

Study on the effect of shopping-mall satisfaction with Parent company confidence -mediating effect of on-line shopping mall trust-

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모기업 신뢰가 쇼핑몰 만족에 미치는 영향에 관한 연구 -온라인 쇼핑몰신뢰의 매개효과를 중심으로-

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Abstract Due to the recent increase of online shopping mall, there were many changes in consumer lifestyle. and the luxury and foreign cosmetics are well sold in nowadays department store online shopping mall sites. Although not all products are sold through online shopping, consumers tend to purchase more inexpensive brand products through online shopping mall. Thus, department stores tend to sell the brand goods through their online sites In this thesis, First, the trust of shopping mall caused a positive effect to the trust of parent company. Second, the trust of shopping mall had a positive impact on satisfaction. Without satisfying parameters, The trust of parent company did not itself affect satisfaction of shopping mall.

Key Words : on-line shopping mall, confidence of parent company, trust of shopping mall ,satisfaction of shopping mall

요 약 최근 온라인 쇼핑몰의 증가로 인해 소비자들의 생활방식에도 많은 변화가 일어났으며, 현재 백화점들의 온라인 쇼핑몰에서는 명품들과 외국 화장품까지도 판매되고 있다. 아직까지는 모든 제품이 아닌 몇몇의 제품들만을 온라인 쇼핑몰에서 판매하고 있지만 소비자들이 브랜드 상품을 더욱 저렴한 가격에 구매하려는 경향을 보임으로써 백화점의 브랜드 상품을 온라인 쇼핑몰에서 판매하려는 경향이 늘어나고 있다. 이에 본 논문에서 연구한 결과 첫째, 모기업의 신뢰는 쇼핑몰의 신뢰에 긍정적인 영향을 미치는 것으로 나타났다. 둘째, 쇼핑몰의 신뢰는 쇼핑몰 만족에 긍정적인 영향을 미쳤으나 모기업 신뢰가 매개변수를 거치지 않고 쇼핑몰 만족에 미치는 영향에 대해 연구한 결과 모기업의 신뢰는 쇼핑몰 만족에 영향을 미치지 않았다.

주제어 : 온라인쇼핑몰, 모기업의 신뢰, 쇼핑몰의 신뢰, 쇼핑몰의 만족

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1. Introduction

Due to the recent increase of online shopping, there were many changes in consumer lifestyle. Also, the improvement of security and trust in online shopping malls have decreased a doubt and a complaint in online shopping's stability and environment. In this paper, First, how the trust of the parent company has an impact on the trust of the mall is illustrated. Second, how the confidence of shopping malls affect the shopping mall satisfaction is revealed. Third, how the satisfaction and trust of parent company affect online shopping satisfaction is depicted. How the trust of parent company and confidence of shopping mall have an impact on satisfying any of the factors and the empirical analysis are needed to find out about the evolution of online store.

2. Theoretical background and research hypotheses

2.1 The trust of parent company and confidence in online shopping and consumer satisfaction

Ganesan[6] viewed a trust as the same concept as a belief and explained trust as two factors of benevolence which represents belief that consumer have on capability of seller meaning credibility and belief of pursuing mutual benefits although there is environmental uncertainty. Also, the level of trust brings the development of relationship. The development of trust acts the same as the motivation of trusted side and the formation of side of trust's action. Moreover, trust is divided into trust for business and trust for reliance on seller. Trust for business is affected by the characteristics of business relationship which are its reputation, size, other competitive companies' distinctive factor, the desired degree of customization, shared confidentiality and the length of

relationship. On the other hand, the characteristics of relationship with the seller such as expertise, power, competitors' special feature and similarity, the frequency of relationship and the length of relationship affect the trust of seller. Supplier should invest to enhance and maintain its trust with consumer as trust is formed over a long time[3]. The trust of offline company is mainly researched with the relationships of consumer and supplier. Previous researches viewed precedence factors of trust as the reputation of seller, opportunity for opponent, the satisfaction from the past trade, transaction specific assets, the value of communalization, communication, opportunistic behavior[8].

Based on theoretical background, the following research hypotheses was established

H1: The higher the confidence of parent company the trust of online shopping mall will increase.

2.2 Trust of Online shopping mall

With the development of the internet, purchase through the online market became rapidly active. In this circumstance, success of online store lies in gaining and maintaining consumers' trust. As online trade consist of trust, the trust between company and consumer regarded as important. The main reason why people do not purchase in online is online trade itself and the lack of trust in products from online store[4]. Recently, Among many researches about trust, researches about the customer trust in electric commerce has been actively studied[17]. E-commerce is more based on trust between an individual and a business than an individual. So, an individual has the same environmental characteristic of market medium such as shopping mall site which leads a trade. Online shopping mall which is one of the e commerce put emphasis on trust and promise because it is a virtual space that the other person's reality cannot be directly seen.

Based on theoretical background, the following

research hypotheses was established

H2: The higher the reliance on parent satisfaction the trust of online shopping mall will increase .

2.3 Satisfaction of online shopping mall.

Satisfaction is determined when customers purchase product or service, compare them with others and select them[16]. The condition of satisfaction determined through cognitive decision can be defined by whether it is provided or did provide in a pleasant matter[12]. That is to say satisfaction is determined when consumer’s perceived value and anticipated value are in functional relation[11].

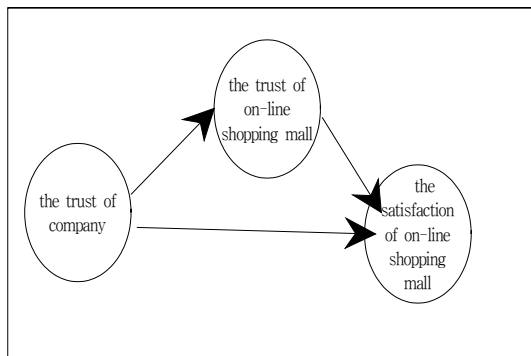
Based on theoretical background, the following research hypotheses was established

H3: The higher the trust of online shopping mall online shopping satisfaction will increase.

3 . Research model

3.1 Research Model

This study shows how the trust of parent company affect the trust of online shopping mall and its satisfaction. Based on the existing documentary records, the research model is like <Fig.1>



[Fig. 1] Research Model

4. Empirical Analysis

4.1 Data collection and sample configuration

In this study, data is collected by the responses from the consumers who use twitter. Among 300 questionnaires, except for the unanswered 11 questionnaires, 289 questionnaires were utilized in the research. Looking at the demographic characteristics, Among 289 respondents, men were 158, and women were 131. Those who are between 20~25 years old were 93, and those of 26~30 were 76, 31~35 were 70, and over 36 were 50.

4.2 Verification of the validity and reliability of Configuration Concepts

The value of Cronbach’s α was analyzed mainly with extracted items that were measurement items for each Configuration Concepts examining the reliability. Measuring 0.7 over all measurement items are items that can be equipped with the reliability. Exploratory factor analysis and reliability analysis results are presented in <Table 1>. item used in this study usually has been extracted from the relevant literature researches. Based on the result obtained in exploratory factor analysis, confirmatory factor analysis was conducted in order to evaluate the validity of all the potential factors[1.]. The result of confirmatory factor analysis in the complete model is presented as <table1>. Most of goodness of fit were fulfilled. Also to degauss the validity of the construct, average variance extracted was calculated. if variance extracted index is greater than or equal to 0.5, it can be seen to have intensive feasibility. In this study, the proposed model is generally deemed suitable sample material.

4.3 Hypothesis verification

In order to verify the hypothesis of this paper, structural equation modeling was set and through the questions gained from exploratory factor analysis and

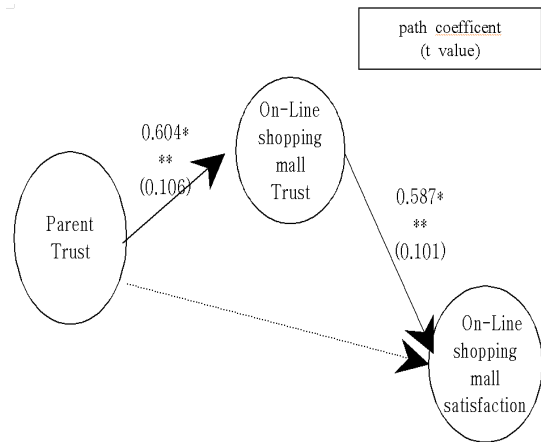
(Table 1) confirmatory factor analysis

division	item	factor loading quantity	cumulative dispersion ratio	AVE	Cronbach's a
trust of parent company	trust of parent company 1	.826	70.382	0.58	.838
	trust of parent company 2	.862			
	trust of parent company 3	.589			
	trust of parent company 4	.612			
trust of on-line shopping mall	trust of shopping mall 1	.830	62.285	0.61	.792
	trust of shopping mall 2	.808			
	trust of shopping mall 3	.600			
	trust of shopping mall 4	.551			
satisfaction of on-line shopping mall	satisfaction of shopping mall 1	.871	45.080	0.54	.938
	satisfaction of shopping mall 2	.869			
	satisfaction of shopping mall 3	.851			
	satisfaction of shopping mall 4	.888			
Chi-square=355.011, P=0.000, GFI=0.895, AGFI=0.721, NFI=0.853, CFI=0.817, RMSEA=.054					

confirmatory factor analysis, path analysis of the relationships between Construct was conducted. In the case of the path coefficient's estimation of path construct, Maximum Likelihood Estimation was selected. Generally 0.8 or more is suitable and greater than 0.9 is ideal in the case of GFI, AGFI, NFI. In the case of RMR and RMSEA, size between 0.05 and 0.08 viewed as proper[1],[2].

The empirical results of path coefficients between each Construct were represented as [Fig. 2], and Hypothesis verification results are as described below. The trust of parent company positively affects the trust

of online shopping mall(path coefficient=0.604, value of t=5.725). Trust of online shopping has positive influence on the satisfaction of online shopping mall(path coefficient=0.587, value of t=5.815). However, parent company's trust does not directly affect online shopping mall's satisfaction(p=.524).



Chi-square=355.011, P=0.000, GFI=0.795, AGFI=0.725, NFI=0.754, CFI=0.816
**p<.05, **p<.01

[Fig. 2] Research Result

the results of the path analysis and the parameter estimates based on that following: whether the employed parameter estimates or not the adopted are shown in the following <Table 2>. Hypothesis 1 and Hypothesis 2 was adopted. The other side, Hypothesis 3, the trust of parent company directly affect the satisfaction of online store was rejected.

5. Conclusion

5.1 Summary and implications

In this study, the factors affecting satisfaction of shopping mall are set the trust of parent company and confidence of shopping mall and this looked at that the confidence of parent company affects more

<Table 2> path analysis result

parent parameter	parent parameter estimated value	t-value	adopt or reject
trust of parent company →trust of shopping mall	.604(.106)***	5.725	adopt
trust of shopping mall →satisfaction of shopping mall	.587(.101)***	5.815	adopt
trust of parent company → satisfaction of shopping mall	-.051(.080)	-.637	reject

figure is unstandardized coefficient and standardized coefficient is suggested in (). **p<.05, **p<.01

satisfying and the confidence of online shopping mall impacts on more satisfying of shopping mall. In addition, the trust of parent company influence on satisfying of online shopping mall and the mediating effect on the trust of online shopping mall is verified. As results of Hypothesis 2, the confidence of parent company will affect online shopping satisfaction positive (+), all the hypothesis were adopted. The trust of parent company was found indirect effect on online shopping satisfaction through the trust of online shopping rather than a direct effect on the satisfaction of online store. Recent large-scale department stores and online shopping mall of the same name (New World Mall, Lotte Great , etc.), this consumer are also available on the basis of the trust of parent company (department store) for malls.

5.2 implications

We should be demonstrated empirically that antecedents of satisfaction of shopping mall for consumers don't consist of the reputation and prestige of parent company rather than forming the basis of trust for malls. If you are only realizing that the reputation of parent company about the mall itself can not give the satisfaction for consumers, marketing strategy will be established how to increase the reliability of shopping mall itself.

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