Original Article

The Effects of Airport Duty-Free Store O2O Integration Service Patterns Innovation Characteristics, Consumer Pursuit Benefits and Value-Congruency on Behavioral Intention

Yin-Nan Li[*], Young Woo Lee[**]

ABSTRACT

This paper calls attention to the central problem of the influence of identifying the determinants of airport duty-free store customers perceived innovativeness, pursuit benefits and value-congruency on the behavioral intention. The data is completed with 307 adults with purchasing experience of airport duty-free store O2O integration service which brings sufficient convenience to consumers. The content analysis results show that the influence factors of innovation characteristics, consumer pursuit benefits and value-congruency affect the behavioral intention in various aspects. The result suggests that we should upgrade the innovate functionality and improve the service quality based on consumer needs. Finally, this study discusses implications for theory and practice, indicates limitations, and concludes with some suggestions for future research.

Key Words : Airport Duty-Free Store Customer(공항면세점 고객), Consumer Pursuit Benefits(소비자 추구혜택), Expectancy Disconfirmation Theory(기대 불일치 이론), Innovation Characteristics(혁신 특성), Intention of adoption(수용의도), Perception of Innovativeness(혁신지각), Satisfaction(만족), Value-Congruency(가치 일치성)

Ⅰ. INTRODUCTION

Along with the market uncertainty and the technical uncertainties continued to rise, the development of new service pattern needed to reflect the consumer needs and wants(Fu et al., 2010). The quality of service and facilities for airport visitors and airport users are very im-

portant(Park, Kim, Lee, and Lee, 2017). Airport duty-free store O2O integration service pattern combines business opportunities with the internet which make internet become a platform for offline payment. Since the end of the COVID-19 pandemic, many foreign tourists have been using duty-free shops at airports. Airport duty-free store O2O entered a stage of rapid development which starts the localization and the integration of mobile devices. Most of the previous research evaluates the innovation and innovation type from the perspective of corporations (Montoya-Weiss and Roger, 1994) more than from the perspective of consumers, however the process of acceptance terminal is the consumer, therefore from the view of consumers to evaluate the innovation acceptance pro-

cess is necessary (Olshavsky and Richard, 1996). The previous studies that related to innovation acceptance, mainly in the interests of research new products benefits; there are some limitations in the description of consumer choice of new service pattern. Therefore, this research from the consumer point of view, studying the effects of innovative decision factors, focuses on explaining the relationships between airport duty-free store O2O service pattern innovation and market performance, which are expected to have a great academic significance.

In order to achieve effective marketing results, it is of great importance to grasp the core feature of attracting consumers to purchase products by new service pattern, and efforts to achieve on-site marketing communication. With the rapid change of market environment, consumer personality rendering diversity trends, consumer demand and service properties are also gradually subdivided, this requires to accurately understanding the relationship between consumers pursuit benefits and innovation acceptance, and develop an effective strategy according to market segments.

Traditional consumption patterns including consumer psychological factors is necessary not only have associated properties of products (Swait, Joffre and Tulim, 2007; Vogel and Ramaseshan, 2008). Theoretical framework in this study fully derives impact factors and variables not only draws on innovation diffusion theory, also joined the consumer behavior and psychological variables draws on expectancy disconfirmation model (Oliver, 1980; Lankton and Harrison, 2012), includes consumer perception value and attitude elements. We look forward to exploring the relationship between airport duty-free store consumers expect value and satisfaction and making meaningful contribution to the area of expectancy disconfirmation theory.

Ⅱ. THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

2.1 Innovation Characteristics and Perception

The core elements of the theory of innovation diffusion (Rogers, 1995) include the consumers perceived innovation characteristics. In related study (Rogers and Shoemaker, 1971) proposed that the relative advantage, suitability, practicality is to promote the acceptance of innovation and complexity is seen as an element in reducing the rate of acceptance. In addition, innovation diffusion study has also focused on the impact of environmental factors on the technology diffusion (Foxall and Haskins, 1986). Later studies also show that perceived risk will have an impact on innovation accepted (Assael, 1998), such as functional risk, psychological risk and social risk require marketing communications to resist (Ram, 1989). Although these studies illustrate the importance from a consumer perspective for the evaluation of innovative, there is no empirical research solely focus on explaining the concept (Cooper, 2000). From the view of consumers as far as we know, this study combines with the results of the previous studies, source of innovation can be summarized into three parts including of relative advantage, technology capability, and consumption patterns change request. Firstly, relative advantage means the innovation acceptance through the consumer's perception and experience to meets consumer needs (Ali and Douglas, 1995; Veryzer, 1998a). Secondly, technology capability means improving the extent of the limitations of the original product through new technologies (Veryzer, 1998b). Thirdly, the consumption patterns change request is that the innovation of product should be consistent with consumers' thoughts and actions (Waarts and Hillegersberg, 2002). These

three angles of innovation characteristics higher, the perception of innovativeness overall is higher, therefore, we develop our first hypothesis as the follows:

H1: Airport duty-free store O2O integration service patterns innovation characteristics including of (a)relative advantage, (b)technology capability, (c)consumption pattern are positively related to the consumer perception of innovativeness.

2.2 Consumer Pursuit Benefits and Intention of Adoption

In related study, benefit is defined as a specific outcome to meet the consumer's needs (Park, 2010). Pursuit benefits is that consumers expect effect of specific outcome to meet needs including functional benefits, psychological benefits, and social benefits. Functional benefits is the feature that can be provided directly by the service; Psychological benefits is the experience that can be provided by purchase, possession, use while getting product; Symbolic benefits is the feature that can be showing self-personality to others by the service pattern.

In another study, the pursuit of consumer benefits is divided into four categories (Kim and Kang, 2005). Symbolic benefits is defined as showing others self-image by purchasing pattern and be recognized, so as to meet the needs. Experience benefits is through direct contact with the purchasing process, understand the performance to meet the emotional pleasure. Diversity benefits is defined as the diversity experienced, besides the basic properties through using innovation products or service. Practical benefits is defined as simply maintain the performance of the innovation, fully satisfy the intended.

In other words, consumer pursuit benefits can influence actual selection (Park, Jaworski,

and MacInnis, 1986), including functional benefits, symbolic benefits and experience benefits. Functional benefits is related to the motives of finding innovation to solve the functional problem. Symbolic benefits is own internally generated needs related to the social group or rules. Experiential benefits is related to the innovation can provide emotionally happy, diversity and cognitive stimulation.

The intention of adoption donates the consumer to choose innovation through the decision-making process and the formed personal judgment ultimately. Since consumer evaluates the benefits from a positive point, marketers must recognize that consumer's innovation accepting intention will be affected by the collection of pursuit benefits (Aitken, Gray, and Lawson, 2008). Thus, we develop hypothesis 2 as the follows:

H2: Airport duty-free store consumer pursuit benefits including of (a)functional benefits, (b)symbolic benefits, (c)experiential benefits are positively related to the intention of adoption.

2.3 Value-Congruency and Satisfaction

In the competition of new service patterns on the market, providing with consumers superior value is essential to business success. When consumers choose new service pattern, in addition to the characteristics of the product itself, the brand image, social influence, and many other reasons can affect (Hong, 2012). Thus, how to reflect the perceived value, how to provide consumers expect value, research on the relationship between perception of the value-consistency and customer satisfaction is very important. The degree of consistency of these factors before buying standard and after purchase standard will decide whether consumers satisfied (Spreng, MacKenzie and Olshavsky, 1996). This study drawing lessons from above

studies, analyzes the product value, brand value, social value, and the empirical relationship between these factors impact on customer satisfaction. Product value is consumer perception of the purchase value of the product itself; brand value is the extent of the consumer perception of the brand (Brakus, Schmitt and Zarantonello, 2009); and social value is in accordance with the collective impact of product selection and its impact on consumer perception as a conceptualization (Algesheimer, Dholakia and Herrmann, 2005).

Customer satisfaction is the experience of using innovation and the degree of perceived satisfaction (Seiders et al., 2005). Most of the previous studies use the theory of expectancy disconfirmation was verified positive inconsistencies that can have a positive effect on customer satisfaction (Bhattacherjee and Premkumar, 2004). It can be speculated that consumers perceive the value of consistency after purchase will certainly affect customer satisfaction. That is, the importance of product value, brand value, and social values, combined with perceived consistency between expectations and results, will affect the satisfaction of purchasing. Thus, we develop hypothesis 3 as the follows:

H3: Airport duty-free store consumer perceived value-congruency including of (a)product value-congruency, (b)brand value-congruency, (c)social value-congruency are positively related to the consumer satisfaction.

2.4 The Relationship of Consumer Behavior Intention

This study employs in the innovation process model which focus on low involvement model (Gatignon and Robertson, 1985) "perception, products to try, attitude formation, acceptance" that the consumer viewpoint, market perform-

ance that is closely related to the process of receiving innovation can also be converted to a similar concept of accept the new service pattern. Therefore, this study derives as the perception of innovativeness increasing; the intention of adoption is higher. Thus, we develop hypothesis 4 as the follows:

H4: Airport duty-free store consumer perception of innovativeness is positively related to the intention of adoption.

It is of great necessity to discuss the innovation of consumer perception and acceptance whether to render a positive linear relationship. According to the previous study (Henard and Szymanski, 2001), the positive relationships between innovative and performance. This means that the formation of a good attitude or a bad attitude depends on the innovation accepting intention. Therefore, this study set the hypothesis of consumer perception of innovativeness, intention of adoption and consumer attitudes. Thus, we develop hypothesis 5 as the follows:

H5: Airport duty-free store consumer intention of adoption is positively related to the consumer satisfaction.

As shown earlier, evaluation of innovation from a consumer perspective, taking into account the theoretical research in these areas, as well as the empirical research is relatively insufficient. Therefore, in order to empirical testing and fill research gaps, this paper focuses on consumer opinions, evaluating the factors in the innovation, exploring the relationship between consumer pursuit benefits and receive intention, and the contact line between value-congruency and customer satisfaction. According to integration of the above hypothesis, this study can be established in following research model (Fig. 1):
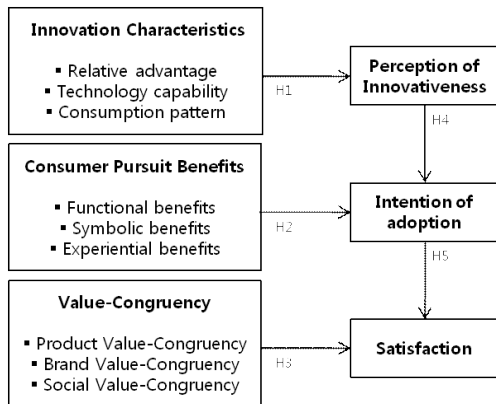
Fig. 1. Research model

Ⅲ. METHODOLOGY

3.1 Data Collection and Analysis

This study targets on foreign tourist over the age of 18 with purchasing experience of Incheon airport duty-free store O2O integration service. Sample collection was conducted directly at the airport. All respondents are selected through non-probability sampling with the spread of online questionnaires platform. Samples are collected mainly from young people around the age of 20-30, as they have more innovation consciousness of accepting new objects. The period is from August 16-31, 2023, the final number of respondents was 350 individuals and 43 incomplete responses were deleted, which means at last 307 responses are used in data analysis. Demographic characteristics are analyzed using SPSS 22.0. Statistical analysis of the sample (Table 1) as follows:

3.2 Questionnaire Development and Measures

Innovation characteristics is formed by 12 items developed on (Ali and Labahn, 1995; Waarts, Everdingen, and Hillegersberg, 2002) which include relative needs, better performance, distinctive characteristics; use of pro-

Table 1. Statistical analysis of the sample (n=307)

Division		Frequency	%
Gender	Male	130	42.3
	Female	177	57.7
Age	⟨20	4	1.3
	20-29	161	52.4
	30-39	99	32.2
	40-49	30	9.8
	⟩50	13	4.2
Job	Student	121	39.4
	Employee	79	25.7
	Public official	38	12.4
	Professional official	27	8.8
	Private business	42	13.7
Educational	High school graduate	4	1.3
	College students	124	40.4
	College graduate	97	31.6
	Graduate school students	45	14.7
	Graduate school graduate	37	12.1
Income (M)	⟨1,000,000 KRW	71	23.1
	1,000,000-2,000,000 KRW	113	36.8
	2,000,000-3,000,000KRW	56	18.2
	3,000,000-4,000,000KRW	44	14.3
	⟩4,000,000 KRW	23	7.5
Total		307	100

fessional technology, latest technology, technology know-how; the same as the situation using, usual habits, appropriate degree. Consumer pursuit benefits is formed by 12 items based on (Park, Jaworski and MacInnis, 1986) including of practicality, convenience, usability; differentiation, superiority, confidence; diversion, fun, diversity. Perceived value-congruency is constructed by 12 items developed on (Spreng, MacKenzie and Olshavsky, 1996; Brakus, Schmitt and Zarantonello, 2009; Algesheimer, Dholakia and Herrmann, 2005) including of product convenience, quality, easily, safety; brand attachment, attitude, brand equivalent, concept of convergence; achievement of self-expression, subjective norm, collective information, network effects. Perception of innovative

ness is formed by 4 items based on (Andrews and Smith, 1996) including of fresh, different, unique, and innovative. Intention of adoption is formed by 4 measurement items developed on (Waarts, Everdingen and Hillegersberg, 2002) including of the accept innovation intent, purchase intent, first consideration, intent of the surrounding publicity. Satisfaction is formed by 4 items developed on (Brakus, Schmitt and Zarantonello, 2009; Seiders, Grewal and Godfrey, 2005) include of the overall satisfaction, expectations, and emotional aspects, select.

We used five-point Likert scales anchored by 1 ("strongly disagree") and 5 ("strongly agree") for each self-determination need. Analysis of AMOS 17.0 is subjected to factor analysis and reliability analysis to verify the validity and reliability of the measurement items.

Ⅳ. ANALYSIS AND RESULTS

4.1 Measurement Model

Based on the results of confirmatory factor analysis, $\chi^2=650.997$ (p=0.00, df=198), CFI=0.802, TLI=0.758, IFI=0.804, RMR=0.075, GFI=0.766, AGFI=0.675, PGFI=0.552, RMSEA=0.067, all concepts used in this study of model fit criteria was found to be acceptable (Bollen, 1989). We also checked the descriptive statistics and correlation matrix coefficients for the main variables used in this study, all variance inflation factor scores were unlikely that a multicollinearity problem exists.

As shown in Table 2, the reliabilities of all reflective measures are above the 0.70 level (Nunnally, 1978) which indicates the scales demonstrate internal reliability. Measurements of the parameters are shown in Cronbach's α more than 0.90 which show a good internal consistency and a high reliability. We also employ the validity test about convergent validity and discriminate validity. The AVE (average variance extracted>0.80) of all reflective meas-

ures are high. The high average variance extracted coupled with the strengths and significances of the parameter estimates of each of the reflective scales provide evidence of convergent validity. The SFL (standardized factor loading) of all reflective measures are above the 0.50 level and the CR (construct reliability) is all above the 0.90 level.

4.2 Measure Validation

The hypothesis testing is carried by multiple regression analysis which is conducted to determine the factors that influence the dependent variable. The results are listed as shown in Table 3.

We run the first model tapped the first-order products innovation characteristics including of relative advantage, technology capability, and consumption pattern. $R^2=0.561$, F=129.206, sig=0.000, it shows the fit of the model is significantly high. The relative advantage was positively related to perception of innovativeness ($\beta=0.423$, $p<0.001$) which supports H1a. Technology capability is positively related to perception of innovativeness ($\beta=0.348$, $p<0.001$) which supports H1b. However, H1c between consumption pattern to perception of innovativeness ($\beta=0.025$, $p>0.5$) show the H1c is rejected.

The second model tapped the second-order consumer pursuit benefits including of functional, symbolic and experiential benefits. $R^2=0.560$, F=128.750, sig=0.000 which also shows the fit of the model significantly high. As shown in the results, functional benefits ($\beta=0.125$, $p<0.01$), symbolic benefits ($\beta=0.328$, $p<0.001$), experiential benefits ($\beta=0.428$, $p<0.001$) are all positively related to intention of adoption which support H2. Among the results, the experiential benefits has the greatest positively effect to the intention of adoption.

The third model tapped the third-order consumer perceived value-congruency including of

Table 2. Reliability, confirmatory factor analysis

Construct	SFL	S.E.	t-value	CR	AVE	Cronbach's alpha
Relative advantage	0.867	–	–	0.984	0.954	0.932
	0.812	0.055	17.849			
	0.852	0.049	19.393			
Technology capability	0.748	–	–	0.972	0.921	0.932
	0.801	0.084	14.286			
	0.849	0.081	15.254			
Consumption pattern	0.764	–	–	0.973	0.924	0.943
	0.852	0.079	13.936			
	0.807	0.082	13.545			
Functional benefits	0.852	–	–	0.974	0.927	0.942
	0.912	0.080	13.582			
	0.631	0.074	7.438			
Symbolic benefits	0.794	–	–	0.981	0.946	0.933
	0.899	0.064	17.615			
	0.871	0.062	17.023			
Experiential benefits	0.680	–	–	0.979	0.921	0.932
	0.666	0.092	10.379			
	0.796	0.106	12.083			
Product V-C	0.775	–	–	0.972	0.899	0.934
	0.805	0.073	13.674			
	0.672	0.085	9.579			
	0.627	0.077	10.562			
Brand V-C	0.829	–	–	0.979	0.924	0.930
	0.842	0.056	17.762			
	0.601	0.063	11.226			
	0.634	0.058	12.009			
Social V-C	0.711	–	–	0.974	0.905	0.931
	0.805	0.087	13.410			
	0.837	0.086	13.926			
	0.790	0.088	13.171			
Perception of Innovativeness	0.681	–	–	0.971	0.895	0.929
	0.734	0.091	11.424			
	0.860	0.095	12.991			
	0.778	0.090	12.019			
Intention of adoption	0.666	–	–	0.956	0.854	0.931
	0.758	0.128	9.573			
	0.837	0.138	10.080			
	0.771	0.129	9.666			
Satisfaction	0.818	–	–	0.960	0.858	0.941
	0.711	0.137	12.152			
	0.757	0.084	13.297			
	0.833	0.182	11.597			
Fit index	x^2=650.997 (p=0.00, df=198), CFI=0.802, TLI=0.758, IFI=0.804, RMR=0.075, GFI=0.766, AGFI=0.675, PGFI=0.552, RMSEA=0.067					

Table 3. Verification results

	DV	IV	B	β	t	Sig.	Results
H1	PI	(Constant)	0.848		4.975	0.000	-
		RA	0.410	0.423	6.327	0.000***	Accepted
		TC	0.341	0.348	5.048	0.000***	Accepted
		CP	0.024	0.025	0.570	0.569	Rejected
		R²=0.561; F=129.206					
H2	IA	(Constant)	0.762		4.357	0.000	-
		FB	0.128	0.125	3.063	0.002**	Accepted
		SB	0.281	0.328	6.190	0.000***	Accepted
		EB	0.431	0.428	8.019	0.000***	Accepted
		R²=0.560; F=128.750					
H3	SA	(Constant)	2.066		13.537	0.000	-
		P. V-C	0.137	0.178	2.457	0.015*	Accepted
		B.V-C	0.139	0.189	1.971	0.050	Rejected
		S.V-C	0.132	0.194	2.436	0.015*	Accepted
		R²=0.249; F=33.450					
H4	IA	(Constant)	0.792		6.194	0.000	-
		PI	0.790	0.810	24.092	0.000***	Accepted
		R²=0.656; F=580.428					
H5	SA	(Constant)	2.033		14.645	0.000	-
		IA	0.398	0.538	11.148	0.000***	Accepted
		R²=0.289; F=124.271					

product, brand, and social V-C. R²=0.249, F= 33.450, sig=0.000, it shows the fit of the model significantly. The results suggest that product V-C (β=0.178, $p<0.05$) and social V-C (β=0.194, $p<0.05$) are positively related to consumer satisfaction, so H3a, H3c are accepted. In contrast of H3b, the brand V-C (β=0.189, $p>0.05$) does not have a direct impact on the consumer satisfaction, so the H3b is rejected.

To verify the hypothesis 4 and 5, perception of innovativeness is positively related to intention of adoption (β=0.810, $p<0.001$), H4 is accepted. Intention of adoption positively related to consumer satisfaction (β=0.538, $p<0.001$) also support H5.

V. CONCLUSION

Above all, we conclude as follows. First, we show that Airport duty-free store O2O integration service patterns innovation characteristics which include relative advantage and technology capability have positively effect on the consumer perception of innovativeness. But the use patterns change request does not have a direct effect on innovative perception. This can be interpreted that this element is considered as a refused factor of innovation or has a negative impact on innovation received (Ram and Sheth, 1989). Secondly, the more benefits consumers perceived, the higher innovation ac-

cepting intention they will generate. positive sensitivity of customers is required (Kim et al., 2020). Therefore, Airport duty-free store enterprises need to find and provide consumers with pursuit benefits, occupies leading advantages and achieve sustained growth. Thirdly, consistency of product value and social value are positively related to customer satisfaction and the product value consistency is the most influential element on customer satisfaction. In order to expand the success of innovation into the market and increased consumer satisfaction, when planning a new expand strategy, should priority products benefits, service quality and use convenience and any other value factors as well as effective communication. Brand value consistency does not show a direct impact on the consumer satisfaction. This can be considered as that restricted respondents brands results in an unnecessary intervention effect. Fourthly, the result suggests that higher consumer perception of innovation increases acceptance intention, which is consistent with previous studies. At the meanwhile, this result also suggests that the formation of the attitude to a new product depends on the intention of adoption.

The academic implications of this research shows that firstly, from the consumer's perspective, the innovation characteristics and performance to verifies the degree of consumer perception of innovation has positive impact on the intention of adoption and attitudes. Secondly, the result is consistent with (Gatignon, Hubert and Robertson, 1985) that psychological processes formation of perceived innovation features, developed attitude and intention of adoption. This suggests that it is important to take psychological variables meaningful. Thirdly, this study imported the innovative concepts in previous studies and combined concepts often used in consumer behavior research and innovation accept, expanded the range of basic research into explanatory

power through empirical analysis. Furthermore, as this study follows the theoretical framework of the expectancy disconfirmation model, the result also makes meaningful contribution to this area.

This research has required practical implications in terms of administrative management. We can imply from the previous analysis firstly, research and development of innovation and import process requires paying attention to the Airport duty-free store consumer aspects. Secondly, acquiring the consumer pursuit benefits and customer needs can help to form long-term customer management activities, and reach positive interaction between sellers and buyers. Thirdly, Airport duty-free store marketers cannot bring innovation mode locking in a fixed framework. They must also consider the technical complexity of Airport duty-free store new service pattern, and should combine form of the appropriate business process, right product and provide sustainable supplement support.

Finally, limitations of the study and future research directions are as follows: Firstly, this study establishes a Airport duty-free store consumer view of the innovation and satisfaction model. In order to make the model generalized, future research can apply this model into other consumer groups. It is necessary to extend the comparison research of new products or other service pattern. Secondly, this research model fail to consider some factors, for example market environment characteristics. Exploring the influence of other marketing variables also has significance. At the meanwhile, future research should give additional consideration to the uniqueness of the market segment to do an innovation acceptance and diffusion research.

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