

Web contents-comparative analysis: Online shopping agencies that retail foreign apparel⁺

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Abstract

The purpose of this study is 1) to investigate the Web content of online shopping agencies and to see if differences exist in their contents and 2) to suggest strategies for online shopping agencies.

For the study, the online shopping agency components of web sites were investigated, which consisted of product, information, and customer service. Each component had sub-categories. In order to analyze the Web content of online shopping agencies, nine agencies were chosen based on the rankings of www.rankey.com and www.100hot.co.kr. The content analysis was conducted from January 5th to the 30th of 2009.

The results showed that the basic Web content of online shopping agencies (i.e., product, information, and customer service) was evident on most sites. However, products were similar and effective information and labor-saving functions were sparsely used. Areas where customers actively participated were limited. Therefore, most sites need to reinforce their content by providing a well-articulated product, information, and customer service for shoppers and to differentiate their Web site identities.

Key Words : online shopping agency, web site content, product, information, customer service

I. Introduction

The fastest growing segment of online retailing is the online shopping agency. According to the Korea Times, online shopping agencies purchasing overseas goods have drastically increased and reached 500 in 2008, compared to less than ten

in 2004.¹⁾ Furthermore, online shopping agencies posted robust profits. WIZWID, the leading online shopping agency, reported profitable results for the first half of 2008, which was an increase of 25% from 2007.²⁾ And the WIZWID's rival, NJOYNY, increased profits by 26% when compared to the same period of 2007.³⁾ However, the economic

⁺ This work was supported by Woosuk University(2009)

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climate suddenly changed. The foreign exchange rate abruptly rose during the fourth quarter of 2008 and the global economy became sluggish. As a result of that, consumers have reigned in spending on foreign fashion goods.

The economic difficulties are evident and constant. In order to respond suitably to the economic crisis, online shopping agencies should increase their competitiveness. In order to do that, the first step is to reinforce the Web content of online shopping agencies, because numerous online shopping agencies still show the lack of their identities. By comparing the characteristics of Web site's contents, online shopping agencies can develop their marketing strategies.

However, little attention has been academically given to the Web content of online shopping agencies. There has been no study that tried to investigate how the web content of online shopping agencies are composed and differentiated. Recent studies are mainly on the consumer behavior of online shopping agencies, the influence of perceived risk, and the information search of online shopping agencies,⁴⁾ purchase intention and customer satisfaction of online shopping agencies.⁵⁾⁶⁾⁷⁾ Online shopping agencies' Web content is ignored. Therefore, the purpose of this study is to investigate the Web content that apparel shopping agencies are offering to shoppers and to examine whether differences in their content exist in order to suggest strategies for online shopping agencies.

II. Review of literature

1. Online Shopping Agencies

Online shopping agencies have shown evident progress in online retailing even though it confronts

economic fluctuations. Using online shopping agencies is becoming an intriguing way to purchase various foreign goods.

Kim et al. explains that "online shopping agencies is a new type of retailing that appears under the circumstances where consumers have absorbed all sorts of marketing information from abroad and through online. Moreover their tastes and senses have been being various and gentrified by increasing overseas trips."⁸⁾ As a result of that, consumers' demand of foreign fashion goods has been visibly increased.

Along with the emergence of online shopping agencies, the buzz word 'PRUV' became a topic in the fashion world. According to MK Economy, "the PRUV means a person who is proud of unusual value and love being differentiated from others. They feel superior to others when they consume the goods from rarely known fashion brands, which can be available by online shopping agencies such as WIZWID, la redoute, Tokyoholic etc. without traveling abroad."⁹⁾

Nowadays, purchasing foreign goods in online shopping agencies is common. But when WIZWID reflected on consumer's needs and ushered in online shopping agencies in 2001, it was a new business model. WIZWID was created within SK Global and later it became an independent company. WIZWID originally offers the WIZ address model which gives customers an LA Hub address. Therefore, customers can purchase products in US sites with their credit cards and the products are delivered to Korea via the LA Hub address. All the necessary documentation for customs are done by WIZWID. This business idea has been fruitfully developed.

Besides the growth of WIZWID, the consumer's growing appreciation of foreign goods and a well-timed fall in exchange rates made numerous

online shopping malls turn their attention to online shopping agencies. The business of the online shopping agency started either cooperatively or independently as can be seen in the following examples. The online shopping mall, Interpark, collaborated with the successful online shopping agency WIZWID, while other online shopping malls began the business independently (e.g., Mple ran yesNY; Auction ran 911; Lotte.com ran tokyoholic; GSeshop ran plein etc.¹⁰⁾ Along with major online shopping mall's business expansion into online shopping agencies, innumerable self-governing online shopping agencies started their business, too. Therefore, the number of online shopping agencies reached 500 in 2008 that was fifty times greater than 2004.¹¹⁾ But unfortunately, the explosive increase of online shopping agencies diluted the market. Moreover, the global economic recession added the challenging landscape.

2. Studies on online shopping agencies

Over the last few years, most studies on online shopping agencies mainly focused on the consumer's behavior. The following research shows the tendency of these recent studies.

Kim et al.¹²⁾ examines the difference between perceived risk and information search between shoppers of online shopping agencies (OSA) and shoppers of online shopping malls (OSM). The results showed that OSA shoppers perceive a higher level of product delivery risk and service risk than OSM shoppers. And OSA shoppers spend much more time in the purchase decision making than OSM shoppers.

Song and Hwang¹³⁾ examine OSA shopping behavior, such as perceived risks, selection criteria, and dissatisfaction, among four groups. Experienced customers of OSA are grouped

based on fashion leadership. These groups are fashion dual leaders (that show both characteristics of fashion leaders and innovators), fashion leaders, fashion followers, and fashion laggards. The results show that fashion laggards have perceived more risk while shopping in OSA and are dissatisfied with OSA elements than other groups.

Bae et al.¹⁴⁾ compares shoppers of OSM and shoppers of OSA and their purchasing motives. They find significant differences on the purchase motive and consumer satisfaction between these two groups. The purchase motive consists of four factors: motive of convenient shopping, product features, pleasant shopping, and economic shopping. In conjunction with purchase motives, the product feature motive of OSA shoppers are higher than their counterpart of OSM shoppers. Meanwhile the motive of OSM shopper to find convenient shopping and a pleasant shopping experience are significantly higher than OSA shoppers motives. Regarding satisfaction, OSA shoppers satisfaction is affected by on economic shopping motive. However, the counterpart of OSM shoppers is influenced by the product feature motive.

While Bae et al. study purchase motives between OSA shoppers and OSM shoppers, Park¹⁵⁾ compares the purchase intention between OSA shoppers and non-OA shoppers. The OSA shopper's purchase intention and purchase attitude of fashion goods is higher than non-OA shoppers. With respect to their purchase attitudes, OSA shoppers expect more variety and rarity of OSA goods than non-OA shoppers.

In prior research, much is known from the OSA shopper's behavior. But little information is provided as to the characteristics of successful OSA Web contents by which companies use as a guideline for building and evaluating their own

Web sites. To effectively manage an OSA, understanding the similarities and differences of an OSA will be a critical first step.

III. Research methods

The purpose of this study is 1) to investigate the Web content of online shopping agencies and whether the differences in their content exist and 2) to suggest strategies for online shopping agencies.

In order to compare the Web content of online shopping agencies, content analysis was conducted. Nine web sites of online shopping agencies that purchase overseas merchandise were selected based on two online ranking sites: www.rankey.com and www.100hot.co.kr. The following sites were commonly ranked on both ranking sites within the top 30 places and mainly sold fashion goods: www.njoyny.com, www.wizwid.com, laredoute.samsungmall.co.kr, www.storm.co.kr, www.poombuy.com, www.iehouse.co.kr, www.orangeplus.co.kr, www.japanenjoy.com, and www.saybrand.com.

Web site contents can be divided into three components (i.e., product, information, and customer service) by the definition of content that was stated by Kim¹⁶⁾ and the society for Internet marketing¹⁷⁾. They are then divided into sub-components. The details of the sub-components are presented in table 1.

Data was sorted by two coders and a two-point scale was used: information is not available (0) and information is available (1). The data of each web site was collected from January 5th to the 30th of 2009.

IV. Results and discussion

Web content consisted of product, information, and customer service. The content analysis of nine web sites showed the following results.

1. Product

Web content of products consisted of a variety of product and product assortments as can be seen in table 2. To begin with a variety of product online shopping agencies' sites commonly sold overseas' products. Some sites carried imported goods or domestic goods together with overseas' goods: three agencies dealt with imported good and four agencies sold domestic goods. Regarding self-shopping, five agencies offered checking · shipping service; two agencies provided shipping service; one agency gave both checking · shipping service and shipping service; three agencies did not offer self-shopping service. In other words, if an online shopping agency provides an American address for shipping to self-shoppers and shoppers checked out by themselves on an American online site, that was called "shipping service". And if agencies order a product of American online shopping mall on behalf of customers and ship the product to shoppers in Korea, that is entitled "checking · shipping service". Namely, online shopping agencies carried various goods depending on their marketing strategy.

Product assortment was analyzed depending on the range of product, price, and size. As for product range, selling product categories was various. One shopping agency sold mainly one category, which was jeans, but the rest of them sold multiple categories. Concerning the number of selling items in the category, it was presented by three sites. With respect to the region

<Table 1> Contents of Web Sites

Product	
a variety of product	imported goods, overseas goods, domestic goods, self-shopping
product assortments	selling product categories, the number of items, region of merchandise, casual or formal, price range, size range
Information	
Product Information	
visual information	enlarged picture (single or multiple), zoom in and out function, presented by colors
size information	size chart, converting metrics, methods of body measurement, product size, fit guide,
stock checking system	the amount of total stock, real time stock checking system, re-stock notice
product description	fiber information, fabric hand, origin, description of product image, product review
product search engine	by categories, the number of sorting option, function of linking same brand goods, quick view, providing alternative goods, providing coordinated goods, Today's viewed merchandise, shopping cart, wish list, purchase now
Price Information	
calculating estimate	automatic, only by request, providing detailed estimate, foreign exchange rate
checkout	payment methods, security checkout
Promotion Information	
product promotion	pop-up ads, merchandiser's pick, new arrival, best selling, best review, best photo review, event, trend news, style news
price promotion	sale, mileage
Shipping Information	
shipping period	overseas distribution partners info, local delivery agency info, providing detailed shipping itinerary, shipment tracking
offline	offline stores, map of store
Customer Service	
post-purchase service	rules and process of cancel, return, exchange, refund, out of stock policy
communication	real time 1:1, Q&A, FAQ, customer service center
community	providing board for selling goods that are purchased by members, discussion board
shopping guide	shopping guide, site map
membership	benefits of membership, my page, availability of site for nonmembers,
company information	company information, recruitment, history of company,
policies	privacy policies, user's agreement, copyright

of merchandise, it came from various regions such as Europe, America, France, and Japan. Two sites dealt with goods from one country such as Japan and France. In respect to the type

of clothing, eight shopping agencies dealt with casual and formal wear together and one agency carried only casual wear. The price range varied on most sites from cheap brands

such as Topshop or Primark to luxury brands like Gucci, Prada, and Giorgio Armani. However, two agencies excluded luxury items. Regarding size range, it was not diversely offered in many sites. As mentioned above, online shopping agencies carried various overseas' goods including imported goods or domestic goods and sold various categories depending on their marketing plan. However, similar merchandise assortment, dealing with overlapped brands, and limited size spec for only small-sized women were dominant problems.

In the lack of product strategy, many online shopping agencies seemed to find their solution by providing self-shopping service and to make profit by charging on agency commission. However, the commission business model would not create value in the long run. Thus the best approach of self-shopping service is to use it as a convenient service for customers to reach desirable goods rather than as a profit center.

2. Information

Information consisted of four sub-categories: product information, price information, promotion information, and shipping information. And the detail of each sub-category is presented in table 3.

In product information, there was visual information, size information, stock checking system, product description, and the product search engine. Regarding visual information, almost all sites offered single or multiple enlarged pictures and color variations of the product. However, only one site allowed shoppers to conveniently zoom in and out of an image. With respect to size information, charts were commonly offered as pop-ups, but converting metrics, methods of body measurement, and product size were rarely available. Fit guide was only offered by one site. The fit guide was suggested by previous customers that described

<Table 2> contents of Product

(n=9)

a variety of product		frequency(percent)
overseas goods		8(89%)
self-shopping	providing checking · shipping service	5(56%)
	providing shipping service	2(22%)
	providing checking · shipping service and shipping service	1(11%)
	unavailability of self shopping	3(33%)
imported goods		3(33%)
domestic goods		4(44%)
product assortments		
selling product categories	various categories (over 3)	8(89%)
the numbers of items in the same category		3(34%)
region of merchandise	America and Europe	5(56%)
	America	2(22%)
	France	1(11%)
	Japan	1(11%)
casual / formal	casual	1(11%)
	casual & formal	8(89%)
price range	including prestige brands	7(78%)
size range	limited (fewer than 3 size ranges)	5(56%)

actual fit of clothing by comparing their body size and purchased product size. Therefore shoppers could find the right fit with less difficulty. Unfortunately, this useful service seems to have alternated with the product review in other sites. However, shoppers evaluate only what they wanted to in the product review, therefore the advice of clothes fitting is often overlooked. Accordingly, the fit guide needs to be considered differently from the product review for convenient shopping.

In the stock checking system, the amount of total stock was not provided by any site, even though it was usually given by online shopping malls or online open markets. And most sites did not yet offer real time stock checking systems or re-stock notices. These are mutually effective functions for both shoppers and agencies. Hence, online shopping agencies should offer these functions as a way to differentiate their service.

Product description such as fiber information, origin, and description of product image, product review was generally offered. However, fabric handling was not well informed on most sites. With regards to product search engines, products could be generally searched for categories and sorting options. And most sites had functions like linking the same brand goods, shopping cart, wish list, purchase now function, and providing alternative goods. The labor-saving function of quick view, today's viewed items, and coordinate goods was not commonly offered for shoppers: quick view, which showed basic information about the product just by running the cursor over the listed picture, was on two sites; providing coordinated goods was on one site; today's viewed merchandise was shown on three sites.

In terms of price information, the automatically

estimated amount was generally provided. However, details of estimates were roughly given on three sites and the foreign exchange rate could only be found on two sites. This information is critical for easy shopping. If the agency does not deal with it in enough detail for shoppers purpose, the shopper's reliability on online shopping agencies will be lowered. Therefore, online shopping agencies should seriously consider it. Regarding checkout, payment methods were similar: credit card and a temporary online account were common denominators and using coupon and mileage was allowable for only members in most sites. Security checkout was also available.

In promotion information, there was product promotion and price promotion. Regarding product promotion, the following was common to all: merchandiser's picks, new arrivals, best selling, best review, and event. But pop-up ads, best photo review, trend news, and style news were not always provided. With respect to price promotion, sale and mileage information were usually suggested. The promotion information is useful not only to increase sales volume but also to establish site identity. To make the site outstanding, style and trend news may be effective. If the product is well-articulated with site's fashion styling suggestion, it will elevate the site's reputation.

In terms of distribution information, overseas' shipping information was not well provided: overseas distribution partner information and detailed shipping information prior to ordering stage was not always available; local delivery agency information was not given in many sites. But shipment tracking was available on all sites. The most seriously concerned elements before choosing an item may be delivery period. But it is often problematic even in online shopping malls

<Table 3> Contents of information

(n=9)

product information		frequency(percent)
visual information	enlarged picture	7(78%)
	zoom in and out	1(11%)
	presented by colors	9(100%)
size	size chart	6(67%)
	converting metrics	1(11%)
	methods of body measurement	1(11%)
	product size	1(11%)
	fit guide	1(11%)
stock checking system	the amount of total stock	0(0%)
	real time stock checking system	2(22%)
	restock notice	2(22%)
product description	fiber information	9(100%)
	fabric hand	3(33%)
	origin	9(100%)
	description of product image	7(78%)
	product review	9(100%)
product search engine	by categories	9(100%)
	sorting option	8(89%)
	function of linking same brand goods	8(89%)
	quick view	2(22%)
	providing alternative goods	8(89%)
	providing coordinated goods	1(11%)
	today's viewed merchandise	3(33%)
	shopping cart	9(100%)
	wish list	8(89%)
	purchase now	7(78%)
price information		
calculating estimate (in case of self-shopping, n/a=3)	automatic estimate	5(83%)
	automatic & by request	1(16%)
	by request	1(16%)
	providing detailed estimate	3(50%)
	foreign exchange rate	2(33%)
checkout	payment methods (more than 2)	9(100%)
	security checkout	9(100%)
promotion information		
product promotion	pop-up ads	4(44%)
	merchandise's pick	8(89%)
	new arrival	9(100%)
	best selling	8(89%)
	best review	7(78%)
	best photo review	3(33%)
	event	8(89%)
	trend news	2(22%)
	style news	1(11%)
price promotion	sale	9(100%)
	mileage	7(78%)

<Table 3> Contents of information (Continued)

(n=9)

product information		frequency(percent)
distribution information		
shipping information	overseas distribution partners info	1(11%)
	local delivery agencies info	4(44%)
	providing detailed shipping period (when ordering stage)	5(56%)
	shipment tracking	9(100%)
offline information	offline stores	1(11%)
	map of store	1(11%)

that have a long retail history than online shopping agencies. Thus it does not seem to be easy to improve the information of the delivery period in online shopping agencies anytime soon. However, it should be enhanced.

Relative to offline stores, one shopping agent had three stores: the site's main item was jeans therefore they recommend shoppers to visit and to feel experience the actual fitting of jeans. And the map of the store was provided.

Overall, various components of information were displayed in sites. But it should be reminded that how much information is produced is not sufficient. Customers evaluated it qualitatively. Therefore necessary information should be well-informed.

3. Customer Service

In the regards to customer service, there was post-purchase service, communication, community, shopping guide, membership, company information, and policies (Table 4). Post-purchase service information provided cancel, return, and exchange service. But refund and out of stock policy were not well informed. Thus shoppers might not notice the rules until the final phase of ordering goods. The post-purchase service information should be noticeable when the shopper is browsing products.

In communication, real time interactive consulting,

Q&A, FAQ, and customer service center were available. Real time 1:1 consulting, which is a function where shoppers can reach a consultant any time during office hours was offered on only one site and FAQ was not provided on all sites.

Regarding the community, a market place was offered by few shopping agencies for customers who wanted to sell a purchased good before using it for any reason. This can be a problem solving method for troubled shoppers. And a discussion board where customers could share their interests for fashion, change their shopping experience, and aggregate their buying power with other customers was not offered by any site.

The shopping guide, which is how to shop through the site, and site map were offered by some sites, while the benefits of membership and my page were usually provided. Non-members could shop in many sites but they could not get member reduced prices or member benefits like points or coupons. Regarding company information, it was always available, but the history of the company and recruitment information was provided by some sites. In respect to policies, privacy policy and users' agreement were offered commonly but copyright was not.

Overall, essential contents of customer service such as post-purchase service, company information,

<Table 4> Contents of customer service

(n=9)

customer service		frequent(percent)
post-purchase service	rules and process of cancel	8(89%)
	rules and process of return	8(89%)
	rules and process of exchange	8(89%)
	rules and process of refund	4(45%)
	out of stock policy	1(0%)
communication	real time 1:1	1(11%)
	Q&A	9(100%)
	FAQ	4(44%)
	customer service center	7(78%)
community	providing board for selling goods that are purchased by members	4(44%)
	discussion board	0(0%)
guide	shopping guide (how to shop through the site)	5(56%)
	site map	4(44%)
membership	benefits of membership	8(89%)
	my page	9(100%)
	availability of site for nonmembers	6(67%)
company information	company information	9(100%)
	recruitment	6(67%)
	history of the company	5(56%)
policies	privacy policies	9(100%)
	user's agreement	9(100%)
	copyright	2(22%)

and policies etc. were well organized. Therefore there seems to be no problems. However, the deficiency of indispensable content (for example, real time 1:1 consulting or selling board or discussion board) might limit the areas where customers could actively participate.

VI. Conclusion

Despite the rapid growth in online sales of overseas apparel in Korea, some online shopping agencies are still reluctant to provide a

well-articulated strategy of Web content. A content analysis of their web sites showed that basic Web content of product, information, and customer service were evident on most sites, but strategic features that could differentiate a merchant from competitors were sparsely used.

Online shopping agencies sold various goods such as imported goods, overseas goods, and domestic goods depending on their plan of product mix, however, the product assortment was similar and most of the brands on the sites overlapped. Size spec was also limited for those with a slim figure.

In respect to information, promotion information, price information, promotion information and shipping information were relatively well organized. However, advanced functions like zoom in and out, fit guide, real time stock checking systems, and re-stock notice were seldom offered. Automatically calculated estimates of overseas apparel and shipping itinerary were not shown in enough detail. Moreover convenient functions like quick view, today's viewed items, and providing coordinated goods was not commonly offered. Besides Web site fashion styling suggestions by style and trend news on their sites did not link to merchandize.

In terms of customer service, the rules of post-purchase service, such as cancel, return, refund, and exchange were normally in fine print or were roughly offered. Reselling board and discussion board, which could vitalize their Web sites, were not well prepared. Also, real time 1:1 consulting, which could increase order and shoppers satisfaction, was rarely shown.

In conclusion, in order to ensure the sustainability of future profits of online shopping agencies most sites need to reinforce their content with well-articulated product differentiation, reliable information, necessary functions, and a convenient service for shoppers. The most important thing is that online shopping agencies cannot co-exist in this economic slump without their site identities.

Finally, the results of this study cannot be generalized to all online shopping agencies because the sample for this study was limited to nine online shopping agencies. However, this study will be helpful to provide a better understanding of Web content components and their differences in order to suggest ways in which online shopping agencies that retail

apparel can improve. For further research, those Web sites' multidimensional scaling could be useful to see the differentiation of them statistically and shopper's perceived quality of Web contents could be valuable.

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Received September 29, 2009

Revised October 23, 2009

Accepted October 26, 2009