

SUMMARY /

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

(Korea Society of Basic Design & Art, Korea)

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As pandemic continues, diverse kinds of HMR(Home Meal Replacement) products are being introduced to online markets, and generation 5 of HMR targets the elderly consumers, with introduction of care food kinds. The present study investigated product information page layouts that can support improvement of trust and purchase intention for online sold HMR products for elderly consumers, in both familiar and unfamiliar menu kinds. The purpose and the aim of the study is to improve elderly consumers' trust and purchase intention through utilization of perceived usefulness in product information page layouts, and the study analyzed the effect of trust due to perceived usefulness of product information layout types on product information pages that lead to purchase intention, and suggest product information layout types for online HMR products targeted for elderly consumers. Study method include, first, literature review on how perceived usefulness and its influence on trust and purchase intention have been reviewed, second, a case study focused on product information pages of online HMR shopping has been followed. As the result of the case study, three types of product information layout types (image focused type, feature focused type, and image and feature mixed type) have been suggested for online HMR shopping environment. Third, a survey has been conducted to empirically investigate product information page for both unfamiliar and familiar menu product kinds. Survey results revealed that perceived usefulness had significant positive effect on trust and purchase intention in online shopping of elderly consumers. Furthermore, the image and feature mixed layout type for information page was most desirable, while the result is most pronounced among unfamiliar HMR menu types. Therefore, the study proved that with considerable improvement in information page layout types, an increase in trust or purchase intention among elderly consumers can be expected. The findings of the study will work as a supportive resource during the planning stage of constructing online stores selling HMR products targeting the elderly consumers.