Quality," *Fashion Business*, Vol.21, No.1, pp.99-111, Jan. 2017. DOI: 10.12940/jfb.2017.21.1.99
- [14] B. Park, and S. Choi, "Elements of Content and Quality Evaluation to Mobile Fashion Shopping Mall," *Journal of Human Ecology*, Vol.37, No.1, pp.1-26, Dec. 2018.
- [15] S. Arumugam, and J. Wing, "Antecedents of M-Commerce User Experience from a Millennials Perspective in a South African Fashion Retail Context," 2020 Conference on Information Communications Technology and Society, Apr. 2020. DOI: 10.1109/ICTAS47918.2020.233993
- [16] N. Kim, "Effects of Fashion Shopping Orientations and Importance of Fashion Application Attributes on Customer Satisfaction and Loyalty in Mobile Shopping Environment," *Journal of the Korea Fashion and Costume Design Association*, Vol.22, No.3, pp.139-153, Sep. 2020. DOI: 10.30751/kfeda.2020.22.3.139
- [17] S. Omar, K. Mohsen, G. Tsimonis, A. Oozeerally, and J. Hsu, "M-commerce: The Nexus between Mobile Shopping Service Quality and Loyalty," *Journal of Retailing and Consumer Services*, Vol.60, May. 2020. DOI: 10.1016/j.jretconser.2021.102468