



## Journal of Korea Trade

Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea

Bangwool Han, Minho Kim, Jaehoon Lee,

### Article information:

To cite this document:

Bangwool Han, Minho Kim, Jaehoon Lee, (2018) "Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea", Journal of Korea Trade, <https://doi.org/10.1108/JKT-10-2017-0093>

Permanent link to this document:

<https://doi.org/10.1108/JKT-10-2017-0093>

Downloaded on: 26 June 2018, At: 03:44 (PT)

References: this document contains references to 85 other documents.

To copy this document: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

The fulltext of this document has been downloaded 10 times since 2018\*

Access to this document was granted through an Emerald subscription provided by emerald-srm:573577 []

### For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit [www.emeraldinsight.com/authors](http://www.emeraldinsight.com/authors) for more information.

### About Emerald [www.emeraldinsight.com](http://www.emeraldinsight.com)

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

\*Related content and download information correct at time of download.

# Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea

Cross-border  
online  
shopping  
in Korea

Bangwool Han and Minho Kim  
*College of Commerce, Chonbuk National University, Jeonju,  
The Republic of Korea, and*  
Jaehoon Lee

*Department of Marketing, Southern Illinois University, Carbondale, Illinois, USA*

Received 30 October 2017  
Revised 26 January 2018  
Accepted 5 April 2018

## Abstract

**Purpose** – Using the theory of planned behavior as its basis, the purpose of this paper is to investigate the relationships among beliefs about electronic service quality (E-S-QUAL); consumers' need for uniqueness (CNFU); and beliefs about perceived behavioral control, expectations of important others, and cross-border online purchasing behavioral intention. The effects of E-S-QUAL and CNFU on attitude are examined with data collected from Korean consumers who have cross-border online purchasing experience.

**Design/methodology/approach** – The authors evaluate the research model in this study and test the hypotheses using partial least squares, an OLS regression-based estimation method that focuses on predicting independent variables hypothesized to have a causal relationship that maximizes the explanatory variance of the dependent variable.

**Findings** – Analysis of the data emphasizes that beliefs about E-S-QUAL and CNFU positively affect attitudes toward buying online from international sites, which in turn positively affect purchasing intention. Also, beliefs about self-efficacy and normative structure regarding cross-border online purchasing positively affect behavioral intentions.

**Originality/value** – This paper develops a conceptual model explaining consumers' intentions to shop online across national borders. To the best of the authors' knowledge, none of the previous studies have particularly mentioned the associations between beliefs about e-service quality and actual behavioral intentions in the context of cross-border online shopping. Also, the important role of CNFU has been ignored as one of the factors that can affect consumers' decisions to shop online beyond national borders. In regard to this matter, the authors aim to investigate cross-border online shopping factors that can help international e-commerce gain a better understanding of the needs of their consumers.

**Keywords** E-service quality, Online shopping, Cross-border, Consumer need for uniqueness

**Paper type** Research paper

## Introduction

With the Amazon Prime global service, our users who seek overseas for high-quality products will be able to enjoy free, fast delivery and have a better shopping experience. Amazon offers unlimited free cross-border shipping on more than four million authentic overseas products and unlimited free shipping on more than nine million domestic products. (Elaine Chang, Vice President of Amazon China, Jing, 2016)

As online retailers begin to capitalize on their extraordinary economic efficiencies, the shape of a massive mountain of choice is emerging that was previously hidden [...] that mass of rare niche products, just not visible or easy to find, is becoming a cultural force, and the economics of such distribution is changing radically as the Internet absorbs each industry. (Chris Anderson, Author of *The Long Tail*, 2006)



---

As the aforementioned quotes indicate, a considerable growth of internet use and digitalization of society has resulted in a noticeable change in consumer preferences and shopping behaviors. Most of all, the accelerated growing similarities in cross-national consumption have been attributed to the rapid spread of the internet, granting consumers increased power and more universal access. As International Post Corporation reported, a majority of consumers in developed countries as well as emerging markets regularly use online shopping for goods and services. One online shopping study found that online shopping is prevalent globally whether in-country or cross-border, and that there is particularly strong growth in cross-border online shopping (Clemes *et al.*, 2014; Global B2C E-commerce Report, 2015).

Luckily, technology and the internet are unceasingly making the world a smaller and more connected place; consequently, the digital world has given consumers the ability to obtain almost everything online. According to the concept of the Long Tail suggested by Anderson (2006) in his book, consumers today can find nearly everything online in the endlessly long tail of niche and scarce products. Consumers have been encouraged to buy many rare niche products online due to the variety inherent in an endless aisle strategy (Anderson, 2006). The major factor among the various drivers of cross-border online shopping is that shoppers can obtain items unavailable in their home country due to limited supply or surplus demand. This tendency toward cross-border online shopping is often dependent on the characteristics of the consumer, and it is because consumers believe that they can express their originality through the purchase of unique products (Tian *et al.*, 2001). However, internet shoppers do not always prefer to make purchases on international online sites. Internet shoppers will be reluctant to buy overseas when the overall service quality of online shopping, including billing systems, privacy and security, delivery time and cost, and various aspects of customer service is lowered (Devaraj *et al.*, 2002; Shim *et al.*, 2001). In addition, online shoppers' satisfaction with e-service quality is a key determinant of the purchase of overseas online shopping (Lee and Lin, 2005). In online shopping, consumers' purchase intention depends on effective service quality, and thus, customer perception of e-service quality is becoming more important (Lin *et al.*, 2011). For instance, a delayed delivery and/or improper return process for an order item are a prime example of providing a poor quality of service (Liu and Arnett, 2000).

According to the ROK Ministry of Economic Affairs, pairing up with the growth of the mobile industry, South Korea's online shopping transactions in 2015 increased 16.1 times and have grown on an average of 22 percent each year for the past 15 years. Survey data from an American market research center, for example, shows that 38 percent of online cross-border buyers in South Korea bought from other Asian countries in 2015, up from 35 percent in 2014, as cross-border shopping is becoming easier and faster (Forrester Research, Varon *et al.*, 2015). Online shopping in Korea has been changing rapidly since it first started in 1996. Continuously, online transactions have become more important as purchases have gone beyond national borders and overseas. Although Korean consumers have been participating in cross-border online shopping in various forms (Ahn *et al.*, 2004; Workman and Cho, 2013), only a limited number of studies deal directly with cross-border online shopping. That is, in contrast to extensive research on general online shopping activities within Korea, researchers have more recently noted international online shopping and examined various factors that have a significant impact on Korean consumers when making direct cross-border online purchase on foreign shopping sites (Jones and Kim, 2010). Study findings regarding cross-border online shopping of Korean consumers are briefly summarized in Table I.

As summarized, various factors have been reviewed in relation to the effects of Korean online shoppers' attitude toward overseas direct purchase. More recently, research has focused on the effects of service quality of cross-border online shopping and consumers'

Author(s)	Empirical findings
Park <i>et al.</i> (2010)	E-service quality (process quality and outcome quality) on satisfaction with the moderation of site types; activities within country
Son (2010)	Relationship between service quality (shopping convenience, site design, informativity, security, payment system, and communication) and consumer satisfaction on B2C internet transaction; activities within country
Yu and Chae (2014)	Factors affecting cross-border online shopping behavior by utilizing technology acceptance model (TAM) and online shopping acceptance model (OSAM)
Cho <i>et al.</i> (2014)	Reporting the current state of overseas direct purchasing in Korea and the ways for the future improvement
Lee (2014)	Relationship between four motivation constructs (economic value, shopping enjoyment, merchandise variety, uniqueness of product) and consumers' attitude and purchase intention to cross-border online shopping
Kim <i>et al.</i> (2014)	Relationship between five attitudinal beliefs (playfulness, usefulness, innovativeness, esteem, and trust) and overseas direct purchase behaviors
Kim and Lim (2015)	Relationship between the consumer characteristics (price perception, innovativeness, and internet purchase experience) and cross-border purchasing intention
Lee (2015)	Relationship between retailer reputation, brand familiarity, perceived risk, and purchase intention to cross-border online shopping
Cho and Lee (2016)	Relationship between consumer determinants (openness, innovativeness, and strategic conformity to normative institution) and overseas direct purchase
An <i>et al.</i> (2016)	Relationship between the types of benefit sought from cross-border online shopping and the effects of expectancy, perceived performance, disconformity, and satisfaction
Kim and Chung (2016)	Relationship between customer characteristics (innovativeness, perceived risk, benefit recognition, and shopping orientation) and site characteristic (assortment of stock, convenience, trust, and customer service), and overseas direct repurchase intention
Kim and Park (2016)	Relationship between consumer's regulatory focus and overseas direct purchase intention based on TAM
Choi and Kim (2016)	Relationship between the antecedents of logistic service quality (timeliness, order process, condition of good, and informativity) of international online purchase and consumer's satisfaction
Kim and Park (2017)	The effects of service quality on trust, satisfaction, and consumer loyalty in the context of overseas online purchase

**Table I.**  
A summary of recent studies of Korean consumer factors related to online shopping

attitude toward overseas direct purchase. Initially, Park *et al.* (2010) investigate the effects of process quality and outcome quality while Son (2010) examined shopping convenience, website design, informativity, security, payment system, and communication quality variables to measure consumer satisfaction. These studies, however, merely applied e-service quality factors to the domestic online transaction activities of Korean internet shoppers. From then on, as the number of consumers who purchase product online internationally and have the product delivered back to Korea is increasing, the service quality of overseas purchase websites becomes more important. The study of Choi and Kim (2016), for example, specifically investigates the relationship between logistics service quality of cross-border online shopping and customers' satisfaction. They found that timeliness, order process, and condition of goods are the important service quality factors that influence customer satisfaction of overseas online purchase. In addition, Kim and Park (2017) investigate the effects of consumers' shopping orientation on service quality of international websites that provide overseas direct purchase. The four consumer-shopping-orientation groups classified into shopping confident, shopping enjoyment, trend pursuit, and shopping follower groups display each different perception of service quality.

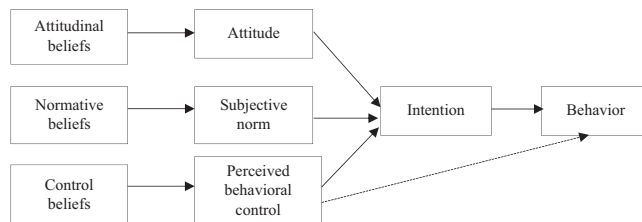
In the meantime, other researchers looked at the relationship between consumer's characteristic factors and cross-border online shopping in Korea. For instance, Lee (2014) investigates how economic value (+), shopping enjoyment (+), and uniqueness of

product (–) affect consumers' attitude and cross-border online purchasing intention and, the study indicate mixed results for each construct of the shopping motivations. Most studies about the effects of the consumer characteristics on cross-border e-commerce examine innovativeness as the major determinant (Kim *et al.*, 2014; Kim and Lim, 2015; Cho and Lee, 2016; Kim and Chung, 2016).

These previous studies have identified the effects of consumer's characteristic determinants and the service quality of overseas purchase websites on the cross-border online purchase intention. There is, however, still the need for research on consumer attitudes and purchase intention for cross-border online shopping as the issue is consistently discussed. With a continuing increase in cross-border electronic commerce in Korea, this current research attempts to fill a gap by investigating two attitudinal beliefs which have not been suggested. Some prior studies that have investigated the variables we focus on here (e-service quality and consumers' need for uniqueness (CNFU)) have not included subjective norm (SN) and perceived behavioral control (PBC) in their analysis with a complete form of the theory of planned behavior (TPB) model (Kim *et al.*, 2014; Han and Kim, 2017). Unlike the basic E-S-QUAL scale typically measured in most previous literatures, E-RecS-QUAL is also measured for e-service quality in the present research. Moreover, CNFU is selected as the antecedent of attitude since mixed results have been drawn in the previous research studies (Lee, 2014; An *et al.*, 2016).

### Theory and research literature

In our research, we adopt the TPB as our overarching theory (Ajzen, 1991). The TPB (Figure 1), an extension of the well-known theory of reasoned action (TRA) (Fisbein and Ajzen, 1975), is one of the most influential theories that explains and predicts a wide range of behaviors (Hansen, 2008). The TRA posits that behavior is a direct function of behavioral intention, which is modeled as the weighted sum of the attitude and SN (Fisbein and Ajzen, 1975). Attitude toward a behavior is defined as an individual's positive or negative feelings about performing the target behavior (Fisbein and Ajzen, 1975). SN is defined as a person's perception of how most people who are important to the person think he or she should or should not perform the behavior in question (Fisbein and Ajzen, 1975). Like the TRA, the TPB also proposes that behavioral intention is a function of attitude and SN, but it adds the variable of PBC. The degree of PBC refers to an individual's perception of the presence or absence of the requisite resources or opportunities necessary for performing a behavior (Ajzen and Madden, 1986). PBC has both internal and external factors. The internal factors refer to the extent of confidence that a person has in his/her ability to perform a certain behavior, which is grounded in his/her self-efficacy (SE) (Bandura, 1986). The external factors refer to resource constraints, which are facilitating conditions available to an individual such as money, time, or technology required to perform a behavior (Taylor and Todd, 1995a). Precisely, behavioral intentions in the TPB model are explained as motivational factors for whether an individual's performance of a certain behavior is



**Figure 1.**  
Theory of  
planned behavior

Source: Ajzen (1985, 1991)

---

determined by his or her intent to perform that behavior (Ajzen, 1991). This means that behavioral intention is the most influential predictor of behavior because an individual eventually performs behaviors for which she/he has intentions. Also, the positive relationship between intention and behavior has been demonstrated in a number of studies (Taylor and Todd, 1995a, b).

In an extensive TPB model, beliefs about attitude, SN, and PBC should be identified based on the specific context and population. Since these beliefs are provisional to a specific context, researchers are allowed to determine salient beliefs for each particular behavior in the TPB (Ajzen and Fishbein, 1980). That is, it is the researcher's responsibility to determine the specific beliefs because, as a general theory, the TPB does not specify such beliefs related to a particular behavior. An underlying premise of the present research is that beliefs about consumer need for uniqueness and e-service quality of the internet inform attitudes toward cross-border online purchasing. The TPB provides a vigorous rationale for examining such premises with a framework for testing whether attitudes are actually related to the intentions involved in actual behavior. The foundation of our research is that beliefs about the e-service quality of international websites and CNFU influence attitudes toward cross-border online shopping. In practice, the TPB not only provides a solid theoretical basis for testing such propositions, but also a framework for reviewing SN and PBC. Based on the theory, a positive relationship between SN and individual intention to engage in the focal behavior is anticipated. In other words, beliefs about how important referent others feel about cross-border online shopping, and motivation to comply with the views of important others, should also influence intent to make internet purchases overseas. Indeed, consumers' beliefs about how their circle of influence accepts cross-border online shopping should affect behavioral intention to make a purchase from international websites. Lastly, according to the two roles of PBC in the TPB, beliefs about having the necessary opportunities and resources to engage in specific behavior should influence intent to perform the behavior as well as directly influence the behavior itself. That is, beliefs about external constraints and internal facilitating conditions of individual consumers positively influence the intentions of cross-border online shopping, along with attitude and SN. Together with intention, control beliefs have a direct impact on online buying behavior across borders.

By applying relevant aspects of traditional service quality (Homburg *et al.*, 2002), there have been various ways to conceptualize e-service quality. E-service quality is described as general customer assessment and judgments on the quality of service in the virtual marketplace (Santos, 2003). In addition, e-service quality refers to the degree to which efficient and effective shopping, purchasing, and delivery are facilitated, including all stages of customer interaction with a website (Parasuraman *et al.*, 2005). The attitude toward online shopping experience is likely to form based on their satisfaction with service quality. As a result, the factors that affect consumers' online purchase intentions are derived from the relationship between the overall e-service quality and customer satisfaction of the website (Lee and Lin, 2005). In terms of e-service quality that consumers evaluate, the scope of service quality products also include post-sale website services such as fulfillment and return in addition to interacting with the website itself (Zeithaml *et al.*, 2000).

Prior studies examine the range of e-service quality that online consumers consider when evaluating websites. Five important elements (information, services, systems, playfulness, and design) that determine the success of a website have been proposed by Liu and Arnett (2002). Loiacono *et al.* (2007) attempted comprehensive e-service quality measurement through the development of WEBQUAL. Wolfenbarger and Gilly (2003) developed a scale called eTailQ, and it includes website design and customer service related to customer assessment of e-service quality as well as the measurements of reliability/fulfillment, and privacy/security. In particular, reliability/fulfillment ratings are a

key predictor of customer satisfaction and quality and a second most influential factor in predicting repurchase intention on the internet shopping websites. Through a comprehensive conceptual study, Parasuraman *et al.* (2005) analyzed these key characteristics of e-service quality and created scales to measure electronic service quality (E-S-QUAL) and e-recovery service quality (E-RecS-QUAL). Especially as Parasuraman and Zeithaml mentioned earlier, e-service quality of the return process and delivery service is one of the main concerns in the e-commerce literature. As e-service quality has been reviewed frequently, e-service quality is regarded as one of the major issues affecting online purchase decisions.

For some consumers, differentiation due to the possession of unique goods has an important impact on accepting new goods and accommodating diversity (McAlister and Pessemier, 1982). One of the most basic motivations for variety seeking is the need for uniqueness (Hoyer and Ridgway, 1984). Individuals need to feel differently from others in the social environments as Fromkin (1971, 1973) explains, and more importantly, they show the intensity of this uniqueness at various levels. In addition, a unique identity is realized by expressing the self in a personal style through material goods (Kron, 1983). Ultimately, this personal behavior reflects creative choice counter-conformity achieved by the material manifestation of original, novel, or unique consumer goods (Kron, 1983). A product can act as a uniqueness attribute, and a product scarcity is particularly desirable for those who need the uniqueness (Fromkin and Snyder, 1980). Ownership of items that are not often available can improve the perception of originality or uniqueness because it gives consumers the feeling of being differentiated from others (Kron, 1983).

One of the main causes consumers participate in cross-border online shopping is to satisfy their desire for being unique. For example, as Akser and Baybars-Hawks (2011) explained, one of the Turkish's personal online shopping sites is known to sell unique products not found elsewhere, and online shoppers perceived this website as a place to meet their need for uniqueness. Akser and Baybars-Hawks (2011) show that CNFU influences positive online attitudes and actual buying behavior. Despite the limited store space of foreign brand retailers in the domestic market, consumers in Korea are able to buy products via international online shopping because of their superior internet infrastructure and local e-commerce (Park *et al.*, 2007). Cross-border online shopping allows these consumers to choose far more unique products from numerous multinational companies that are not readily available in the local market. By purchasing products from cross-border online shopping websites, local consumers can own international brands and products regardless of geographical area. This also means that cross-border online shoppers are able to purchase products from the global websites that they may not find in their local markets and express their uniqueness to pursue originality.

### **Research model and hypotheses**

We use a research model based on the TPB and the behavior in question is online shopping across national borders. The extended TPB model in the present research excludes the construct of internet purchasing behavior since behavioral intention is the most influential predictor of behavior (Ajzen, 1991). As Bagozzi and Yi (1989) suggested, the formation of intentions is initiated with attitudes, and the will to perform a particular action is a function of the strength of one's attitude. Since an individual's behavior is based on his/her intention to engage in the behavior, s/he will prefer to purchase certain brands if s/he has a favorable or positive attitude toward those brands (Wee *et al.*, 1995). The TPB posits that individual behavior is driven by intentions (Ajzen, 2002). Accordingly, in the present research, we use behavioral intention as a final dependent variable since it is the direct antecedent of actual behavior. Therefore, behavior does not appear in the model, and a path from attitudes toward cross-border online purchasing directs behavioral intention.

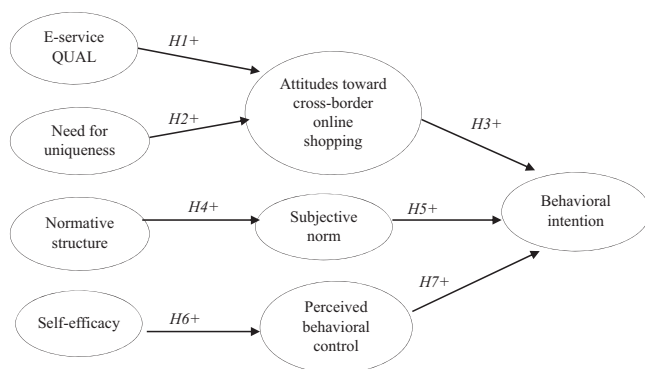
Similarly, in the traditional TPB model, the relationship between PBC and behavior is both direct and mediated by intention, but only the direct relationship between PBC and behavioral intention remains in this model, given the absence of behavior. We offer two beliefs to help determine consumer's attitude toward online shopping by modifying the traditional TPB model. We adopt the concepts of Parasuraman *et al.* (2005) and Zeithaml *et al.* (2000, 2002) in seeking to examine the perception of e-service quality among cross-border online shoppers. With the modified E-S-QUAL and E-RecS-QUAL models, our study is designed to measure e-service quality in the cross-border online shopping context as opposed to conventional internet purchasing. We follow Snyder and Fromkin (1977) and adopt creative choice counter-conformity to understand the relationship between CNFU and cross-border online shopping.

Figure 2 presents our conceptual model, wherein we propose seven hypotheses that may distinctly affect the behavioral intention of cross-border online shoppers in Korea. Different beliefs about attitude toward e-service quality and CNFU, and the basic structure of the TPB indicate the directionality of each hypothesis.

Online shoppers have a positive attitude toward using cross-border online shopping when they believe that the service quality of the website is satisfactory. For example, it is suggested that customer service of a website implementing accurate orders and on-time delivery as well as reliability are considered important (Wolfenbarger and Gilly, 2003). Defined as product delivery at the appointed time, fulfillment measures customer perceptions of service quality, which is one of the core service scales of online shopping sites (Zeithaml *et al.*, 2002). Another important aspect of e-service quality is the effective handling of problems and product returns, and such ability of responsiveness also measures the quality of the recovery service of a website (Parasuraman *et al.*, 2005). Accordingly, the evaluation of the e-service quality aspect of online shoppers seems to be closely related to the perceived value and behavioral intentions. Therefore, we hypothesize that:

*H1.* Beliefs about e-service quality of websites positively influence an individual's attitude toward cross-border online shopping.

Despite the high desire for uniqueness, some consumers have limited access to rare products. For these consumers, overseas online shopping malls can be an attractive option to find unique items that cannot be purchased in the domestic market. In general, it is assumed that highly unique consumers are attracted more to unusual products than non-unique consumers albeit the effort required to obtain a unique product (Lynn, 1991; Snyder, 1992). This nature can also be explained by the fact that these consumers choose options that others do not. In other words, the preference for owning a unique product that



**Figure 2.**  
Proposed  
research model



conveys a unique and different attribute is very high in these individuals (Simonson and Nowlis, 2000). As a result, high uniqueness consumers are more likely to shop across borders at overseas online shopping malls for consumption of differentiated goods. It is believed that consumers can easily access rare products through cross-border online shopping. Therefore, the relationship between the belief in cross-border online shopping and CNFU is also expected to affect attitudes toward buying on international shopping websites. Therefore, we hypothesize that:

*H2.* Beliefs about CNFU positively influence an individual's attitudes toward cross-border online shopping.

Derived directly from the TPB, a positive attitude toward a given problem forms a positive behavioral intention (Ajzen, 1991). Generally, the more favorable is the attitude toward behavior, the stronger the intention of the individual to perform the behavior in question. Based on the basic TPB structure of the relationship between attitude and intention under consideration, consumer positive attitude toward cross-border online shopping should result in favorable behavioral intention. We, therefore, posit that:

*H3.* Positive attitudes toward cross-border online shopping should positively influence cross-border online shopping intention.

The relationship between SN and purchase intention is a salient outcome of the behavior intention model (Ajzen and Fishbein, 1980). An SN is formed as the individual's normative beliefs concerning a particular referent weighted by the motivation to comply with the referent (Ajzen, 1991). Normative beliefs are assessments about what important others, for instance, family and friends, think of the behavior. Perceptions of the social pressure to comply with expectations about engaging in the behaviors should directly influence individuals' SNs (Ajzen, 1991). Conversely, if social expectations are that people should not engage in the behavior, then the individual should be less likely to do so. In this case, if cross-border online shopping is viewed as socially desirable behavior, based on the expected influence of the relevant referents, then the individual is more likely to make online purchases from international websites across national borders. Moreover, applied to the behavior of interest, whether or not the cross-border online shopping is seen as socially desirable and accepted by the consumer's circle of influence should affect the individual's intention to perform the intended behavior, based on the TPB model. From this context, we therefore hypothesize that:

*H4.* Beliefs about what important relevant others think about cross-border online shopping positively influence an individual's SNs.

*H5.* There will be a positive relationship between SN and behavioral intention for cross-border online shopping.

PBC reflects beliefs regarding access to the resources and opportunities needed to perform a behavior and is comprised of two components: facilitating conditions (Triandis, 1979) and SE (Ajzen, 1991). According to Ajzen (1991), PBC is referred to as externally based resource constraints and the internally based concept of SE. PBC is an individual's control beliefs weighted by the perceived facilitation of the control factor in either inhibiting or facilitating the behavior (Ajzen, 1991). SE, an individual's self-confidence in his or her ability to perform a behavior, is one of the essential antecedents to PBC in most TPB and TAM (Davis, 1989; Venkatesh and Davis, 2000) formulations about internet purchasing behavior (George, 2004; Pavlou, 2003; Pavlou and Fygenson, 2006; Gefen *et al.*, 2003; Koufaris, 2002). Reflecting the perceived difficulty or ease with which a behavior can be performed, an individual's belief about SE positively influences PBC (Ajzen, 1991). Applied to cross-border online shopping, when an individual is self-confident about

engaging in activities related to online purchasing, the individual should feel positive about his or her behavioral control over shopping on an international website. In short, SE describes consumers' judgments of their own capabilities to purchase from international sites. In essence, the absence of any of these facilitating conditions represents a barrier to perform the intended behavior and can inhibit the formation of intention. When SE represents individual judgments of a person's capability to perform a behavior (Bandura, 1986), consumers increase their control over cross-border online shopping. Ajzen and Madden (1991, 1986) assert that PBC influences both behavior and behavioral intention in the TPB model. First, PBC has a direct effect because it is believed to reflect actual ability to perform the behavior. Also, the indirect effect mediated by intention is based on the notion that PBC has a motivating or demotivating influence based on an individual's assessment of the likelihood of success (Ajzen and Madden, 1986). Along with attitude and SN, the role of PBC is a co-determinant of intention (Pavlou and Fygenson, 2006). The relationship between PBC and intention has been proven by a number of empirical studies (Ajzen, 1991; Mathieson, 1991; Taylor and Todd, 1995a; Sparks *et al.*, 1992). In our study, therefore, the greater control an individual feels over cross-border online shopping, the more likely he or she will be to have intentions to perform the behavior. We posit the following hypothesizes:

- H6. There is a positive relationship between SE and PBC over cross-border online shopping.
- H7. Positive beliefs about PBC should positively influence behavioral intention for cross-border online shopping.

Table II summarizes our hypotheses.

## Methodology

### *Measure and participants*

The first stage of the research methodology is to elicit attitudinal beliefs, one of the external beliefs in TPB. Ajzen and Fishbein (1980) suggest that attitudinal, normative, and control beliefs are scenario specific and *a priori* cannot be generalized. Therefore, the aim is to determine the most salient attitudinal beliefs of the attitude construct that is initially compiled from the TPB literature. Initial data collection of the attitudinal beliefs of cross-border online shopping is done through a questionnaire involving a convenience sample of experienced online shoppers chosen randomly from the targeted population. For the validated measurement items, we selected the Attitude and Intention measures from the literature based on Limayem *et al.* (2000). Three items measuring perceived e-service

Hypotheses	Description
H1	There will be a positive relationship between beliefs about e-service quality of websites and attitudes toward cross-border online shopping
H2	There will be a positive relationship between beliefs about CNFU and attitudes toward cross-border online shopping
H3	There will be a positive relationship between attitude and behavioral intention for cross-border online shopping
H4	Beliefs about what important relevant others think about cross-border online shopping positively influence an individual's SNs
H5	There will be a positive relationship between SN and behavioral intention for cross-border online shopping
H6	There is a positive relationship between SE and PBC over cross-border online shopping
H7	Positive beliefs about PBC should positively influence behavioral intention for cross-border online shopping

**Table II.**  
Summary of  
the hypotheses

quality are from the dimensions of E-S-QUAL and E-RecS-QUAL (Parasuraman *et al.*, 2005). Snyder and Fromkin's (1977) theory of uniqueness is used as the three measures of the beliefs about CNFU.

This study uses structural equation modeling (SEM) to test the model. The advantage of SEM is that it considers both the evaluation of the measurement model and estimates the structural coefficients. If the chosen indicators for a construct do not measure that construct, the testing of the structural model will be meaningless (Jöreskog and Sörbom, 1998). Thus, a modeling approach partial least squares (PLS)-SEM was carried out to provide the path coefficient in this study. We evaluate the research model and the hypotheses using PLS, which identifies the relationships among the conceptual factors of interest and the measures underlying each construct (Hair *et al.*, 2011, 2016; Ringle *et al.*, 2005).

We employ a set of surveys and the questionnaire is pre-tested prior to collecting data for the main survey aiming at testing the links explaining intention. A second survey instrument is then constructed to test the links describing the intent. A total of 330 internet consumers were recruited from DOOIT research portal for an online survey. We analyzed the final data from a total of 309 responses because 21 participants were removed due to missing responses. To collect data, respondents were directed to a website containing the questionnaire, which they then self-administered. Respondents who completed the survey were offered a small cash incentive. Participants were required to satisfy a set of two qualifications for participating in the survey. First, participants must have had experiences of shopping online on international websites. Second, the items to be purchased involved physical delivery across national borders. Participants completed a survey that contains measures of the constructs of concern. The questionnaire is designed to measure perceived e-service quality of international websites, CNFU, attitudes, and intentions to engage in cross-border online shopping. Of the 309 usable respondents, approximately 54 percent were 30–39 years of age ( $n = 166$ ), 22.7 percent were 40–49 years of age ( $n = 70$ ), 19.1 percent were 20–29 years of age ( $n = 59$ ), and 4.5 percent were over 50 years old ( $n = 14$ ). This finding suggests that consumers in their 30s represent the majority of the cross-border online shopping in Korea, as compared with many countries where the tendency to buy internationally is highest among millennials in their 20s. Moreover, the finding also indicates that consumers in their 40s shop online across borders more frequently than those in their 20s. About 53 percent of the respondents were female ( $n = 165$ ) and 47 percent were male ( $n = 144$ ). Table III describes the demographic characteristics of sample respondents.

Variables	Statistics
Gender (female)	53.40 (%)
<i>Age (year)</i>	
20s	19.09 (%)
30s	53.72
40s	22.65
50s	4.53
Education (M)	16 (years)
<i>Amount spent (per month)</i>	
\$0	1.29%
Less than \$100	32.36
Less than \$200	45.31
Less than \$300	21.04
Internet experience (M)	10.3 (years)

**Table III.**  
Sample demographic

*Data analysis*

The model in Figure 2 was tested by using a statistic data analysis software tool, STATA 14.2. In the testing of the significance of loadings and correlations between factors, Tables IV and V present a summary of the Cronbach's  $\alpha$ , standardized factor loadings, and variance extracted estimate. Cronbach's  $\alpha$  reflects the internal consistency reliability among indicators of a construct. As shown, all values of the Cronbach's  $\alpha$  exceed 0.7 showing satisfactory reliability for all the eight constructs. A conventional way to measure convergent validity at the construct level is the AVE, which refers to the overall average of the loading squares of the indicators of the constructs and is the same as the construct's communality. For the discriminant validity, the square root of the AVE for a given construct was compared with the correlations between construct and other construct (Fornell and Larcker, 1981). If the square root of the AVE of a construct is greater than the off-diagonal elements in the corresponding row and columns, this indicates that a construct is more closely related with its indicators than with the other constructs. The last row elements in Table V are the square roots of the AVE because the square roots of the AVE are higher than the values of its corresponding, discriminant validity appears satisfactory for all constructs. AVE is assessed and shown to be above the cutoff-level for each construct and the outer loadings of the indicators are measured to ensure convergent validity.

	ATT	SN	PBC	ESQ	NFU	NS	EFFI	INTNT
att1	0.949							
att2	0.942							
sn1		0.946						
sn2		0.950						
pbc1			0.908					
pbc2			0.920					
dlv1				0.866				
dlv2				0.890				
rtn				0.847				
need1					0.893			
need2					0.886			
need3					0.833			
frn						0.925		
mda						0.860		
se1							0.965	
se2							0.969	
int1								0.938
int2								0.932
Cronbach's $\alpha$	0.881	0.887	0.804	0.839	0.840	0.752	0.930	0.856

**Table IV.**  
Standardized loadings

	ATT	SN	PBC	ESQ	NFU	NS	EFFI	INTNT
ATT	1.000	0.365	0.190	0.241	0.156	0.283	0.224	0.411
SN	0.365	1.000	0.332	0.375	0.325	0.481	0.321	0.378
PBC	0.190	0.332	1.000	0.408	0.161	0.390	0.665	0.358
ESQ	0.241	0.375	0.408	1.000	0.177	0.397	0.421	0.238
NFU	0.156	0.325	0.161	0.177	1.000	0.213	0.160	0.299
NS	0.283	0.481	0.390	0.397	0.213	1.000	0.426	0.352
EFFI	0.224	0.321	0.665	0.421	0.160	0.426	1.000	0.357
INTNT	0.411	0.378	0.358	0.238	0.299	0.352	0.357	1.000
AVE	0.893	0.898	0.836	0.753	0.758	0.798	0.935	0.874

**Table V.**  
Correlations and  
average variance  
extracted (AVE)

The three outer loadings of product delivery and item return measuring the e-service quality construct and the other three outer loadings of the indicators measuring the CNFU construct were all 0.833 or more, as were standard outer loading figures.

The significance tests of all paths were conducted using the bootstrap resampling procedure. The data provided strong support for all the hypothesized relationships as all path coefficients were significant at the 95 percent significance level. The evaluated model with adjusted  $p$ -values and path coefficients are summarized in Table VI.

## Results

The data analysis shows that attitudes and beliefs about the quality of e-service and CNFU significantly affect consumer attitudes to purchase on cross-border online shopping websites. Our findings also indicate the important effects of relevant others in encouraging individuals to act on their intention to purchase from cross-border online shopping sites. Beliefs about SE regarding online shopping on international websites most significantly influence PBC, which in turn influences behavioral intention. The structural link of the study model was analyzed by PLS and summarized in Table VI. Attitudes, SN, and PBC that affect the intention of overseas internet shopping are more than 55 percent of the variables. Attitude is the most important factor (0.38), which implies the importance of e-service quality and CNFU in encouraging buyer's intentions in cross-border online shopping.

There is a positive relationship between attitudes toward cross-border online shopping ( $H2$ ) and beliefs about CNFU. Also, beliefs about electronic service quality for delivering and returning goods also have a significant effect on attitude ( $H1$ ). This indicates that the behavioral intention to cross-border online shopping depends on the attitude ( $H3$ ). The effects of the SN and PBC, as the two antecedents of intentions, accounts for 48 and 66 percent of the variance each in this variable. These indicate a strong explanatory power of the model with regard to intentions. The SN has a positive effect, with a path coefficient of 0.20, emphasizing the important role of relevant others in driving individuals' intentions toward cross-border online shopping. As we predicted, a positive relationship between normative structure and SN is supported ( $H4$ ), as is the relationship between SN and cross-border online shopping ( $H5$ ). The significance of the effect of PBC indicates the importance of this construct in shaping behavioral intentions. As expected, SE of internet purchasing most significantly affects PBC ( $H6$ ), with a path coefficient of 0.82, and PCB in turn directly affects cross-border online purchasing intention, with a path coefficient of 0.32, the second most significant ( $H7$ ).

For the demographic characteristics of the respondents, it was found that Korean online shoppers in the 30s are more involved in direct overseas online purchase than their younger counterparts (An *et al.*, 2016; Lee, 2014). By looking at the percentage of cross-border online

Variable	ATT	SN	PBC	INTNT
ATT				0.381 (0.000)*
SN				0.203 (0.000)*
PBC				0.315 (0.000)*
ESQ	0.394 (0.000)*			
NFU	0.229 (0.000)*			
NS		0.693 (0.000)*		
EFFI			0.815 (0.000)*	
$R^2$	0.279	0.479	0.663	0.553

Notes:  $p$ -values are shown in parentheses. \* $p < 0.05$

**Table VI.**  
Standard path  
coefficients and  
 $p$ -values

shopping users by age group in this study (see Table III of sample demographics), people in their 30s accounted for the largest percentage and the proportion of middle-aged adults in their 40s also occupies the second majority. For the respondents aged over 30 in the current study, while e-service quality had a strong effect on attitude with a path coefficient of 0.428, CNFU had a noticeably weaker effect on attitude with a path coefficient of 0.165. For the respondents in the age of 20s, however, e-service quality had a relatively weaker (still significant) effect on attitude with a path coefficient of 0.302 as compared to a considerable effect of CNFU on attitude with a path coefficient of 0.418 (Table VII).

## Discussion

The purpose of this study was to use TPB in order to investigate factors that influence cross-border online shopping with e-consumers in Korea. As indicated in our results, for the majority of cross-border online shoppers over 30, e-service quality had stronger effect on attitude than that of CNFU. The loading of its reflective measure shows that the return process appears to be one of the most important perceived e-service qualities of cross-border online shopping (Table IV). Moreover, our study results show that shipping and delivery constitutes an important perceived service quality of cross-border online shopping, consistent with the findings of earlier studies (Ahn *et al.*, 2004; Keeney, 1999). Similar to e-service quality, it is found that consumers with a high need for uniqueness are more likely to be favorable toward cross-border online shopping. In this regard, another possible explanation is that consumers can easily find unique products and rare items from cross-border online shopping. Moreover, our results show that a considerable effect of CNFU on attitude toward cross-border online shopping emerged, especially for those in their 20s. This confirms the findings of the Global Online Consumer Report (KPMG, 2017) that typically in many countries, the tendency to buy internationally is highest among online shoppers in the 20s. Younger consumers in general shop across borders and actively seek unique or specialized products from other countries (An *et al.*, 2016). It is a common belief that the increase in online shopping across borders is largely driven by the younger and more tech-savvy millennials in their 20s (An *et al.*, 2016).

The link between SNs and intentions to shop online is notable. Kraut *et al.* (1996) found that individuals use the internet more if they have an environment socially supported by friends and relatives of internet users. In addition, the media has turned out to be a significant social factor influencing intentions to shop online across national borders in this particular case. It can be reasoned that external influences such as mass media and the popular press have become a more persuasive influence for determining cross-border online shopping intentions (Bhattacharjee, 2000; Bhattacharjee and Sanford, 2006). In response, international online businesses should promote their websites on social media such as social networks, blogs, and instant message boards, in addition to traditional media channels like TV, newspapers, and e-commerce magazines.

The final important result worth discussing is the link between PBC and cross-border online shopping intention. Since cross-border online shopping is only possible for consumers who are able to use the Web, the reflective measure of SE, indicating individual ability and confidence of web use, is expected to be significant. The predicted result is

Variable	Attitude	
	Age: 20s	Age: 30s
E-Service quality	0.302 (0.011)*	0.428 (0.000)*
CNFU	0.418 (0.001)*	0.165 (0.007)*

**Notes:** *p*-values are shown in parentheses. \**p* < 0.05

**Table VII.**  
Comparison of  
standard path  
coefficients and  
*p*-values in the  
20s and 30s

shown in Table IV, indicating the measure of the highest path coefficient compared to all others. As previous evidence has suggested, IT-related variables such as perceived usefulness, perceived ease of use, and navigability have become overwhelmingly important in predicting online consumer behaviors (Gefen *et al.*, 2003; Pavlou and Fygenon, 2006; McKnight *et al.*, 2002; Jarvenpaa and Staples, 2000). Moreover, for online shopping, IT-oriented roles have become one of the most important considerations among active e-commerce users (Pavlou and Fygenon, 2006). Therefore, intrinsically removing the cognitive impediments of using a website and improving the accessibility of purchases over international online shopping sites are critically important (Davis, 1989). When offering consumers full purchase control, e-commerce companies will be more likely to earn business from cross-border online shoppers.

### Conclusion

The conclusions drawn from this study make contributions to two main areas. First, this study developed the instrument dimensions of e-service quality by modifying the E-S-QUAL and the E-RecS-QUAL models to consider cross-border online shopping context. Second, this study identified CNFU dimensions that affect overall consumers' attitude, which in turn is significantly related to actual behavioral intentions. The results have implications for practitioners and researchers and they are discussed below.

From a research perspective, we demonstrate yet again that the approach of the TPB model in the cross-border online shopping context provides a good understanding of the determinant factors and the relationships between intentions and attitudinal, normative, and control beliefs. That is, this study validates the robustness of the TPB in helping explain cross-border online shopping intention. Other studies have also used the TPB the TRA, the TAM, or the OSAM as a theoretical framework to explain consumers' intention to e-commerce activities in Korea (e.g. Kim, 2012; Yu and Chae, 2014; Cho *et al.*, 2014; Son, 2010; An *et al.*, 2016; Kim and Park, 2016). In addition to the importance of e-service quality and CNFU of attitude toward the behavior in question, some of these studies have found playfulness and usefulness to also be important (e.g. Kim *et al.*, 2014) while others have found economic value and shopping enjoyment to also be important (e.g. Lee, 2014; Kim and Lim, 2015). As the overseas direct online buying behavior within the TPB- or TPB-based framework and its precedent research progresses more and more, we are able to identify which antecedents are most important. This helps us build a vigorous theory about cross-border online shopping behavior.

From a practical point of view, our study explains that learning the specific influencing elements is essential for global e-business companies to understand the complexities of consumers' intentions toward cross-border online shopping. In other words, it is possible for e-commerce vendors to learn what features and elements they need to address in order to increase the number of international shoppers to their website. In this study, it is found that beliefs about service quality of prompt delivery and return are associated with positive attitudes toward cross-border online shopping, and these positive attitudes are in turn associated with actual behavioral intention. The implication is that vendors can focus on promoting high quality of the basic E-S-QUAL and E-ResS-QUAL, and in doing so, they can generate positive attitudes toward buying directly online across borders. This study also suggests that manager should examine CNFU to improve consumer attitude and enhance online purchase activities internationally. The external beliefs and their relative impact on attitude represent specific factor on which managers should focus their attention, efforts, and investments to shape cross-border online consumer behavioral intention and increase transaction volume.

This paper develops a conceptual model explaining the factors affecting cross-border online shopping intentions of Korean consumers. Our results indicate that the TPB provides

a good understanding of CNFU and e-service quality, a set of variables obtained by beliefs elicitation. Although a few previous studies have mentioned the importance of the relationship between e-service quality and customer satisfaction, to the best of our knowledge, none of these studies have particularly focused the associations in the context of cross-border online shopping. Also, the important role of CNFU has been ignored as one of the factors that can affect consumers' decisions to shop online beyond national borders. In regard to this matter, we aim to investigate cross-border online shopping factors that can help international e-commerce gain a better understanding of the needs of their consumers. As important factors, the perceived E-service quality and CNFU measurements provide a substantial practical implication. Nonetheless, approximately 45 percent of the variance of this behavioral intention remains unexplained. We believe that increasing samples and adding new indicators may yield an elaborate model. Future research thus should use more sophisticated models that include additional antecedent factors. In addition, although a convenience sample is used in this study to specifically examine the context of Korean online shoppers, it is not randomly drawn to represent the population as a whole. Therefore, it is suggested that research studies enlarge the scope of the measurement based on a number of responses of various online shoppers in other countries in the future.

## References

- Ahn, T., Ryu, S. and Han, I. (2004), "The impact of the online and offline features on the user acceptance of Internet shopping malls", *Electronic Commerce Research and Applications*, Vol. 3 No. 4, pp. 405-420.
- Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. (2002), "Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior", *Journal of Applied Social Psychology*, Vol. 32 No. 4, pp. 665-683.
- Ajzen, I. and Fishbein, M. (1980), "Understanding attitudes and predicting social behaviour", Pearson, Cambridge.
- Ajzen, I. and Madden, T. (1986), "Prediction of goal-directed behavior from attitudinal and normative variables", *Journal of Experimental Social Psychology*, Vol. 22 No. 5, pp. 453-474.
- Akser, M. and Baybars-Hawks, B. (2011), "Cyberterror a la Turca", in *Societies Under Siege: Media, Government, Politics, and Citizens' Freedoms in an Age of Terrorism*, Cambridge Scholars Publishing, Newcastle-Upon-Tyne, pp. 204-212.
- An, S., Jung, J. and Lee, H.-H. (2016), "A study on cross-border online shoppers for fashion products by benefit sought", *International Journal of Costume and Fashion*, Vol. 16 No. 2, pp. 25-50.
- Anderson, C. (2006), *The Long Tail: Why the Future of Business is Selling Less of More*, Hachette Books, New York, NY.
- Bagozzi, R.P. and Yi, Y. (1989), "The degree of intention formation as a moderator of the attitude-behavior relationship", *Social Psychology Quarterly*, Vol. 52 No. 4, pp. 266-279.
- Bandura, A. (1986), "The explanatory and predictive scope of self-efficacy theory", *Journal of Social and Clinical Psychology*, Vol. 4 No. 3, pp. 359-373.
- Bhattacharjee, A. (2000), "Acceptance of e-commerce services: the case of electronic brokerages", *IEEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans*, Vol. 30 No. 4, pp. 411-420.
- Bhattacharjee, A. and Sanford, C. (2006), "Influence processes for information technology acceptance: an elaboration likelihood model", *MIS Quarterly*, Vol. 30 No. 4, pp. 805-825.
- Cho, H. and Lee, S. (2016), "A study on consumer awareness and determinants of overseas direct purchase: focused on moderating effects of logistics infrastructure and market uncertainty", *International Commerce and Information Review*, Vol. 18 No. 3, pp. 23-43.



- Cho, H.S., Kihong, K. and Seung-Hyuk, B. (2014), "Analysis on Overseas direct purchasing utilizing global online shopping mall (B2C)", *The e-Business Studies*, Vol. 15 No. 4, pp. 343-361.
- Choi, S.H. and Kim, M. (2016), "Logistics service quality of online purchase on consumer satisfaction: focusing on comparison between overseas purchase and domestic purchase. [Logistics service quality of online purchase on consumer satisfaction: focusing on comparison between overseas purchase and domestic purchase]", *Journal of Korea Service Management Society*, Vol. 17 No. 3, pp. 109-131.
- Clemes, M.D., Gan, C. and Zhang, J. (2014), "An empirical analysis of online shopping adoption in Beijing, China", *Journal of Retailing and Consumer Services*, Vol. 21 No. 3, pp. 364-375.
- Davis, F.D. (1989), "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*, Vol. 13 No. 3, pp. 319-340.
- Devaraj, S., Fan, M. and Kohli, R. (2002), "Antecedents of B2C channel satisfaction and preference: validating e-commerce metrics", *Information Systems Research*, Vol. 13 No. 3, pp. 316-333.
- Fisbein, M. and Ajzen, I. (1975), *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*, Addison-Wiley Publishing Company, Boston, MA.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Fromkin, H.L. (1971), "A social psychological analysis of the adoption and diffusion of new products and practices from a uniqueness motivation perspective", paper presented at the SV-Proceedings of the Second Annual Conference of the Association for Consumer Research, Association for Consumer Research, College Park, MD, pp. 464-469.
- Fromkin, H.L. (1973), *The Psychology of Uniqueness: Avoidance of Similarity and Seeking of Differentness*, Institute for Research in the Behavioral, Economic, and Management Sciences, Krannert Graduate School of Industrial Administration, Purdue University, West Lafayette.
- Fromkin, H.L. and Snyder, C.R. (1980), "The search for uniqueness and valuation of scarcity", in Gergen, K.J., Greenberg, M.S. and Willis, R.H. (Eds), *Social Exchange*, Springer, Boston, MA, pp. 57-75.
- Gefen, D., Karahanna, E. and Straub, D.W. (2003), "Trust and TAM in online shopping: an integrated model", *MIS Quarterly*, Vol. 27 No. 1, pp. 51-90.
- George, J.F. (2004), "The theory of planned behavior and internet purchasing", *Internet Research*, Vol. 14 No. 3, pp. 198-212.
- Global B2C E-commerce Report (2015), Facts, figures, infographics & trends of 2014 and the 2015 forecasts of the Global B2C E-Commerce Market of Goods and Services", available at: <http://boletines.prisadigital.com/global%20b2c%20e-commerce%20report%202015%20light.pdf>
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011), "PLS-SEM: indeed a silver bullet", *Journal of Marketing Theory and Practice*, Vol. 19 No. 2, pp. 139-152.
- Hair, J.F. Jr, Hult, G.T.M., Ringle, C. and Sarstedt, M. (2016), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage Publications, Thousand Oaks, CA.
- Han, B. and Kim, M.H. (2017), "Study on the consumer's attitude toward cross-border online shopping", *Journal of Korea Research Association of International Commerce*, Vol. 17 No. 3, pp. 63-86.
- Hansen, T. (2008), "Consumer values, the theory of planned behaviour and online grocery shopping", *International Journal of Consumer Studies*, Vol. 32 No. 2, pp. 128-137.
- Homburg, C., Hoyer, W.D. and Fassnacht, M. (2002), "Service orientation of a retailer's business strategy: dimensions, antecedents, and performance outcomes", *Journal of Marketing*, Vol. 66 No. 4, pp. 86-101.
- Hoyer, W.D. and Ridgway, N.M. (1984), "Variety seeking as an explanation for exploratory purchase behavior: a theoretical model", in Kinnear, T.C. (Ed.), *ACR North American Advances*, Consumer Research, Vol. 11, Provo, UT, Association for Consumer Research, pp. 114-119.

- Jarvenpaa, S.L. and Staples, D.S. (2000), "The use of collaborative electronic media for information sharing: an exploratory study of determinants", *The Journal of Strategic Information Systems*, Vol. 9 No. 2, pp. 129-154.
- Jing, M. (2016), "Amazon plans to gain Chinese customers with free cross-border shipping", available at: [www.chinadaily.com.cn/business/2016-11/24/content\\_27478772.htm](http://www.chinadaily.com.cn/business/2016-11/24/content_27478772.htm) (accessed 24 November 2016).
- Jones, C. and Kim, S. (2010), "Influences of retail brand trust, off-line patronage, clothing involvement and website quality on online apparel shopping intention", *International Journal of Consumer Studies*, Vol. 34 No. 6, pp. 627-637.
- Jöreskog, K.G. and Sörbom, D. (1998), *LISREL 8: Structural Equation Modeling with the Simplis Command Language*, SSI, Lincolnwood, IL.
- Keeney, R.L. (1999), "The value of internet commerce to the customer", *Management Science*, Vol. 45 No. 4, pp. 533-542.
- Kim, E., Park, J. and Park, J. (2014), "Factors influencing consumers' overseas-direct-purchase behaviors. [Factors influencing consumers' overseas-direct-purchase behaviors]", *Advertising Research*, Vol. 103 No. 5, pp. 139-175.
- Kim, E.J. and Park, J. (2016), "Consumer's overseas-direct-purchase behavior – combining technology acceptance model and regulatory focus theory", *Journal of Social Science*, Vol. 27 No. 4, pp. 47-66.
- Kim, J.B. (2012), "An empirical study on consumer first purchase intention in online shopping: integrating initial trust and TAM", *Electronic Commerce Research*, Vol. 12 No. 2, pp. 125-150.
- Kim, M.K. and Park, M. (2017), "Effect of service quality perception of direct purchase shopping to trust, satisfaction, and customer loyalty", *Journal of the Korean Society of Costume*, Vol. 67 No. 2, pp. 116-130.
- Kim, S. and Lim, J.-W. (2015), "The effects of consumer characteristics on the use of cross-border E-commerce", *Korea Trade Review*, Vol. 40 No. 4, pp. 21-39.
- Kim, T. and Chung, C. (2016), "An empirical study on satisfaction and repurchase intention at the overseas direct purchase website users", *International Commerce and Information Review*, Vol. 18 No. 1, pp. 3-27.
- Koufaris, M. (2002), "Applying the technology acceptance model and flow theory to online consumer behavior", *Information Systems Research*, Vol. 13 No. 2, pp. 205-223.
- KPMG (2017), "The truth about online consumers", available at: <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>
- Kraut, R., Scherlis, W., Mukhopadhyay, T., Manning, J. and Kiesler, S. (1996), "HomeNet: a field trial of residential internet services", paper presented at the Proceedings of the SIGCHI Conference on Human Factors in Computing Systems' 96 ACM Conference on Human Factors in Vancouver.
- Kron, J. (1983), *Home-Psych: The Social Psychology of Home and Decoration*, Random House Value Publishing, Potter, NY.
- Lee, G.G. and Lin, H.F. (2005), "Customer perceptions of e-service quality in online shopping", *International Journal of Retail & Distribution Management*, Vol. 33 No. 2, pp. 161-176, doi: 10.1108/09590550510581485.
- Lee, S.H. (2014), "The impact of consumers' motivations on attitude and repurchase intention in overseas direct purchase shopping. [The impact of consumers' motivations on attitude and repurchase intention in overseas direct purchase shopping]", *The e-Business Studies*, Vol. 15 No. 6, pp. 39-55.
- Lee, S.H. (2015), "The impact of retailer reputation and brand familiarity on perceived risk and usage intention in overseas direct purchase shopping. [The impact of retailer reputation and brand familiarity on perceived risk and usage intention in overseas direct purchase shopping]", *The e-Business Studies*, Vol. 16 No. 6, pp. 571-588.
- Limayem, M., Khalifa, M. and Frini, A. (2000), "What makes consumers buy from internet? A longitudinal study of online shopping", *IEEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans*, Vol. 30 No. 4, pp. 421-432.

- Lin, C.-C., Wu, H.-Y. and Chang, Y.-F. (2011), "The critical factors impact on online customer satisfaction", *Procedia Computer Science*, Vol. 3, pp. 276-281, available at: <http://dx.doi.org/10.1016/j.procs.2010.12.047>
- Liu, C. and Arnett, K.P. (2000), "Exploring the factors associated with Web site success in the context of electronic commerce", *Information & management*, Vol. 38 No. 1, pp. 23-33.
- Liu, C. and Arnett, K.P. (2002), "Raising a red flag on global WWW privacy policies", *Journal of Computer Information Systems*, Vol. 43 No. 1, pp. 117-127.
- Loiacono, E.T., Watson, R.T. and Goodhue, D.L. (2007), "WebQual: an instrument for consumer evaluation of web sites", *International Journal of Electronic Commerce*, Vol. 11 No. 3, pp. 51-87.
- Lynn, M. (1991), "Scarcity effects on value: a quantitative review of the commodity theory literature", *Psychology & Marketing*, Vol. 8 No. 1, pp. 43-57.
- McAlister, L. and Pessemier, E. (1982), "Variety seeking behavior: an interdisciplinary review", *Journal of Consumer Research*, Vol. 9 No. 3, pp. 311-322.
- McKnight, D.H., Choudhury, V. and Kacmar, C. (2002), "Developing and validating trust measures for e-commerce: an integrative typology", *Information Systems Research*, Vol. 13 No. 3, pp. 334-359.
- Mathieson, K. (1991), "Predicting user intentions: comparing the technology acceptance model with the theory of planned behavior", *Information Systems Research*, Vol. 2 No. 3, pp. 173-191.
- Parasuraman, A., Zeithaml, V.A. and Malhotra, A. (2005), "ES-QUAL a multiple-item scale for assessing electronic service quality", *Journal of Service Research*, Vol. 7 No. 3, pp. 213-233.
- Park, H.-J., Davis Burns, L. and Rabolt, N.J. (2007), "Fashion innovativeness, materialism, and attitude toward purchasing foreign fashion goods online across national borders: the moderating effect of internet innovativeness", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 11 No. 2, pp. 201-214.
- Park, K., Ha, H.H., Kang, Y. and Man, S. (2010), "Effects of e-service quality on satisfaction and site loyalty in online shopping malls. [Effects of e-service quality on satisfaction and site loyalty in online shopping malls]", *Journal of Korea Service Management Society*, Vol. 11 No. 3, pp. 137-163.
- Pavlou, P.A. (2003), "Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model", *International Journal of Electronic Commerce*, Vol. 7 No. 3, pp. 101-134.
- Pavlou, P.A. and Fygenson, M. (2006), "Understanding and predicting electronic commerce adoption: an extension of the theory of planned behavior", *MIS Quarterly*, Vol. 30 No. 1, pp. 115-143.
- Ringle, C.M., Wende, S. and Will, A. (2005), "SmartPLS 2.0.M3", SmartPLS, Hamburg available at: [www.smartpls.com](http://www.smartpls.com)
- Santos, J. (2003), "E-service quality: a model of virtual service quality dimensions", *Managing Service Quality: An International Journal*, Vol. 13 No. 3, pp. 233-246.
- Shim, S., Eastlick, M.A., Lotz, S.L. and Warrington, P. (2001), "An online prepurchase intentions model: the role of intention to search: best overall paper award—the sixth triennial AMS/ACRA retailing conference, 2000 ☆ 11 ☆ decision made by a panel of journal of retailing editorial board members", *Journal of Retailing*, Vol. 77 No. 3, pp. 397-416.
- Simonson, I. and Nowlis, S.M. (2000), "The role of explanations and need for uniqueness in consumer decision making: unconventional choices based on reasons", *Journal of Consumer Research*, Vol. 27 No. 1, pp. 49-68.
- Snyder, C.R. (1992), "Product scarcity by need for uniqueness interaction: a consumer catch-22 carousel?", *Basic and Applied Social Psychology*, Vol. 13 No. 1, pp. 9-24.
- Snyder, C.R. and Fromkin, H.L. (1977), "Abnormality as a positive characteristic: the development and validation of a scale measuring need for uniqueness", *Journal of Abnormal Psychology*, Vol. 86 No. 5, pp. 518-527.
- Son, D.H. (2010), "The relationships among the service quality, the customer satisfaction and the customer royalty in B2C. [The relationships among the service quality, the customer satisfaction and the customer royalty in B2C]", *Business Management Review*, Vol. 43 No. 2, pp. 101-126.

- Sparks, P., Hedderley, D. and Shepherd, R. (1992), "An investigation into the relationship between perceived control, attitude variability and the consumption of two common foods", *European Journal of Social Psychology*, Vol. 22 No. 1, pp. 55-71.
- Taylor, S. and Todd, P. (1995), "Decomposition and crossover effects in the theory of planned behavior: a study of consumer adoption intentions", *International Journal of Research in Marketing*, Vol. 12 No. 2, pp. 137-155.
- Taylor, S. and Todd, P.A. (1995), "Understanding information technology usage: a test of competing models", *Information Systems Research*, Vol. 6 No. 2, pp. 144-176.
- Tian, K.T., Bearden, W.O. and Hunter, G.L. (2001), "Consumers' need for uniqueness: scale development and validation", *Journal of Consumer Research*, Vol. 28 No. 1, pp. 50-66.
- Triandis, H.C. (1979), "Values, attitudes, and interpersonal behavior", paper presented at the Nebraska symposium on motivation, University of Nebraska-Lincoln, Department of Psychology, Nebraska Symposium on Motivation.
- Varon, L., Wigder, Z.D., Johnson, C., Gold, D. and Glazer, L. (2015), "Cross-border e-commerce: the opportunity for US online retailers, international shipping solutions provide a low-cost way to reach global online shoppers.
- Venkatesh, V. and Davis, F.D. (2000), "A theoretical extension of the technology acceptance model: Four longitudinal field studies", *Management Science*, Vol. 46 No. 2, pp. 186-204.
- Wee, C.-H., Ta, S.-J. and Cheok, K.-H. (1995), "Non-price determinants of intention to purchase counterfeit goods: an exploratory study", *International Marketing Review*, Vol. 12 No. 6, pp. 19-46.
- Wolfingbarger, M. and Gilly, M.C. (2003), "eTailQ: dimensionalizing, measuring and predictingetail quality", *Journal of Retailing*, Vol. 79 No. 3, pp. 183-198.
- Workman, J.E. and Cho, S. (2013), "Gender, fashion consumer group, need for touch and Korean apparel consumers' shopping channel preference", *International Journal of Consumer Studies*, Vol. 37 No. 5, pp. 522-529.
- Yu, B. and Chae, M.-S. (2014), "An exploratory study of factors affecting overseas online shopping behavior in Korea: focusing on factors of technology acceptance model and online shopping acceptance model", *Journal of Distribution Research*, Vol. 20 No. 2, pp. 247-265.
- Zeithaml, V.A., Parasuraman, A. and Malhotra, A. (2000), "E-service quality: definition, dimensions and conceptual model", working paper, Marketing Science Institute, Cambridge, MA.
- Zeithaml, V.A., Parasuraman, A. and Malhotra, A. (2002), "Service quality delivery through web sites: a critical review of extant knowledge", *Journal of the Academy of Marketing Science*, Vol. 30 No. 4, pp. 362-375.

### Further reading

- Chen, M.-Y. and Teng, C.-I. (2013), "A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment", *Electronic Commerce Research*, Vol. 13 No. 1, pp. 1-23, doi: 10.1007/s10660-013-9104-5.

### Corresponding author

Minho Kim can be contacted at: [kimmh@jbnu.ac.kr](mailto:kimmh@jbnu.ac.kr)

For instructions on how to order reprints of this article, please visit our website:

[www.emeraldgroupublishing.com/licensing/reprints.htm](http://www.emeraldgroupublishing.com/licensing/reprints.htm)

Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)