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An Analysis on the HMR Purchasing Behavior based on the Life Style of the Customers of Convenience Stores

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KEYWORDS

Lifestyle,
HMR,
Purchase behavior,
Convenience stores,
Repurchasing intent.

ABSTRACT

In this study, the influence of the life style on the HMR purchasing behaviors and repurchasing intents and the purchasing behavior on the repurchasing intent were examined in order to provide the basic data for developing competitive HMR product and invigoration of marketing. As results, of the life style factors, the health affected the quality, the taste the convenience and safety, and the economy the convenience, and the convenience the quality, and the safety the safety, significantly. Of the life style factors, health affected the repurchasing intentions negatively, while taste affected the repurchasing intent positively. Of the HMR selection properties, quality, convenience, and safety all affected the repurchasing intent positively. It can be conducted from the study that it is necessary to develop a strategy to enhance the quality and safety of the HMR and enhance the taste and economy of the HMR products for the taste and economy-oriented customers. When developing a new HMR product, the development and formulation of the strategy for quality, convenience, and safety and the overall strategy that covers from production, logistics, sales, and promotion, are supposed to be well established and discussed.

1. INTRODUCTION

In the past, the dining culture of South Korea was usually involved a large family having their meals together. However, due to the economic growth and expansion of the dining industry, the food culture is shifting to value convenience and efficiency in the use of time. Therefore, the demands for food products that take less time to prepare at home or processed food products are increasing, which triggered the growth of the meal ready-to-eat, or convenient food products (Jung, Kim, & In, 2014). The concept of an HMR is defined as convenient food products that can be used as a light meal, without preparation or cooking, with the food products being read

to be eaten after a simple preparation process as heating or boiling, due to their processing or packaging, while the nutrition and taste of the food are equal to home-made meals, making them an alternative to home-made meals (Kwon, Lee, & Choi, 2005). Due to the fast changes in the lives of the people in the modern society, their life style changed, which resulted in changes in terms of the food culture. As the consumer market changes, the life style provides an approach to help understanding the embedded values or levels of desires of the consumers. And, as the demands for dining of the customers diversify, this became a tool to study the internalized consumer behaviors (Choi & Na, 2013, Moon & Cho, 2012). The life style is an indicator that explains the behaviors of con-

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sumers. The food life style is sub-domain of lifestyle and affects the consumption of foods, eating habits, and other food purchasing behaviors. It is of high important to analyze the life style of the consumers (Choi & Na, 2013). The convenience stores in South Korea showed a steady growth in sales since 2010, while department stores, discount stores, or other parts of retail industry suffered.

The recent economic downturn, MERS outbreak, and other events took their tolls on the entire retail industry. As a result, while department stores or large discount stores, which are key off-line elements of the industry, suffered a very slow growth, convenience stores enjoyed a rapid growth. As such, the driving forces for the growth of the convenient stores included their fast response to the changing consumer trends, such as the development of specialized shops of various natures and turning these convenience stores into 'food shops' by strengthening the lunch box items (Kim, 2016). A recent survey with 800 visitors to convenience stores ranging from 10 to 49 in their ages showed that the average visiting frequency to convenience stores in a month was 8.7 times, while the 20s group had the highest frequency of 10 times a month. The preference of the women, 58.1% was higher than that of the men (47.1%) by 11%. The preference among the 20s group (57%) and 30s (56%) group was higher, and, as for the vocational groups, college students (59.4%) and office workers (53.6%) showed a higher preference(Park, 2017). The volume of the convenience stores market last year exceeded 2 billion won, going beyond the record of the previous year (17.2 trillion won). And, the driving force of the convenience stores market was the instant food, meal read to heat, or HMR, with the food products accounting for more than half of the total sales (<http://www.foodbank.co.kr>). According to KREI's food consumption behavior survey in 2016, the characteristics of the consumption included an increase in the consumption in convenience stores, increased share of the packaged food products, and increase in the consumption of foods in small packages(Lee, 2017). In these trends, there are a number of studies on the market status of the food market by the life styles. And, it is believed that more exploratory studies on food consumption and life styles would be desirable. The studies in these topics include a study on the life styles (Kim, Kim, & Kim, 2015; Kim, Lee, & Youn, 2014), a study on the satisfaction level and purchasing behavior on the HMR food products in convenience stores (Choi & Na, 2013; Kim & Kim, 2016; Kang & Jo, 2015), a study on the repurchase-intent of

HMR products (Jung et al., 2014; Kim & Jeon, 2015; Song & Lee, 2014), and a study on the selection properties of HMR (Lim & Choi, 2017; Kim, 2016a; Kim, 2016b). However, the number of such studies is still far from being sufficient, and the studies on the purchasing behaviors of the customers of convenience stores based on their life styles and repurchasing intents are scarce to find. In this regard, in this study, it is intended to examine the purchasing behavior of HMR in convenience stores based on the life styles of the customers, the influence on repurchasing intents, and the influence of the purchasing behaviors in the convenience stores on the repurchasing intents. The purpose of this study is to empirically examine the HMR purchasing behaviors of the customers of convenience stores based on their life styles, the influence on repurchasing intents, and the influence of the purchasing behaviors in the convenience stores on the repurchasing intents, in order to provide strategic implications and implications on the development of HMR products that are competitive in the convenience stores markets as the basic data for developing marketing invigoration strategies.

2. LITERATURE REVIEW

2.1. Life Style of the Customers of Convenience Stores

Previous Literally, a convenience store is defined as a 'small retail shop that is intended to provide convenience to the customers.' Here, 'convenience' means the four conveniences that cannot be obtained from existing supermarkets, large retail shops, or specialized retail shops, that is, the convenience in shopping, convenience in shopping in vicinity, convenience in products such as foods ready to eat, and convenience in other everyday life services(Kim, 2016c). In the midst of the fast economic growth and life styles, there are demographic differences in terms of the food purchasing behaviors and attitude toward nutrition and health due to the changes in the awareness on one's own life style and food behaviors (Kim, 2016b). And, life styles function as an effective tool to explain and understand the behaviors of the customers and are used in developing market strategies. They are expressed in one's own actions, opinions, or value systems and reflected in the purchasing decision making process, affecting the consumer behaviors significantly as they choose their products (Kim et al., 2015). The food life style as surveyed in the aspects of the characteristics of the purchased products, food purchasing behaviors, purchasing decision making, motivation of purchas-

ing, and preparing the meals, in order to explain the food purchasing behaviors (De Boer, McCarthy, & Cowan, 2004; Grunert et al., 2011; Jung, Kim, & In, 2014) reported that, in the relationship between the food life style and the influential factors, pursuit of convenience, taste, and economy affected the awareness in the aspect of function and effects to lead them to see the convenience stores food products having convenience and taste, while the consumers of economic consumption tendencies saw the convenience stores food products to have taste, cost advantages, and convenience in terms of food preparation. Choi and Na (2013) reported that the health-oriented and taste-oriented life styles failed to affect the convenience in use and economy, the taste-oriented types the quality and convenience of the HMR, while the purchasing motivation of convenience in use and economy failed to affect the repurchasing intent.

2.2. HMR Purchasing Behaviors (Selection Properties)

Due to the increased employment of women, as well as the increased number of single-member households and leisure time led to a shift from the traditional meals to completed, packaged meals ready to eat to replace a meal at home, providing convenience in time, cost, and more factors. As a result, the market for these products continues to grow (Kim et al., 2015). A selection property is defined as the characteristics of the product that is believed to be the most important when a customer chooses his/her products. These are important elements of a purchase and have been studied as the speed, price, convenience, information, and diversity (Kim, 2016a). The product properties are the elements of a product. They are characterized to change among consumers, lead the customers to make the purchase, or can be obtained through the price or the products, having multi-faceted and complex characteristics (Lee, Kim, & Lee, 2016; Zeithaml & Bitner, 1996). There were also other studies which divided them into five factors of the preferred menu, simplicity, convenience of the food, values and utility, product information, and quality of the food (Lee, Park, & Cho, 2011), or seven factors, which were the quality of the food, appearance and packaging, convenience and reliability, accessibility, familiarity, positive experience, and practical advantages (Chung & Lee, 2007). Lee (2006) reported the key factors of purchasing food products as convenience, core services, ancillary services, visual effects, promotion, sanitary, and nutrition. And, they also reported

that the satisfaction of the customers affected the repurchasing intent and recommendation intent.

2.3. Repurchasing Intent

The repurchasing intent is the behavior to purchase a certain service from the same provider. Such an action is taken by personal decisions and defined as the chance of the customer revisiting the shop and the intent to recommend the service to others (Song & Lee, 2014). Ryu and Lee (2013) reported that the more positive the perceived prices and qualities are, the low the school year is, and the higher the awareness level is, and if the purchaser was a male student, the intent of repurchasing was higher. Choi and Na (2013) reported that the food purchasing attributes, that is, the easiness to use, economy, the quality and convenience of the HMR did not affect the repurchasing intent. Lee et al. (2016) showed that the quality of the PB product menus and price values affected the satisfaction, and the satisfaction level affected the repurchasing intent positively. And, a satisfied customer showed not only an increased repurchasing intent but also a higher level of trust, contributing to a more positive image of the brand. Lim and Choi (2017) showed that while perceived risks of the customers did not affect their attitude toward the PB products significantly, they negatively affected the repurchasing intent, providing an implication that improving the image of the shop may contribute to a higher level of repurchasing intent of the customers.

2.4. Study Model and Hypothesis

2.4.1. Study Model

The study model used in this study was composed of the life style of the customers, HMR selection properties, and repurchasing intents. In order to examine the relationship between the life style of the customers of the convenience stores and the HMR selection properties and the influential relationships between the HMR selection properties and the repurchasing intents, a study model as shown in Fig. 1 was set based on preceding studies by Choi and Na (2013), Song and Lee (2014), Jung et al. (2014), Kim et al. (2015), Kim et al. (2014), Kim (2016a), Kim (2016b), Park and Kim (2016), Lee et al. (2016), and Lim and Choi (2017).

2.4.2. Study Hypothesis

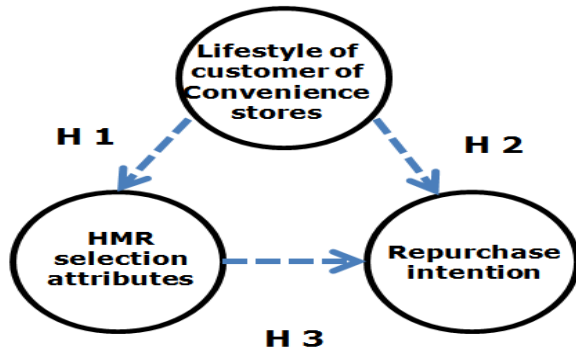


Fig. 1. Research model.

2.4.2.1. The Relationships between the Life Style of the Convenience Stores Customers and the HMR Selection Properties

Kim et al. (2015) showed in their study, 'A Study on the HMR Consumption Behaviors by Life Styles,' the relationships between the life style and the HMR food selection properties of toddlers. The result of their study showed that, in all life style groups, the safety factor influenced each direction. Choi and Na (2013), in their study titled 'The Influence of the Purchasing Motivation for HMR based on Life Styles and Selection Properties on Repurchasing Intents,' showed that the customers of 'health-oriented' life styles did not show a significant effect of convenience on the selection properties, while the customers of 'taste-oriented' life styles showed a significant influence on the convenience in use and economy properties of selection. This signifies that the life style of the customers of convenience stores affects the HMR selection in convenience stores. In order to verify the relationship between life styles and HMR selections, hypothesis 1 was established.

Hypothesis 1: The life style of a convenience store customer will affect the HMR selection properties.

Hypothesis 1-1: The life style of the customer of convenience stores will affect the HMR quality.

Hypothesis 1-2: The life style of the customer of convenience stores will affect the HMR convenience.

Hypothesis 1-3: The life style of the customer of convenience stores will affect the HMR safety.

2.4.2.2. The Relationship between the Life Style of the Customers of Convenience Stores and Repurchasing Intents

Kim et al. (2015), in their study titled 'A Study on the Single Customers' Satisfaction in the Food Product in Convenience Stores and the Repurchasing Intents based on their Food Life Style', showed that the customers of 'health-oriented' life styles had a negative influence on repurchasing intents, while the 'convenience-oriented' life styles had a positive relationship with the repurchasing intents. Jung et al. (2014) showed, in their study titled 'A Study on the Influence of the Food Life Style on the Awareness on the Convenience Food Products and Customer Satisfaction,' that, as the 'convenience-orientation', 'taste-orientation', 'economy-orientation' life styles affect the awareness on the functions and effects, the customers oriented to convenience, taste, and economic consumption tend to see the convenience food products having values taste, cost, and convenience, in terms of preparation of the food. Therefore, the life style of the customers of convenience stores can be said to affect the repurchasing intents, and, in order to verify the relationship between the life style of the customers and their repurchasing intents, Hypothesis 2 was established.

Hypothesis 2: The life style of the customers of convenience stores will affect their repurchasing intents.

2.4.2.3. The Relationship between the HMR Selection Properties and Repurchasing Intents of the Customers of Convenience Stores

Choi and Na (2013) showed, in their study titled 'The Influence of the Purchasing Motivations and Selection Properties of HMRs by life styles on the Repurchasing Intents,' that, of the HMR selection properties, quality and convenience affected the repurchasing intents significantly. Song and Lee (2014) showed, in their study titled 'A Comparative Study on the Influence of the Shop Selection Properties of Corporate Supermarkets' Location Factors on the Revisit Intent,' where they studies the relationship between the shop selection properties in residential districts and commercial districts and the influence on the revisit intents, the location factors affected the revisit intent. Lim and Choi (2017) showed, in their study titled 'A Study on the Repurchase Intent of the Customers for PB Products,' that the repurchasing intents of the customers were higher when the image of the shop was positive and the attitude toward the PB products was positive. Therefore, it can be said that the HMR selection properties

of the customers of convenience stores affect the repurchasing intents, and, in order to verify the relationship between the selection properties of HMR in customers of convenience stores and their repurchasing intents, Hypothesis 3 was established.

Hypothesis 3: The HMR selection properties of the customers of convenience stores affect their repurchasing intent.

3. METHODOLOGY

3.1. Composition of the Questionnaires

The author chose empirical study methods to verify the study model and the hypotheses and selected to use questionnaires as the method of survey. The questions in the questionnaires used for this study were prepared based on the preceding studies that were used as the measurement variables of life style (Kim et al., 2015; Choi & Na, 2013). And, the questions were prepared based on a preceding study to measure the HMR selection properties of the customers of convenience stores (Choi & Na, 2013; Song & Lee, 2014). The questions were divided into categories of life style, HMR selection properties, repurchasing intents, and general information. Based on the measurement tools used in preceding studies, 23 questions for life style, 17 for HMR selection properties, one for repurchasing intents, and 7 for general information, were selected. Therefore, the total number of questions in the questionnaire was 48, where Likert's scales were used. The seven general information items were measured using the nominal scales.

3.2. Data and Sample

A In this study, in order to verify the hypotheses on the influence on the HMR selection behaviors based on the life styles of the customers, a questionnaire was designed using the variables reviewed above. And, a survey was conducted with the college students in Seoul and Gyeonggi-do region from June 1, 2017 to June 15, 2017. As for the sampling method and the size of the sample group, the convenient sampling method was used to select three universities in Seoul and two in Gyeonggi-do region. Each university was assigned with 100 samples, and the surveyors were instructed on the purpose of the study and the method to acquire interviewees. The sur-

vey was conducted in the self-reporting method, as the interviewees filled up the forms by themselves. A total of 500 questionnaires were distributed and 490 were recovered to be used as valid samples. The data search function of SPSS was used, however, to verify the regularity of the data and, as a result, 9 outliers were removed, ending up with a total of 481 final valid samples (valid sample rate 96.2%) that were fed into the analysis. The collected data were analyzed using SPSS 22.0 software. A frequency analysis was conducted to examine the characteristics of the respondents, and a factor analysis and a reliability analysis were conducted to verify appropriateness of the life style of the customers and their selection properties of HMR. To verify the hypotheses, a multiple regression analysis was conducted in order to analyze the relationship between the life style of the customers and their HMR selection properties, their life style and the repurchasing intents, and the HMR selection properties and repurchasing intents.

4. RESULTS

4.1. Demographic Information

Table 1 shows the result of the analysis of the 483 respondents, in order to understand their demographic characteristics. According to the analysis, 188 of them were female (39.1%), while 293 were male (60.9%). As for the age distribution, 7 were 18~19 age (1.5%), while 474 were in their 20s (98.5%). As for the school years, 168 were first-year students (34.9%), 160 in the second year (33.3%), 128 in the third year (28.7%), and 15 in their fourth year (3.1%). As for the number of family members, 18 were from families with only one member (3.7%), 22 from two-member families (4.6%), 83 from three-member families (17.3%), 268 from four-member families (55.7%), and 90 from families with five or more members (18.7%). As for the monthly household income, 61 were making less than 3 million won (21.4%), 86 from 3 million~4.99 million won (30.2%), 84 from 5~5.99 million (29.5%), and 54 6 million or more (18.9%). As for the monthly food expenditure, 71 were spending between 50,000 and 90,000 won (14.8%), 124 between 100,000~140,000 won (25.8%), 153 between 150,000 won and 190,000 won (31.8 %), 71 between 200,000~240,000 won (14.8%), 40 between 250,000~290,000 won (8.3%), and 22 300,000 won or more (4.6%).

Table 1. Profile of the respondents

Variables		Frequency	%	Variables		Frequency	%
Gender	Female	188	39.1	Age	18~19	7	1.5
	Male	293	60.9		20 over	474	98.5
Number of family members	1	18	3.7	Monthly household income	199 or less	44	9.1
	2	22	4.6		200~299	100	20.8
	3	83	17.3		300~399	134	27.9
	4	268	55.7		400~499	69	14.3
	5 or more	90	18.7		500 or moer	134	27.9
Monthly food expenditure	5~9	71	14.8	Grade			
	10~14	124	25.8		1	168	34.9
	15~19	153	31.8		2	160	33.3
	20~24	71	14.8		3	138	28.7
	25~29	40	8.3		4 or more	15	3.1
	30 over	22	4.6				

4.2. Measurement Model and Discriminant Validity Analysis

4.2.1. The Relationships between the Life Style of the Convenience Stores Customers and the HMR Selection Properties

The Hypothesis 1 of this study is to verify the influence of the life style of the customers on the HMR selection properties. For this purpose, in order to verify the influence of the life style on the HMR selection properties (quality, convenience, and safety), the hypothesis as verified in three subordinate hypotheses, which were Hypothesis 1-1, Hypothesis 1-2, and Hypothesis 1-3.

4.2.1.1. The Relationship between the Life Style of the Customers and the HMR Selection Properties

Hypothesis 1-1 is to verify the influence of the life style on the HMR quality. For this, the life style factors of 'health-oriented', 'safety-oriented,' 'taste-oriented,' and 'economy-oriented' were set as the independent variables, while the HMR quality was set as the dependent variable. Then, these factors were fed into a regression analysis. As shown in Table 2, the result was $R^2=.307$. The examination on whether the regression equation was significant showed that the F value was 41.467, where the significance probability was 0.000, indicating statistical significance. Of the five factors of life style of

Table 2. The relationship between the life style of the customers and the HMR selection properties

	Non-standardized loadings B	Standardized loadings	t-value	Significance probability (p-value)
(Constant)	-2.357		.000	.000
Health-oriented	.142	.142	3.157	.002**
Safety-oriented	.001	.001	.027	.979
Taste-oriented	-.039	-.039	-.862	.389
Convenience-oriented	-.108	-.108	-2.402	.017*
Economy-oriented	-.036	-.036	-.799	.425

$R^2=.307$, Adjusted $R^2=.299$, $F=41.467$, $p<0.000$

* $p<0.05$, ** $p<0.005$, *** $p<0.001$.

the customers, the health-oriented and the convenience-oriented affected the HMR quality significantly, partially supporting Hypothesis 1-1. To be more specific, the standardization coefficient beta explains the relative importance of the regression coefficient. Here, 'health-oriented' (.142) turned out to affect HMR quality positively. 'Convenience-oriented' (−.108) affected the HMR quality negatively. This was in line with the result in Choi and Na(2013), where the taste-oriented types had a positive influence on the HMR quality.

4.2.1.2. The Analysis on the Relationship between the Life Style and the HMR Convenience

Hypothesis 1-2 of this study was to verify the influence of the life style on the HMR convenience. To verify this, the health-oriented, safety-oriented, taste-oriented, convenience-oriented, and economy-oriented, were set as the independent variables, while the HMR convenience was set as the dependent variable to conduct a multiple-regression analysis. The result showed that, as shown in Table 3, $R^2=.039$. The examination on whether regression equation was significant showed that the F value was 3.886, where the significance probability was 0.000, showing statistical significance. Of the five factors of the life style of the customers, the two factors of taste-oriented and economy-oriented showed a significant influence on the HMR convenience, partially supporting Hypothesis 1-2. To be more specific, the standardization coefficient beta explains the relative importance of the regression coefficient. Here, the taste-oriented (.096) and the economy-oriented (.163) affected the HMR convenience positively. This was in line with the result in the study by Choi and Na (2013), where

the health-oriented types did not affect the convenience significantly, while the taste-oriented types affected the convenience of the HMR positively.

4.2.1.3. Analysis of the HMR Safety based on the Life Style of the HMR Customers

Hypothesis 1-3 of this study was to verify the influence of the life style on the HMR safety. To verify this, the health-oriented, safety-oriented, taste-oriented, convenience-oriented, and economy-oriented, were set as the independent variables, while the HMR safety was set as the dependent variable to conduct a multiple-regression analysis. The result showed that, as shown in Table 4, $R^2=.028$. The examination on whether regression equation was significant showed that the F value was 2.707, where the significance probability was 0.000, showing statistical significance. Of the five factors of the life style of the customers, the two factors of safety-oriented and taste-oriented showed a significant influence on the HMR safety, partially supporting Hypothesis 1-3.

To be more specific, the standardization coefficient beta explains the relative importance of the regression coefficient. Here, the taste-oriented (.097) and the safety-oriented (.110) affected the HMR safety positively.

4.2.2. The Relationship between the Life Style and the Repurchasing Intent

Hypothesis 2 of this study was to verify the influence of the life style on the repurchasing intent. To verify this, the health-oriented, safety-oriented, taste-oriented, convenience-oriented, and economy-oriented, were set as the independent

Table 3. The analysis on the relationship between the life style and the HMR convenience

	Non-standardized loadings B	Standardized loadings	t-value	Significance probability (p-value)
(Constant)	−6.818		.000	.000
Health-oriented	−.007	−.007	−.162	.872
Safety-oriented	.023	.023	.502	.616
Taste-oriented	−.096	.096	2.131	.034*
Convenience-oriented	−.054	−.054	−1.211	.226
Economy-oriented	.163	.163	3.625	.000***
$R^2=.039$, Adjusted $R^2=.029$, $F=3.886$, $p<0.000$				

* $p<0.05$, ** $p<0.005$, *** $p<0.001$.

Table 4. Analysis of the HMR safety based on the life style of the HMR customers

	Non-standardized loadings B	Standardized loadings	t-value	Significance probability (p-value)
(Constant)	3.537		.000	.000
Health-oriented	-.064	-.064	-1.405	.161
Safety-oriented	.110	.110	2.432	.015*
Taste-oriented	.097	.097	2.144	.033*
Convenience-oriented	-.044	-.044	-.965	.335
Economy-oriented	-.015	-.015	-.337	.736
$R^2=.028$, Adjusted $R^2=.017$, $F=2.707$, $p<0.02$				

* $p<0.05$, ** $p<0.005$, *** $p<0.001$.

variables, while the repurchasing intent was set as the dependent variable to conduct a multiple-regression analysis. The result showed that, as shown in Table 5, $R^2=.051$. The examination on whether regression equation was significant showed that the F value was 5.079, where the significance probability was 0.000, showing statistical significance. Of the five factors of the life style of the customers, the two factors of health-oriented and taste-oriented showed a significant influence on the repurchasing intent, partially supporting Hypothesis 2. To be more specific, the standardization coefficient beta explains the relative importance of the regression coefficient. Here, the health-oriented (-.124) affected the repurchasing intent negatively, while the taste-oriented (.161) affected the repurchasing intent positively. Lee et al. (2016) showed that the taste and price of the convenience stores lunch boxes were the most important to the customers.

These factors enhanced customer satisfaction and eventually affected the repurchase intents, making them of high importance. Jeong et al. (2014) showed that, of the life styles, the taste-oriented, challenge-oriented, and convenience-oriented customers, as well as the customers who valued the convenience in the new products, showed a higher tendency of repurchasing convenience food products.

4.2.3. The Relationship between the HMR Selection Properties and the Repurchasing Intent

Hypothesis 3 of this study was to verify the influence of the HMR selection properties on the repurchasing intents. For this, the HMR selection properties factors of the customers of convenience stores, which were 'quality,' 'convenience,' and 'safety' were set as independent variables and the repurchas-

Table 5. The relationship between the life style and the repurchasing intent

	Non-standardized loadings B	Standardized loadings	t-value	Significance probability (p-value)
(Constant)	3.551		99.426	.000
Health-oriented	-.099	-.124	-2.783	.006**
Safety-oriented	-.069	-.086	-1.928	.055
Taste-oriented	.129	.161	3.605	.000***
Convenience-oriented	.007	.009	.209	.835
Economy-oriented	.034	.042	.948	.344
$R^2=.051$, adjusted $R^2=.041$, $F=5.079$, $p<0.000$				

* $p<0.05$, *** $p<0.001$.

Table 6. The relationship between the HMR selection properties and the repurchasing intent

	Non-standardized loadings B	Standardized loadings	t-value	Significance probability (p-value)
(Constant)	3.551		104.595	.000
Quality	.128	.160	3.764	.000***
Convenience	.234	.292	6.879	.000***
Safety	.133	.166	3.910	.000***
$R^2=.139$, adjusted $R^2=.133$, $F=25.591$, $p<0.000$				

* $p<0.05$, *** $p<0.001$.

ing intent as the dependent variable. Then, these were fed into a regression analysis. As shown in Table 6, the result was that the $R^2=.139$. The examination on whether the regression equation was statistically significant showed that the F value was 25.591, where the significance probability was 0.000, showing statistical significance. All three of the HMR selection properties, 'quality', 'convenience,' and 'safety' significantly affected the repurchasing intent, supporting Hypothesis 3. To be more specific, the standardization coefficient beta explains the relative importance of the regression coefficient. The 'quality (.160),' 'convenience (.292),' and 'safety (.166)' all affected the repurchasing intent positively. Song and Lee (2014) analyzed the relationship between the shop selection properties and the revisit intents. The result was that the location factor affected the revisit intent. Lim and Choi (2017) showed that the repurchasing intent became higher when the image of the shop was positive and the attitude toward the PB products was friendly.

5. CONCLUSIONS

The purpose of this study was to examine the influence of the life style on the HMR purchasing behavior and repurchasing intents and the influence of the purchasing behavior at convenience stores on the repurchasing intents, to provide developmental and strategic implications for the HMR products that are competitive in the convenience stores market and use such a result as the basic data for marketing invigoration. The result of this study was as follows; First, the researcher established Hypothesis 1-1, 1-2, and 1-3 in order to verify the influence of the life style on the HMR selection properties (quality, convenience, and safety). And, it showed that the two factors of the five life style factors, that is, the

health-oriented and the convenience-oriented, affected the HMR quality factor significantly. It was also shown that the 'health-oriented' (.142) affected the HMR quality positively, while the 'convenience-oriented' (−.108) affected the HMR quality negatively. Such a result shows that the health-oriented customers value HMR quality, while the convenience-oriented customers were willing to sacrifice the quality for the sake of convenience. Of the five life style factors, the taste-oriented (.096) and economy-oriented (.163) affected the HMR convenience positively. It is believed, as a result, that the customers who are taste and economy-oriented value HMR convenience, and their purchasing behaviors are affected accordingly. Of the five factors of life style, the taste-oriented (.097) and safety-oriented (.111) affected the HMR safety positively. Such a result shows that the customers who value the taste and safety think the HMR safety more important compared to other factors. Such a result supports a preceding study by Kim et al. (2014), where the only the life style that valued convenience had a significant impact on the repurchasing intent and Kim et al. (2015), where, in all life style groups, the safety factor affected each direction. In this study, the health-oriented factor affected the quality, the taste-oriented affected convenience, economy-oriented convenience, and convenience-oriented quality, and safety-oriented safety. Second, the result of verification of the influence of the life style on the repurchasing intent showed that, of the two factors, 'health-oriented' and 'taste-oriented,' the health-oriented factor (−.124) affected the repurchasing intent negatively, while the taste-oriented (.161) affected the repurchasing intent positively. To be more specific, of the life-style variables, the health-oriented customers were not affected in terms of their repurchasing intents, while showing that the taste is an important factor for the customer's repurchasing intents. Third,

the result of the verification of the influence of the HMR selection properties on the repurchasing intents showed that all three of the HMR selection properties, the quality, convenience, and safety, affected repurchasing intents positively. To be more specific, all three of HMR selection properties affected the repurchasing intent, indicating that they are all important variables in determining the repurchasing intent. Such a result supports a preceding study by Choi and Na (2013), where the quality and convenience affected the repurchasing intent positively.

The policy implications of the result of the verification of the hypotheses of this study are as follows; First, of the five life style factors of the customers, the taste and economy affected the HMR convenience, the health and convenience the quality, and safety and taste the safety, significantly. This means that, with regard to the convenience of the HMR selection properties, the taste and economy of the product should be improved to capture the taste and economy-oriented customers, while improving the quality and safety of HMR. Second, the health, as one of the life style factors, affected the repurchasing intent negatively, while the taste affected the repurchasing intent positively. Therefore, it is believed that health-oriented customer did not view the convenience store products importantly, which necessitates an increase in the health-related information when developing new products, while the taste should also be taken into account. In the end, the HMR suppliers should engage in R&D and investment continuously from the planning phase to the marketing phase when they develop new products. Third, all three of the HMR factors, the quality, convenience, and safety, turned out to determine the repurchasing intent. Therefore, a strategy to cover the overall process of the development, manufacturing, logistics, sale, and promotion, regarding the quality, convenience, and safety.

However, there were several limitations in this study. First, the target area of this study was limited to Seoul and Gyeonggi-do Area, limiting the generalizability of the study result. Follow up studies would be necessary to include the consumers of all regions. Second, the selection properties of the HMR products could have been more specific, and follow up studies should involve identification of more specific HMR selection properties to provide more interesting result. Third, in the future, an indepth study with the workers in the HMR industry related to convenience stores could be conducted to analyze the HMR purchasing behavior using the market seg-

mentation variables, and this could provide policy implications for academic and practical contributions related to the HMR products in convenience stores.

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