A Study of the Logistical Issues that Influence Korean And Jamaican Customers' Online Shopping Perceptions

한국인과 자메이카 소비자의 온라인쇼핑에 영향을 미치는 물류 이슈에 관한 연구

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By

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A dissertation

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Abstract

In recent years, the prevalence of online shopping has been increasing and people are drifting away from traditional brick and mortar stores and are doing more and more of their shopping online. In Korea, shopping online can be considered as a part of the society where as in Jamaica the trend is still in its early stages.

This paper seeks to identify and compare the logistical issues that impact the way in which individuals perceive online shopping. It also seeks to discover the preferences people have when it comes to online shopping.

A total of 298 questionnaires were collected from random individuals in both Jamaica and Korea. The data was firstly divided into two groups (Customer requirements and Website dimensions) and then factor analysed. After this was done the factor means were calculated and t-tests were conducted to determine how the which factors the respondents from both countries found important. The data was also segmented using cluster analyses in order to divide the groups based on what it is that they find most important when shopping online. T-tests and chi-square analysis were conducted on these segments in order to understand the differences and characteristics of the clusters.

The results show that the Jamaican respondents were more concerned with delivery and brand related issues whereas the Korean respondents were more concerned with issues pertaining to

cost and tracking. If new retailers wish to target these groups they should focus on developing strategies that will resolve these issues. Existing retailers need to consider revising the strategies that are currently in place in order to increase the number of people that use this service.

한국인과 자메이카 소비자의 온라인쇼핑에 영향을 미치는 물류 이슈에 관한 연구

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요약

최근온라인쇼핑의 유행이계속되고 있는데 이는 사람들이 전통적인 시장이나 영업사무소에서 온라인쇼핑으로 보다 많이 이동하고있다는것이다.한국에서는 온라인 쇼핑이 하나의 사회로 자리잡고 있지만 자메이카 에서는 아직 초기단계에 있다.

이 논문은 개인이 지각하는 온라인 쇼핑방식에 영향을 미치는 논리적 이슈를 규명하고 비교하고자 하였다. 또한 온라인 쇼핑에 있어 소비자들의 선호도를 알아보고자 하였다.

한국과 자메이카에서 총 298 개의 설문지를 받아 결과를 두개의 그룹(소비자요구와 사이트구성)으로 나눈 후 인자 분석을 실시하여 인자평균들을 계산하고 t-test 를 통해 어떻게 인자들이 두 나라에서 얻어진 응답자의 반응을 통해 어떤 요인들이 중요하게 결정되는지를 밝혀냈다.

설문데이터는 온라인 쇼핑에서 중요하게 생각하는 요인에 군집분석을 통해 분류되었다. 이후 t-test 와 chi-square($\chi 2$) 검증으로 분류된 데이터의 차이점과 특징을 밝혀냈다.

자메이카 응답자들은 배송과 상표에 , 한국의 응답자들은 가격과 배송추적에 더 신경쓰는 것으로 나타났다. 이 두 그룹을 타겟으로 하는 새로운 상품판매업자라면 이런 문제점을 중점으로 공략해야하며, 현존 판매업자들은 더 많은 고객유치를 위해 전략상 개선이 요구된다.

1. Introduction

As of December 2013, roughly 53.2 percent of Jamaicans had access to the internet (Stats, The Caribbean, 2016). This figure has gradually been increased since the late 2000s and shows signs of continuous increase as time progresses. On the other hand, roughly 92.1% of Koreans have access to the internet (Stats, 2016). As the number of internet users gradually increases so too does the number of people that drift away from traditional brick and mortar stores and drift towards online stores. According to an article written by (Miller, 2012) people like to shop online because of the following seven reasons.

1. Convenience
2. Better prices
3. Variety
4. Fewer Expenses
5. Comparison of Prices
6. Crowds
7. Discreet Purchases

As it relates to convenience, online shopping allows individuals to shop anywhere, at any time as long as they have access to the internet. In some instances, when shopping online, customers are able to purchase products directly from a manufacturer resulting in reduced prices since there are no middlemen involved. Also since online retailers such as amazon tend to sell a variety of products, customers are able to buy a multitude of products from one location at one time and have them delivered at the same time. Fewer expenses refer to individuals avoiding additional expenses that may be incurred when shopping at traditional stores such as travel expenses and food expenses.

Another reason that people tend to prefer online shopping over typical brick and mortar stores is that when shopping online, individuals are able to compare the prices of different retailers easily before making a purchase. Also, because shopping is done anywhere at any time, customers are able to avoid the crowds and lines that can be found at traditional retail outlets. Finally, online shopping enables individuals to purchase more sensitive and personal objects discreetly. This is an incentive for many people to buy products through the internet.

Due to the Korea's current state of economic and technological development online shopping is highly developed and can be considered as a fixture in most homes thanks to websites such as G-Market, however this is not the case with Jamaica. While citizens do have access to websites such as Amazon and EBay, high customs fees and at restricted home deliveries discourage people from buying goods online. Because of these reasons online shopping is not as prevalent as it could be in Jamaica.

This study seeks to both compare and analyse how logistical issues impact Jamaican and Korean Customer's perceptions and preferences relating to online shopping. The study also analyses their responses and groups them into segments based on their preferences.

1.1 **Research purpose**

The purpose of this study is to analyse and identify and compare the logistical issues that impact Korean and Jamaican shoppers' perceptions and preferences as it relates to shopping online. The study also seeks to identify the preferences that these countries have when shopping online. In addition to this comparison, this paper also seeks to identify the various customer segments that exist within these countries.

2. Literature Review

Given the tremendous advancements in Information and Communication Technology (ICT) over the past few decades, e-commerce markets worldwide have drastically expanded (Bauer, Falk & Hammerschmidt, 2006). The expansion can be mainly attributed to the availability and affordability of communication devices such as smartphones, laptops, desktops, and tablets, which enable millions of people to access the Internet. One of the main aspects of e-commerce is online shopping. Hence, this paper focuses on the analysis of the differences in perceptions and preferences towards online shopping between Jamaican and Korean e-commerce markets. It will evaluate the key factors that influence online shopping positively and negatively in both countries.

2.1 The Prevalence of Online Shopping in Jamaica and Korea

Jamaica

Since the passing of the Electronic Transactions Bill in 2006, Jamaica has created a legal framework to regulate e-commerce (Golding, Donaldson, Tennant & Black, 2008). Other than favourable laws, the availability of cellular phones and widespread of the Internet has significantly improved the prevalence of online shopping in Jamaica. Particularly, a report by OUR (Office of Utilities Regulation) showed that in excess of 65% and 40% of Jamaican population has access to cellular phones and the Internet respectively (Golding et al., 2006). Therefore, many people in the country have access to online stores. They are able to visit such stores and purchase products through e-commerce platforms. However, it is paramount to note that Jamaicans have not largely embraced online shopping. This is mainly due to the predominant perception that products available on

online stores are expensive as well as the fact that these products often take long to be delivered (Nagle, 2014).

Korea

According to Statista (2016), South Korea is one of the world's leading e-commerce markets. This assertion is supported by the fact that the country's retail e-commerce volume in 2014 was $33.11 billion and was anticipated to increase to $47.82 billion by 2018 (Statista, 2016). Moreover, Statista (2016) affirmed that e-commerce does account for about 10% South Korea's retail stores. Hwang, Jung and Salvendy (2006) explained that the high prevalence of online shopping in Korea is largely attributed to widespread Internet penetration in which over 84% of the population has access to the Internet. Online shopping in Korea is increasingly becoming prevalent due to its convenience. For instance, a study by Kim, Chung and Lee (2011) affirmed that a majority of online shoppers in Korea prefer to purchase products from their favourite online stores to physical stores due to convenience.

2.2 Product Preferences for Online Shoppers in Korea and Jamaica

Jamaica

While online shoppers in Jamaica purchase a wide range of products, their most preferred products in terms of volumes in retail sales are electronics, especially smartphones; clothing; perfumes; beauty products; and household items (Wresch & Fraser, 2006). Their product preferences and purchase behaviours are influenced by convenience, affordability and quality of products available on online stores. Other factors that influence the buying behaviours of Jamaican online shoppers are the payment methods embraced by e-commerce systems and the delivery systems of online stores.

Korea

Product preferences for Korean online shoppers are diverse. They range from fashion and accessories, beauty products, baby products, household supplies and appliances, electronics like computers and phones, home decoration products like furniture and kitchenware, to sports products. Given the high Gross Domestic Product (GDP) of Korea, many people in the country have significantly high disposable income, which enable them to spend on online products. Furthermore, advanced technology in the ICT sector of Korea has made it easier for online shoppers in the country to use e-commerce services especially in terms of the safety of transactions, convenience, and availability of different online payment options (Park & Kim, 2003).

2.3 Perceptions of Online Shoppers in Jamaica and Korea

Jamaica

A majority of customers of online retailers in Jamaica perceive online shopping as convenient but expensive and relatively ineffective (Wresch & Fraser, 2006). This is because, while many of them are excited about the fact that online stores have delivery systems that ensure the delivery of ordered products at doorsteps or locations of convenience, they are equally disappointed by the fact that shipping of their products often takes too long. Moreover, the purchase of products from online retailers such as Ebay, Walmart, Alibaba, and Amazon usually attract shipping charges, which makes it relatively expensive for Jamaican shoppers. Additionally, some online retailers do not offer shipping services to Jamaica. This not only leaves Jamaican online shoppers disappointed but also negatively affects their general perception about online shopping.

Korea

Customers of online retailers in Korea perceive online shopping as effective, convenient and diverse. They perceive online shopping as convenient because they are able to use Credit Card, MasterCard and other freelance payment platforms like PayPal and Payoneer to make payments for their order products at the comfort of their offices or homes. Since Korea is developed country, its e-commerce systems are secure and integrated with different payment services, which make online shopping in the country convenient and trustable (Park & Kim, 2008). Customers of online products in Korea also perceive online shopping as effective due to the high security levels in the country's e-commerce systems, a wide variety of payment platforms available for online transactions, and effective delivery systems that not only ensure the delivery of products at desired destinations but also allow customers to track their orders (Park & Kim, 2008). Finally, online shopping in Korea is perceived as being diverse because Customers are able to access websites of many online retailers, views a wide range of products, and compare their prices, shipping charges and delivery systems before placing an order based on well-informed decisions.

2.4 Factors That Influence Online Shopping in Jamaica and Korea

It is undisputed that online shopping has gained prevalence in both Korea and Jamaica over the past decade. Many factors have contributed to this growth. Conversely, online shopping has experienced significant hurdles in both countries. This section of the paper does analyse factors that have influenced online shopping in Jamaica and Korea from a positive and negative perspective.

2.5 Factors That Have Positively Influenced Online Shopping

Prevalence of the Internet. The widespread of the Internet is a major factor that has contributed to increased prevalence of online shopping in both Jamaica and Korea. The Internet is a necessity for e-commerce. Since online shopping

involves searching of products, placing orders, and effecting payments electronically, it relies entirely on the Internet. Through Internet connections, Customers are able to interact with retail stores to determine the availability of their preferred products, the costs of the products, payment methods applicable, and shipping systems. Given that 40% and 84% of Jamaican and Korean population has access to the Internet, it is justifiably arguable that this widespread in connectivity has played a massive role in increasing the prevalence of online shopping in both countries.

Availability and affordability of computing devices. The availability and affordability of communication devices has also contributed significantly towards the increasing prevalence of online shopping in both Jamaica and Korea. Bauer et al. (2006) pointed out that advancement in electronic industry, especially the designing and manufacturing of communication devices like smartphones, tablet computers, laptops, desktops, and iPads has been fundamental for the increase in the prevalence of online shopping. These devices support Internet connections; hence, they allow people to access the World Wide Web (www). On this comprehensive web, online shoppers are not only able to access a lot of information about online retail stores but also effect electronic transactions for products for which they ordered. Therefore, the increase in the number of companies that manufacture and distribute different computing devices in Korea and Jamaica at affordable purchase prices has empowered the population of both countries to engage in online shopping by making information about online retailers and their operations readily available to them. The devices also enable online shoppers to access websites for different retailers in order to compare the quality and prices of products among online retailers, assess the efficiency of alternative products, and evaluate the cost and convenience of purchasing products online vis-à-vis in physical retail

stores (Golding et al., 2008). This has consequently enabled many people in both countries to make well-informed decisions about online shopping, a factor that has increased the levels of customer loyalty for online retail stores as well as expanded the clientele for online products.

Availability of payment options. The availability of numerous and secure payment options for online shoppers is another significant factor that has contributed towards the increasing prevalence of online shopping in Jamaica and Korea. Cepeda, Fife, Chow, Mastrogiovanni and Henderson (2013) stated that online shoppers have many payment options at their disposal including PayPal, Credit Cards, Debit Cards, e-Banking (Online Banking), Google Wallet, WePay, ACH Payments, and Amazon Payments. Each of these payment methods enables online shoppers to make payments for their products. With such a wide range of payment options, online shoppers in Jamaica and Korea are able to use their preferred payment methods to transact in e-commerce markets. Moreover, a majority of online retailers have e-commerce systems that allow for payment of products using numerous online payment methods. Since these methods are usually universal and accessible to everyone easily, they have played an enormous role in increasing the number of online shoppers. In addition, the fact that online payment is instant has also enhanced convenience in online shopping (Cepeda et al., 2013). Essentially, regardless of the geographical location, online shoppers are able to make payments for their products using their computing devices and instantly receive batch numbers (tickets/receipts). Other factors like secure payment methods, free shipping, easy-to-navigate websites, competitive pricing, effective delivery systems, online reviews and customer feedback, loyalty rewards, and extensive marketing systems have improved the prevalence of online shopping (Hassanein & Head, 2007). Online shoppers are not only concerned about convenience in their shopping

experiences but also safety of their financial and personal information. Therefore, since online retailers in Jamaica and Korea have adopted secure e-commerce systems that ensure utmost confidentiality of shoppers' information, the levels of trust towards online shopping systems, especially for the reputable retailers, have tremendously increased over the past; and that has translated to increased prevalence of online shopping. Online retail stores have also embraced effective marketing systems that reach out to many Internet users in Korea and Jamaica. These systems include social media marketing, search engine optimization (SEO), blogging, advertisement on the mainstream media, and direct and indirect referrals, which have promoted online shopping among members of the public in Korea and Jamaica, and boosted their trust toward e-commerce systems and specific online retail stores. As a result, many people in Korea and Jamaica have become exposed to online shopping, a factor that has improved its prevalence.

2.6 Factors That Have Negatively Influenced Online Shopping

Ineffective logistics and supply chain management systems. Ineffective logistics and supply chain management (SCM) systems are the main factors that limit the prevalence of online shopping worldwide (Ko, Jung, Kim & Shim, 2004), and Jamaica and Korea are not exceptional. It is undisputed that online shopping relies majorly on trust. Primarily, shoppers must have full trust in the operations of online retailers for them to use their services. However, as Ko et al. (2004) asserted, many online retailers have ineffective logistic and SCM systems, which leave online shoppers disappointed. For instance, some online retailers do not offer shipping services to Jamaica (Golding et al., 2008). Given that Jamaica is not among the global leading economies, some online retailers do not offer shipping services to the country. This inefficiency in the logistic and SCM systems

of some online retailers has greatly limited the prevalence of online shopping in the country.

Many online retailers have logistics and SCM systems that enable the delivery of products at customers' desired destinations in a couple of days. While majorities of the leading online retailers like Amazon and Ebay have logistic and SCM systems that ensure the delivery of products to customers within 3 to 5 days based on their geographical locations, it often happens that the products take longer than expected to arrive. Online retailers have logistic systems that enable customers to see estimated shipping time for their products. Other retailers even have tracking systems that enable customers to make a follow-up on the deliveries of their products. Despite the complexity of the logistics and SCM systems for online retailers, it is a common occurrence that products take up to one month before arriving at customers' preferred destinations. In such situations, customers are compelled to contact service providers to file complaints and wait for their cases to be resolved. This further extends the shipping periods for some products. Due to that, many online shoppers tend to lose trust in retailers. They get frustrated when the products for which they paid take too long to arrive. Hence, they prefer purchasing products from physical stores where they are guaranteed to take their products home immediately they pay for them to online stores where they may have to wait for up to one month before their products can be delivered.

Another major fault in the logistic and supply chain management systems of online retailers that has limited the prevalence of online shopping in Jamaica and Korea is the delivery of wrong items (Koo & Ju, 2010). Whether is due to system or human error, it remains frustrating and disappointing for online shoppers to receive products for which they did not order or pay. Online shoppers have specific preferences for product brands, color, quality, and size. It

is very disheartening when customers receive wrong items from online retailers. They not only feel deceived by the retail stores but also lose trust in their operations. Even though some retailers are often kind enough to offer full or partial refund to customers who receive wrong items, this refund does satisfactorily compensate for the frustration and disappointment they feel whenever the retailers deliver wrong items to online shoppers.

The logistics and SCM systems of online retailers are designed such that they charge some fees for shipping of purchased items from stores to the customers' preferred destinations. The shipping rates vary from one retailer to another based on such factors as the shipping speed, package size, weight, departing country of, destination country, tracking systems, and insurance (Kim & Ahn, 2008). The shipping cost usually makes the total cost of shopping online significantly high, especially when customers purchases large items that are not insured. Even though the purchase prices for online items could be competitive compared to those in physical retail outlets, additional shipping costs usually increases the total cost of shopping online. This consequently makes retailers in Jamaica and Korea to prefer shopping from physical retail outlets to online stores.

Insecure systems. Inasmuch as online shopping is exclusively dependent technological advancements, especially the invention of the Internet, these advancements have led to high rates of hacking, which make e-commerce systems vulnerable to unauthorized access. Of great concern for many online shoppers is the fact that malicious people are able to use malware to access vital information like payment details and personal information from databases of online retailers. Cepeda et al. (2013) supported this assertion when he stated that security breaches in the payment systems of online retailers often leave critical financial information of online shoppers exposed to malicious people

who can use it illegally access their banks and possibly make withdrawals. Since online shoppers and potential clients of online retailers in Jamaica and Korea are increasingly becoming aware of the risk of exposing key information to unauthorized people due to hacking of the websites, they have become very wary of online shopping.

2.7 Customer Segments of Online Shoppers in Jamaica and Korea

Jamaica and Korea are at different stages of economic development. While Jamaica is classified a developing country with a GDP of $5,289.97, Korea is classified as a developed country with a GDP of $25,976.95. The variation in economic status of these two countries has influenced buying behaviours of online shoppers, and that has consequently affected customer segmentation. This section of the paper analyses customer segmentation of online shoppers in Korea and Jamaica.

Jamaica

Fearful browsers. This segment of online shoppers is the largest in Jamaica. It comprises of regular Internet users, who spend a significant amount of their time on websites of online retailers 'window-shopping'. While they could be economically stable and able to purchase items online, they are wary of the security breaches in e-commerce systems. They are also unwilling to spend their money on unseen (virtual) products as well as doing business with virtual merchants. Hence, this segment of online shoppers only visit websites for online retailers to view varieties of products, compare their prices, and make up their minds on preferred products before purchasing them on physical retail outlets.

Suspicious learners. This is a dominant segment of online shoppers in Jamaica, and accounts for a significant percentage of the country's total retail sales in the e-commerce market. It comprises of shoppers who are willing to spend money

on online products and are willing to learn more about online shopping to include the risks and benefits involved. However, this segment of online shoppers does not make a lot of purchase online due to the lack of accurate information about online shopping (Hjort, Lantz, Ericsson & Gattorna, 2016).

Korea

Adventurous explorers. This is the largest customer segments of online shoppers in Korea. It comprises of a group of shoppers who believe that online shopping is fun (Hjort, Lantz, Ericsson & Gattorna, 2013); hence, they require little attention from Internet vendors to make purchases online. This group of shoppers also advocates for online shopping by referring their friends and family members to online retail stores.

Shopping lovers. This segment of online shoppers comprises of people who are competent users of computers and regular users of the Internet who not only enjoy buying items online but also do so frequently. They have enough disposable income, which they spend on online products, and are not wary of the security breach that can occur in e-commerce systems (Hjort et al., 2013). Shopping lovers are likely to continue with online shopping habits, and usually share their exciting shopping experiences with their friends and family members.

2.8 Conclusion

From the above analysis, it is conclusive that online shopping is becoming increasingly prevalent in Jamaica and Korea. The success of online shopping is mainly attributed to the widespread of the Internet, availability and affordability of computing devices, and availability of numerous online payment options. However, security breaches and inappropriate logistic and SCM systems are the limiting factors for online shopping in both countries.

3 Methodology

The questionnaire that was used in this research was developed by first reviewing other research papers and journals that were based on the online shopping and its increasing prevalence in today's society. The questionnaire consists of statements that seek to identify the way in which logistical issues influence customer perceptions and preferences based on twelve categories. These categories are cost, quality of service, brand issues, ethics, convenience, security, website design, customer feedback, payment, tracking, delivery and returns. The responses were measured using a five-point Likert scale with point 1 of the scale indicating that the respondent strongly disagreed with the statement and point five indicated that the respondent strongly agreed. In addition to these categories twenty-one additional questions were asked in order to understand the various demographics of the sample.

3.1 **Data Collection**

The questionnaires were distributed in both Jamaica and Korea. A total of 190 questionnaires were distributed randomly in Korea. Of which only 167 responses were returned whilst the data that was collected in Jamaica was done through the use of both online surveys and distribution through a third party. A total of 150 responses were collected from Jamaica of which only 133 were usable.

3.2 **Data analysis**

The data analysis consisted of seven stages. The first stage was conducting factor analyses. These were done in order determine the factors, their eigenvalues and the total amount of the variance that they explained. It was decided that variables with statement loadings greater than 0.5 were to be considered as meaningful. After the factor analysis was completed a reliability analysis was

conducted in order to determine if the extracted factors were valid. The Cronbach alpha score was then recorded.

After the factor analysis was conducted the next stage was to calculate the factor mean and then use these factor means to conduct t-tests in order to compare the data and find the differences in what each country considers as important when deciding to use online shopping.

The next step was to perform the cluster analysis. The cluster analysis was used in order to identify the ways in which shoppers from the two countries can be grouped. During this stage both Hierarchical and K-means cluster analysis were conducted. Firstly, the Hierarchical cluster analysis was conducted in order to obtain a dendrogram and determine how many segments should be made in the K-means (non-hierarchical) cluster analysis. It was determined that based on the dendrogram it would be best to segment the responses into two groups. Once the cluster analysis was completed, the discriminant analysis was used to identify and determine the validity of the derived clusters.

Finally, a second set of t-tests were done in order to identify the differences between the between the identified clusters. In addition to these t- tests and chi-square analysis were conducted in order to understand the characteristics of these clusters.

4 Empirical Results

4.1 Sample Characteristics

As previously stated, data was collected from both Jamaica and Korea. This section will explain the characteristics of the data that was collected from both groups. All but two respondents stated that they are interested in online shopping

As it relates to educational background, 55.6 percent of the Jamaican respondents stated that they had a bachelor's degree while 21.1 percent stated that they were high school and 20.3 percent stated that they possessed a master's degree. The remaining 3 percent of the Jamaican respondents stated that they either possessed a PhD or went to some form of vocational school. In terms of the Korean respondents, 70.3 percent were high school graduates, 21.21 percent possessed a bachelor's degree, 3 percent possessed a PhD and another 3 percent took part in some alternative for of post graduate degree program. The remaining 2.49 percent possessed a master's degree.

In terms of occupation, the Jamaican respondents' occupations were more evenly spread that their Korean counterparts. A majority of the Jamaican respondents (18.05 percent) had professional careers such as managers or office workers. The categories of student, housewife, clerical, customer service, management, and other each responsible for roughly 12 percent of the collected data. The category of other consisted of people that mostly stated that they were retired but also people that stated that they were musician or artists. People that stated that they were self-employed or that they worked in a factory were responsible for 6 percent of the data each. On the other hand, the Korean

responses were skewed, 79 percent of the Korean respondents were students. This represents a large majority of the respondents. Roughly 12 percent of the respondents were either factory workers or had professional careers and the remaining categories were each roughly responsible for 2 percent of the data.

As it relates to computer literacy, all members from both groups have stated that they are computer literate. And in terms of access to computers, all but one person stated that he/she does not have access to a computer.

This paper has divided the types of products that can be purchased online into 12 categories. The categories are beauty products, clothes, tickets, luxury items, home and garden items, sports and outdoor equipment, electronics, cars, books, cosmetics, toys, and other items. The respondents that choose other items listed products such as musical equipment and art supplies.

As it relates to beauty products, 51.13 percent of Jamaicans stated that they were not interested in such items whereas 56.97 percent of Korean respondents stated that they were interested in buying these products online. Over 80 percent of both Jamaican and Korean respondents stated that they were interested in buying clothes online.

As it relates to purchasing tickets, 74.44 percent of the Jamaican respondents stated that they were interested in buying tickets through the internet whereas 61.21 percent of Korean respondents stated that they were not interested in buying tickets. 57.89 percent of Jamaican and 87.88 percent of Korean respondents stated that they were not interested in buying luxury items through the internet. Also, as it relates to home and garden as well as sports and outdoor equipment, in both cases over 75 percent of respondents from both countries

stated that they were not interested in purchasing these types of products through the internet.

In regards to electronics, 62.41 percent of the Jamaican respondents stated that they were interested in buying electronics through the internet whereas only 32.12 percent of the Korean respondents stated that they were interested in buying electronics through the internet.

Over 90 percent of both Jamaican and Korean respondents stated that they were not interested in purchasing vehicles through the internet. And as it pertains to books, 48.21 percent of Jamaican respondents and 51.52 percent of Korean respondents stated that they were interested in buying books through the internet.

77.44 percent of Jamaican respondents stated that they were not interested in purchasing cosmetics online whereas 53.33 percent of the Korean respondents stated that they were interested. Roughly 91 percent of both Jamaican and Korean respondents stated that they were not interested in buying toys online. Also, over 90 percent of both Jamaican and Korean respondents stated that they were not interested in buying “other” items through the internet. Meaning that the majority of the products that they are interested in fell into the previous categories.

In regards to product size, 69.17 percent of Jamaican respondents stated that they bought medium sized products where as 67.88 percent of Korean respondents stated that they purchased small products. Less than 5 percent of both groups purchased large products. This indicated that they prefer to buy smaller products that incur lesser shipping costs through the internet.

72.93 percent of the Jamaican respondents indicated that they owned a credit card whereas only 56.36 percent of Korean respondents had one. This is possibly due to the fact that the Jamaican respondent s tended to be employed whereas a majority of the Korean respondents were students. In terms of payment preferred payment methods, Jamaican respondents prefer to pay with credit cards whereas Korean respondents prefer to pay with either a credit card or through a bank transfer. Both groups are equally disinterested in alternative payment methods such as cash or payment programs such as PayPal.

	Jamaica	**Korea**	**Total**	**Chi-Square**
Interest				1.623[a]
Interested	133	163	296	(df=1)
Not Interested	0	2	2	0.306
Education				
High School	28	116	144	85.513[a]
Graduate	74	35	109	(df=4)
Master's Degree	27	4	31	0.000
PhD	3	5	8	
Other	1	5	6	
Occupation				
Student	17	130	147	134.76[a]
Housewife	15	1	16	(df=8)
Clerical	16	10	26	0.000
Factory Worker	8	2	10	
Customer Service	15	3	18	
Management	17	4	21	
Professional	24	11	35	
Self Employed	8	2	10	
Other	13	2	15	
Computer Literate				
Yes	133	165	298	
No	0	0		
Access to computers				0.809[a]
Yes	133	164	297	(df=1)

No	0	1	1	1.000
Interested in buying beauty products				1.940[a]
Yes	65	94	159	(df=1)
No	68	71	139	0.199
Interested in buying clothes				1.120[a]
Yes	117	138	255	(df=1)
No	16	27	43	0.323
Interested in buying tickets				37.766[a]
Yes	99	64	163	(df=1)
No	34	101	135	0.000
Interested in buying luxury Items				34.847[a]
Yes	56	20	76	(df=1)
No	77	145	222	0.000
Interested in buying home and garden products				1.496[a]
Yes	19	16	35	(df=1)
No	114	149	263	0.278
Interested in buying sports and outdoor equipment				0.575[a]
Yes	28	29	57	(df=1)
No	105	136	241	0.462
Interested in buying electronics				27.224[a]
Yes	83	53	136	(df=1)

No	50	112	162	0.000
Interested in buying cars				0.171[a]
Yes	7	7	14	(df=1)
No	126	158	284	0.785
Interested in buying books				0.339[a]
Yes	64	85	149	(df=1)
No	69	80	149	0.641
Interested in buying cosmetics				29.164[a]
Yes	30	88	118	(df=1)
No	103	77	180	0.000
Interested in buying toys				0.004[a]
Yes	11	14	25	(df=1)
No	122	151	273	1.000
Interested in buying other items				2.063[a]
Yes	4	11	15	(df=1)
No	129	154	283	0.188
Average size of purchase products				
Small	35	112	147	52.181[a]
Medium	92	52	144	(df=2)
Large	6	1	7	0.000
Owns a credit card				8.749[a]
Yes	97	93	190	(df=1)
No	36	72	108	0.004

Prefer to pay with cash				10.867[a]
Yes	19	6	25	(df=1)
No	114	159	273	0.001
Prefer to pay with a credit card				14.113[a]
Yes	104	95	99	(df=1)
No	29	70	199	0.000
Prefer to pay with bank transfers				38.298[a]
Yes	30	96	126	(df=1)
No	103	69	172	0.000
Prefer to pay through other means				1.128[a]
Yes	20	18	38	(df=1)
No	113	147	260	0.300

Table I- Sample Characteristics

4.1.2 Sample Characteristics: Implications

The sample characteristics show that there is a demand for online shopping in both Jamaican and Korea and that the respondents from both countries see the benefits of the service. The issue is that while the demand in Korea is being met the Jamaican demand is not being satisfied.

The data also shows that people are interested in buying smaller, less bulky products instead of larger products. This may be because the larger items attract higher shipping costs in most cases. This implies that businesses that sell large bulky items may find that the size and weight of their product will deter people from buying it online.

In regards to payment methods, a majority of respondents from both countries have access to and prefer using credit cards when buying goods online and respondents from both countries have little interest in using third party payment methods such as payal and equally as disinterested in paying by cash. The implication behind this is that retailers that seek to establish websites in these countries should not focus on implementing third party payment methods but should instead focus on making the traditional online credit card payments as secure as possible.

4.2 Factor Analysis

Due to the limited number of respondents, two factor analysis were conducted in order to determine which variables are relevant and which needed to be discarded. The first factor with customer requirements and consists of variables that pertain to cost, quality, analysis deals feedback, tracking, delivery and return issues. Whereas the second analysis deals with website dimensions and consists of variables that pertain to brand, ethical, convenience, security and payment issues.

4.2.1 Factor analysis: Customer Requirements

This factor analysis consisted of 40 statements that related to a customer's shopping orientation. These statements, once analyzed lead to the creation of six factors that had eigenvalues that were greater than 1.00. Of the forty statements that were initially used only twenty-two of those statements loaded at >0.50. These statements can be seen in table I. Cronbach's Alpha was used to determine the reliability of the data. The factors that were obtained from both analysis received scores that were ≥ 0.5.

In order for a factor analysis to be considered as being a good measure of sampling accuracy and that the factor analysis will be useful for these variables it must have a KMO score of >0.80. the KMO score for the is analysis is 0.857 and shows that the analysis is of a high standard. The Bartlett's test had a score of 2642.51(df=231) and the significance level was 0.000. This indicates that the factor analysis can be performed and that the assumption of multivariate

normality was met (Norusis , 2004). The factors that can be found in table I are quality, tracking, delivery, price considerations, feedback and returns.

Quality requirements

Six statements were loaded into the first factor and of these six statements, two pertain to the product's origin and suggests that quality association can be seen based on where a product is located/ comes from. These statements include "the product's location must be stated" (meaning that it should be noted whether a product is domestic or international) and "the website must state the product's origin". According to the analysis, this factor is responsible for 29.6 percent of the variance and received a Cronbach's score of 0.825.

Tracking requirements

Five statements loaded in relation to tracking and indicated that the customers have a strong concern as it relates to knowing when their product will arrive. Four statements, including statements such as "I am sensitive to cargo tracking" and "Tracking is an important issue", show that customers want to know when their product will arrive whereas the statement "Tracking must be simple" shows that the process of finding out exactly when their product will arrive needs to be as hassle free as possible. The Cronbach's score for tracking was 0.825 while this factor was responsible for 10 percent of the variance.

Delivery requirements

Only three statements loaded into the delivery requirements factor and these statements showed that customers want their products within the time period that the online retailer has specified and that in the retailer should be penalized in event that the deliveries are late. The statement "rush deliveries should be available" aids in conveying the theme that customers want their products within the specified time or sooner and in the event that their products are late

they want to be compensated for the inconvenience. This factor received a Cronbach's score of 0.730 and was responsible for explaining 7.756 percent of the variability.

Price considerations

Three statements loaded into this section and included the statements "cost is an issue when shopping online", "I compare prices when shopping online" and "I search for bargains when shopping online". These statements showed a theme of customers wanting to get products for the most affordable price possible when shopping and demonstrated that customers were constantly searching for the best price when shopping online. This factor received a Cronbach's score of 0.727 and was responsible for 6.658 percent of the variability.

Feedback Requirements

A total of three statements loaded into this section and included "access to customer feedback is important", "customers should be allowed to comment on products" and "being able to review a product is important". These statements showed customers and potential customers were interested in the opinion of the users of the product and would like to either gather as much information as possible on a product before making a purchase or to let individuals know what their experience with a product has been like. This factor was responsible for 5.731 percent of the variability of a product and received a Cronbach's score of 0.762

Returns

Two statements were loaded into this factor and these statements include "I am willing to pay for errors if it is my fault" and "the manufacture must be willing to accept returns/ damage goods". These statements show a theme that the customers believe that the person at fault should be responsible for paying for

any inconveniences that may occur. The Cronbach's reliability test showed a score of 0.465 and this factor was responsible for 4.8 percent of the variance.

Customer requirements	Quality 0.825	Tracking 0.819	Delivery 0.730	Price 0.727	Feedback 0.762	Return 0.465
Cost is an Issue when shopping online	.042	.074	-.043	**.741**	.217	.026
Compare prices when shopping	.281	.067	.011	**.781**	-.011	.138
Search for Bargains when shopping	.224	.022	.178	**.733**	.054	.042
A website must be known for good customer service	**.601**	.026	.288	.306	.194	-.077
The product displayed must match the product received	**.691**	.054	-.032	.364	.121	-.022
Websites must accurately fill orders	**.728**	.123	.138	.373	.179	-.083
Websites must respond to requests for assistance in a timely manner	**.669**	.177	.149	.174	.031	.131
The product's location must be stated (Domestic or Overseas)	**.722**	.183	-.002	-.002	.094	.246
Website must state the product's origin	**.690**	.064	.185	-.056	.080	.041
Access to customer feedback is important	.324	.117	.142	.125	**.722**	.183
Customers should be allowed to comment on products	.181	.129	.132	.091	**.813**	.039
Being able to review a product is important	.008	.163	.072	.088	**.795**	.042
I am sensitive to cargo tracking	.056	**.799**	.217	.097	-.013	.162
Tracking is an important issue	.051	**.848**	.212	.099	.194	-.047
Tracking must be simple	.188	**.459**	.483	.073	.170	.054
Knowing a product's arrival time is important	.156	**.727**	.060	.154	.281	-.140
The inability to track a product discourages the use of online shopping	.186	**.744**	-.014	-.112	.039	.088
Deliveries must arrive within the specified time period	.256	.201	**.650**	.156	.258	.131
Rush delivery service should be available	.082	.156	**.735**	-.038	.099	.066
Penalties should be in place for late deliveries	.084	.066	**.840**	.053	-.005	.079
I am willing to pay for errors if it is my fault	.035	.085	.044	.114	.107	**.848**
Manufacturer must be willing to accept returns/ damaged products	.196	-.037	.408	.049	.103	**.606**
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]						
a. Rotation converged in 6 iterations.						

Table II- Factor Analysis- Customer Requirements

4.2.2 Factor Analysis: Customer Requirements: Implications

The customer requirements factor analysis implies that if websites show their competitors' prices/ directly and state the way in which their product/service is superior to that of their competitor may see greater success.

As it relates to quality of service, the statements that were loaded indicate that there is lack of trust and/or caution amongst customers when buying certain items such as clothes. In order to rectify this, managers should ensure that the product that is received matches that which was displayed on their site. Also, since customers are interested in knowing where a product originates /where it is currently located websites should state this information.

Regarding feedback, the statements that were loaded imply that customers wish to know about and share how the product/service impacted them and that feedback establishes comfort and trust.

The tracking and delivery issues indicate that people want their goods on time and that they wish to know of any possible delays that may occur. If customers are unable to track their products it may deter them from using the service.

Finally, the returns statements that were loaded show that customers are willing to accept faults as long as retailers are willing to do the same.

4.3 Factor Analysis: Website Dimensions

This factor analysis consisted of thirty-seven statements that relates to website's dimensions. After being analysed these statements lead to the creation of three factors that had eigenvalues that were greater than 1.00. Of the initial thirty-seven statements, only twenty-three of the statements loaded at >0.5. These statements can be seen in table II. The KMO score of the second factor analysis show a score of 0.90 and demonstrates that this analysis is of a high standard. The Bartlett's test had a score of 3725.763 (df=235) and a 0.000 significance level indicating that the multivariate normality was met (Norusis , 2004). The factors that can be found in table two are website functionality, brand associations and ethical behaviour.

Website functionality

Website functionality consists of thirteen statements that deal with issues of convenience, design payment and security. The factor contains statements that reflect a theme of functional convenience and give the impression that issues such as payment must be secure but designed in a way that doesn't make the process of shopping cumbersome. Examples of these statements are "the process of online shopping must be convenient", "websites must be easy to understand and use", "passwords should be used to verify purchases" and "the process of making orders should be quick and easy". This factor had a Cronbach's score of 0.922 and was responsible for 36.709 percent of the variance in the analysis.

Brand association

There were five statements that loaded into this section and the theme that they display indicates that people think that the popularity or name of the website is important this can be seen through statements such as "I only trust

popular websites" and "the name of the website is important". The Cronbach's score for this factor was 0.857 and there was a 13.245 percent validity.

Ethical behavior

A total of five statements were loaded into this factor. These statements indicate that customers are interested in a company's ethics. This includes issues such as how they treat their workers and whether or not they participate in fair trade. This can be seen through statements such as "websites should provide good working conditions for employees" and "website should not work with unethical suppliers". The Cronbach's score for this factor was 0.810 and the factor had an 8.126 percent validity.

	Website Functionality 0.922	Brand Association 0.857	Ethical Behavior 0.810
The name of the website is important	.079	**.775**	.106
I only trust popular websites	.022	**.789**	.127
I prefer using well know website as oppose to unknown websites	.126	**.788**	.199
I usually buy products from well-known websites	.233	**.767**	.075
The website name typically affects my buying decision	-.017	**.822**	-.013
Websites should operate ethically	.267	.102	**.719**
Websites should provide good working conditions for employees	.341	.080	**.764**
Websites should prioritize customer satisfaction over profit	.267	.117	**.626**
Websites should not work with unethical suppliers	.195	.039	**.748**
Websites should take part in the fair-trade act	.026	.192	**.703**
The process of online shopping must be convenient	**.811**	.066	.145
The process of purchasing an item should be quick	**.801**	.081	.059
The process of making orders should be easy	**.721**	.225	.141
Privacy is important to me	**.722**	.047	.186
Website must have secure payment methods	**.733**	.041	.292
Companies must immediately report if a client's personal information is stolen or leaked.	**.715**	-.099	.326
Passwords should be used to verify purchases	**.604**	-.032	.259
The information provided on a online retailer's website must be informative	**.585**	.163	.255
Websites must be easy to understand and use	**.797**	.078	.081
Websites must be aesthetically pleasing	**.785**	.181	.156
The order placement process must be simple	**.642**	.133	.065
The payment process must be simple	**.671**	.059	.094
I dislike complicated and complex payment methods	**.566**	-.026	.216
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]			
a. Rotation converged in 5 iterations.			

Table III- Factor Analysis- Website Functionality

4.3.1 Factor Analysis: Website Dimensions: Implications

The factor analysis shows that there is a relationship between convenience, security, payment and design. The implication behind this is that websites must be aesthetically pleasing whilst at the same time being secure and convenient to use.

As it relates to brand associations, the statements that were loaded in the analysis imply that people are hesitant when it comes to trying new websites. The implication behind this is that people's hesitance may act as a barrier to entry in the web retailer market.

Finally, in regards to ethical issues, based on the statements that were loaded, people want to know that companies not only care about their customers but also their employees and their suppliers. Failure to show ethical responsibility may lead to a loss of clientele.

5 Group Segmentation

5.1 Hierarchical Cluster Analysis

Initially, hierarchical cluster analyses were conducted based on the data obtained from both factor analyses in order to aid in determining the correct number of segments to make during the K-means analysis. The dendrograms in Diagram I and Diagram II show how the data was initially grouped.

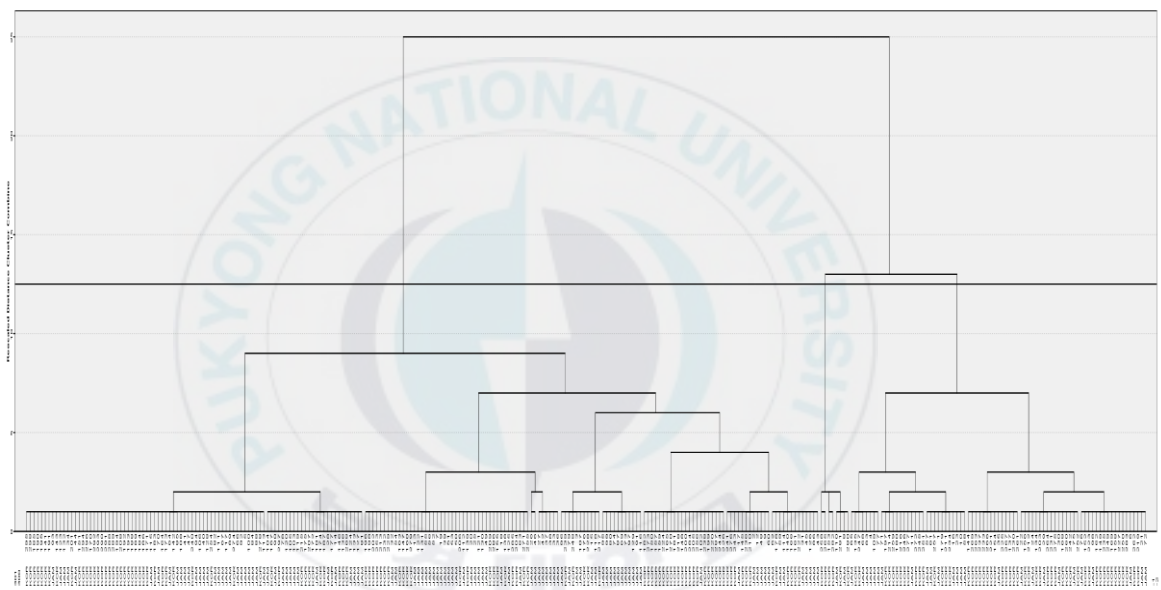

Diagram I: Customer Requirements Dendrogram

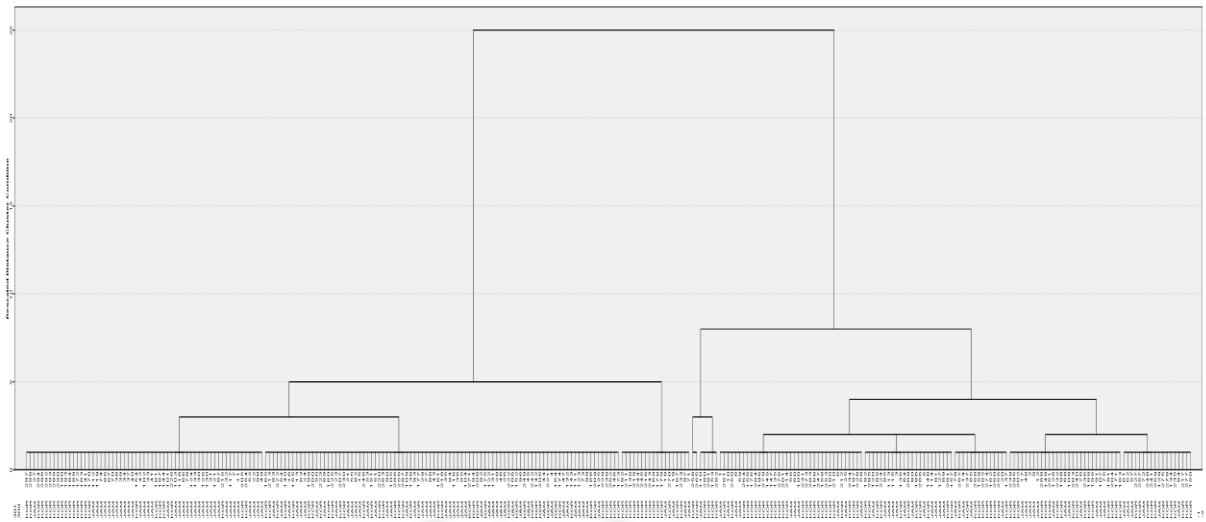

Diagram II: Website Functionality Dendrogram

5.2 K-Means Cluster Analysis

After the hierarchical clustering was done and multiple clustering solutions were tested using K-means. Two, three and four- cluster solutions were attempted but it was discovered that the clusters were incredibly unbalanced with some clusters containing only 2 members. It was decided that it would be best to utilize a two-cluster solution due to the fact that the members of the groups are more evenly distributed and the data is more clearly interpreted.

Customer requirements

The variables in this cluster analysis have F-Values ranging from 26.402 (cost) to 221.884 (Delivery) being the highest. The F-values indicate which variables have the highest impact on how the clusters were segmented. The values and variables can be seen in table III.

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
Quality	17.564	1	.258	296	68.172	.000
Tracking	56.059	1	.421	296	133.261	.000
Delivery	75.707	1	.341	296	221.884	.000
Cost	11.782	1	.446	296	26.402	.000
Feedback	29.070	1	.229	296	126.880	.000
Returns	37.746	1	.331	296	114.113	.000

Table IV: ANOVA Table- Customer Requirements

As stated before, the data relating to Customer requirements was divided into two clusters. The cluster centroids in cluster 1 all have greater values than those found in cluster 2. The most significant differences in these values can be seen with the variables delivery and tracking. This indicates that the members of cluster 1 are more concerned with issues such as getting their products on time and knowing exactly where their products are and when they will arrive. Cluster 1 is also more concerned with issues such as feedback and returns suggesting that they want to be able to review products before and/or after purchases and in the event of dissatisfaction they wish to be able to return products with as little dissatisfaction as possible. In addition to this, cluster 1 is also more concerned with issues relating to cost suggesting that they are more likely to spend time searching for bargains and comparing prices. Whereas cluster two seems more inclined to simply make purchases without any comparison. These figures can be seen in table iv. As it relates to how the groups were divided 205 members were placed in cluster 1 while only 93 members were placed in cluster 2. In other words, 68.79 percent of the respondents were placed into cluster one while 31.21 percent of members were placed in cluster 2.

	Cluster	
	1	2
Quality	4.74	4.22
Tracking	4.39	3.46
Delivery	4.58	3.49
Price Requirements	4.66	4.23
Feedback	4.87	4.20
Returns	4.61	3.84

Table V: Cluster Centers- Customer Requirements

5.2.1 Cluster Analysis: Customer Requirements: Implications

The customer requirements cluster analysis shows that a large majority of the respondents were placed in cluster 1 and the major differentiators of the two groups are delivery, tracking and feedback issues. The implication of this is that instead of targeting cluster 1 that is significantly more concerned with these issues, it may be more feasible to target cluster two. By doing this, firm may be able to penetrate the market and gradually attract members from cluster 1.

5.3 Website dimensions

Like the previous cluster analysis, the data used in this analysis was segmented into two groups with the data in cluster 1 being greater than that of cluster 2. This cluster analysis consisted of three variables, Website functionality, Brand association and ethical behavior. According to the F-values the most important variable in this analysis is Brand association while the least is ethical behavior. The data from this analysis can be seen in table V.

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
Website Functionality	5.009	1	.195	296	25.669	.000
Brand Associations	146.626	1	.209	296	702.395	.000
Ethical Issues	6.230	1	.276	296	22.547	.000

Table VI: ANOVA Table- Website Functionality

The cluster centroids indicate that the most significant difference between the two groups is that the members in cluster 1 are more concerned with brand issues and associations than those of cluster 2. This means that cluster one places a greater emphasis on issues such as the trustworthiness of a website. It also indicates that a website's name has an effect on whether or not they will purchase a product online. The cluster centroids can be seen in table VI. Of the 298 responses that were collected, 175 respondents or 58.75 percent of respondents were placed in cluster 1 whilst only 123 respondents or 41.25 percent of respondents were placed in cluster 2.

	Cluster	
	1	2
Website Functionality	4.78	4.52
Brand Association	4.49	3.07
Ethical Behavior	4.77	4.47

Table VII- Cluster Centers- Website Requirements

5.3.1 Cluster Analysis: Customer Requirements: Implications

In regards to website dimensions, the main differentiator between the two groups was the issue of brand associations. Cluster 1 is significantly more concerned with this issue than cluster 2 and like before, the data implies that it may be more feasible to target cluster 2, a smaller group that is less concerned with brand issues. After establishing a name for themselves, the retailer should adopt strategies that will help it attract members for the larger market segment (cluster 1).

6 Discriminant Analysis

After conducting the both cluster analyses, the descriptive analysis was used to confirm the cluster groupings were correct. The results of both theses analysis can be seen in tables VII and VIII. Both tables show the data has been classified with greater than 95 percent accuracy.

Classification Results for Customer Requirements

		Cluster Number of Case	Predicted Group Membership 1	Predicted Group Membership 2	Total
Original	Count	1	204	1	205
		2	6	87	93
	%	1	99.5	.5	100.0
		2	6.5	93.5	100.0
Cross-validated[b]	Count	1	202	3	205
		2	7	86	93
	%	1	98.5	1.5	100.0
		2	7.5	92.5	100.0

a. 97.7% of original grouped cases correctly classified.

b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

c. 96.6% of cross-validated grouped cases correctly classified.

Table VIII- Discriminate Analysis- Customer Requirements

Classification Results for Website Functionality					
			Predicted Group Membership		
		Cluster Number of Case	1	2	Total
Original	Count	1	175	0	175
		2	5	118	123
	%	1	100.0	.0	100.0
		2	4.1	95.9	100.0
Cross-validated[b]	Count	1	175	0	175
		2	5	118	123
	%	1	100.0	.0	100.0
		2	4.1	95.9	100.0

a. 98.3% of original grouped cases correctly classified.

b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

c. 98.3% of cross-validated grouped cases correctly classified.

Table IX- Discriminate Analysis- Website Functionality

7 T-test and Chi-Square Analysis

An independent samples t-test was used to compare the demographic characteristics of the two groups that were identified in the cluster analyses. The groups were compared on the basis of “age”, “time spent on the computer daily”, “years of experience using a computer”, “income level”, “percentage of total purchases made online”, “number of purchases made online monthly”, “average price of goods purchased online” and “average delivery time of their products”.

7.1 Customer Requirements: T-test

According to the data obtained from the T-test’s group statistics table, there are slight differences between most of the means however, according to the independent sample’s test there are no significant statistical differences between the demographic characteristics of a majority of the variables. An example of this is the variable “number of purchases made online monthly”. The group statistics shows that there is a difference between cluster 1 (M=3.52, SD=3.49) and cluster 2 (M=3.99, SD=7.23) conditions t (112.43) = -0.595-, p=0.553. However, the Independent samples test says that there is no significant difference between cluster the two clusters. Stating that there is a significance level of 0.45.

This being said however, both the group statistics and the independent samples test indicate that there is a significant difference between the both clusters as it relates to age, the amount of money spent shopping online and the average delivery time. As it relates to age, the independent samples test shows a significance level of 0.000 and a mean difference of 6.344 indicating that the

variances are unequal. The group statistics confirms this difference by stating that the members of cluster 1 are older than those found in cluster 2 with cluster 1 members being on average 36 years old and the members of cluster 2 are roughly 30.

In terms of the amount that is spent online per shopping session, the independent samples test has a significance level of 0.011, thus indicating that there is a difference between the two clusters. It should also be noted that the mean difference indicates that there is a 25,212.26 won difference in how much is spent on average by each cluster. This data is supported by the group statistics table that show that on average, the members of cluster 1 spend 81,389.26 won per online shopping session while members of cluster 2 only spend 56177.00 won.

The independent samples test indicates that the variable “average delivery time” has a significance level of 0.043, indicating that there is a statistical difference between the time members of each group have to wait before their products arrive. The mean difference indicates that there is a 1.028-day difference between each groups product arrival time.

It should be noted that although the variable “income level” had a significance level of 0.132 and was not considered to be statistically different, there was a mean difference that stated that one cluster earned an average of 4,295,877.60 won more than the other group.

Variable	Cluster Number	N	Mean	Std. Deviation
Age	1	205	35.84	16.17
	2	93	29.49	12.82
Time spent on the computer daily	1	205	5.30	3.62
	2	93	4.50	3.53
Years of experience using a computer	1	205	15.95	5.82
	2	93	15.48	5.37
Income level	1	205	18914303.19	22910809.26
	2	93	14618425.59	22294585.21
Percentage of total purchases made online	1	205	29.64	29.92
	2	93	31.31	31.90
Number of purchases made online monthly (2015)	1	205	3.52	3.49
	2	93	3.99	7.23
Average unit price of products purchased online	1	205	50437.35	78139.16
	2	93	42164.18	62997.81
Average amount spent per shopping session	1	205	81389.26	117113.49
	2	93	56177.00	51514.93
Average delivery time	1	205	5.57	4.72
	2	93	4.54	3.69

Table X- Grou*p statistics- Customer Requirements*

Variable	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Age	3.64	220.85	0.000	6.34	1.75
Time spent on the computer daily	1.77	296	0.077	0.79	0.45
Years of experience using a computer	0.65	296	0.515	0.46	0.71
Income level	1.51	295	0.132	4295877.60	2842746.32
Percentage of total purchases made online	-0.44	295	0.663	-1.67	3.82
Number of purchases made online monthly (2015)	-0.59	112.43	0.553	-469	0.63
Average unit price of products purchased online	0.97	218.63	0.334	8273.17	0.9243.38
Average amount spent per shopping session	2.56	291.45	0.011	25212.26	9837.28
Average delivery time	1.86	296	0.043	1.03	0.51

Table XI- Independent Samples Test- Customer Requirements

7.2 Website Functionality: T-test

Unlike the T-test that was conducted for customer requirements clusters, the website functionality T-test found more statistical differences between the two clusters. According to the data, the variables “years of experience using a computer”, “percentage of total purchases made online” and “average unit price of products purchased online” all had values that stated that equal variances

were assumed and that they were not statistically different. However, the remaining variables “Age”, “Time spent on the computer daily”, “Income level”, “Number of purchases made online monthly”, “Average amount spent per shopping session” and “Average delivery time” were all considered to be statistically different.

As it relates to age, this variable had a significance level of 0.000 and a mean difference that showed that there was 6.47-year age difference between the two clusters. According to the group statistics the members of cluster 1 (who were on average 36.53 years old) were older than the members of cluster 2 (who were on average 30.06 years old).

The independent samples test showed that there was a difference between how much time both clusters spent using the internet. It reports that there is a 1.32-hour difference between both clusters. The group statistics state that the members of cluster one use the internet for 5.59 hours while the members of cluster 2 use the internet for an average of 4.28 hours.

As it relates to income levels the t-test shows that this variable has a significance level of 0.000 which suggests that there is a difference between the two groups income levels. The mean difference show that one cluster earns 9,117,643.42 won more than the other and the group statistics confirms this by stating that cluster 1 earns on average 21,314,424.00 won while cluster 2 earns 12,196,780.58.

As it relates to the number of purchases made online, the T-test shows that this variable has a significance level of 0.012 which indicates that the variances for that variable is unequal. The mean difference suggests that one cluster made 1.69 purchases less than the other. The group statistics confirms this by stating

that the members cluster 1 made 2.97 purchases per month in 2015 while the members of cluster 2 made 4.66 purchases per month.

The T-test showed that there was a difference in the average amounts that each cluster spent during a shopping session. The T-test showed that the members of cluster 1 spent an average of 85145.28 won per session whereas the members of cluster spent on average 56874.70 won per session. This shows a mean difference of 28270.57 won between the groups. The test also yielded a significance level of 0.009, thus confirming the difference.

As it relates to the average delivery time, according to the T-test, the members of cluster 1 received their purchases a total of 1.58 days later than the members of cluster 2. This difference is confirmed by a significance level of 0.002.

Variable	Cluster Number	N	Mean	Std. Deviation
Age	1	175	36.53	16.39
	2	123	30.06	13.21
Time spent on the computer daily	1	175	5.59	3.85
	2	123	4.28	3.08
Years of experience using a computer	1	175	15.83	5.62
	2	123	15.76	5.78
Income level	1	175	21314424.00	24967930.26
	2	123	12196780.58	17956778.64
Percentage of total purchases made online	1	175	27.38	30.02
	2	123	34.16	30.88
Number of purchases made online monthly (2015)	1	175	2.97	2.53
	2	123	4.66	7.02
Average unit price of products purchased online	1	175	53472.45	86170.67
	2	123	39851.76	50422.83
Average amount spent per shopping session	1	175	85145.28	123169.33
	2	123	56874.70	55777.59
Average delivery time	1	175	5.90	4.74
	2	123	4.32	3.81

Table XII- Group Statistics- Website Dimensions

Variable	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Age	3.77	290.43	0.000	6.47	1.72
Time spent on the computer daily	3.27	291.09	0.001	1.32	0.40
Years of experience using a computer	0.096	296	0.923	0.64	0.67
Income level	3.66	294.69	0.000	9117643.42	2491038.11
Percentage of total purchases made online	-1.89	295	0.059	-6.78	3.58
Number of purchases made online monthly (2015)	-2.54	143.46	0.012	-1.69	0.66
Average unit price of products purchased online	1.70	282.81	0.090	13620.69	8699.74
Average amount spent per shopping session	2.65	254.15	0.009	28270.57	10663.15
Average delivery time	3.07	296	0.002	1.58	0.49

Table XIII- Independent Samples Test- Website Dimensions

7.3 Customer Requirements: Chi-Square Analysis

The cross-tabular analysis outlines the characteristics of each of the clusters in this study. The data shows that 72.9 percent of Jamaican respondents and 65.5 percent of Korean respondents were placed in cluster 1 while 27.1 percent of Jamaicans and 34.5 percent of Koreans were placed in cluster 2. Of the 298 respondents, only 2 respondents stated that they were not interested in online shopping. This information indicates that a majority of respondents in both countries are interested in and/ or use the internet to shop.

Of the 298 respondents, 144 had completed high school, 109 had completed their bachelor's degree, 31 had completed their master's degree, 8 had a PhD and 6 were categorized as other. This other consisted of people that did not go to traditional schools but instead went to vocational institutes to learn a trade of some sort. All of those respondents were Jamaican.

As it relates to occupation, the data states that a majority of the respondents (147) were students while the minority (10) were either self-employed or worked in a factory. This along with the data that states that most shoppers have completed high school suggests that a majority of the users of online shopping are young and are currently in school.

In terms of computer literacy, all of the 298 respondents stated that they were computer literate. When the respondents were asked if they had access to the computers all but 1 respondent stated that they did have access to computers. This indicates that most people that used the internet to shop owned their own computers.

As it relates to products bought online, the most popular items amongst cluster 1 members were clothing and tickets while the most popular items amongst

cluster 2 members were clothing and books. The least popular items for both

	Cluster 1	**Cluster 2**	**Total**	**Chi-Square**

groups were cars and items that fell into the other category such as musical instruments and specialized tools.

In terms of the size of products that are purchased, almost 50 percent of both clusters tend to buy small or medium sized products whilst both groups seem disinterested in large bulky items. This suggest that the respondents in this study prefer to make smaller purchases online while buying bigger bulkier items in person.

63.7 percent of the respondents own a credit card. Of this 63.7 percent 132 members belong to cluster 1 while 58 belong to cluster 2. In terms of preferred payment methods, a majority of members of both clusters prefer to pay with either a credit card or bank transfer. With few choosing to pay through other means such as PayPal or amazon payment and even fewer still choosing to pay with cash. This shows that a majority of individuals are only interested in making payments through traditional means. However, as time passes, these other means of payment may increase in popularity.

Nationality				1.918[a]
Jamaican	97	36	133	(df=1)
Korean	108	57	165	0.208
Interest				.331[a]
Interested	204	92	296	(df=1)
Not Interested	1	1	2	0.527
Education				
High School	90	54	144	7.825[a]
Graduate	80	29	109	(df=4)
Master's Degree	22	9	31	0.098
PhD	7	1	8	
Other	6	0	6	
Occupation				
Student	90	57	147	16.926[a]
Housewife	12	4	16	(df=8)
Clerical	18	8	26	0.031
Factory Worker	9	1	10	
Customer Service	16	2	18	
Management	13	8	21	
Professional	31	4	35	
Self Employed	6	4	10	
Other	10	5	15	
Computer Literate				
Yes	205	93	298	
No	0	0	0	

Access to computers				0.455[a]
Yes	204	93	297	(df=1)
No	1	0		1.000
Interested in buying beauty products				0.356[a]
Yes	107	52	159	(df=1)
No	98	41	193	0.617
Interested in buying clothes				2.473[a]
Yes	171	84	255	(df=1)
No	34	9	43	0.154
Interested in buying tickets				0.081[a]
Yes	111	52	163	(df=1)
No	94	41	135	0.803
Interested in buying luxury Items				0.042[a]
Yes	53	23	76	(df=1)
No	152	70	222	0.887
Interested in buying home and garden products				0.558[a]
Yes	26	9	35	(df=1)
No	179	84	263	0.562
Interested in buying sports and outdoor equipment				0.786[a]
Yes	42	15	57	(df=1)
No	163	78	274	0.429
Interested in buying electronics				2.615[a]

Yes	100	36	136	(df=1)
No	105	57	162	0.132
Interested in buying cars				0.654[a]
Yes	11	3	14	(df=1)
No	194	90	284	0.561
Interested in buying books				4.517[a]
Yes	94	55	149	(df=1)
No	111	38	149	0.045
Interested in buying cosmetics				0.659[a]
Yes	78	40	118	(df=1)
No	127	53	180	0.444
Interested in buying toys				0.660[a]
Yes	19	6	25	(df=1)
No	186	87	273	0.504
Interested in buying other items				0.152[a]
Yes	11	4	15	(df=1)
No	194	89	283	0.783
Average size of purchase products				
Small	98	49	147	3.513[a]
Medium	100	44	144	(df=2)
Large	7	0	7	0.173
Owns a credit card				0.113[a]
Yes	132	58	190	(df=1)
No	73	35	108	0.795
Prefer to pay with cash				0.292[a]

Yes	16	9	25	(df=1)
No	189	84	273	0.653
Prefer to pay with a credit card				1.835[a]
Yes	142	57	199	(df=1)
No	63	36	99	0.186
Prefer to pay with bank transfers				0.112[a]
Yes	88	38	126	(df=1)
No	117	55	172	0.801
Prefer to pay through other means				0.183[a]
Yes	25	13	38	(df=1)
No	180	80	260	0.709

Table XIV- Crosstabs- Customer Requirements

7.4 Website Dimensions: Chi-Square Analysis

With the clusters that pertain to website functionality, of the 298 respondents, 69.2 percent of the Jamaican respondents and 50.3 percent of the Korean respondents were placed in cluster 1. 30.8 percent of Jamaicans and 49.7 percent of Korean respondents were placed in cluster 2. This shows that a majority of Jamaicans were placed in cluster 1 while the number of Korean respondents placed in both clusters is almost equal. Like the previous crosstabs only 1 person from each cluster stated that they were uninterested in online shopping.

In terms of educational background, occupation, computer literacy and access, the characteristics of the groups are still the same but are more equally divided since the sizes of the groups are more equally divided.

As it relates to the products that the clusters are interested in buying, cluster 1 is most interested in items such as clothes and tickets while the members of cluster 2 are more interested in clothes and beauty products. Both groups are equally disinterested in items such as toys, car and other unspecified items such as instruments.

In terms of the average size of the products bought online, both clusters maintain the characteristic of being interested in small and medium items, this is reflected in the types of products that they prefer to buy online. And as with the previous crosstabs, both groups are disinterested in larger bulky items.

Like before, both clusters have a majority of its members stating that they own credit cards and that their preferred means of payment is to either use their credit card or to transfer the money through their bank. The only difference between the previous cross tabs is that with both of the unconventional

payment methods, more members from cluster 2 are interested with using these methods than those found in cluster 1.

	Cluster 1	Cluster 2	Total	Chi-Square
Nationality				10.818[a]
Korean	83	82	165	(df=1)
Jamaican	92	41	133	0.001
Interest				0.063[a]
Interested	174	122	296	(df=1)
Not Interested	1	1	2	1.000
Education				
High School	74	70	144	8.619[a]
Graduate	72	37	109	(df=4)
Master's Degree	19	12	31	0.071
PhD	7	1	8	
Other	3	3	6	
Occupation				
Student	73	74	147	16.580[a]
Housewife	13	3	16	(df=8)
Clerical	16	10	26	0.035
Factory Worker	9	1	10	
Customer Service	10	8	18	
Management	15	6	21	
Professional	25	10	35	
Self Employed	5	5	10	
Other	9	6	15	
Computer Literate				
Yes	175	123	298	

No	0	0		
Access to computers				0.705[a]
Yes	174	123	297	(df=1)
No	1	0	1	1.000
Interested in buying beauty products				1.606[a]
Yes	88	71	139	(df=1)
No	87	52	159	0.238
Interested in buying clothes				0.007[a]
Yes	150	105	255	(df=1)
No	25	18	43	1.000
Interested in buying tickets				1.023[a]
Yes	100	63	163	(df=1)
No	75	60	135	0.345
Interested in buying luxury Items				5.104[a]
Yes	53	23	76	(df=1)
No	122	100	222	0.030
Interested in buying home and garden products				0.027[a]
Yes	21	14	35	(df=1)
No	154	109	263	1.000
Interested in buying sports and outdoor equipment				0.571[a]
Yes	36	21	57	(df=1)
No	139	102	241	0.550
Interested in buying electronics				0.072[a]
Yes	81	55	136	(df=1)
No	94	68	162	0.814

Interested in buying cars				1.526[a]
Yes	6	8	14	(df=1)
No	169	115	284	0.269
Interested in buying books				0.125[a]
Yes	86	63	149	(df=1)
No	89	60	149	0.814
Interested in buying cosmetics				0.097[a]
Yes	68	50	118	(df=1)
No	107	73	180	0.810
Interested in buying toys				0.018[a]
Yes	15	10	25	(df=1)
No	160	113	273	1.000
Interested in buying other items				0.947[a]
Yes	7	8	15	(df=1)
No	168	115	283	0.421
Average size of purchase products				
Small	78	69	147	3.996[a]
Medium	92	52	144	(df=2)
Large	5	2	7	0.136
Owns a credit card				1.762[a]
Yes	117	73	190	(df=1)
No	58	50	108	0.221
Prefer to pay with cash				1.295[a]
Yes	12	13	25	(df=1)
No	163	110	273	0.292
Prefer to pay with a credit card				4.132[a]

Yes	125	74	199	(df=1)
No	50	49	99	0.046
Prefer to pay with bank transfers				0.000[a]
Yes	74	52	126	(df=1)
No	101	71	172	0.547
Prefer to pay through other means				3.516[a]
Yes	17	21	38	(df=1)
No	158	102	260	0.077

Table XV- Crosstabs- Website Dimensions

8 Empirical Results- Implications

Sample Characteristics

Based on the sample characteristics it can be seen that there is a demand for online shopping in both Jamaican and Korea. People from both countries see the benefits of the service and possess the requisite knowledge/ requirements needed in order to utilize the service. The issue is that the demand is not being met in Jamaica.

From the data relating to the type of products that people wish to purchase online, we can see that Jamaicans and Koreans are interested in buying smaller less bulky products such as clothes, cosmetics, books, etc. and less interested in buying larger bulky goods such a home and garden supplies, sports equipment, etc. this may be because the larger items attract higher shipping costs in most cases. These results are supported by the data that is related to the average size of the products that are purchased online. The data shows that citizens from both groups typically buy small and medium size products.

The implication behind this is that businesses that sell large bulky items may find that the size and weight of their product will deter people from buying it online and that these people may be more likely to buy their products from traditional stores. Whereas, vendors that sell small/medium sized items may find that there is a demand for their product online/ people may buy their product online because of the convenience that shopping online offers and because the fees incurred are not high enough on these items to negate the perceived convenience.

As it relates to payment methods, a majority of respondents from both countries have access to and prefer using credit cards when buying goods online. The

difference between the two countries is seen where Koreans are more interested in the additional payment method (bank transfers) whilst Jamaicans are in general only interested in paying by credit card. This may be because of the high bank fees that are incurred when transfers are done. Respondents from both countries have little interest in using third party payment methods such as payal and equally as disinterested in paying by cash.

The implication behind this is that retailers that seek to establish websites in these countries should not focus on implementing third party payment methods but should instead focus on making the traditional online credit card payments as secure as possible.

Customer Requirements

The information obtained from the customer requirements factor analysis shows that as it relates to costs, customers search for the best prices/bargains. Websites that show their competitors' prices/ directly state the way in which their product/service is superior to that of their competitor may see greater success.

As it relates to quality of service, the statements "products must match those that are displayed on the website" and "the website must accurately fill orders". This implies that there a caution or hesitance/lack of trust amongst customers when buying certain items such as clothes. Managers should endeavor to always ensure that the product that is received matches that which was displayed on their site. Also, the fact that customers are interested in knowing where a product originates from/where it is currently located suggest that customers connect quality to the origin of the product and based on its location calculate the possible delivery time. Not all websites state where their products originate

from/ where they are located. The should do these things so that customers can connect values to the product as well as understand possible delays that may occur in the event that delays occur.

Regarding feedback, the information shows that customers value knowing about others experience with products. They wish to know about and share how the product/service impacted them. The implication behind this is that feedback establishes comfort and trust and that customers tend to mistrust sites that do not allow them to post comments or review products.

As it relates to tracking and delivery issues, these issues are somewhat related in that they show that people want their goods on time and that they wish to know of any possible delays that may occur. If customers are unable to track their products it may deter them from using the service.

Finally, as it relates to returns, the implications that can be derived from the data is that customers are willing to accept faults as long as retailers are willing to do the same. This may be useful if a system of accountability is established.

Website Dimensions

The factor analysis shows that there is a relationship between convenience, security, payment and design. The implication behind this is that customers need to find websites to be visually appealing whilst at the same time being secure and convenient to use. Failure to do this may result in customers feeling that the website is burdensome to use and lead to them finding an alternative to the retailer's website.

As it relates to brand associations, the statements that were loaded in the analysis imply that people are hesitant when it comes to trying new websites

and that in order for a website to be successful it must first establish a name for itself. The fact that people are hesitant when it comes to trying new websites acts as a barrier to entry in the web retailer market.

Finally, in regards to ethical issues, based on the statements that were loaded, people seem to care about how companies treat not only employees but people in general. They want to know that companies not only care about their customers but also their employees and their suppliers. If online retailers Behave in an unethical manner/ work with unethical suppliers it may result in customers boycotting their site.

Cluster Analysis

The purpose of the cluster analysis is to look at the data without the bias of nationality and simply view it as a collective group and identify the similarities. From the customer requirements cluster analysis, we can see that cluster 1 is significantly larger than cluster two and the main differentiators of the two groups can be found in the areas of delivery, tracking and feedback. Cluster 1 is significantly more concerned with these issues than cluster 2. A possible application of this knowledge is instead of targeting cluster 1 that is significantly more concerned with these issues and possible more reluctant to trying new things, target cluster two that is smaller and more malleable. By doing this a firm could implement a strategy that attracts cluster 2 and gradually improve upon said strategy in order to attract the members of cluster 1. This theory is also supported by the fact that the members of cluster one are younger and more open to trying new things and that the cluster 2 respondents already make more purchases online than their cluster 1 counterparts.

As it relates to website dimensions, the main differentiator between the two groups was the issue of brand associations. The gap between the value that the two groups place on this particular variable is quite significant. Like before it the data implies that instead of directly targeting cluster on the larger group (cluster 1) and building a strategy that directly caters to them. A firm that wishes to enter the online shopping markets in either or both of these countries should instead target cluster 2 that is more open to trying new "yet to be proven" websites and once the retailer has established a name for itself in that particular niche it should then start to adopt strategies that target the larger market segment (cluster 1). It should be noted the benefit of targeting cluster 2 is that the members of this cluster conduct a larger percentage of their shopping online and they also make more purchases per month. This shows that although they are a smaller group they are already inclined to use the internet to shop.

9 Country Comparisons

9.1 Demographics

The tables below show a direct comparison between the two countries. As it relates to the age of the respondents, the average age of the Jamaican respondents was 40 years while the average age of Korean respondents was 29 years. This shows that a majority of the Korean respondents are younger i.e. in their late twenties whilst the Jamaican respondents are middle-aged. In terms of the amount of time spent online, Jamaicans spend significantly more time using the internet than Koreans. The data shows that the average Jamaican spends about 7.35 hours on the internet while the average Korean spends less than half of that time (3.20 hours) using the internet. This may be due to the fact that the Jamaican respondents are older and may possibly have full time jobs.

In terms of the years of experience that individuals have with using computers, the data shows that Jamaicans have on average more experience with using the internet than their Korean counterparts. As it relates to income, the data shows that on average, Jamaicans make more money than Koreans. These two factors can most likely be attributed to the age difference between the respondents as well as the fact that the majority of the Korean respondents in this study were students whereas a majority of the Jamaican respondents had some form of job that generated income.

As it relates to the percentage of shopping done online, Jamaicans only did a fraction of their shopping online (6.65 percent) whereas Koreans did more than half of their shopping online. This shows that the online shopping is more of a necessity in Korea than it is in Jamaica.

According to the data, the average Jamaican makes 2 purchases per month while the average Korean makes 5. This shows that the Korean users shop more than

the Jamaican counterparts. However even though the average Korean makes more purchases online per month, the average Jamaican spends more per shopping session. The data shows that Jamaicans spend an average of 92,287.98 won per shopping session whereas the average Korean customer spends roughly 56,420.61 won per session. This may be due to Jamaicans purchasing more items in bulk at once than their Korean counterparts

As it relates to the average price of goods, Jamaicans buy more expensive goods but less frequently than Korean customers whereas Korean customers buy less expensive goods more often.

It should be noted that the Korean respondents stated that they typically received their goods in 2.79 days which is significantly shorter than 8.30 days that the Jamaican respondents stated. This faster delivery time may shed some light on the reason why Korean customers buy products through the internet more frequently than Jamaicans.

Variable	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Age	JAM	133	40.27	16.56	1.44
	KOR	165	28.69	12.35	.96
Time spent on the computer daily	JAM	133	7.35	3.75	.33
	KOR	165	3.20	2.13	.16
Years of experience using a computer	JAM	133	17.07	7.00	.61
	KOR	165	14.78	4.06	.32
Income level	JAM	133	26,170,611.66	25,140,810.91	2,179,984.78
	KOR	165	10,529,333.82	17,861,683.43	1,390,530.17
Percentage of total purchases made online	JAM	133	6.65	15.29	1.33
	KOR	165	48.93	26.35	2.05
Number of purchases made online monthly (2015)	JAM	133	2.19	2.07	.18
	KOR	165	4.77	6.18	.48
Average unit price of products purchased online	JAM	133	57,933.65	100,431.70	8,708.53
	KOR	165	38,509.09	38,289.43	2,980.83
Average amount spent per shopping session	JAM	133	92,287.98	128,010.09	11,099.88
	KOR	165	56,420.61	69,457.05	5,407.22
Average delivery time	JAM	133	8.30	5.11	.44
	KOR	165	2.79	1.03	.08

Table XVI- Demographics Group Statistics

Variable	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Age	.70	238.26	.000	11.58	1.73
Time spent on the computer daily	11.39	198.76	.000	4.15	.36
Years of experience using a computer	3.34	201.44	.001	2.28	.68
Income level	6.05	230.55	.000	15,641,277.85	2,585,712.24
Percentage of total purchases made online	-17.31	270.93	.000	-42.28	2.44
Number of purchases made online monthly (2015)	-5.02	207.89	.000	-2.58	.51
Average unit price of products purchased online	2.11	162.94	.036	19,424.56	9,204.56
Average amount spent per shopping session	3.08	29	.002	35,867.38	11,641.67
Average delivery time	12.25	140.73	.000	5.52	.45

Table XVII- Demographics Independent Sample Test

9.1.1 Implications

The data shows that the Jamaican respondents have a higher income than the Korean respondents but do less of their shopping online. This may be because Jamaica is plagued by underdeveloped delivery system that result in long delivery times. This leads to the implication that if a more efficient delivery

system is developed it may result in an increase in the percentage of people that utilize the service within the island.

The data also shows that although Jamaican and Koreans are generally interested in buying similar items online, Jamaicans spend more money per shopping session and shop less frequently than Koreans. This implies that Jamaicans shop in bulk.

9.2 Customer Requirements

This section analyses the importance that the respondents from each country places on the variables that are associated with what customers require from their online store. This section consists of the variables quality of service, tracking, delivery, cost, feedback and returns. As it relates to quality, both Jamaican and Korean respondents feel that an online store should be known for its customer service. They both also believe that orders should be filled accurately and that there should be no difference between the products that are displayed on a website and the product that is received. In terms of the mean score there is almost no difference between the two countries and the significance level is 0.933.

As it relates to tracking, Korean customers place more emphasis on being able to track their products than Jamaican customers. This may be due to the fact that Korea has a faster paced society that wants to know exactly when their product will arrive so that they can use it immediately. Jamaica on the other hand is already burdened by long delivery times so while they are interested in tracking, many users may see it a futile to constantly follow their package. Also, regarding the delivery issues, the Jamaican respondents are more concerned with these issues when deciding to shop online than the Korean respondents because in Korea there are already efficient systems in place that ensure that goods will be delivered in a timely manner. Where as in Jamaica deciding whether or not one is willing to wait for an extended period for their product to arrive is an issue. The delivery issues have a significance level of 0.000 whereas the tracking issue has a significance level of 0.021.

As it relates to cost, the data shows that the Korean respondents were more concerned with the searching for bargains online and comparing prices than their Jamaican counterparts. This may be because the Jamaican respondents

were more concerned with actually being able to receive their products in a timely manner than they were with finding the best price.

In regards to the variables feedback and returns, there was no significant difference between the two countries in this regard. While Jamaica is more interested in being able to review and access reviews of products and Jamaica is more interest in being able to return products in the most affordable and least complicated manner possible, the difference between each group's mean is miniscule. However, Jamaica's greater concern with the issue of returns does match its greater concern with delivery issues.

	Nation_2	N	Mean	Std. Deviation	Std. Error Mean
Quality of Service	JAM	133	4.5752	.45986	.03988
	KOR	165	4.5758	.63397	.04935
Tracking	JAM	133	3.9865	.80536	.06983
	KOR	165	4.1952	.74799	.05823
Delivery	JAM	133	4.4887	.66988	.05809
	KOR	165	4.0384	.79070	.06156
Cost	JAM	133	4.3985	.68468	.05937
	KOR	165	4.6263	.69042	.05375
Feedback	JAM	133	4.6165	.63232	.05483
	KOR	165	4.7030	.51537	.04012
Returns	JAM	133	4.4098	.65086	.05644
	KOR	165	4.3424	.69582	.05417

Table XVIII- Customer Requirement Comparison-Group Statistics (Country)

Variable	t	df	Sig. (2-	Mean	Std. Error

			tailed)	Difference	Difference
Quality	-0.009	296	.933	-.00057	.06561
Tracking	-2.313	296	.021	-.20869	.09021
Delivery	5.321	295.249	.000	.45034	.08464
Cost	-2.844	283.673	.005	-.22777	.08009
Feedback	-1.273	252.858	.204	-.08649	.06794
Return	.855	296	.393	.06735	.07879

Table XIX- Group Statistics- Customer Requirement Comparison-Independent Samples Test (Country)

9.2.1 Implications

From the customer requirement information, we can see that the Korean respondents were more concerned with cost and tracking issues whereas the Jamaican respondents were more concerned with delivery issues. The reasoning behind this may be that since Korea as efficient delivery systems in place they are able to shift their focus to other issues. However, since Jamaica is still developing the citizens are more concerned with issues involving simply getting their product in a timely manner.

9.3 Website Dimensions

This section analyses the importance that the respondents from each country places on the variables that are associated with how a website operates. As it relates to what the respondents from both countries require from a website in terms of functionality, there is no significant difference between Jamaica and Korea. Meaning that both countries believe that the payment process should be secure but the design and way in which the website operates should not be burdensome and inconvenient.

As it relates to brand association issues such as trusting and using only popular websites, the Jamaican respondents were more concerned with this variable than the Korean respondents. This may be because of the high rate of credit card fraud and other such scams that occur in the country. Because of these scams, Jamaicans in general are less likely to trust unknown websites. This issue has a significance level of 0.01.

Also, as it relates to ethical issues, the data shows that the Jamaican respondents are more concerned than the Korean respondents with issues that pertain to ethics such as ethical operation, providing good working conditions and participating in the fair-trade act. This may be because Jamaica is still a developing country and many workers are in similar situations to the employees that work for these online stores. Because of this they may sympathize with their plight.

Variable	Nation_2	N	Mean	Std. Deviation	Std. Error Mean
Website Functionality	JAM	133	4.7143	.41409	.03591
	KOR	165	4.6410	.49228	.03832
Brand Associations	JAM	133	4.0797	.81313	.07051
	KOR	165	3.7612	.83254	.06481
Ethics	JAM	133	4.7414	.38752	.03360
	KOR	165	4.5685	.63436	.04939

Table XX- Website Dimension Comparison-Group Statistics (Country)

Variable	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Website Functionality	1.369	296	.172	.07326	.05349
Brand	3.317	296	.001	.31849	.09577
Ethics	2.894	277.188	.004	.1787	.05973

Table XXI- Group Statistics- Website Dimension Comparison- Independent Samples Test (Country)

9.3.1 Implications

From the above information, we can see that the only significant difference between Jamaica and Korea in this category relates to brand associations. The questions that are related to that category pertain to issues related to trust and individual's inclination to use an unknown/unfamiliar website. The data shows that Koreans are more inclined to use unknown websites than Jamaicans. This implies that new companies that are interested in entering the online retail

market would have a relatively high chance of success if they tried to launch in Korea. Whereas, existing companies that are well known and popular have a better chance of succeeding in a Jamaican market.

9.4 Country Comparisons- Implications

From the data, we can see that the average delivery time of products bought online in Jamaica is roughly 8.3 days compared to Korea's 2.8 days. This may be a significant reason as to why online shopping is more prevalent in Korea than it is in Jamaica. And through these extended delivery times we can see a possible reason as to why Jamaicans do less than 10 percent of their shopping online while Koreans do on average 50 percent of theirs through the internet. However, by looking at the amount the average Jamaican spends online per shopping session, the average price they pay for goods and the average number of purchases that they make per month it can be assumed that while Koreans seem to make multiple small purchases per month, whereas Jamaicans tend to make less purchases but in "larger" quantities. In other words, Jamaicans tend to buy in bulk. A possible reason for this it to get a quantity discount or to pay less shipping fees. In Korea on the other hand in many instances the shipping/ delivery fees for many goods bought online are waved by the provider.

The implication of this is that delivery issues such as time act as a barrier to Jamaicans and discourages the use of online retailers and until this is remedied brick and mortar stores will always have an advantage over the online counter parts.

As it relates to the customer requirements, from the t-test we can see that Jamaicans and Koreans have the same feeling towards issues pertaining to quality of service, feedback and returns. Apart from this however, Jamaicans place more emphasis on delivery issues while Koreans place more emphasis on tracking and cost related issues. This may be because Jamaican has substandard delivery systems in place and are not at the stage in which tracking issues matter. They are simply more focused on getting their products in a timely manner.

Koreans on the other hand are more concerned with tracking issues because they want to know exactly when their product will arrive so they can use it.

As it relates to cost, shopping online in general is cheaper than the brick and mortar alternative. In addition to this many Korean sites compete with each other and offer special prices, therefore their customers are at the stage in which they can spend time searching for discounts and finding the best bargains available. Whereas, in Jamaican, high shipping costs and customs fees act as a barrier to these possible bargains and give brick and mortar stores an advantage to their online counterparts. This being said, the implication is that in before any of the other online shopping features should be invested into in Jamaica, the first issues that need to be resolved are those that pertain to delivery. Until this is done the current trend of minimizing online spending will not be broken.

Finally, as it relates to website dimensions, based on the data we see that Koreans are more likely to try less known websites than Jamaicans. This is possibly because of the stigmatism that Jamaicans have about credit cards and credit card related fraud that has occurred with the island. Also, as it relates to the Jamaican respondents, the data shows that they were more concerned with ethical issues than their Korean counterparts. The implications behind the above statements is that in addition to correcting delivery issues if an online retailer wishes to succeed in the Jamaican market it needs to operate in a n ethical manner and associate itself with other entities that operate in the same way. By doing this they will generate good will and this good will help them in creating positive brand associations that will help them to penetrate the market. If this is not done the existing barriers to entry may not be surmountable. It should be noted that because of these barriers and Jamaican's hesitance towards trying new things the Jamaican market may not be the best place to launch an online

business. However, Korea on the other hand seems to be more open to trying new products and may therefore be a more ideal place to launch a new online retailing business.

10 Conclusion

As previously stated, the purpose of this study is to identify and compare the logistical issues that impact Korean and Jamaican shoppers' perceptions and preferences. The results show that of the six variables that pertain to customer requirements, the Jamaican respondents were more concerned with issues that pertained to delivery whereas the Korean respondents were more concerned with issues that pertained to cost and tracking. The results also show that there is no significant difference between how the groups feel about issues that are related to the quality of service that is provided, the ability to provide/ have access to feedback and the returning goods.

As it relates to website dimensions, the results show that the Jamaican respondents were more concerned with brand associations and the trustworthiness of websites than the Korean respondents. It also showed that the Jamaican respondents were more concerned with ethical issues.

From the results of the cluster analysis relating to what Customers require from online shopping we can see that the greatest differences between the two clusters are in the areas relating to tracking and delivery. This signifies that one group is more concerned with these issues than the other group. While the members of the website functionality cluster analysis were primarily grouped on the basis of brand related issues. These analyses show that respondents mostly care about two things; knowing when they will receive their products and being able to trust their supplier.

10.1 Discussion and Managerial Implications

Managers that wish to conduct business in Jamaican through an online retailer need to focus on improving and the delivery system that are used to get the goods to customers. They need to implement strategies that will allow them to perform home deliveries nationwide instead of delivering goods to a central hub and then asking customers to collect their products from there. While implementing strategies that will allow for home deliveries managers also need to keep in mind that reverse logistics is an issue. They will also need to implement strategies that will allow their customers to return goods in the event that they are dissatisfied or if the good in question is damaged and needs to be replaced. Delivery needs improvement.

In addition to these two issues, if a company wishes to start a successful online retail store in Jamaica, they must properly establish their brand as safe and trustworthy. They need to devote time and energy into making sure that they are well known and that in the event issues arise, they take full responsibility and handle these issues in the best manner possible. By doing this the brand would gain goodwill that will make the citizens comfortable with using they service.

As it relates to Korea, any new or existing online retailer that doesn't enable delivery tracking needs to consider enabling it immediately. This should be done because the Korean respondents indicated that this is an important consideration for them when deciding whether or not to utilize an online retailer. It is important for them to know exactly where their product is and when it will arrive.

Managers should also consider allowing their customers to compare their products with their competitors' product in real time on their website. This is

because the Korean respondents indicated that they compare products and search for bargains before making a purchase. By doing this, and matching/ bettering their competitor's price they can increase revenue through volume.

It should also be noted that the results indicate that there is a strong relationship between the variables that pertain to convenience, security, design and payment. Instead of treating these issues separately, managers should look at them collectively and create systems that cater to each of these needs as a whole.

10.2 Limitations

The major limitations for this study were the limited number of respondents and the fact that the data obtained from the Korean respondents was skewed in regards to age. Because the number of respondents was limited segmenting the respondents further resulted in unbalanced groups being formed. In order to keep the data relevant, the respondents were only segmented into two groups.

Future studies should investigate the usage age of online retail. Also, while this study does cover issues that pertain to perception and preferences it does not cover issues pertaining to satisfaction levels. It also does not deal with how Customers perceive traditional brick and mortar stores compared to online stores. In addition to age usage, future studies should also take these aspects into consideration.

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11 Appendix

11.1 English Questionnaire

A Comparative Study of the Logistical Issues that Influence Korean And Jamaican Customers' Online Shopping Perceptions and Preferences

Hello, I am currently conducting a study that seeks to identify the differences between Korean and Jamaican Customers as it relates to their perception of online shopping and their preference. The data collected in this study is strictly confidential and will only be used in the completion of this paper. This survey consists of 13 short sections and takes about 10 minutes to complete. Please complete all of the sections. I thank you in advance for your participation in this study.

1. How old are you? ( ) Years old

2. I have never used and am not interested in online shopping.
①Interested ②Not interested

3. What is your education level?

①High School Graduate ②Graduate ③Master's Degree ④PhD
⑤Other_____

4. What is your occupation?

①Student ②Housewife ③Clerical ④Factory ⑤Customer Service
⑥Management ⑦Professional

⑧Self Employed ⑨Other_____

5. Are you computer literate? ①Yes ②No

6. Do you have access to a computer? ①Yes ②No

7. Are you interested in using online shopping? ①Yes ②No

8. What type of products are you interested in buying online?? (Select all that apply)

☐Beauty and health ☐Clothes ☐Tickets ☐Luxury Items ☐Home, Garden & Tools
☐Sports & Outdoors ☐Electronics ☐Cars ☐Books ☐Cosmetics ☐Toys ☐Other

9. How much time do you normally spend using the internet? (hrs./ day)?
( )Hours

10. How many years of experience do you have with using computers?
( )Years

11. What is your annual income/ allowance? $( )

12. What percentage of your shopping is done online? ( )%

13. In 2015 how many purchases did you make online? (Purchases/ month)
( )

14. What is the average unit price of the products that you buy online?
$( )

15. What is the average amount of money that you spend per online shopping session? $( )

16. What is the average size of the products that you buy online?
☐Small(CD, DVD, etc.) ☐Medium(Shoes, Desk Lamps, etc.) ☐Large (Gifts, Bulky Items, etc.)

17. What is the average delivery time of your products? (Days per order)?
( )Days

	Very Low				Very High
18. What are the chances of you buying more products online in the future??	①	②	③	④	⑤
19. Are you likely to encourage friends to shop online?	①	②	③	④	⑤
20. Are you likely to increase the percentage of your shopping that is done online?	①	②	③	④	⑤
21. Are you likely to increase the frequency in which you shop online?	①	②	③	④	⑤

<Cost>

	Strongly Disagree				Strongly Agree
22. Cost is an issue for you when you shop online.	①	②	③	④	⑤
23. You compare prices when you shop.	①	②	③	④	⑤
24. You plan your purchases before you shop.	①	②	③	④	⑤
25. You search for bargains when shopping.	①	②	③	④	⑤
26. If the products online are more expensive than those found in the store would you still shop online?	①	②	③	④	⑤
27. You are willing to buy products from an unfamiliar website if they have lower prices.	①	②	③	④	⑤

<Quality of Service>

	Strongly Disagree				Strongly Agree
28. A website must be known for good customer service.	①	②	③	④	⑤
29. The product shown on the website must match the product that is received.	①	②	③	④	⑤
30. Website must accurately fill orders.	①	②	③	④	⑤
31. Websites must respond to requests for assistance in a timely manner.	①	②	③	④	⑤
32. Website must state if the product is located overseas and how long it will take to arrive.	①	②	③	④	⑤
33. Website should state if a product is domestic or international.	①	②	③	④	⑤

<Website (Brand) Issues>

	Strongly Disagree				Strongly Agree
34. The name of the website is important.	①	②	③	④	⑤
35. You only trust popular websites.	①	②	③	④	⑤
36. Using unknown websites is not an issue for you.	①	②	③	④	⑤
37. You prefer using well know websites rather than unknown websites.	①	②	③	④	⑤
38. You usually buy products from well-known websites.	①	②	③	④	⑤

39. The name of the website typically has an effect on your buying decision.	①	②	③	④	⑤

<Website Ethics>

	Strongly Disagree				Strongly Agree
40. Websites should not sell customer data to ad companies/ product developers.	①	②	③	④	⑤
41. Websites should operate ethically. (i.e. Treat workers well, be honest about products, take responsibility for errors, etc.)	①	②	③	④	⑤
42. Websites should provide good working conditions for its employees.	①	②	③	④	⑤
43. In the event of a customer requesting a refund, the website should prioritize customer satisfaction over profit.	①	②	③	④	⑤
44. Website should not work with unethical suppliers.	①	②	③	④	⑤
45. Websites should take part in the fair trade act and not take advantage of poorer countries.	①	②	③	④	⑤

<Convenience>

	Strongly Disagree				Strongly Agree
46. The process of online shopping must be convenient.	①	②	③	④	⑤
47. The process of purchasing an item should be quick.	①	②	③	④	⑤
48. 24-hour shopping is important.	①	②	③	④	⑤
49. Electronics assembly must be as simple as possible.	①	②	③	④	⑤

50. You are willing to pay more for added conveniences such as gift wrapping.	①	②	③	④	⑤
51. The process of filling orders should be very easy.	①	②	③	④	⑤

< Security >

	Strongly Disagree				Strongly Agree
52. You think that online shopping is safe.	①	②	③	④	⑤
53. Privacy is important to you.	①	②	③	④	⑤
54. Websites must have adequately secure payment methods.	①	②	③	④	⑤
55. Companies must report if a client's personal information is leaked immediately.	①	②	③	④	⑤
56. Passwords should be used to verify purchases.	①	②	③	④	⑤
57. Websites should not store information such as credit card numbers.	①	②	③	④	⑤

<Website Design>

	Strongly Disagree				Strongly Agree
58. The information provided on shopping websites must be informative.	①	②	③	④	⑤
59. Website must be easy to understand and use.	①	②	③	④	⑤
60. Websites must be aesthetically pleasing.	①	②	③	④	⑤

61. Websites should provide large volumes of information.	①	②	③	④	⑤
62. Websites should only display important information.	①	②	③	④	⑤
63. Websites should be designed so it is easy to find exactly what you want.	①	②	③	④	⑤

<Customer Feedback>

	Strongly Disagree				Strongly Agree
64. Access to Customer feedback is important.	①	②	③	④	⑤
65. You believe that websites should allow customers to comment on products.	①	②	③	④	⑤
66. Being able to review products is important to you.	①	②	③	④	⑤
67. Websites should incentivize customer reviews.	①	②	③	④	⑤
68. Websites should openly respond to customer feedback.	①	②	③	④	⑤

<Payment>

69. Do you own a credit card? ①Yes ②No

	Strongly Disagree				Strongly Agree
70. The order placement process must be simple.	①	②	③	④	⑤
71. The payment process must be simple.	①	②	③	④	⑤
72. Websites need to provide multiple payment methods.	①	②	③	④	⑤

73. What would be your preferred payment method? (Check applicable)

☐Cash on delivery ☐Credit Card ☐Bank transfer ☐Other

74. You are willing to install software in order to make payments on a website.	①	②	③	④	⑤
75. You dislike complicated and complex payment methods.	①	②	③	④	⑤

<Tracking>

	Strongly Disagree				Strongly Agree
76. You are very sensitive to cargo tracking.	①	②	③	④	⑤
77. Tracking your product is an important issue for you.	①	②	③	④	⑤
78. Tracking products must be simple.	①	②	③	④	⑤
79. Knowing exactly when your product will arrive is important.	①	②	③	④	⑤
80. The inability to track your product discourages you from using online shopping.	①	②	③	④	⑤
81. It is important to be notified if shipments will be late/ delayed	①	②	③	④	⑤

<Delivery>

	Strongly Disagree				Strongly Agree
82. Receiving products on time is your top priority when shopping online.	①	②	③	④	⑤

83. On average how long did it take for you to receive your product?
( ) Days

	Strongly Disagree				Strongly Agree
84. You are willing to pay more for faster deliveries.	①	②	③	④	⑤
85. Fast deliveries are important.	①	②	③	④	⑤
86. If deliveries are slower but products are cheaper you would still be interested in online shopping.	①	②	③	④	⑤
87. The process of inputting your delivery address must be simple.	①	②	③	④	⑤
88. Lost or delayed deliveries should come with a token of apology.	①	②	③	④	⑤
89. All deliveries must arrive within the specified time period.	①	②	③	④	⑤
90. Rush delivery services should be available.	①	②	③	④	⑤
91. Penalties should be in place for late deliveries.	①	②	③	④	⑤

< Returns >

	Strongly Disagree				Strongly Agree
92. Being able to return products that were bought online is important to you.	①	②	③	④	⑤
93. The process of returning products must be simple and convenient.	①	②	③	④	⑤
94. You are against being charged to return a product.	①	②	③	④	⑤
95. You are willing to personally return products to the nearest distribution center.	①	②	③	④	⑤
96. You are willing to pay for returns as long as you receive the product you originally wanted.	①	②	③	④	⑤
97. You are willing to pay for returns if the error is yours.	①	②	③	④	⑤
98. Manufacturer must be willing to accept returns/ damaged products.	①	②	③	④	⑤

99. Comments

Thank You

Korean Questionnaire

한국인과 자메이카 소비자의 온라인쇼핑에 영향을 미치는 물류 이슈에 관한 연구

안녕하십니까? 저는 현재 소비자 선호와 온라인 쇼핑지각과 관련해 한국과 자메이카의 차이점 비교를 연구하고 있습니다. 이 설문에 대한 데이터는 비밀이 보장되며, 오직 연구를 위한 자료수집에 목적이 있습니다. 설문은 13 개의 세션으로 구성되었고, 소요 시간은 10 분 정도 걸릴 것으로 예상됩니다. 모든 세션에 응해주시길 부탁드립니다. 이 설문에 응해주신 점 미리 감사드립니다.

1. 귀하의 나이는? ( )세

2. 온라인 쇼핑이용 경험이 있고, 관심도 있다. ①예 ②아니요

3. 귀하의 교육수준은 어떻게 되십니까?

①고등학교 졸업 ②대학교 졸업 ③대학원 졸업 ④박사 ⑤기타

4. 귀하의 직업은?

①학생 ②가정주부 ③직장인 ④공장 근로자 ⑤고객 서비스 담당 ⑥관리직 ⑦전문직

⑧자영업 ⑨기타

5. 귀하는 컴퓨터를 사용할 줄 아십니까? ①예 ②아니요

6. 컴퓨터를 소유하고 있거나, 쉽게 접근할 수 있습니까? ①예 ②아니요

7. 온라인 쇼핑 이용에 관심이 있으십니까? ①예 ②아니요

8. 어떤 제품의 온라인구매에 관심이 있으십니까? (해당되는 항목에 모두체크해 주세요)

□미용과 건강 □의류 □티켓 □사치품 □집/정원 및 연장 □스포츠/야외활동
□전자기기 □차량 □도서 □화장품 □장난감 □기타

9. 귀하의 인터넷 사용시간이 보통 얼마입니까? (하루에 시간당)
(　　)시간

10. 귀하는 컴퓨터를 사용한 경험이 몇 년입니까? (　　)년

11. 귀하의 일년 수입/수당은 얼마입니까? (　　)원

12. 귀하의 쇼핑 중, 온라인 쇼핑 비중이 어떻게 됩니까? (　　)%

13. 2015 년의 온라인 구매실적이 어떻게 됩니까?(한달 동안) (　　)건

14. 온라인으로 구매한 물품의 평균단가는 얼마입니까? (　　)원

15. 온라인 구매 시, 얼마의 금액을 평균적으로 사용합니까? (　　)원

16. 온라인 구매 시, 물건의 평균 중량은 어떻게 됩니까? (한 곳에만 표시하세요)
□소형 □중형 □대형

17. 주문한 물건의 평균 배송기간은 어떻게 됩니까? (　　)일

	가능성이 매우 높다				가능성이 매우 낮다
18. 당신이 온라인에서 물품을 더 구입할 확률이 미래에 얼마나 됩니까?	①	②	③	④	⑤
19. 귀하는 지인들에게 온라인구매를 권장할 수 있습니까?	①	②	③	④	⑤
20. 귀하는 귀하의 쇼핑 비중 중, 온라인 쇼핑 비중을 늘릴 수 있습니까?	①	②	③	④	⑤
21. 귀하는 온라인 쇼핑 이용의 빈도가 늘어날 가능성이 있습니까?	①	②	③	④	⑤

<비용>

	강력하게 동의하지 않음				강력하게 동의 함
22. 비용은 온라인 구매 시, 중요한 요소이다.	①	②	③	④	⑤
23. 온라인 쇼핑 시, 가격을 비교한다.	①	②	③	④	⑤
24. 온라인 쇼핑 전에 쇼핑구매의 계획을 세운다.	①	②	③	④	⑤
25. 온라인 쇼핑 시, 할인상품을 검색한다.	①	②	③	④	⑤
26. 만약 온라인 상품이 오프라인 상품보다 비싸다면, 귀하는 여전히 온라인 쇼핑을 이용하실 겁니까?	①	②	③	④	⑤
27. 만약 낯선 사이트에서 낮은 가격의 물건이 있다면 기꺼이 구매한다.	①	②	③	④	⑤

<서비스의 질>

	강력하게 동의하지 않음				강력하게 동의 함
28. 웹사이트는 고객 서비스가 좋아야한다.	①	②	③	④	⑤
29. 웹사이트에서 보여지는 물품은 실제 물품과 동일해야 한다.	①	②	③	④	⑤
30. 웹사이트는 정확하게 주문이 작성되어야 한다.	①	②	③	④	⑤

31. 웹사이트는 적시에 도움요청에 대응해야 한다.	① ② ③ ④ ⑤
32. 웹사이트는 만약 물품이 외국에 있으면, 도착하는데 얼마나 걸리는지 분명히 명시해야한다.	① ② ③ ④ ⑤
33. 웹사이트는 물품이 국내산인지 외국산인지 명시해야 한다.	① ② ③ ④ ⑤

<웹사이트 브랜드>

	강력하게 동의하지 않음				강력하게 동의 함
34. 웹사이트의 브랜드는 중요한 요소이다.	①	②	③	④	⑤
35. 오직 평판이 좋은 웹사이트만 신뢰한다.	①	②	③	④	⑤
36. 잘 알려지지 않은 웹사이트를 사용하는 것은 문제가 되지 않는다.	①	②	③	④	⑤
37. 잘 알려지지 않은 웹사이트보다, 유명한 웹사이트를 이용하는 것을 선호한다.	①	②	③	④	⑤
38. 보통 유명한 웹사이트에서 물품을 구매한다.	①	②	③	④	⑤
39. 웹사이트의 브랜드는 일반적으로 귀하의 구매결정에 영향을 미친다.	①	②	③	④	⑤

<웹사이트 윤리>

	강력하게 동의하지 않음				강력하게 동의 함
40. 웹사이트는 고객의 데이터를 광고회사나 제품개발자들에게 팔면 안된다.	①	②	③	④	⑤
41. 웹사이트는 윤리적으로 운영되어야 한다.	①	②	③	④	⑤
42. 웹사이트는 노동자들에게 좋은 근무환경을 제공해야 한다.	①	②	③	④	⑤
43. 고객이 환불을 요청했을 경우, 웹사이트는 고객의 만족을 이익보다 우선해야 한다.	①	②	③	④	⑤
44. 웹사이트는 비윤리적인 공급업자들과 작업해서는 안 된다.	①	②	③	④	⑤
45. 웹사이트는 공정거래행위에 참여해야 하고, 가난한 나라들을 활용해서는 안 된다.	①	②	③	④	⑤

<편리성>

	강력하게 동의하지 않음				강력하게 동의 함
46. 온라인 쇼핑의 과정은 편리해야 한다.	①	②	③	④	⑤
47. 물품을 구매하는 과정이 신속해야 한다.	①	②	③	④	⑤
48. 웹사이트가 24 시간 운영되는 것은 중요하다.	①	②	③	④	⑤
49. 전자제품 조립은 가능한 단순해야 한다.	①	②	③	④	⑤
50. 선물포장과 같은 추가 편의를 위해 더 많은 비용을 기꺼이 지불할 수 있다.	①	②	③	④	⑤
51. 주문하는 과정은 매우 쉬워야 한다.	①	②	③	④	⑤

<안전성>

	강력하게 동의하지 않음				강력하게 동의 함
52. 온라인 쇼핑이 안전하다고 생각한다.	①	②	③	④	⑤
53. 귀하에게 사생활은 중요하다.	①	②	③	④	⑤
54. 웹사이트는 충분히 안전한 결제방법을 갖추어야 한다.	①	②	③	④	⑤
55. 만약 고객의 개인 정보가 유출되면 회사는 즉시 고객에게 알려야 한다.	①	②	③	④	⑤
56. 암호는 구매를 입증하는데 사용되어야 한다.	①	②	③	④	⑤
57. 웹사이트는 신용카드번호와 같은 정보를 저장해서는 안 된다.	①	②	③	④	⑤

<웹사이트 디자인>

	강력하게 동의하지 않음				강력하게 동의 함
58. 쇼핑 웹사이트는 유익한 정보를 제공해야 한다.	①	②	③	④	⑤
59. 웹사이트는 이해하고 사용하기 쉬워야 한다.	①	②	③	④	⑤
60. 웹사이트는 미적으로 만족되어야 한다.	①	②	③	④	⑤
61. 웹사이트는 대량의 정보를 제공해야 한다.	①	②	③	④	⑤
62. 웹사이트는 오직 중요한 정보만 표시해야 한다.	①	②	③	④	⑤

63. 웹사이트는 귀하가 원하는 것을 쉽게 찾을 수 있도록 설계되어야 한다. ① ② ③ ④ ⑤

<고객 피드백>

	강력하게 동의하지 않음				강력하게 동의 함
64. 고객 피드백에 대한 접근은 중요하다.	①	②	③	④	⑤
65. 웹사이트는 고객이 물품에 대해 언급할 수 있도록 해야 한다.	①	②	③	④	⑤
66. 제품을 검토 할 수 있는 것은 중요하다.	①	②	③	④	⑤
67. 웹사이트는 고객 리뷰를 장려해야 한다.	①	②	③	④	⑤
68. 웹사이트는 고객 피드백에 숨김없이 반응해야 한다.	①	②	③	④	⑤

<지불>

69. 1. 귀하는 신용카드를 소유하고 계십니까? ①예 ②아니요

	강력하게 동의하지 않음				강력하게 동의 함
70. 주문 배치 절차는 간단해야 한다.	①	②	③	④	⑤
71. 결제과정은 간단해야 한다.	①	②	③	④	⑤
72. 웹사이트는 다양한 지불방법을 제공해야 한다.	①	②	③	④	⑤

73. 귀하가 선호하는 결제 방법은 무엇입니까? (해당항목에 중복 체크하세요)

□대금상환인도 □신용카드 □은행 이체 □기타

74. 귀하는 웹사이트에서 결제하기 위해서 소프트웨어를 기꺼이 설치할 수 있다.	①	②	③	④	⑤
75. 7. 복잡한 결제 방법을 선호하지 않는다.	①	②	③	④	⑤

<추적>

	강력하게 동의하지 않음				강력하게 동의 함
76. 귀하는 화물추적에 매우 민감하다.	①	②	③	④	⑤
77. 귀하의 물건을 추적하는 것은 매우 중요하다.	①	②	③	④	⑤
78. 추적상품은 간단해야 한다.	①	②	③	④	⑤
79. 귀하의 물품이 언제 도착할지 정확하게 아는 것은 중요하다.	①	②	③	④	⑤
80. 귀하의 물품 추적이 불가능하면, 온라인 쇼핑사용에 낙담한다.	①	②	③	④	⑤
81. 만약 선적이 지연될 경우 공지하는 것은 중요하다.	①	②	③	④	⑤

<배송>

	강력하게 동의하지 않음				강력하게 동의 함
82. 제 시간에 물품을 받는 것은 온라인쇼핑 이용 시 가장 중요한 요소이다.	①	②	③	④	⑤
83. 2. 평균 물품 수취 기간이 얼마입니까? ( )일					
	강력하게 동의하지 않음				강력하게 동의 함
84. 빠른 배송을 위해 추가 요금을 지불 할 수 있다.	①	②	③	④	⑤
85. 빠른 배송은 중요하다.	①	②	③	④	⑤
86. 만약 배달이 늦어지더라도 물품가격이 더 저렴해진다면 당신은 여전히 온라인쇼핑에 관심을 가질 겁니까?	①	②	③	④	⑤
87. 배송주소를 입력하는 과정은 간단해야 한다.	①	②	③	④	⑤
88. 분실 또는 지연 배송은 사과의 표시를 해야 한다.	①	②	③	④	⑤
89. 모든 배송은 지정한 기간에 도착해야 한다.	①	②	③	④	⑤
90. 특급배송 (rush deliveries) 서비스는 이용가능 해야 한다.	①	②	③	④	⑤
91. 배송지연에는 처벌이 있어야 한다.	①	②	③	④	⑤

<반품>

	강력하게 동의하지 않음				강력하게 동의 함

92. 온라인에서 구매한 물건을 반품가능 여부는 매우 중요하다.	①	②	③	④	⑤
93. 반품과정은 간단하고 편리해야 한다.	①	②	③	④	⑤
94. 반품에 요금이 부과되는 것을 반대한다.	①	②	③	④	⑤
95. 귀하는 반품을 위해서 기꺼이 가까운 유통센터로 가서 개인적으로 반품할 수 있다.	①	②	③	④	⑤
96. 귀하가 원래 원했던 물품을 받을 수 있다면, 기꺼이 반품에 대한 지불을 할 수 있다.	①	②	③	④	⑤
97. 만약 반품물건의 과실이 귀하에게 있으면, 반품을 위해 기꺼이 지불할 수 있다.	①	②	③	④	⑤
98. 제조업자들은 기꺼이 반품/손상된 상품을 받아들여야 한다.	①	②	③	④	⑤

99. 코멘트

감사합니다