

## SUMMARY /

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*April 2021 < Main Achievement >*

***“A Study of Improvement in Product Quality Trust and Purchase Intention in Online Shopping Environment – Focused on HMR Product Display Page Images for Elderly Consumers”***

(Korea Society of Basic Design & Art, Korea)

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Along with the continuing pandemic situation, companies and restaurants have been introducing care food HMR(Home Meal Replacement) products targeting elderly consumers, which is recognized as the 5th generation of HMR products. This study sought to overcome and improve product quality trust for elderly consumers in HMR products sold online, for both familiar and unfamiliar menus. The study analyzed the effect of product quality trust due to familiarity of images on product display pages that ultimately lead to purchase intention, and suggests display page image for elderly consumers for online sold HMR products. For study method, first, literature review has been conducted to investigate how familiarity influence product quality trust and affect purchase intention, second, a case study of display pages of online HMR shopping environment has been conducted. As a result, three types of display image types (food image type, package image type, and food and package mixed type) for online HMR market have been suggested. Third, a survey was conducted with the types applied to the structure of the test to empirically investigate display page in both familiar and unfamiliar menu kinds, and study model and hypothesis have been set for verification. The result of the survey revealed that familiarity had significant positive effects on elderly consumers' product quality trust as well as purchase intention. Furthermore, the food and package mixed type for display page was most desirable, and this result is most pronounced in unfamiliar menu types. Therefore, the study proved that an increase in product quality trust or purchase intention can be expected with the addition of considerable improvement in display page images, and such improvement is essential in marketing strategy. The study results can be used to improve elderly consumers' trust in product quality and to ultimately trigger purchase intention, which can not only be beneficial for online markets but also provide convenience in shopping in an aging society.