

# Online Purchasing Behavior of Japanese : From the perspective of Pre-Purchase Image

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## **Abstract**

Japan's BtoC electronic commerce (EC) market is the fourth largest market in the world, but EC conversion rate is lower than other major countries. Japan's EC market size is expected to continue expanding in the near future. Thus, the target of this paper is online purchasing behavior of Japanese consumers. Many previous studies focused on online information from consumers, because the importance of SNS is increasing. The noteworthy thing of this paper is to focus on not only online information but also offline information. We conducted interviews with consumers and practitioners, and consumer survey. Then, we found a significant factor called "Pre-Purchase Image" which is formed by information and leads to online purchase intention. These remarkable findings are to suggest advantages of offline information and information from companies. Hence, the results of this study will provide unique and important implications for all companies which sell high-involvement merchandises for Japanese consumers.

**Keywords:** Online purchasing behavior, Japan's EC market, Pre-Purchase Image, Consumer's perception

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## 1. INTRODUCTION

Recently, digitalization is progressing remarkably around the world. As smartphone ownership rates increase, the online shopping rates also increase. The global BtoC Electronic Commerce (EC) market including online-shopping is 313 trillion yen in 2018 (Ministry of Economy, Trade and Industry, 2019). According to the survey results of eMarketer (2019), China is the largest EC market size in the world, accounting for 55.8% of the global EC market. Japan is the fourth largest EC market size in the world and the market size in 2018 was about 18 trillion yen, an increase of 8.96% from 2017 (Ministry of Economy, Trade and Industry, 2019: 6). Although Japan is the fourth largest EC market in the world, EC conversion rate in Japan is lower than other major countries such as China, US and UK. EC conversion rate shows the proportion of EC market size in all commercial transactions (Ministry of Economy, Trade and Industry, 2019). Therefore, EC market in Japan is expected to continue expanding in the near future. Also, companies are required to understand the characteristics of Japanese consumers.

Along with the digitalization, many studies on online purchasing behavior have been undertaken in Japan (e.g., Bi, 2016; Hato, 2018; Terui and An, 2012; Uchida, 2018). In previous studies, there are many studies related to the influence of “electronic Word-of-Mouth (e-WoM)” such as online reviews posted by consumers (e.g., Aoki, 2014; Bi, 2016; Shimizu, 2013; Uchida,2017). However, previous studies on online purchasing behavior do not address two important questions: (1) the role of all information including

both online and offline and, (2) how the information other than e-WoM affects consumer's perception and online purchasing behavior. Perception is one of the psychological factors that can influence consumer purchase behavior, and it is the process by which an individual selects, organizes and interprets the information he or she receives from the environment (Wee et. al., 2014: 382).

Therefore, the objectives of this study are to reveal these research questions.

RQ1: Which sources and what kind of information influence consumers' online purchasing behavior?

RQ2: *How* does information stimulate consumers' perception and influence their online purchasing behavior?

To answer these two research questions, we conducted 3 steps in this paper. In the First step, we conducted consumer group interviews to capture a more complete profile of current purchasing behavior. In our group interviews, we asked subjects to assume that they would purchase a product online and the actual purchase behavior. In the Second step, we conducted interviews with EC managers. Next, we constructed five hypotheses based on results of our interviews with consumers and practitioners. In the Third step, we conducted a consumer questionnaire survey to test our hypotheses, then we conducted second company interviews to get feedbacks of our analysis results. In

previous studies, researchers only conducted quantitative surveys or consumer group interviews, and none of them has conducted all the three steps.

## **2. THEORETICAL BACKGROUND**

In this section, first, we reviewed a variety of literature to understand how online purchasing behavior has been discussed. Second, we reviewed the information searching behavior in order to know why studies of Word-of-Mouth largely affect the online purchasing behavior in previous studies. Then, from these previous studies, we understood that obtaining information of products is important on online purchasing behavior. Moreover, we also found that consumers value information from other consumers over information from companies with the spread of the social networking service (SNS).

### **2-1. Factors Affecting Online Purchasing Behavior**

In general, purchasing behavior consists of five steps decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision, and after-purchase action (Inoue, 2012: 76-83). We reviewed existing studies in an effort to understand how online purchasing behavior has been discussed. We used the following keywords to search in Google scholar: “online”, “EC”, and “purchasing-behavior”. We found out 915 studies in Japanese (as of August 2019). From these studies, we selected

the most relevant studies related to the factors affecting online purchasing behavior. Through our comprehensive reviews, we found “website functionality”, “product characteristics”, e-WoM”, “trust on websites” and “perceived risks” which affect online purchasing behavior.

Website functionality is “ease to search, ease to use and interactivity between consumers and companies on websites” (Uchida, 2018: 74). Product characteristics are “detail information of products, design and price” (Watabe and Iwasaki, 2010). E-WoM is that “informal information exchange related to goods, services and firms between consumers and consumers without commercial intent on internet” (Su, 2015: 17). In previous studies about online purchasing behavior, studies related to e-WoM accounted for the majority of them. According to Hato (2018: 1), e-WoM is becoming more and more important in marketing with the spread of the Internet, especially SNS. The reason why e-WoM is important is that it is independent from companies and is exchanged by general consumers. Moreover, e-WoM send consumers positive and negative information. Thus, e-WoM is reliable information compared to mass-advertisement (Su, 2015). The importance of e-WoM in marketing is obvious, and companies must consider how to utilize it (Hato, 2018).

According to Uchida (2017: 53), while online shopping has given more satisfaction to modern consumers who want convenience and speed, some consumers still feel uncomfortable on online purchasing behavior. For instance, the lack of trust on

websites and perceived risks have a negative effect on online purchasing behavior in previous studies (Kim et al., 2013; Uchida, 2017). Trust on websites is “trust for trade and service online” (Nakagawa, 2018: 26). It is stated that trust is one of factors which affect online purchasing behavior, and return procedure and guarantee of products affect trust of consumers on online shopping (Uchida, 2018).

Perceived risks are “feeling anxiety on purchase decision-making process” (Terui and An, 2012: 15). It is revealed that they are negative factors on online shopping (Nakamura and Yano, 2013). However, it is clarified that consumers collect information about products to reduce perceived risks such as resistance and anxiety about online purchasing behavior (Nakamura and Yano, 2013; Watanabe and Iwasaki, 2010). Therefore, it is important to get information of products when consumers purchase a product online, because they cannot confirm actual products on the websites (Someya et al., 2007).

## **2-2. Consumer Information Searching Behavior**

In this section, we reviewed the literatures on consumer information searching behavior to better understand why studies of e-WoM largely affect the online purchasing behavior in previous studies.

According to Bi (2016: 2), with the widespread use of the Internet, consumers are searching for sufficient information of products online before purchasing products. It



is revealed that consumers tended to focus on information of details of transaction more than external evaluation information such as e-WoM (Nojima, 2002). However, in recent studies, consumers tend to focus on e-WoM more than information of details of transaction and products from companies with the spread of Internet (Nakamura and Yano, 2013; Shimizu, 2013). It is assumed that consumers consider information from companies to be doubtful, because the information is convenient for companies only (Shimizu, 2013).

Recently, consumers are surrounded by an environment where they can collect not only mass media information and advertisements, but also reviews of other consumers (Togawa, 2015). Therefore, there are many studies which focused on information sources online (e.g., Shimizu, 2013; Terui and An, 2012). Meanwhile, it is pointed out that information sources should be subdivided to understand the difference in influence of each information (Shimizu, 2013). However, there is no study that revealed the role of information other than online information. Moreover, many studies so far have built stimulus-response type empirical models in which information is an independent variable and the influence of information is a dependent variable (Su, 2015). Such models can explain the impact of the information, but it doesn't enough to interpret how consumers process all kinds of information including online and offline, then how the information connects to their online purchase decision-making.

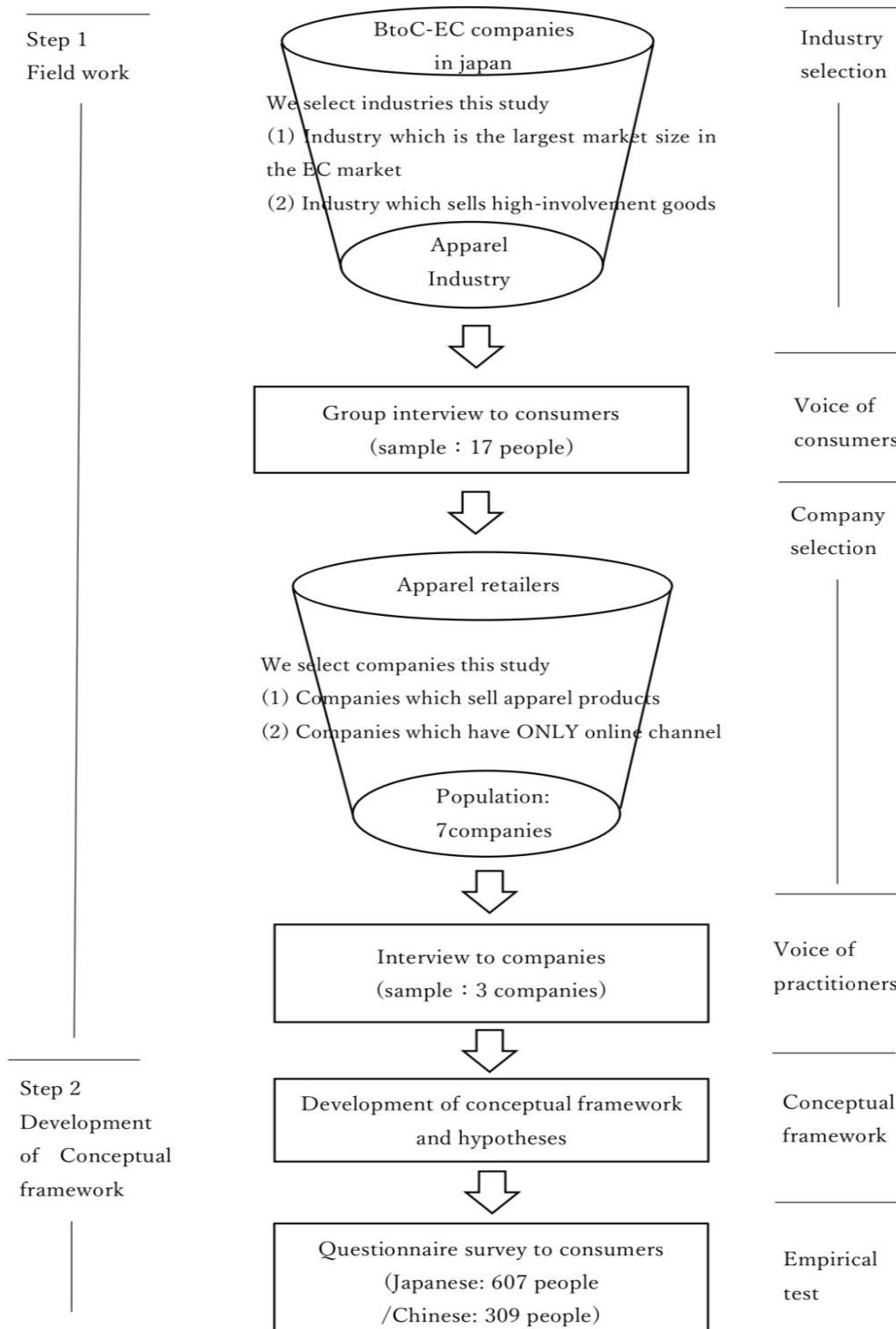
While much information gives consumers convenience, some consumers

perceived information overload in recent years (Nagai, 2013). Information overload is “the phenomenon of too much information overloading a consumer and causing adverse judgmental decision making” (Herbig and Kramer, 1994: 45). It is pointed that information overload has a negative effect on purchasing behavior (Iyengar and Lepper, 2000). In previous studies, it was not cleared how consumers process all kinds of information connect to their online purchase decision-making. Moreover, previous studies pointed out that too much information cause information overload when consumers search information. To clarify how they process information, we conducted group interviews in the next step.

### **3. HYPOTHESES DEVELOPMENT**

In this section, we conducted consumer group interviews and company interviews, and developed our hypotheses based on previous studies and the results of our consumer group interviews and company interviews.

Figure1. Our research flow



Source: authors

### **3-1. Fieldwork**

In this section, we carried out the fieldwork to understand the reality of consumers and practitioners. There are two steps. The first is that we conducted the group interview and asked consumers their opinions about online purchasing behavior. The second is that we conducted the company interviews and asked practitioners their opinions about the results of our group interviews. When we carried out the fieldwork, we selected apparel industry in Japanese EC companies. The reasons are as follows. First, apparel industry is the largest in Japanese EC market (Ministry of Economy, Trade and Industry, 2019). Second, apparel products are high-involvement merchandises, so consumers carefully purchase them (Inoue, 2012). In the other words, we can verify the purchasing decision-making process from subjects following five steps more clearly. Therefore, we set the apparel industry as a target.

#### **3-1-1. Voice of consumers: Group interview with consumers**

In this section, we carried out group interviews to understand realities of consumers' opinions, because previous studies did not concretely reveal what kinds of information consumers refer to and how they process it. The group interview is different from quantitative questionnaire in terms of including an element of debate. The advantages of the group interview are to cause a chain reaction by discussing with other people and to gather spontaneous and pure opinions (Hess, 1968). From these

advantages, the group interview is suitable for understanding the psychological aspects of consumers. Therefore, the group interview is appropriate for exploring investigations and the early stage of a study (Sharon Vaughn et al, 1996).

We set subjects as male and female in their 18 to 29 years old because they are the age group with the highest smartphone ownership and online shopping rates (Consumer Affairs Agency, 2017). The number of samples is 17. We divided them into groups of 3-4 people and carried out five times. It is necessary that the survey results are repeatable, and getting sufficient group numbers that a new information cannot be obtained (Sharon Vaughn et al., 1996: 64). Based on this, we ended in five times because we could get stable responses from consumers (Figure 2).

The main question contents in our group interviews are: (1) How do you get information?; (2) How do you feel about online shopping?; and (3) What do you think about the characteristics of online shopping? Details of our group interviews are shown in Figure 2.

Figure 2. Voice of consumers

|                            | Group Interview 1   | Group Interview 2  | Group Interview 3   | Group Interview 4   | Group Interview 5                          |
|----------------------------|---|--|---|---|--|
| Date                       | Aug. 6th,2019   | Aug. 9th,2019  | Aug. 11th,2019  | Aug. 18th, 2019   | Aug. 20th,2019                             |
| Time                       | 1:00-2:30 pm  | 10:00-11:30 am   | 4:00-5:30 pm  | 10:30-11:30 am  | 2:00-3:30 pm                               |
| Occupation                 | 3students   | 4students  | 3students   | 3students & a worker  | 3students                                  |
| The way to get information | official website, SNS, magazine                               | SNS, magazine, store, official website                           | official website, SNS, people in town, people on a train    | official website, SNS, store, people in town, people in school, friends | SNS, official website, store               |
| Factors of buying (+)      | low-price, design, Pre-Purchase Image, whether to regret      | review, wom, design, low-price, size details, Pre-Purchase Image | brand, price,emotion, whether to regret, Pre-Purchase Image | design, low-price, Pre-Purchase Image                                   | size, trend, low-price, Pre-Purchase Image |
| Factors of buying (-)      | anxiety size,expensive, anxiety different from the real thing | anxiety size, no stock, non-returnable, little information       | anxiety size, expensive                                     | no stock, anxiety size, less reviews                                    | anxiety size, no stock                     |
| About online shopping      | fun   | fun, convinient, feel like reading a magazine for free, tired    | fun, tired  | fun   | fun, feel like window shopping online      |

Source: authors

We obtained the qualitative data in the relaxing atmosphere where subjects were able to discuss a topic deeply. Moreover, we summarized their opinions and confirmed whether there was a discrepancy between us and the subjects about the opinions of subjects. Through our group interviews, we found that consumers have formed a Pre-Purchase Image. We define “Pre-Purchase Image” as consumers’ own image perceived by imagining their using a product through information searching. It is based on various information and leads to online purchase decision-making. Various types of information are information generated by online consumers and companies, and information we saw and heard in the real world. However, this result was not taken into

account in previous studies. Moreover, there is no research that verified the influence of each information sources such as information generated by online consumers and companies, and information we saw and heard in the real world.

### **3-1-2. Voice of practitioners: Interviews with EC managers**

In this section, we interviewed practitioners to ask what they consider the results of our group interviews. From our group interviews, we found that consumers collect various information of products before they purchase products online, then they form a Pre-Purchase Image. How much do you care about forming “Pre-Purchase Image”? It lacks the reliability by secondary datum, so we carried out company interviews with practitioners next. We selected all of EC companies in Japan. We narrowed the apparel industry as well as our group interviews. We extracted 1,152 articles from NIKKEI telecom using the keywords “apparel” and “EC” (as of August 2019), and 77 companies were extracted from these articles. From these companies, seven companies were extracted based on the following criteria. The criteria for selecting are: (1) Companies which sell apparel products; (2) Companies which have only online channels because we can find out the countermeasures of companies online. We telephoned and emailed them, and we send them our research materials. Then we were able to interview three companies (Figure 3).

Figure 3. Voice of practitioners

| No.                               | 1   | 2  | 3  |
|-----------------------------------|---|--|--|
| Company's name                    | CROOZ SHOPLIST.Inc  | P · B · I · Co.,Ltd.   | la belle vie Inc.  |
| Employee                          | N/A   | 35 people  | N/A  |
| Capital(yen)                      | 40million   | 3million   | N/A  |
| Date and Time                     | 2019/9/25<br>pm.14:30~15:30   | 2019/9/30<br>pm.17:00~18:30  | 2019/9/26~2019/10/1<br>e-Mail  |
| Interviewee                       | Executive Director<br>Customer Service Div.<br>&<br>Manager<br>Administration Div.  | EC Department<br>Vice Manager  | Marketing Department<br>PR   |
| Think about<br>Pre-Purchase Image | Assumed<br>image of size and<br>texture, Image of<br>wearing  | Assumed<br>image of wearing<br>situation                                   | Assumed<br>image of size,<br>Image of wearing                                |
| Consumers needs                   | No dissatisfaction<br>and pleasure like<br>media commerce<br>No gaps between<br>actual products and<br>Pre-Purchase Image | Brand,trend, price<br>and easy to form a<br>Pre-Purchase<br>Image          | Inexpensive of postage   |
| Actual efforts                    | Making use of<br>information<br>generated by company<br>and consumer  | Supporting to<br>make image  | Writing size and weight<br>in actual size<br>Communication with<br>consumers |
| Forthcoming challenges            | To popularize<br>the digital technology   | To know<br>the most<br>influential<br>purchasing factors                   | N/A  |
| International efforts             | Effort: Treating korean<br>products.<br>Concern: language and<br>postage.   | Effort: Treating<br>korean products.<br>Next target is<br>south-east Asia. | Effort: Treating foreign<br>products.  |

Source: authors

The purpose of interviews with EC managers is to confirm that how much companies understand “Pre-Purchase Image” and make consumers form it. The main questions of interviews with EC Managers are: (1) How much do you care about forming “Pre-Purchase



Image”?; (2) What do you actually do to form “Pre-Purchase Image”?; (3)How much do you concern about difficulty of consumer online purchasing?; (4)What do you face to next challenges?

From the company interviews, we found that practitioners consider that consumers concern about gaps between actual products and a product that they imagined by forming a Pre-Purchase Image. Thus, practitioners dedicate to post detail information of products. Moreover, they are particular about how to take photographs to form a Pre-Purchase Image. For instance, they make use of both magazines and information from consumers who are famous on SNS. In addition, practitioners post photographs that consumers are easy to understand situations that they use a product, and practitioners also request consumers to share their opinions about a product.

Through our interviews with EC managers, we found that it is important for EC companies to make use of information to form a Pre-Purchase Image.

## **3-2. Conceptual framework and Hypotheses**

In this section, we constructed a framework and hypotheses based on assembled data from previous studies and voice of consumers and practitioners.

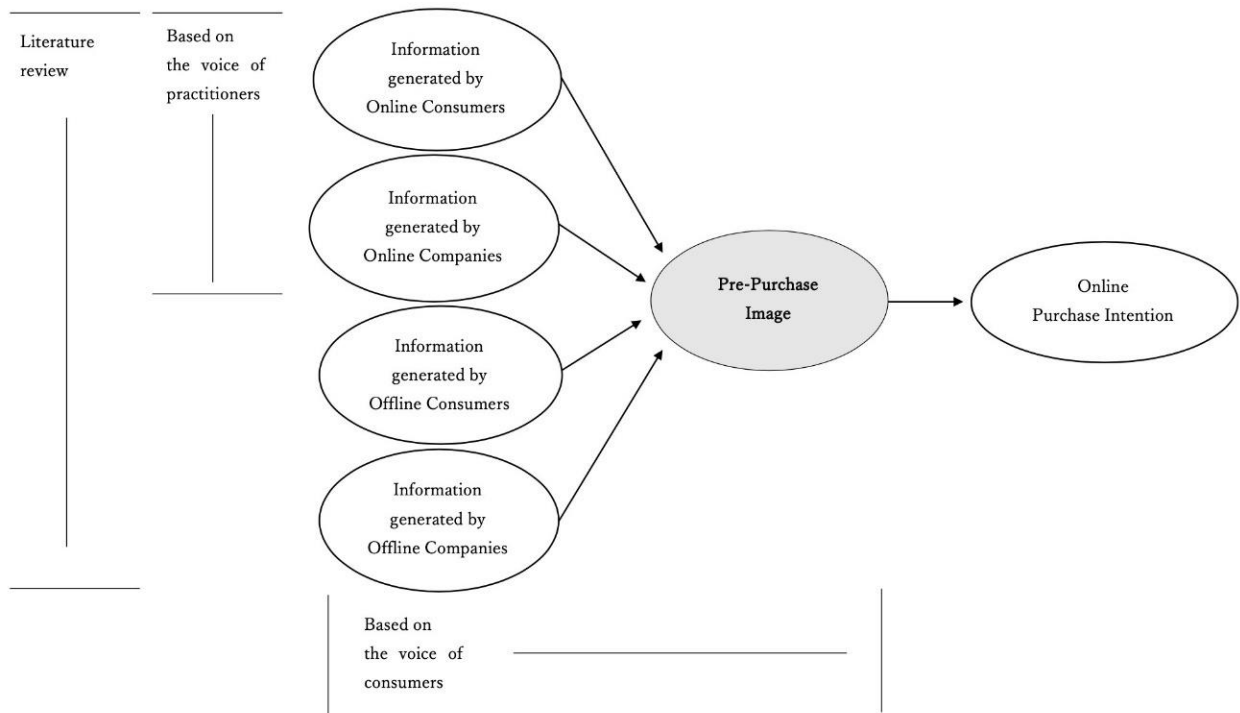
### **3-2-1. Conceptual framework**

From previous studies, we understood that information is a very important

factor on online purchasing behavior. In our group interviews, we found that four types of information formed a Pre-Purchase Image. Moreover, forming this image has become a decisive factor on online purchasing behavior.

Our conceptual framework takes account of all kinds of information such as information generated by online consumers, online companies, offline consumers and offline companies which is not considered in previous research. Furthermore, in our conceptual framework, we are able to verify how consumers process the information, and make a decision on online purchase behavior.

Figure 4. Conceptual framework



Source: authors

We defined these variables based on previous studies and our group interviews

(Figure 5).

Figure 5. Definition of each variable

| Variables                                  | Definition  | Data   |
|--|---|--|
| Information generated by Online Consumers  | information such as photos and texts posted by consumers online                                 | Focus group interviews, Shimizu(2013), Miyata(2006), Terui and An (2012) |
| Information generated by Online Companies  | information on products and transactions generated directly by companies online                 | Focus group interviews, Shimizu(2013), Miyata(2006), Terui and An(2012)  |
| Information generated by Offline Consumers | information obtained in the real world such as friends and people in a community                | Focus group interviews, Miyata(2006)                                     |
| Information generated by Offline Companies | information from actual products and interactions with store clerk at real stores               | Focus group interviews, Shimizu(2013), Miyata(2006)                      |
| Pre-Purchase Image                         | consumers' own image perceived by imagining their using a product through information searching | Focus group interviews   |
| Online Purchase Intention                  | willingness to make an online purchase  | Focus group interviews, Tanaka (2015)                                    |

Source: authors

### 3-2-2. Hypotheses

In this section, we constructed five hypotheses based on the findings from our data. As described in Figure 4 in this study, we understood that consumers form a Pre-Purchase Image with various types of information and it leads to online purchase intention.

In the previous research, it is stated that information is important for online purchasing behavior. However, it wasn't clear how each information including online and offline affects consumer's perception and online purchase decision-making.

Shimizu (2013) clarified that information generated by online consumers encourages other consumers to purchase products. In our group interviews, it became clear that consumers formed a Pre-Purchase Image based on information about products such as e-WoM posted by general consumers on SNS. Hypothesis 1 was constructed based on this consideration.

H1: Information generated by Online Consumers has a positive impact on forming a Pre-Purchase Image

Previous research has pointed out that information generated by companies has little effect on online purchasing decisions (Nakamura and Yano., 2013; Shimizu, 2013). However, in our group interviews, it was found that consumers formed a Pre-Purchase Image with reference to information generated by companies on SNS, applications, and websites. Hypothesis 2 was constructed based on this consideration.

H2: Information generated by Online Companies has a positive impact on forming a

## Pre-Purchase Image

According to previous research, consumers collect information generated by other people who are actually using a product (Miyata, 2006). Moreover, it was found that consumers formed a Pre-Purchase Image based on information they saw and/or heard from friends and people in a community from our group interviews. Hypothesis 3 was constructed based on this consideration.

H3: Information generated by Offline Consumers has a positive impact on forming a Pre-Purchase Image

Previous studies have stated that consumers get information from magazines and advertising in train (Miyata, 2006; Shimizu, 2013). In addition, in our group interviews, it was found that a Pre-Purchase Image with reference to actual products and exhibits at real stores and information from store clerk were formed. Hypothesis 4 was constructed based on this consideration.

H4: Information generated by Offline Companies has a positive impact on forming a Pre-Purchase Image

We found that forming a Pre-Purchase Image is a decisive factor for online purchase intention from our group interviews. According to Shimizu (2013: 98), the definition of purchase intention is “intention consumers want to purchase a target product, and forming a purchase intention leads consumers to purchase”. There are many studies which use purchase intention as a dependent variable of perception, so we selected purchase intention to test our hypotheses (e.g. Wu and Lo, 2009; Wee et. al., 2014). Hypothesis 5 was constructed based on this consideration.

H5: Forming a Pre-Purchase Image has a positive impact on Online Purchase Intention.

#### **4. HYPOTHESES TESTING**

In this section, we conducted a consumer questionnaire survey to test our hypotheses. There are two reasons why we conducted this questionnaire. First, we test our hypotheses by larger size data to generalize our assumption. Second, we verify that our hypotheses specifically target Japanese consumers due to the purpose of this study. We selected Chinese as Non-Japanese to clearly show the characteristic of Japanese consumers.

##### **4-1. Sampling**

Our five hypotheses were tested using data collected from a survey about

purchasing apparel merchandise online. The target is Japanese and Chinese consumers. It was said that one of the characteristics of Japanese consumers is that they are risk-averse consumers (Fields et al., 2000; Hofstede, 1991; Melville, 1999). Japanese consumers tend to avoid risks by making various comparisons to and evaluations of alternatives (Perera and Hewege, 2007). Moreover, they have another characteristic: that is variety-seeking (Andres, 2010; Azuma and Fernie, 2001). Variety-seeking is defined as “the tendency of individuals to seek diversity in their choices of services or goods” (Kahn, 1995: 139). Consumers who have the variety-seeking behavior tend to refer various information (Dodd et al., 1996). Japanese consumers also evaluate information of products through various channels (Perera and Hewege, 2007). From these characteristics, we consider our hypotheses framework is particular to Japanese.

Thus, we compared to Non-Japanese to show clearly these characteristics of Japanese. We chose Chinese as Non-Japanese. The reason why we chose Chinese is that different resources are used when Japanese and Chinese consumers look for information. When Chinese consumers look for information, they typically make a decision based on other belief such as family but not an individual cognition and emotion (Zhou and Shanturkovska, 2011). It is important for them to belong to a specific group (Zhou and Shanturkovska, 2011). It is because that Chinese consumers tend to be more conscious of face and act based on opinions of family and friends in social community (Kim et al., 2010). The definition of face is that “the image that one cultivates and manages in order

to gain acceptance and recognition from others” (Huang, et. al., 2011: 561). A culture of face has the powerful influences in China (Zhou and Shanturkovska, 2011). It is said that face is a significant cultural factor in the purchasing decision-making process (Li, 2016: 67). Therefore, Chinese consumers tend to rely on family and friends more than formal and traditional advertising (Zhou and Shanturkovska, 2011).

In addition, we selected the Japanese and Chinese who passed two criteria. The criteria are: (1) the subject has used online shops to purchase apparel merchandises; (2) the subject is 18 to 29 years old as well as our group interviews.



Figure 6. Sample

|                   | Japanese   | Chinese  |
|-------------------|--|--|
| Period            | 2019/9/27~2019/10/15   | 2019/10/4~2019/10/16   |
| Method            | <ul style="list-style-type: none"> <li>• Google Form<br/>(<a href="https://www.google.com/intl/ja/forms/about/">https://www.google.com/intl/ja/forms/about/</a>)</li> </ul>  | <ul style="list-style-type: none"> <li>• wjx<br/>(<a href="https://www.wjx.cn/">https://www.wjx.cn/</a>)</li> <li>• Paper for Chinese in Japanese language school</li> </ul>   |
| Sample size       | 607  | 309  |
| Detail of samples | <ul style="list-style-type: none"> <li>●Gender               <ul style="list-style-type: none"> <li>• Male : 267(44%)</li> <li>• Female : 338(56%)</li> <li>• Other : 2(0%)</li> </ul> </li> <li>●Age               <ul style="list-style-type: none"> <li>• 18-19 years : 125 (21%)</li> <li>• 20-24 years : 417(69%)</li> <li>• 25-29 years : 65(11%)</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>●Gender               <ul style="list-style-type: none"> <li>• Male : 157(40%)</li> <li>• Female : 233(59%)</li> <li>• Other : 3(1%)</li> </ul> </li> <li>●Age               <ul style="list-style-type: none"> <li>• 18-19 years : 84(27%)</li> <li>• 20-24 years : 181(59%)</li> <li>• 25-29 years : 44(14%)</li> </ul> </li> </ul> |

Source: authors

Our questionnaire is 18 items based on our five hypotheses that are derived from the literature reviews and our group interviews. The answer items are scored on 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

Figure 7. Questionnaire items

| Latent variables                           | Questionnaire items  | Cronbach's $\alpha$ | References   |
|--|--|---------------------|--|
| Information generated by Online Consumers  | Q1: I refer to the SNS (Twitter, Instagram) information from consumers when I purchase the product.<br>Q2: I refer to reviews from consumers who actually used products or services when I purchase the product.<br>Q3: I refer to the information from viral sites when I purchase the product. | 0.770               | Shimizu(2013), Nakamura & Yano(2013)<br>Focus group interviews                       |
| Information generated by Online Companies  | Q4: I refer to the SNS (Twitter, Instagram) information from companies when I purchase the product.<br>Q5: I refer to online advertisements such as images and videos when I purchase the product.<br>Q6: I refer to the information from shopping site and app when I purchase the product.     | 0.740               | Shimizu(2013)<br>Focus group interviews  |
| Information generated by Offline Consumers | Q7: I refer to the fashion of others and people which I saw in the town when I purchase the product.<br>Q8: I refer to the fashion of friends and acquaintances when I purchase the product.<br>Q9: I refer to the advice of friends and acquaintances when I purchase the product.              | 0.756               | Akasaka & Izuka(2018), Nakamura & Yano(2013), Miyata(2006)<br>Focus group interviews |
| Information generated by Offline Companies | Q10: I refer to the product which you pick up at the real store when I purchase it.<br>Q11: I refer to the product which is displayed at the real store when I purchase it.<br>Q12: I refer to the product which you tried to wear at the real store when I purchase it.                         | 0.802               | Terui & An(2012)<br>Focus group interviews   |
| Pre-Purchase Image                         | Q13: I imagine myself using the product when I purchase it.<br>Q14: I imagine situation using the product when I purchase it.<br>Q15: I imagine whether the product suits myself when I purchase it.   | 0.810               | Focus group interviews   |
| Online Purchase Intention                  | Q16: I would consider purchasing the product on online.<br>Q17: I am likely to purchase the product on online.<br>Q18: I am willing to purchase the product on online.   | 0.913               | Kuo-Lun et al(2010)  |

Source: authors

## 4-2. Data analysis and result

In our research, we used Structural Equation Modeling (SEM). SEM is a statistical method widely used in fields such as behavioral science for the purpose of investigating causality (Hox and Bechger, 2007). We analyzed a causal relationship of the independent variables and dependent variables to test H1 to H5. In this analysis, we used JASP to take statistics. JASP is a software based on C++, JAVA and R (JASP Team, 2019). JASP uses R package called “lavaan” to analyze SEM.

In the chapter 4-2-1 and 4-2-2 we will report the results of standardization

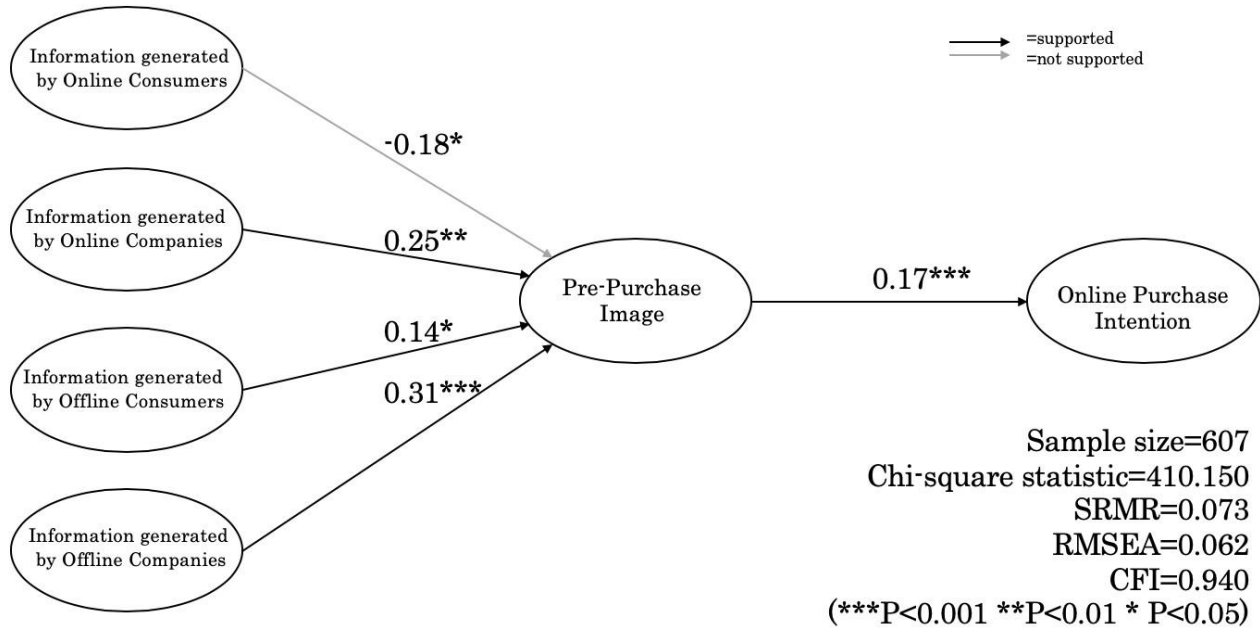
estimates, P-Value indicating the significance probability and four fit indices. We selected Chi-square statistic, SRMR, RMSEA and CFI to report model fit evaluation because Ockay and Choi (2015) suggested that these four indices to report model fit evaluation. They suggested that SRMR values should be close to .08 or below, RMSEA values should be close to .06 or below, and CFI/Tucker-Lewis index values should be close to .95 or above (Ockay and Choi, 2015: 313).

#### **4-2-1. Results of Japan**

The results of standardization estimates and P-Value between “Information generated by Online Consumers” and “Pre-Purchase Image” was recorded (H1,  $\beta = -.180$ ,  $p=.023$ ), between “Information generated by Online Companies” and “Pre-Purchase Image” was recorded (H2,  $\beta =.249$ ,  $p=.003$ ), between “Information generated by Offline Consumers” and “Pre-Purchase Image” was recorded (H3,  $\beta =.139$ ,  $p=.014$ ), between “Information generated by Offline Companies” and “Pre-Purchase Image” was recorded (H4,  $\beta =.309$ ,  $p<.001$ ) and between “Pre-Purchase Image” and “Online Purchase Intention” was recorded (H5,  $\beta =.170$ ,  $p<.001$ ). Next, we will report fit indices of this model. Chi-square statistic was recorded 410.150, SRMR was recorded 0.073, RMSEA was recorded 0.062 and CFI was recorded 0.940.

As a result of hypotheses testing, H2, H3, H4 and H5 are supported, but H1 is not supported because it is showed a negative correlation.

Figure 8. Results of Japan



Source: authors

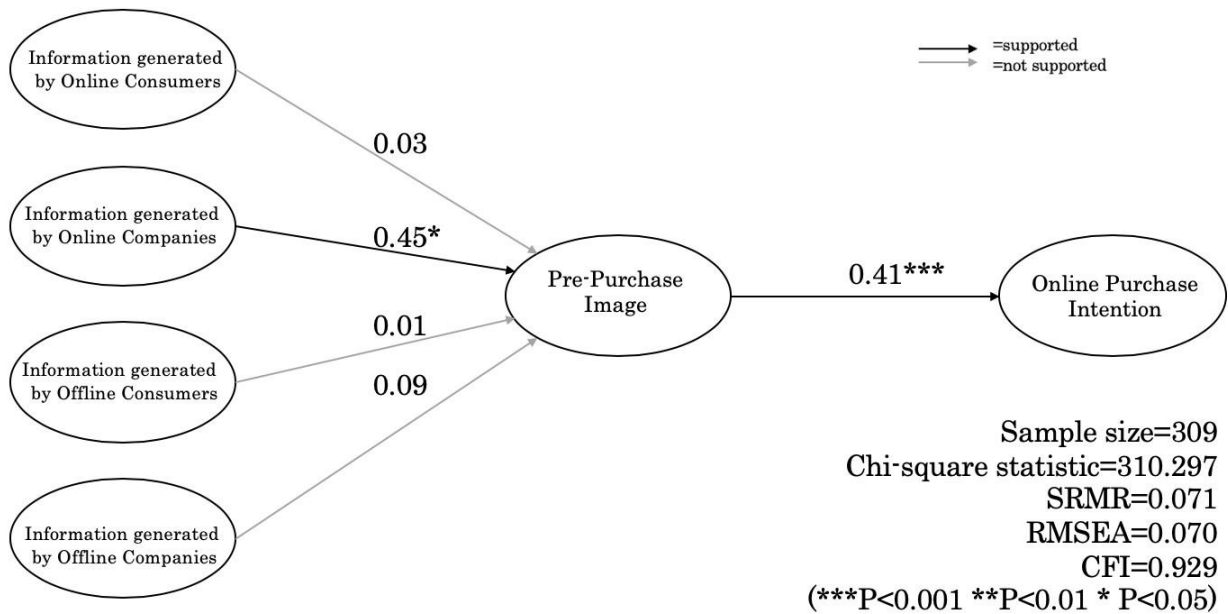
#### 4-2-2. Results of China

The results of standardization estimates and P-Value between “Information generated by Online Consumers” and “Pre-Purchase Image” was recorded (H1,  $\beta = .026$ ,  $p = .883$ ), between “Information generated by Online Companies” and “Pre-Purchase Image” was recorded (H2,  $\beta = .445$ ,  $p = .013$ ), between “Information generated by Offline Consumers” and “Pre-Purchase Image” was recorded (H3,  $\beta = .009$ ,  $p = .900$ ), between “Information generated by Offline Companies” and “Pre-Purchase Image” was recorded (H4,  $\beta = .085$ ,  $p = .227$ ) and between “Pre-Purchase Image” and “Online Purchase

Intention” was recorded (H5,  $\beta = .411$ ,  $p < .001$ ). Next, we will report fit indices of this model. Chi-square statistic was recorded 310.297, SRMR was recorded 0.071, RMSEA was recorded 0.070 and CFI was recorded 0.929.

As a result of hypotheses testing, H2 and H5 are supported.

Figure 9. Results of China



Source: authors

## 5. DISCUSSION AND IMPLICATION

In this section, we discuss about our findings based on the results. Then, we clarify our academic and practical implication of our research.

## 5-1. Discussion

First, we discuss about analysis results of Japanese consumers. Information generated by Online Consumers (H1) has a negative impact on forming a Pre-Purchase Image. We couldn't expect this result, because the effect of information from online consumers was confirmed a lot by our group interviews and previous studies, and it seemed the most important factor to form a Pre-Purchase Image. We consider that this result may be related to information overload. According to Togawa (2015: 144), information overload makes smooth decision-making of them difficult in purchasing behavior of consumers. Also, it is stated that information from online tend to cause information overload (Park and Lee, 2008). Therefore, information overload could be the reason why we received this negative impact.

However, Information generated by Online Companies (H2) has a positive impact on forming a Pre-Purchase Image. We considered that information from online companies could be related to information overload as well as information from online consumers, because both are online information. We infer that the result of H2 is involved in the efforts of companies. When we conducted first interviews to three companies, the all practitioners mentioned that they approach to provide the detail information of products and improve how to take a photo to form a Pre-Purchase Image online. From our findings, we could suggest that information from consumers may not be well organized. On the other hand, information from companies has been selective

and well organized in online purchase decision-making process of consumers.

Both Information generated by Offline Consumers (H3) and Information generated by Offline Companies (H4) have a positive impact on forming a Pre-Purchase Image. In addition, H4 shows the highest positive correlation of all hypotheses we tested. These results suggest that not only online information but also offline information are used by consumers in online purchase decision-making. In our first company interviews, the practitioners (two out of three) told us that “Pop-up store may give consumers opportunity that they can confirm actual products”. “Pop-up store” is opening a real miniature store in a few days. Our findings suggest that offline information provided by “Pop-up store” is valid to form a Pre-Purchase Image more easily. Moreover, from H1 to H4 results, our findings could demonstrate that information from companies have more influence than information from consumers on online purchasing behavior. In recent years, it was stated that information from consumers largely affects more than information from companies (Shimizu, 2013). However, we could clarify the role of information that companies have in our study. Thus, we found a gap between previous study and our findings.

We found that forming a Pre-Purchase Image has a positive impact on Online Purchase Intention (H5). From this result, we could demonstrate that a Pre-Purchase Image is one of significant factors on online purchasing behavior. Also, our findings indicate one of the online purchase decision-making process of consumers that refer

information and form a Pre-Purchase Image, then it leads to Online Purchase Intention. Therefore, our findings suggest that companies need to make consumers form a Pre-Purchase Image by improving how to generate and provide a selective and well-organized information.

Second, we discuss about analysis results of Chinese consumers, how they differ from Japanese consumers. We found that information generated by Online Companies has a positive impact on a Pre-Purchase Image (H2). However, when Chinese consumers look for information, they make a decision based on other belief such as family and friends but not an individual cognition and emotion (Zhou and Shanturkovska, 2011). Also, they tend to rely on family and friends more than formal and traditional advertisements (Zhou and Shanturkovska, 2011). Therefore, it is supposed that information from offline consumers has more influence than information from online companies. From our results, we found that there is a gap between our finding and previous study.

A Pre-Purchase Image has a positive impact on Online Purchase Intention (H5). The finding is that our hypotheses framework which specifically target Japanese consumers could adapt Chinese consumers. In other words, Chinese also form a Pre-Purchase Image by collecting information and it leads to online purchase intention.

From these results, we suggest that Japanese consumers refer various information and form a Pre-Purchase Image compared to Chinese consumers. In the



previous studies, Japanese consumers tend to avoid risks by making various comparisons to and evaluations of alternatives before making actual purchasing decision (Perera and Hewege, 2007). Also, they have another characteristic: that is variety-seeking (Andres, 2010; Azuma and Fernie, 2001). Therefore, our findings could correspond to previous studies. However, Chinese consumers refer only information from online companies to form a Pre-Purchase Image. Hence, these findings indicate that Japanese consumers tend to form a Pre-Purchase Image based on various information more than Chinese consumers. We could interpret that this may be a unique online purchasing behavior specific to Japanese consumers.

## **5-2. Theoretical and Practical Implications**

In academic field, the findings contribute to previous studies of online consumer behavior. We reviewed a lot of previous studies and considered various factors which affect online purchasing behavior of consumers. In previous studies, there were specifically many studies about e-WoM among various factors. These studies clarified how it was generated and affected online consumer behavior. However, there were no research that how information resources other than e-WoM affect consumer's perception and online purchasing behavior of consumers. Through group interviews, we found a Pre-Purchase Image as one of the psychological factors of consumers when they make a purchasing decision online. Therefore, we revealed how a Pre-Purchase Image is formed

and it leads to purchase intention. Furthermore, we clarified that information from online consumers has negative effects on forming a Pre-Purchase Image. In previous studies, information from online consumers has a positive impact on purchasing behavior of consumers (Shimizu, 2013; Terui and An, 2012). However, our findings could indicate that information from online consumers don't necessarily have a positive impact on online purchase decision-making process. Therefore, we found there is a gap between previous studies and our findings.

Our study also contributes to not only Japanese EC firms but also other foreign EC firms. We revealed that only information from online consumers has a negative impact on a Pre-Purchase Image in the case of Japanese consumers. In second company interviews to get feedbacks of our analysis results, we confirmed that the practitioners couldn't expect this result, because they considered that information from online consumers has positive effects on forming a Pre-Purchase Image. Thus, we could provide them with beneficial results. Also, our findings indicate that Japanese consumers form a Pre-Purchase Image based on various information and it leads to online purchase intention. Therefore, EC companies should utilize not only online information but also offline information provided by "Pop-up store" to form a Pre-Purchase Image. From these reasons, our findings contribute to improving how to provide and utilize information on online purchasing behavior.

## 6.CONCLUSION

The EC market in Japan is the fourth largest market in the world, however the EC conversion rate is lower than other major countries. The EC market in Japan is expected to continue expanding in the near future. From this perspective, we focused on online purchasing behavior of Japanese consumers. In previous studies, there are many studies of online purchasing behavior related to effects of e-WoM. However, previous studies do not address two important questions: (1) the role of all information including both online and offline and, (2) how the information other than e-WoM affects consumer perception and online purchasing behavior. To solve these problems, we conducted interviews with consumers and practitioners, and found a factor called Pre-Purchase Image. Then, we constructed five hypotheses and test them. As a result, we found two important things in this paper. First, we clarified that consumers form a Pre-Purchase Image based on various information on online purchasing behavior. Second, information from online consumers has a negative impact on forming a Pre-Purchase Image. Our notable findings indicate clearly the advantages which information from offline and information from companies have. We could suggest that our findings might be the significant implications for every EC company which sells high-involvement merchandises for Japanese consumers.

However, this paper has two limitations. First, we constructed and tested our hypotheses by high-involvement merchandises for less than 30s Japanese consumers.

Second, we need to consider relationship between Pre-Purchase Image and other psychological factors. These limitations are left to future study.

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## アパレル商品のオンラインショッピングに関するアンケートのお願い

この度はアンケートにご協力いただき誠にありがとうございます。

私たちは日本大学法学部白井ゼミナールWII班です。

私たちは「オンライン上における購買行動」について研究しており、研究を進めるにあたりアンケート調査を実施しております。所要時間は約2-3分です。

今回お答えいただいた内容は、研究目的以外では一切使用いたしません。

深く考え込まず、直感的にお答えください。

ご多忙のところ大変恐縮ですが、何卒アンケートにご協力くださいますようお願い申し上げます。

ここでいう「オンライン上」とは、PCやスマートフォンなどのブラウザやアプリによってインターネットを利用している状態を指します。

また、「購買行動」とは消費者が製品・サービスを購入する際に表示行動のことです。

**\*必須**

1. あなたの性別を教えてください。 \*
- 1つだけマークしてください。

男性

女性

その他

2. あなたの年齢を教えてください。 \*
- 1つだけマークしてください。

18歳未満

18～19歳

20～24歳

25～29歳

30歳以上

3. あなたは今までにアパレル商品をオンライン上またはアプリケーショングレードで購入したことはありますか。 \*
- 1つだけマークしてください。

ある

ない

4. あなたはアパレル商品を、オンラインや実店舗で1ヶ月に平均して何回くらい買い物をしますか。 \*
- 1つだけマークしてください。

4回以上

3回くらい

2回くらい

1回くらい

全くしない

5. あなたはアパレル商品を、オンラインと実店舗どちらでより多く買いますか。 \*
- 1つだけマークしてください。

オンライン

実店舗

6. あなたにとって洋服は興味がある。 \*
- 1つだけマークしてください。

1 2 3 4 5

まったくそう思わない      とてもそう思う

7. あなたにとって洋服は重要である。 \*
- 1つだけマークしてください。

1 2 3 4 5

まったくそう思わない      とてもそう思う

8. あなたにとって洋服は価値がある。 \*
- 1つだけマークしてください。

1 2 3 4 5

まったくそう思わない      とてもそう思う

ここからは、オンライン上でアプリ/商品を購入する状況を想定して以下の質問に回答してください (ZOZOTOWN など) どうしたショップで商品を購入する際、つく/12の質問について、どんな情報を参考にするかどうかについてお尋ねします。

**オンライン上でアプリ/商品を購入する状況を想定して以下の質問に回答してください (ZOZOTOWN など)**

9. 商品を購入する際、個人のSNS(TwitterやInstagramなど)の情報を参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

10. 商品を購入する際、実際に商品・サービスを利用した個人の評価情報(レビュー)を参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

11. 商品を購入する際、クチコミサイトの情報を参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

**オンライン上でアプリ/商品を購入する状況を想定して以下の質問に回答してください (ZOZOTOWN など)**

12. 商品を購入する際、企業のSNS (TwitterやInstagramなど) の情報を参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

13. 商品を購入する際、(SNSを除く) 画像や動画などオンライン上の広告を参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

14. 商品を購入する際、ショップ公式サイトやアプリの情報を参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

**オンライン上でアプリ/商品を購入する状況を想定して以下の質問に回答してください (ZOZOTOWN など)**

15. 商品を購入する際、街で見かけた人や他の人のフッシュionsを参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

16. 商品を購入する際、友人・知人のフッシュionsを参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

17. 商品を購入する際、友人・知人のアドバイス参考にします。  
1つだけマークしてください。

まったくそう思わない  1  2  3  4  5 とてもそう思う

**オンライン上でアプリ/商品を購入する状況を想定して以下の質問に回答してください (ZOZOTOWN など)**

18. 商品を購入する際、店舗で手に取った商品を確認にする \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

19. 商品を購入する際、店舗で展示されている商品を確認にする \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

20. 商品を購入する際、店舗で試着した商品を確認にする \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

### オンライン上でアパレル商品を購入する状況を想定して以下の質問に回答してください (ZOZOTOWN など)

以下の3問では、オンライン上でアパレル商品を購入する際に、商品を使用しているあなたの自身の姿のイメージについての程度認識しているのかについてお聞きします。

21. 商品を購入する際、商品を使用している自分の姿をイメージしている \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

22. 商品を購入する際、商品を使用している画面をイメージしている \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

23. 商品を購入する際、商品が自分に似合うかどうかをイメージしている \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

### オンライン上でアパレル商品を購入する状況を想定して以下の質問に回答してください (ZOZOTOWN など)

24. あなたはオンライン上でアパレル商品を購入することを検討しますか? \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

25. あなたはオンライン上でアパレル商品を購入する可能性は高いですか? \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

26. あなたはオンライン上でアパレル商品を購入するつもりですか? \*

1つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| まったくそう思わない            |                       |                       |                       | とてもそう思う               |

### ご協力ありがとうございました

送信ボタンを押して回答を終了してください。



## 中国消费者网购服装的问卷调查

感谢您百忙之中抽出宝贵的时间填写本次问卷调查。  
我是日本大学日井教授研究室的Will组。

我们将通过本次问卷调查了解“线上购物的消费行为”，总共6页，共30题，大概占用您2-3分钟的时间。

本问卷的回答仅用于学术研究，不针对个别数据进行使用。

请您认真填写。

非常感谢您的参与与配合！

“线上购物”：电脑或手机里的购物app。

“消费行为”：消费者在利用产品与服务时的行动或行为。

**\*必须**

### 1. 您的性别\*

1つだけマークしてください。

- 男性
- 女性
- 其他

### 2. 您的年龄\*

1つだけマークしてください。

- 未滿18岁
- 18-19岁
- 20-24岁
- 25-29岁
- 30岁以上

### 3. 您的国籍\*

### 4. 您是否有过网购服装的经历？\*

1つだけマークしてください。

- 有过
- 没有

### 5. 您平均每个月线上（网购）和线下（实体店）购买服装的次数是？\*

1つだけマークしてください。

- 4次以上
- 3次左右
- 2次左右
- 1次左右
- 无

### 6. 您在购买服装时，线上与线下哪一个更常使用呢？\*

1つだけマークしてください。

- 线上（网购）
- 线下（实体店）

### 7. 您对服装感兴趣？\*

1つだけマークしてください。

- |       |                       |                       |                       |                       |                       |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常认同  |                       |                       |                       |                       |                       |

### 8. 您认为服装对您而言重要？\*

1つだけマークしてください。

- |       |                       |                       |                       |                       |                       |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常认同  |                       |                       |                       |                       |                       |

### 9. 您认为服装有价值？\*

1つだけマークしてください。

- |       |                       |                       |                       |                       |                       |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常认同  |                       |                       |                       |                       |                       |

**从这里开始，请根据您在线上购买服装的经验进行回答（比如：淘宝，天猫等）。**  
总共12回。

10. 网上购买衣服时，您会参考个人的网上信息（微博、微信等）\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

11. 网上购买衣服时，您会参考购买过的用户的口碑或点评\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

12. 网上购买衣服时，您会参考点评网址（比如大众点评）\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

13. 网上购买衣服时，您会参考企业（品牌方）的信息\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

14. 网上购买衣服时，您会参考网上广告的照片或视频（社交平台除外）\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

15. 网上购买衣服时，您会参考购物中心的网站或app\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

16. 网上购买衣服时，您会参考街上路人的服装穿搭\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

17. 网上购买衣服时，您会参考朋友或熟人的服装穿搭\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

18. 网上购买衣服时，您会参考朋友或熟人的意见\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

19. 网上购买衣服时，您会到实体店看商品\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

20. 网上购买衣服时，您会参考实体店播的衣服\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

21. 网上购买衣服时，您会在实体店进行试穿\*  
1 つだけマークしてください。

|                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 非常不认同                 |                       |                       |                       | 非常认同                  |

从这里开始，请根据您在线上购买服装的经验进行回答（比如：淘宝，天猫等）。

总共6问。

22. 网上购买衣服时，您能够想象到试穿后的样子\*

1つだけマークしてください。

|       |                       |                       |                       |                       |                       |      |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |      |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 非常认同 |

23. 网上购买衣服时，您能够想象到穿搭的情况\*

1つだけマークしてください。

|       |                       |                       |                       |                       |                       |      |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |      |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 非常认同 |

24. 网上购买衣服时，您能够想象到服装是否适合自己\*

1つだけマークしてください。

|       |                       |                       |                       |                       |                       |      |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |      |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 非常认同 |

从这里开始，请根据您在线上购买服装的经验进行回答（比如：淘宝，天猫等）。

总共3问。

25. 您会考虑继续使用网购服装\*

1つだけマークしてください。

|       |                       |                       |                       |                       |                       |      |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |      |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 非常认同 |

26. 您使用网购服装的可能性大\*

1つだけマークしてください。

|       |                       |                       |                       |                       |                       |      |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |      |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 非常认同 |

27. 您会继续网购服装\*

1つだけマークしてください。

|       |                       |                       |                       |                       |                       |      |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------|
|       | 1                     | 2                     | 3                     | 4                     | 5                     |      |
| 非常不认同 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 非常认同 |

感谢您的参与！

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Accompanying material 3. Detail of second interview with companies

| No.                      | 1   | 2   |
|--------------------------|---|---|
| Company's name           | P · B · I · Co.,Ltd.  | CROOZ SHOPLIST.Inc  |
| Employee                 | 35people  | N/A   |
| Capital(yen)             | 3million  | 40million   |
| Date and Time            | 2019/10/25<br>pm.17:00~18:00  | 2019/10/29<br>pm.18:00~19:00  |
| Interviewee              | EC Department<br>Vice Manager<br>and<br>EC Department<br>Ladies team  | Manager<br>Administration Div.  |
| About our result         | They thought that<br>consumer's information is<br>affect people.<br>It is unexpected that<br>consumer's information<br>isn't affect.<br>They said that our data<br>has high accuracy. | This result is<br>inevitable result.<br>They want to know<br>impact of more detail<br>information sources.<br>They could confirm that<br>their and consumer's<br>recognition haven't gap. |
| What to do in the future | Popup store is important.<br>It make people aware of<br>that online shop exist in<br>reality.   | Pre purchase image is<br>method to achieve the<br>vision.<br>Continue to focus on<br>online consumer<br>information .   |