

# Research on the Chinese 00 Generation's Adjustment of Fashion Involvement to Shopping App Satisfaction and Loyalty

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## Abstract

Among the recent studies on the satisfaction and loyalty of customers on using shopping apps, only a few were conducted on the actual fashion shopping apps and whether their characteristics have an impact on satisfaction and loyalty of customers. Therefore, this paper explores the influence of the characteristics of fashion shopping apps on the satisfaction and loyalty of the 00 generation groups in first- and second-tier cities in China. The first- and second-tier cities in China are their most economically developed cities, thus, their consumption status can more accurately reflect the country's consumption trends. The 00 generation is the main force of consumption in China today and in the next 20 years. As a research method, a total of 342 valid responses, collected from February 10 to 18, 2020, were used for data analysis. Using SPSS data analysis and AMOS verification, the study concluded that, first, the characteristics of the fashion shopping app have a positive impact on satisfaction and loyalty, and, second, fashion involvement can be adjusted based on the research model..

**Keywords:** Chinese 00 Generation, Fashion Shopping app, Satisfaction, Loyalty, Fashion Involvement

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## 1. Introduction

Jin Myong Lee (2016) studied the influence of trust on shopping app satisfaction and implied that trust has double effects and reduces the occurrence of internal conflict and its negative effects on consumer satisfaction. Hwang Soo Yeon et al. (2018) studied the relationship between shopping app service quality, satisfaction, and loyalty and concluded that the trust on shopping app affects satisfaction, which also affects loyalty. Eunjoo Park et al. (2018) studied the loyalty on shopping app in China and South Korea, which showed that the cross-over shopping orientation affected the perception on app attributes including information, design, response, and product. The previous studies lack topics on the satisfaction and loyalty of the post-00 generation group in China in using shopping apps. Therefore, this paper studied the behavior of the post-00 generation on buying clothing through shopping apps, the characteristics of the shopping apps and their influence on satisfaction, and the loyalty of the post-00 generation on the shopping apps in relation to the apparel industries and companies within the said apps. In addition, the results of this research can also be used as standard data to explore the factors affecting the purchase of fashion products and to formulate marketing strategies.

## 2. Theoretical background

### 2.1. Chinese 00 Generation

Lu Qiuyue (2019) believed that generation subdivision uses age as the standard. He integrated values, birth rate and major social events to determine the time division of the generation and described the characteristics of the generation by values and lifestyle. People born in the same time period are not only of similar age, but also have common experience and memory of social markers such as popular culture and historical events, and will retain their inherent consumption values and behaviors. The 00 generation in this

study refers to people born from January 2000 to December 2009. According to China's education policy, this group is currently receiving junior high school, high school and university education. They already have independent ideology and began to build various interest groups, make full use of the Internet development dividends, and enjoy mobile shopping freely.

Regarding the concept of 00 generation, Qin Shaolong (2019) believed that 00 generation refers to Chinese citizens born between January 1, 2000 and December 31, 2009, and sometimes generally refer to those born in 1998 and later. We call this general 00 generation. In 2018, China gradually begun to pay more attention with the first batch of 00 generation entering universities and entering society (Yu Changmei, 2019). Based on the concept of 80 generation, the 00 generation can be defined as follows. In a broad sense, 00 generation refers to people born after 2000 (2000-2020). In a narrow sense, 00 generation refers to people born between 2000 and 2009.

In a fundamental sense, 00 generation is the beneficiaries and witnesses of China's entry into the World Trade Organization and the Internet era and the fastest economic development.

From a sociological perspective, according to the generational division of the United States and Europe, people born in 1995 and after 2000 are called Generation Z, which deeply reflects the high-tech development of society and Internet culture.

Table 1 shows the comparative analysis of the 80s, 90s and 00s generations in China.

**Table 1. Comparison of the generations born in the 80s, 90s and 00s in China**

	<b>80s generation</b>	<b>90s generation</b>	<b>00s generation</b>
<b>Growth Environment</b>	China enters the era of reform and opening up	Chinese material culture is gradually enriched	Economic globalization, China has become the second largest economy
<b>Work attitude</b>	Work and life balance	More leisure	Pay more attention to the quality of life
<b>Idol</b>	Little Tigers, Andy Lau	South Korean men's and women's teams	Cyber hero, internet celebrity
<b>Root of value</b>	Social circle	Family background	virtual assets
<b>Spiritual belief</b>	Reform spirit	Youth freedom	Individualism
<b>Leisure consumption</b>	Sports	Cyber Social	Internet shopping
<b>Year of birth</b>	1980-1989	1990-1999	2000-2009
<b>Current age</b>	31-40 years old	21-30 years old	11-20 years old
<b>Population size</b>	228 million	176 million	147 million
<b>Growth background</b>	<ul style="list-style-type: none"> <li>•Growing up amid progress in reform and opening-</li> <li>•The Internet has developed at high speed.</li> <li>•Computer</li> </ul>	<ul style="list-style-type: none"> <li>•A fully reformed and open society</li> <li>•Information generation</li> <li>•Computer, mobile phone</li> </ul>	<ul style="list-style-type: none"> <li>•High Gross Domestic Product</li> <li>•Low population growth rate</li> <li>•5G Internet Generation</li> <li>•Digital products, smartphones</li> </ul>
<b>Consumption characteristics</b>	<ul style="list-style-type: none"> <li>•Personalism</li> <li>•Emotional consumption</li> <li>• Strong independence</li> <li>•Watch the trend</li> <li>•Internet consumption</li> </ul>	<ul style="list-style-type: none"> <li>•Realism</li> <li>•Pursuing individuality</li> <li>•Watch the trend</li> <li>•High material sensitivity</li> <li>•Internet spending overseas</li> </ul>	<ul style="list-style-type: none"> <li>•Personalism</li> <li>•Domestic brand value</li> <li>• Pay attention to ideal beliefs</li> <li>•Willing to pay for entertainment</li> <li>•Mobile terminal consumption</li> </ul>

## 2.2. Satisfaction and Loyalty

Koo Seung-hwan et al. (2014) believed that the factors affecting customer satisfaction in mobile shopping include the mobile shopping app characteristics, economy, safety, reputation, risk, service quality, and

other factors. Park Chul and Jeon Jong Geun (2015) conducted a survey on 2,000 mobile shopping users in four countries including South Korea, China, the United States, and Japan. A regression model with smart phone knowledge, information sharing tendency, privacy concerns, gender, age, nationality, etc. as independent variables was formed. The research results showed that all variables except privacy concerns have a certain impact on mobile shopping satisfaction.

According to Ding Chao (2018), customer satisfaction is divided into product satisfaction (product attributes, price attributes) and usage satisfaction (service attributes). In this paper, satisfaction is defined as the difference between the customer's expectations of the selected clothing product before purchasing the said product and the process and feeling after product purchase using the mobile app. In other words, satisfaction is the value consumers place on the mobile app before and after the product purchase. Table 2 shows the advanced research variable of satisfaction.

**Table 2. Advanced Research of Satisfaction**

Researcher (Year)	Product satisfaction				Use satisfaction			
	Performance/ Quality	Diversity	Design	Price	A/S	Shipping	Information	Shopping Convenience
Min Dongwon, Lee Eunyong (1990)	o	o	x	o	o	x	o	x
Choi Dae Yong (2001)	o	o	x		o	x	x	o
Kim Sookyung (2005)	o	x	o	o	o	x	x	o
Seo Heekyung (2010)	o	o	o	o	o	x	x	o
Kim Hyangmi (2012)	o	o	o	x	o	o	x	o
Lee Chae Yeon (2013)	o	o	o	o	o	x	x	x
Liu Jia (2017)	o	x	x		o	x	o	o

o Variations used in advance research, x Variations unused in advance research

Griffin (2009) believed that customer loyalty refers to the degree to which customers repeatedly buy because of their preference for companies or brands. Sa Bong Hwi (2013) researched the factors influencing customer loyalty in Internet shopping malls. He believed that customer loyalty is where customers repeatedly buy the products or services of the same merchant, and actively recommend the products or services of the merchant to the surrounding people. Sun Xiaohang et al. (2016) believed that customer loyalty in online shopping is a kind of attitude and behavior of customers repeatedly purchasing products and services according to their personal interests and hobbies for an e-commerce trading company among various options.

According to the above literature, loyalty is mainly an attitude and performance resulting from customers being very satisfied with the product or service. A successful enterprise is far more than expanding the new customer source than consolidating existing loyal customers. Thus, loyalty is an important factor in marketing. Loyalty, in this paper, refers to a feeling of satisfaction that consumers obtain from shopping fashion products through the shopping app. They will repeatedly purchase the said products through the app and introduce the app to family and friends. Table 3 shows the advanced research variable of loyalty.

**Table 3. Advanced Research of Loyalty**

Researcher	loyalty
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(Year)	repurchase	oral	self-intellectual loyalty
Javalgi, Moberg (1997)	○	○	×
Taylor (1998)	○	○	○
Lee (2001)	○	○	○
Jang Mi Sun (2003)	○	○	×
Yoo Youngtaek (2006)	○	○	×
Ko Jae Yoon (2010)	○	○	×
Lee Sunghee (2016)	○	○	○
Ha Yongkyu, Yoon Senam (2017)	○	×	○
Cho Okmoon (2019)	○	○	○

○ Variations used in advance research, × Variations unused in advance research

### 2.3. Shopping app Characteristics

The biggest feature of the shopping app is that you can enjoy online shopping anytime, anywhere using your mobile device without being constrained by time and space. Yo-Yo (2018) saw that mobility, concurrency and individuality are key features of a mobile shopping app, and thus the combination of unique characteristics and shopping attributes of only on mobile devices has formed a new way of shopping called mobile shopping on app. Shin Minah (2016) categorized the attributes of mobile shopping into five characteristics such as interactivity, informability, personalization, playfulness, and simultaneous connectivity. Atkins (2012) saw mobile shopping as characterized by its portability, location, personalization, and convenience, while Shahryar (2019) said mobile shopping features mobility and convenience. Table 4 shows the studies on the characteristics of fashion shopping apps. This paper summarizes the characteristics of the fashion shopping app into transaction, design, intelligence, evaluation, stability, and convenience.

**Table 4. Advanced Research of Shopping app Characteristics**

Researcher (Year)	Transaction	Design	Information	Reputation	Convenience	Stability
Clark (2001)	×	×	○	○	○	○
Anckar (2002)	○	×	×	○	○	×
Yi Un (2004)	×	○	○	×	×	×
Durlacjer (2011)	○	×	○	○	○	○
Shin Minah (2016)	×	○	○	×	○	○
Jeong Naechen (2019)	○	○	○	○	×	○

○ Variations used in advance research, × Variations unused in advance research

### 2.4. Fashion Involvement

Ko Eun-young (2019) defined fashion involvement as the level of response, interest, and importance of

fashion products by their perceptions, interests, and knowledge, which are classified around fashion. Kim Min Ji (2019) saw fashion involvement can play an important role directly or indirectly affecting the decision of purchasing intention due to the difference in the process of searching information using the product name representing the fashion product's information. Kang Eun Mi and Park Eun Joo(2017) studied the effect of fashion involvement showed that the fashion involvement influences valuation criteria and consumer satisfaction. Furthermore, when purchasing Indie brand fashion products, it was found that the influence of pleasure was high among fashion involvement.

Cho Yoo-kyung (2019) classified fashion involvement into low, heavy, and high, depending on its intensity, and divided it into consumer groups. Also, we looked at the clothing purchase behavior based on the fashion involvement and found that the group with high levels of clothing valued factors such as self-image enhancement, design, and fitness with the body when selecting clothes and that the quality of the products, satisfaction after the transaction, and variety of items were important when selecting the store.

### 3. Research methods and procedures

The population of this study targeted the 00 generation consumers in the first and second-line cities China with experience in purchasing fashion products using mobile shopping app. They were selected because they are much more economical and consuming than other generations. The sample collection used the answered survey questionnaire.

For empirical analysis, a total of 350 questionnaires were distributed from February 10, 2020 to February 18, 2020, and 342 copies were used as final analysis materials, excluding the unfaithful responses.

In this study, various data analysis were performed using SPSS 23.0 and AMOS23, and structural equation models were used for variables confirmatory factor analysis and hypothesis testing.

The Hypothesis of this study are as follows (Fig. 1):

- H 1. Shopping app characteristics will have a positive impact on satisfaction.
- H 2. Shopping app characteristics will have a positive impact on loyalty.
- H 3. Satisfaction will have a positive impact on loyalty.
- H 4. Fashion involvement will have adjustment effect on satisfaction.
- H 5. Fashion involvement will have adjustment effect on loyalty.

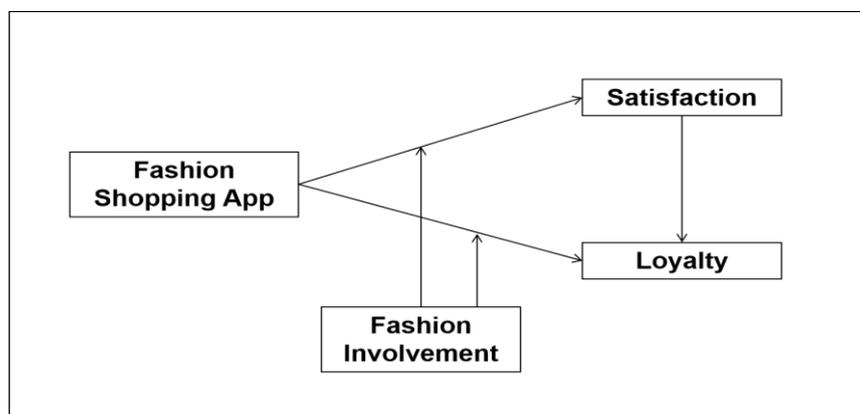


Fig 1. Research model

### 4. Results and discussion

#### 4.1. Demographic Characteristic Distribution

The demographic analysis of the entire population surveyed is shown in Table III. The largest number of women in the survey accounts 53.7% of the population; 52.1% were 10-19 years old; 53.2% were college students, and; 64.6% of the respondents use shopping apps to retrieve shopping information for less than an hour a day. In addition, 189 (55.3%) survey respondents indicated that the biggest advantage of the shopping app is that the product is rich and diverse and it is very convenient to use.

**Table 5. Demographic characteristics**

	Items	Frequency	Percentage (%)
Gender	Male	158	46.3
	Female	184	53.7
Age	10-19 years old	178	52.1
	Over 20 years old	164	47.9
Occupation	middle School student	89	26.3
	College Students	182	53.2
	Office worker	71	20.5
Allowance/Salary (RMB)	Less than 1000¥	91	26.3
	1000-1500¥	83	24.4
	1500-2000¥	79	23.4
	2000-2500¥	56	16.3
	2500-3000¥	22	6.5
	More than 3000¥	11	3.1
Degree of information exploration through App	Less than 1 hour a day	186	54.4
	1-2 hours a day	97	28.4
	2-3 hours a day	45	13.2
	More than 3hours a day	14	4.1

1¥ is approximately equal to 0.14 US dollars

The responses on reasons for using the shopping app indicate that 143 people (18.9%) uses them for a selection of variety of fashion products, 125 (16.6%) for access, 55 (7.3%) for reliability and stability, 56 (7.4%) for reliability of product quality, 68 (9.2%) for fast delivery, 73 (9.9%) for service (return, insurance, communication), 89 (11.8%) for low price, 132 (17.7%) for shopping time savings, and 9 (1.2%) for other reasons.

The most frequently purchased fashion items on shopping apps were shirts and blouses with 196 (26.1 percent), followed by hoodies with 164 (21.9 percent), jackets with 135 (18.0 percent), coats and jumpers with 122 (16.3 percent), knitwear 79 (10.5 percent), and down with 54 (7.2 percent). Underwear was the most common with 313 people (41.8 percent), followed by dress with 193 (25.7 percent), skirt with 159 (21.2 percent), and suit pants with 85 (11.3 percent). The largest number of guitars is 446 or 59.5 percent.

#### 4.2. Reliability Analysis and Feasibility analysis

As showed in Table 6, This paper organized 18 items to measure shopping app characteristics, 6 items to measure satisfaction, 9 items to measure loyalty, and 6 items to measure fashion involvement, a total of 39 items. The Cronbach’s  $\alpha$  values of shopping app characteristics, satisfaction, loyalty, and fashion product involvement are all measured higher than the reliable 0.5 and the Cronbach’s  $\alpha$  values of the measured variables except for stability of the shopping app characteristics (0.792) are all considered valid variables and are highly reliable. A Cronbach’s  $\alpha$  value of 0.8 or higher indicates a very strong positive confidence, so all of the measurement variables in this study were shown to be reliable, and high reliability can be seen as having good variables.

**Table 6. Reliability analysis results**

Factor	Variable	Item	Cronbach's $\alpha$
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<b>Shopping app characteristics</b>	Transaction	3	.842
	Design	3	.871
	Information	3	.876
	evaluation	3	.865
	Stability	3	.792
	Convenience	3	.919
<b>Satisfaction</b>	Product satisfaction	3	.916
	Use satisfaction	3	.953
<b>Loyalty</b>	Intention of repurchase	3	.874
	Oral intent	3	.893
	Self-awareness loyalty	3	.921
<b>Fashion Involvement</b>	Degree of involvement	6	.948

In this study, the main component analysis was used for factor extraction, and the varimax method, which is a right-angled rotation (varimax), was used for factor rotation. For factor extraction, only factors with an eigenvalue of 1.0 or higher were chosen. For the factor loading values indicating the degree of correlation between each variable and the factors, 0.4 or higher is considered a valid variable, and 0.5 or more was determined and analyzed as a very important variable, and the nature of each factor was determined by considering the composition of the questions with meaningful values in each factor matrix after turning the factor rotation.

In the case of the characteristics of the mobile shopping app, which is an independent variable, six factors with a factor load value of 0.521 or higher and an eigenvalue of 1.0 or higher were derived as shown in Table 7. These six factors (transaction, design, intelligence, evaluation, stability, and convenience) were shown to account for a cumulative 81.886% common variance.

**Table 7. Factor analysis of shopping apps characteristics**

Item	Shopping app characteristics					
	intelligence	convenience	design	stability	transaction	evaluation
I-9	<b>.702</b>	.273	.309	.191	.234	.117
I-8	<b>.646</b>	.217	.341	.289	.139	.160
I-7	<b>.608</b>	.259	.343	.144	.334	.029
I-18	.139	<b>.832</b>	.261	.206	.113	.102
I-16	.231	<b>.777</b>	.267	.237	.180	.096
I-17	.338	<b>.776</b>	.281	.198	.052	.108
I-6	.156	.313	<b>.766</b>	.332	.206	.140
I-5	.239	.391	<b>.712</b>	.129	.260	.022
I-4	.195	.378	<b>.570</b>	.051	.226	.122
I-15	.246	.194	.231	<b>.956</b>	.169	.153
I-13	.245	.295	.209	<b>.873</b>	.295	.127
I-14	.248	.303	.301	<b>.831</b>	.335	.083
I-1	.135	.104	.128	.100	<b>.720</b>	.122
I-3	.267	.160	.179	.137	<b>.699</b>	.096
I-2	.248	.253	.222	.179	<b>.540</b>	.049
I-11	.259	.084	.201	.180	.185	<b>.743</b>
I-12	.260	.048	.232	.200	.268	<b>.694</b>
I-10	.203	.123	.236	.208	.215	<b>.521</b>
Eigenvalue	3.856	3.317	2.289	2.284	1.819	1.103
% of variance	21.243	18.425	12.717	12.688	10.503	6.130
cumulative % of variance	21.243	39.668	52.385	65.073	75.576	81.886

For the parameter satisfaction, two factors with a factor load value of 0.736 or higher and an eigenvalue of 1.0 or higher were derived as shown in Table 8. These two factors (product satisfaction, use satisfaction) were shown to account for a cumulative 83.430% common variance.

**Table 8. Factor analysis of satisfaction**

Item	satisfaction	
	product satisfaction	use satisfaction
II-1	.837	.268
II-2	.800	.226
II-3	.749	.112
II-6	.205	.866
II-4	.272	.721
II-5	.281	.720
Eigenvalue	2.730	2.450
% of variance	45.497	40.826
cumulative % of variance	45.497	86.323

For loyalty, a dependent variable, three factors were derived, as shown in Table 9 with a factor load value of 0.675 or higher and an eigenvalue of 1.0 or higher. These three factors (repurchase, oral, and self-intellectual loyalty) have been shown to account for a cumulative 84.025% common variance.

**Table 9. Factor analysis of loyalty**

Item	loyalty		
	self-intellectual loyalty	oral	repurchase
III-9	.795	.277	.100
III-8	.771	.262	.260
III-7	.716	.221	.103
III-5	.261	.786	.157
III-6	.104	.768	.192
III-4	.290	.675	.187
III-1	.262	.268	.888
III-3	.139	.257	.760
III-2	.266	.193	.720
Eigenvalue	3.700	2.275	1.586
% of variance	41.116	25.283	17.626
cumulative % of variance	41.116	66.399	84, 025

### 4.3. Positive Factor Analysis and Hypothesis Verification

As a result of the positive factor analysis of each potential factor in the estimation of the measurement model, the adequacy of the measurement model, as shown in Table 10, indicated the GFI=.907, AGFI=.885, NFI=.853, CFI=.912 (best for 0.9 or higher), and RMR=.0027 (above 0.05), which is shown as superior. The suitability of the measurement model can be assessed with a relatively satisfactory fit. On the other hand, the measurement model  $X^2(df)=468.132(274)$  that will be used in this study was found to be below the recommended level of 1.708 (if the number of samples is large, a maximum of 5.0 or less, usually 2~3 or less), confirming that the measurement model used in this study is excellent.

In addition, although there is no absolute criterion for the positive factor analysis, the factorial capacity of shopping app characteristics, satisfaction and loyalty, which are the measurement variables of this study, is shown to have statistically significant t-values of at least 0.731 to a maximum of 0.916, and the convergence feasibility has been confirmed.

**Table 10. Analyzing the Verifiable Factors of a Measurement Model**

Factor	Variable	Coefficient	Standard Coefficient	Standard error(SE)*	T value (C.R)	p
<b>App characteristics</b>	Transaction	1.000	.817	-	-	-
	Design	.876	.731	.042	21.476	***
	Information	1.010	.885	.043	21.380	***
	Stability	.874	.851	.040	20.217	***
	Convenience	.893	.848	.045	19.416	***
<b>Satisfaction</b>	Product satisfaction	1.000	.857	-	-	-
	Use satisfaction	.916	.881	.027	22.674	***
<b>Loyalty</b>	Intention of repurchase	1.000	.826	-	-	-
	Oral intent	.879	.841	.041	20.851	***
	Self-awareness loyalty	.902	.883	.045	20.372	***
CMIN ( $\chi^2$ )=468.132 p=.000, DF=274, CMIN/DF=1.708 GFI=0.907, AGFI=0.885, NFI=0.853, CFI=0.912 RMR=0.027, RMSEA=0.064						

\*\*\*Significant at  $p < 0.001$

After analyzing the relationships of potential factors with structural equation model verification for the hypotheses of the study, the results determined whether the hypotheses were adopted or not. The hypothesis test for the model is shown in Table 11. These results have shown that hypotheses H1, H2, H3, H4, H5 have been validated and adopted as expected.

**Table 11. Verification result of path analysis**

H	Hypothesis relation		Coefficient	Standard error	t	p	Recital
H 1	App characteristics	→ Satisfaction	.138	.025	6.054	** *	Adoption
H 2		→ Loyalty	.052	.020	2.135	.0 24 *	Adoption
H 3	Satisfaction	→ Loyalty	.917	.063	4.016	** *	Adoption
H 4	Fashion Involvement	→ Satisfaction	.512	.011	5.317	** *	Adoption
H 5		→ Loyalty	.413	.042	2.139	** *	Adoption

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

## 5. Conclusion

This study showed that the shopping app characteristics have a positive impact on satisfaction and loyalty, and at the same time, satisfaction has a positive impact on loyalty and fashion involvement has adjustment effect on satisfaction and loyalty.

This study used survey questionnaire among the consumers of the post-00 generation living in the first and second-line cities of China. Therefore, since the results of the study do not reflect the opinions of all consumers of the post-00 generation in China, it is deemed that the analysis results should be expanded and adapted carefully.

As such, this research provides important practical value for marketing strategy of fashion products in shopping apps, but due to lack of prior research on shopping app and consumers of post-00 generation in China, it was difficult to construct and measure the questions of measurement tools. In the future, it is expected that the development and additional verification of measurement tools for the shopping app will be necessary for consumers of post-00 generation in China based on their experience in purchasing fashion products using shopping apps.

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