

The Moderating Role of Attitude Functions upon Consumer Decisions to Purchase Wine Online

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□*Purpose: This study focuses upon Korean wine purchasers as an online buying segment in order to explore the construct 'trust' based on consumer value to determine the roles of attitude functions as moderating variables in order to explain the buying behaviors of consumers who purchase wine products online.*

□*Design: Data were obtained from a convenience sampling of n=300 adults who purchased wine online in South Korea during 2012. Personal interviews using paper and pencil surveys generated a total of 195 completes. Of that total, six surveys were eliminated due to missing values, resulting in a total useable sample of n=189 completed surveys. Hypotheses testing was accomplished using structural equation modelling methods.*

◦*Findings: First, quality, emotional values and social values had significant effects on website trust; price value had no significant effect on trust. Second, trust in the online wine site had a significant influence upon online purchasing intention. Third, social value had a significant effect on online purchasing intention. Finally, it was found that in terms of the moderating effect between two attitude functions, value expressive attitude reinforced the relationship between quality value and site trust, whereas social adjustive attitude strengthened the relationship between social value and site trust.*

◦*Practical implications: Presently, limited amounts of wine products are commercially available on the interne in South Korea. As the opportunity for online wine purchasing advances, this early study's findings should provide helpful information to better understand consumer online wine-buying behaviours as this wine market continues to develop.*

Key words: Perceived value, Site trust, Value-Expressive Attitude, Social-Adjustive Attitude, and Online Wine Purchasing Intention

1. INTRODUCTION

Wine consumption has been increasing globally. According to the International Wine and Spirit Record (IWSR), approximately 2.7 billion cases of wine were purchased in 2011; the world's consumption rate increased by 4.5% between 2006 and 2010 and is expected to increase by over 6% through 2017 (IWSR, 2011). Wine consumption patterns over the past few years have shown increases in growing consumer markets, such as the United States, Canada, Russia, and China. Wine consumption is also increasing in South Korea. Korean customers purchased 2.56 million cases of wine in 2010 and 2.77 million cases in 2011. Liquor Industry (2012) estimated that by 2015, over 3.5 million cases of wine will be sold in the country, representing a 27.7% sales increase.

Online wine sales are restrictively allowed in South Korea, compared with the U.S., where 40 out of 50 states now allow customers and sellers to order or deliver wine through the Internet. Although state governments have relaxed their regulations on wine delivery since 2005, the online wine business in America accounts for less than 1% of total sales (ZDnet Korea, 2012, 10.1). It is an appropriate time to discuss why online wine sales are not increasing despite a number of advantages such sales offer both producers and consumers.

Research documents a contrasting picture regarding online wine sales. One body of research maintains the position that wine is not an appropriate product to sell online (Gebauer & Ginsburg, 2003; Lockshin, 2003) because it is a symbol containing the cognitive and emotional responses of consumers (Charters & Pettigrew, 2005). Other research presents a much more optimistic view regarding online wine purchases (Bruwer & Wood, 2005; Gebauer & Ginsburg, 2003). This study submits that a better understanding of the role consumers play with regards to websites as vehicles for purchasing wine may assist in filling the gap between these two bipolar bodies of online wine purchasing research.

This study analyzes the effects of customers' consumption values and attitude functions upon their website trust levels as they relate to purchasing wine online. As a variable used to explain consumptive behavior, "value" represents an important criterion in the cognitive and behavioral processes (Carman, 1978). Perceived value as it affects human behaviors is a more comprehensive concept when compared with opinions, beliefs, attitudes, and interests. It is well-regarded as fundamental and extensive in estimating repeated behavior, and is considered to be the optimum concept for determining human behavior (Pizam & Calantone, 1987). The perceived value of wine on the part of wine consumers represents a standard impacting their thoughts and behaviors related to wine purchasing and the fulfillment of the consumer's own values. Therefore, perceived value of wine is important in understanding the buying behaviors of today's wine consumers.

However, such consumption value and buying behavior does not seem to naturally occur, because customers do not necessarily buy the products or services even though they may emotionally relate to their value. If consumers have doubts regarding the seller's promise to properly deliver the product or service to them, direct buying behavior does not occur. Cazier et al. (2006) insist that trust makes business possible. This means that customers must trust a seller to deliver a product as agreed. Trust is particularly crucial for online businesses. Online shopping does not allow customers to check the product quality personally at the moment of purchase, and online customers conduct business with intangible providers. Considering these factors and other online purchase issues, many researchers have pointed out that trust should be developed in order to nurture online shopping (Matthew & Lee, 2000).

When businesses offer their products for purchase to consumers, the response often

depends upon the product’s brand or the consumer’s particular situation with regards to the purchase decision, which may often involve trust and/or value. When consumers trust, value and hold positive attitudes regarding products, this motivates positive purchase attitudes. Psychologists refer to this behavior as a “function of attitude” (Grewal et al., 2004; Katz, 1960). Therefore, to explain online wine purchases, this study aims to examine Korean wine buyers and analyzes trust levels based on consumer value and the role that attitude plays as a moderating variable. Based upon this review of literature, three study questions are presented:

1. How does perceived consumer value of wine affect trust?
2. Does trust mediate consumption value and purchasing intention?
3. Does consumption value affect trust based upon the function of attitude pertaining to value expressive function and social adjustive function?

2. RESEARCH MODEL AND HYPOTHESES

This study proposes a research model to explain how perceived value, website trust, and attitude affect intention with regards to online wine purchasing. The hypotheses for each relationship are diagrammed below:

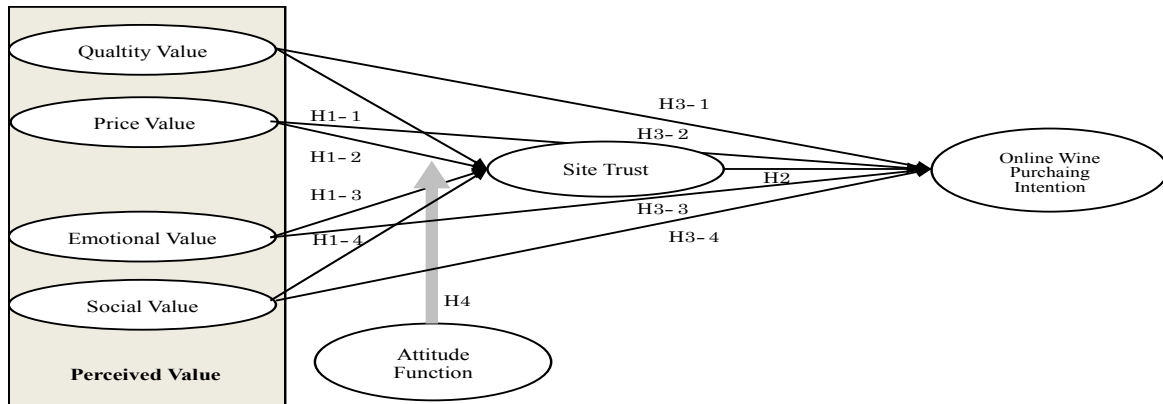


Figure 1. Research Model

2.1. Perceived Value, Trust, and Purchase Intention of Wine Online

Since the 1960s, researchers and practitioners have studied marketing’s “Four P’s” (Price, Product, Promotion, and Place). Because of the explosion of online commerce, a more contemporary model suggests that “Place” be substituted with the term “Perception” (Cazier et al., 2006; Wilson & Abel, 2002). Although the physical presence of a business helps foster trust, online virtual locations consider consumers’ perceptions of products or services to be the most important factor.

In the context of this background, Sirdeshmukh et al. (2002) offer the service loyalty model, based upon the relation between perceived value, trust, and loyalty. In other words, perceived value of a product or service creates trust and this creates customer loyalty (Agustin & Singh, 2005). Therefore, this study uses purchase intention as the outcome factor, which is a type of loyalty in the service loyalty model. It proposes that consumers’ perceived value and trust produce their ultimate purchase intention or behavior.

2.1.1. Perceived value and trust.

Customer perceived value has received the attention of researchers and practitioners in economics and marketing because perceived value is a comprehensive and extensive concept

affecting human behaviors, and is considered one of the key variables producing behaviors (Anderson & Mittal, 2000). Recently, perceived value has been more extensively emphasized in the information technology field and thus has become an important factor in attracting customers to the internet and to the mobile internet (Cheng et al., 2009; Soltani & Gharbi, 2008).

Kotler and Keller (2006, p. 133) suggest a notable example of perceived value, which they define as “the difference between the prospective customer’s evaluation of all the benefits and all the costs of an offering and the perceived alternatives.” Perceived value is diversely classified. Sweeney and Soutar (2001) apply it to functional value (price and quality), social value, and emotional value. Based upon their research, most studies have taken this position. This study further subdivides the classification offered by Sweeney and Soutar (2001) into quality value, price value, emotional value, and social value.

Quality value refers to “the utility derived from the perceived quality and expected performance of the product” (Sweeney & Soutar, 2001, p. 211). Price-related monetary value denotes perceptions of good value with regards to money or price compared to the alternatives (Sheth et al., 1991). Emotional value is present when a product or service arouses feelings or produces an effect. Social value is the value that comes from social and symbolic benefits or social self-conception when a particular social group and a product are linked together (Sheth et al., 1991). It is thus related to social approval and the enhancement of self-image (Bearden & Netemeyer, 1999). Thus, when a consumer perceives the presence of functional value (quality and price), social value, and emotional value in a certain product, multi-faceted aspects of trust are formed, possibly pertaining to the product’s distribution channel. Online business trust fosters a sense of product safety with the high quality that a purchaser expects, a seller’s ability and motivation with regards to transactions, and a sense of system safety in technology.

The positive relationship between perceived value and trust has been studied (Harris & Goode, 2004). Perceived value is created through related benefits with service providers, and this is connected to judgment over trust (Sirdeshmukh et al., 2002). Regarding perceived value and trust linkage, Harris and Goode (2004) state that trust in exchange relationships is the most important, and perceived value is the most critical element in building this trust. As research regarding the relationship between perceived value and trust continues, there exists a necessity for empirical studies applied to the context of the Internet (Harris & Goode, 2004; Karjaluoto et al., 2012; Sirdeshmukh et al., 2002;). In particular, wine consumption has been increasing for reasons related to functional, symbolic, and hedonic use (Tóth & Totth, 2003). Thus, this study more specifically subdivides perceived value to examine the relationship between value subdivisions and trust, and proposes hypotheses as follows:

H1. Perceived Value (quality, price, emotional and social values) has a positive effect on Site Trust.

H1-1: Quality value has a positive effect on Site Trust.

H1-2: Price value has a positive effect on Site Trust.

H1-3: Emotional value has a positive effect on Site Trust.

H1-4: Social value has a positive effect on Site Trust.

2.1.2. Trust and purchase intention with regards to wine sold online.

Explaining the concept of trust, Cazier et al. (2006) stresses a “willingness to be vulnerable” and asserts that it is most meaningful in online transactions. In e-commerce, potential risk is greater due to anonymity, distance, and the lack of physical interaction. However,

once trust in a site is built, it reduces the sense of risk (Shankar et al., 2002). Chow and Holden (1997) found that because e-commerce customers cannot physically interact face-to-face with human representatives, they must rely on their trust in the organization selling the product when making purchases.

McKnight et al. (2002) mention that website trust formation is the most critical variable in uncertain situations like the online environment, and trust in websites affects customers' purchase intentions. Engel and Blackwell (1982) define this purchase intention as a subjective possibility in which one's beliefs and attitudes regarding a product lead to conduct. Namely, trust in a website creates a positive belief and attitude towards the products sold on the site, and this connects to purchase intention. Cheung and Lee (2006) also suggest that lack of website trust reduces online purchase intentions. Trust is of particular importance to online wine retailers, not only owing to the complex nature of the wine product, but also because of the fact that the Internet is being used as a medium to promote the wine product. As the level of risk increases, trust becomes paramount in converting a prospective purchaser into an actual purchaser (Quinton & Harridge-March, 2008). Based upon the theories discussed above, the second hypothesis is as follows:

H2: Site Trust has a positive effect on online wine purchase intention.

2.1.3. *Perceived value and online wine purchase intention.*

As referred to above, perceived value is a consumer's overall evaluation of product use, based on perceptions of what a customer is paying and what he or she gains from the transaction. That is to say, it is founded on the equity theory, considering the ratio of consumers' inputs and outputs and those of service providers (Oliver & DeSarbo, 1988). This value becomes a basis for human interaction, and value orientation is the only reason for participation in consuming behavior (Mittal & Sheth, 2001). Therefore, the higher the perceived product value is, the more purchase intention is produced, which arouses consuming behavior.

Empirical studies of the relation between perceived value and purchase suggest perceived value elevates use intention of the Internet as a platform (Chen & Tsai, 2008). Turel et al., (2007) found that perceived value has a meaningful effect on satisfaction and purchase behavior and suggests that perceived value affects behavior intention, leading to real behavior. Tai (2011) argues that consumers tend to make payments to companies that offer superior value, suggesting that increasing consumers' perceived value is the most critical strategy in building consumer-company relationship intention. Therefore, it is anticipated that the higher the perception of the quality, price, emotional value, and social value of an online product is, the more online product purchase intention increases. This value perception and purchase intention with regards to online products is expected to appear similarly in online wine purchases; therefore, the following is the third hypothesis:

H3. Perceived Value (quality, price, and emotional and social values) has a positive effect on online wine purchase intention.

H3-1: Quality value has a positive effect on online wine purchase intention.

H3-2: Price value has a positive effect on online wine purchase intention.

H3-3: Emotional value has a positive effect on online wine purchase intention.

H3-4: Social value has a positive effect on online wine purchase intention.

2.2. Moderating Effect

The attitude function theory stresses a motive that is inherent in each individual's behavior. People may like or dislike a particular object to the same extent, but the reason for "like or dislike" can differ between individuals (Locander & Spivey, 1978). To state this differently, even though each individual's attitudes are similarly expressed, the inherent motives may differ from each other.

With regards to attitude functions, this study focuses on the value-expressive function and the social-adjustive function. Recent studies (Vigneron & Johnson, 2004; Wilcox et al., 2009) mention the importance of these two attitude functions in the relationship between luxury goods and purchase intention. Unlike goods that usually meet the practical function, wine is one of the experience goods, like luxury goods, that are selected and consumed for experience. Thus, it is considered that value-expressive function and social-adjustive function are more suitable with regards to wine than knowledge function and utilitarian function are. Therefore, these two attitude functions are mainly used in this hypothesis.

Value-expressive function is the expression of a consumer's own core values, personal preferences, and self-perceptions (Katz, 1960; Shavitt, 1990). According to Katz (1960), purchasing a product involves a consumer identifying with the product itself, and thus involves a consideration of the self-image that he or she really wants. A major reason for consumption is the self-expression of consumers through product use (Shavitt, 1989). Value-expressive function is defined as a consumer's attitude variable formed to express individual characteristics, self-perception, or important values (Grewal et al., 2004). People are influenced by other persons' expectations for the purpose of favorable and effective social interaction. This is called the social-adjustive function (Snyder & Debono, 1989). In other words, people purchase products in order to confirm and boost their sense of belonging in their own social class (Jeon & Hyun, 1997). Likewise, product purchase based upon social norms, culture, or atmosphere is considered a social-adjustive function; a consumer attitude variable applicable to interaction with others that leads to social approval (Shavitt, 1989).

In the context of perceived value, quality value is based upon utility of the expected outcome of the product and its perceived quality (Sweeney & Souter, 2001), and is one of the most critical practical values. Holbrook and Corfman (1985) argue that practical value occurs when one acquires a certain object with a clear purpose, and other studies (Batra & Ahtola, 1991; Engel et al., 1995) describe that consumers with practical value are active, task-related, and reasonable. Also, emotional value involves feelings or utility based upon emotional states when acquiring a product (Sweeney & Souter, 2001). This emphasizes experiential viewpoints and evaluates "like or dislike" in the process of consuming and experiencing a product. That is to say, emotional value is consumption value related to positive or negative emotions through product consumption. This quality value and emotional value leads the product itself to contain a very critical value, because the product needs to have sound quality and stimulate positive emotion through perceived quality to arouse product purchase.

Thus, the relationship between these two values and trust should be reinforced by value-expressive attitude. This study targets online wine purchase, and online purchase does not occur unless trust in the merchant websites is secured. Therefore, the relationship between value and trust should be more significant, along with the interaction effect of value-expressive attitude rather than purchase intentions. Value-expressive attitude shows a consumer's own core values, personal preferences, and self-perception (Shavitt, 1990), because consumers use products to better express their own value. Consumers are eager to possess products they really want

regardless of cost, since, through consumption, they hope to manage their own impressions and exhibit their value or style. Thus, value-expressive attitude strongly affects trust in websites through perceptions of wine quality and the positive emotional value to be had by consuming the wine.

Next, price value is a practical or functional value that maximizes benefits in physical and economic environments (Katz, 1960). Social value is formed when consuming behavior affects responses from other people, meaning that consumption creates a favorable impression to reinforce social status or enables consumers to acquire something that provokes their sense of self-respect. Among such practical values, however, the relationship between price, social value, and trust in websites will be intensified through social-adjustive attitude. Likewise, this study targets online wine purchase, and online purchase does not occur unless trust in a website is secured. Therefore, before purchase intention is considered, the relationship between the two values and trust should be important along with interaction effect of social-adjustive attitude. Since people with social-adjustive attitude consume a product in order to achieve recognition of their social status and maintain relationships, they put more importance on showing not the wine itself, but themselves consuming the wine. Thus, trust in websites is expected to increase when they can purchase wines at lower prices and demonstrate their ability to consume and use it. Therefore, based on the discussion above, this study proposes the following hypotheses:

H4: The attitude function moderates the effect of perceived value on site trust.

H4-1: The level of value-expressive attitude positively moderates the effect of quality and emotional value on site trust.

H4-2: The level of social adjustive attitude positively moderates the effect of price and social value on site trust.

3. RESEARCH METHODOLOGY

3.1. Measurement Parameters

Based on the operational definitions of previous studies, our constructs—perceived values (quality, price, emotional, and social values), trust, attitude function (value expressive and social adjustive function), and purchase intention— were operationalized to identify causal relationships. Lastly, internet experience was measured as a control variable. A 5-point Likert scale (from 1 [very unlikely] to 5 [very likely]) was used.

Perceived values comprised four dimensions: quality/performance, price/value for money, emotional value, and social value (Toth & Toth, 2003). Two types of attitude were measured using the items suggested by Wilcox et al. (2009), and trust measures were derived from Javenpaa et al. (2000) and Doney and Cannon (1997). The measures for online wine purchasing intention were from McKnight and Chervany (2002) and Javenpaa et al. (2000). All the measures have been modified to fit this research.

3.2. Data Collection

Data was collected through personal interviews involving South Korean individuals who purchased wine over the last few months. During November and December 2012, individuals who purchased wine online in Seoul, Gyeonggi Province and Chungcheong Province were interviewed using a convenience sampling method. Respondents included graduate students, office workers, professors, and online wine club members. A total of 300 interviews were

conducted and 195 respondents provided information. Of these, six interviews were disqualified due to missing cells, resulting in a dataset of n= 189 useable responses.

The largest age group of respondents was 20-30 years old (54%), followed by those who were 31-40 years old (28.6%) and 41-50 years old (12.7%). Sixty-four percent of the total sample was female. Approximately 73.54% of the sample purchased wine online less than one time per month while 10.6% of the sample purchased wine online 1-2 times per month. The majority (45.5%) of respondents' average Internet usage time fell within the range of 1-2 hours, with approximately a quarter (25.4%) being between 3-4 hours and less than one-fifth being (17.5%) between 4-5 hours.

4. RESULTS

The data analysis was conducted by AMOS and SPSS Statistics. We first validated measurement and then tested the hypotheses using structural equation modeling methods.

4.1. Construct Reliability and Validity

The reliability and validity of measurement tools were tested. First, a reliability test was used to purify the measurement scale for each construct. All eight survey items of perceived quality value ($\alpha=.898$), perceived price value ($\alpha=.897$), perceived emotional value ($\alpha=.889$), perceived social value ($\alpha=.883$), trust toward online site ($\alpha=.793$), value expressive function ($\alpha=.943$), social adjustive function ($\alpha=.906$), and online purchasing intention ($\alpha=.922$) exceeded the reference point of $\alpha=.70$ and were used for subsequent analysis.

In analyzing the validity of the measured variables, because items presented in previous studies were used, confirmatory factor analysis (CFA) using AMOS was conducted. All statistics supported the overall, satisfactory measurement quality given the number of indicators (RMSEA=0.07, CFI=.911, TLI=.891). Next, the square root of the average variance values shared by constructs and measures proposed by Fornell & Larcker (1981) were considered in order to measure the validity of the results. The square root of AVE values between constructs exceeded 0.6 and correlation values were all below 0.6. Table 1 provides further details.

Table 1. Discriminant validity analysis results

	Mean	Std Deviation	1	2	3	4	5	6	7	8
1. Quality value	2.91	.82	.906^a							
2. Price value	3.05	.79	.517 ^{**b}	.887						
3. Emotional value	3.07	.83	.490 ^{**}	.442 ^{**}	.933					
4. Social value	2.81	.88	.444 ^{**}	.483 ^{**}	.478 ^{**}	.897				
5. Trust	2.91	1.17	.446 ^{**}	.507 ^{**}	.436 ^{**}	.472 ^{**}	.885			
6. Value expressive	2.65	1.20	.479 ^{**}	.350 ^{**}	.359 ^{**}	.486 ^{**}	.470 ^{**}	.948		
7. Social adjustive	2.76	1.20	.419 ^{**}	.362 ^{**}	.421 ^{**}	.516 ^{**}	.457 ^{**}	.422 ^{**}	.919	
8. Purchase intention	2.76	.94	.501 ^{**}	.529 ^{**}	.548 ^{**}	.540 ^{**}	.599 ^{**}	.549 ^{**}	.511 ^{**}	.916

^a Diagonals: Square root of AVE from the observed variables by the latent variables

^b Off-diagonals: construct-level correlation = (shared variance)^{1/2} *p < 0.05; **p < 0.01

4.2. Hypothesis Testing

To verify our study's hypotheses, a structural equation model (SEM) was used to simultaneously consider the relationship between constructs. To evaluate the fit of the SEM, CFI, TLI, and RMSEA indices are considered together (Etezadi-Amoli & Farhoomand, 1996). Verification of the research model confirmed that the overall fit of the model meets the

appropriate level; therefore, the research model is considered appropriate ($\chi^2(307) = 776.92$, $p < .001$; CFI = .871; TLI = .841; RMSEA = .077).

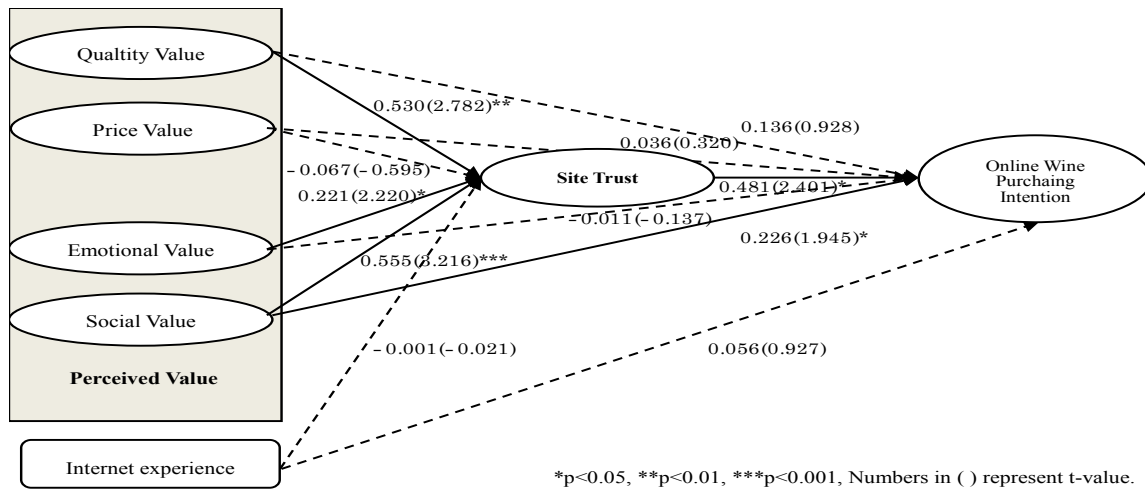


Figure 2. SEM test results

Analysis of the results as they relate to the hypotheses proposed revealed that quality, emotional, and social value significantly influence site trust, which verifies Hypotheses 1-1 ($\beta = .580$, $p < .01$), 1-3 ($\beta = .221$, $p < .05$), and 1-4 ($\beta = .555$, $p < .001$). On the other hand, the relationship between price value and site trust was not verified to be as significant as we expected with regards to the hypothesis. Therefore, Hypotheses 1-1, 1-3, and 1-4 were supported, but 1-2 was not supported.

Hypothesis 2 proposes that site trust has a positive effect on online wine purchase intention. The result suggests that site trust ($\beta = .481$, $p < .05$) increases online wine purchase intention, supporting Hypothesis 2. Meanwhile, in terms of the positive relationship between perceived values and online wine purchase intention, only social value was confirmed in the verification of Hypothesis 3-4 as a significant relationship ($\beta = .226$, $p < .05$). Therefore, Hypotheses 3-1, 3-2, and 3-3 were not supported. Additionally, Internet experience of participants as a control variable was not shown to have a positive effect on site trust and online wine purchase intention.

Next, the moderating effects of value expressive function and social adjustive function in relation to site trust were analyzed. In this research, the method of Ping (2003) was adopted in order to analyze the influence of the interaction between two attitude functions and site trust through SEM. In this research, Model 1 was analyzed in the first stage, which includes site trust and moderating variables: value expressive function and social adjustive function. RMSEA (.056), TLI (.938), and CFI (.959) exceeded the recommended level, suggesting the fit level of Model 1 was good. In addition, value expressive function ($\beta = .260$, $p < .001$) and social adjustive function ($\beta = .212$, $p < .05$) were proved to directly affect site trust.

In the second stage, the interaction effect of perceived values and value expressive function (Model 2), and perceived values and social adjustive function (Model 3) were analyzed. Comparing the fit of Model 1, Model 2 and Model 3, which include moderating variables, the fit indexes of Model 2 (RMSEA = .072, TLI = .847, CFI = .892) and Model 3 (RMSEA = .073, TLI = .857, CFI = .909) were similar to that of Model 1, which suggests that the fits of Model 2 and

Model 3 were satisfied. In addition, there existed the effect of interaction between the value expressive function and perceived quality value, which increased site trust ($\beta=.179$, $p<.001$). However, there was no interaction effect of the value expressive function and perceived emotional value. Therefore, hypothesis 4-1 was partially supported. The interaction effect of social adjustive function and perceived social value was increased site trust ($\beta=.122$, $p<.1$). In summary, the value expressive function and social adjustive function influence directly site trust and strengthen the relationship between perceived quality and social value and site trust. Therefore, H4-2 was also partially supported.

Based on the analysis results, the moderating effects of the value expressive function and social adjustive function on site trust can be summarized as shown in Table 2.

Table 2. Moderating Effect

Construct	Model1		Model2		Model3	
	β	t-Value	β	t-Value	β	t-Value
Perceived quality value (PQ)	0.446	3.901***	0.528	4.715***		
Perceived emotional value (PE)	0.371	2.957**	0.275	2.410**		
Perceived social value (PS)	0.693	3.606***			0.778	3.726***
Value expressive function (VE)	0.260	3.748***	0.256	3.899***		
Social adjustive function (SA)	0.212	2.518**			0.200	2.496**
PQ * VE	-	-	0.179	3.341***	-	-
PE * VE	-	-	-0.078	-1.114	-	-
PS * SA	-	-	-	-	0.122	1.677*

β = Standardized loadings

5. CONCLUSIONS AND DISCUSSIONS

This study focused upon Korean wine purchasers and analyzed trust based on consumer value and the roles of attitude functions as moderating variables in order to explain the buying behaviors of consumers who purchase wine products online. The results suggest the following:

1. Quality, emotional values, and social values all had significant effects on website trust, while price value had no significant effect on website trust;
2. Trust in the online wine site had a significant influence upon online purchasing intention;
3. Regarding perceived values, only “social value” had an effect on online purchasing intention; and
4. When examining the moderating effect with attitude functions, value expressive attitude reinforced the relationship between quality value and site trust, whereas social adjustive attitude strengthened the relationship between social value and site trust.

Most importantly, and contrary to our expectation, price value had no significant effect upon site trust, which may reflect the current structure of the wine market in South Korea. Wine products are sold at bargain prices throughout the year. Korean consumers have already been shocked by an enormous difference between the local original prices and the domestic prices of imported wine products, so they tend to believe that wine products are priced too high, and thus firmly believe that only deeply discounted wine products are affordable. Although wine products coming from the E.U., Chile and the U.S. benefit from duty-free prices by virtue of the Free Trade Agreement (FTA), consumers cannot perceive any impact resulting from this fact in their daily lives. Instead, they tend to believe that all such benefits are unreasonably taken by importers (*The Chosunilbo*, Nov. 4, 2012). In this context, consumers never feel satisfied with the prices of wine products unless they are significantly discounted by online wine sites, so that

they cannot otherwise trust the websites.

With respect to the various categories of perceived values, only social value had a significant effect on online wine purchasing intention. Neither quality value nor emotional value is likely to have direct influence upon purchasing intention unless site trust is secured. However, social value has a direct effect on purchasing intention. The term *social value* refers to perceived usefulness acquired by a product associated with a specific social group (Sweeney & Souter, 2001). In addition, Holbrook (2006) suggests that social value is defined as the value relevant when one's consuming behaviors act as a means of forming his/her responses to others—for example, in cases where the consumption provides a favorable impression reinforcing his or her own social status, or the acquisition of an object awakens self-respect. People sometimes feel social value by sharing their shopping experiences with friends or colleagues. Based upon their shopping experiences, they can confirm their own current social status or feel pride (Sheth et al., 1991). Accordingly, it is considered that if consumers perceive a specific social value in a certain wine, and are able to confirm their own social place or feel pride through its purchase, this will directly induce purchasing intention.

Finally, analyses of the moderating effects of value expressive attitude and social adjustive attitude shows that value expressive attitude reinforces the relationship between quality value and site trust, but has no significant influence upon the relationship between emotional value and site trust. In a situation with strong self-expression motivation, consumers tend to buy products so as to express their own beliefs or values, and furthermore, are apt to be more sensitive to the functionality and quality of products rather than to their external images. Similarly, in this study it was found that quality value interacted with value expressive attitude. However, the examination of emotional value exhibited unexpected results. In other words, contrary to the expectation that the known emotional values of drinking wine, such as pleasure and happiness, play an important role in determining wine consumption (Chung, 2011) and, consequently, would correspond to the important functions or quality of wine, the results of hypothesis testing suggest that they do not correlate with the said factors. Meanwhile, social adjustive attitude showed interactions with social value. In other words, in a situation with a strong social adjustive motivation, consumers tend to use products to gain social acknowledgement, and thus, be more responsive to the external appearance and image of a product rather than to its quality or functionality, because their own social goals or socially desired images are well expressed through them (Shavitt et al., 1992). Since experience goods such as wine are often consumed during interactions with others, the social usefulness of experience goods is particularly important (Raghunathan et al., 2006). Experience in and knowledge of wine may contribute to improving personal image or forming good interpersonal relations (Jung & Ko, 2009). The social usefulness of wine for social relationships or friendships seems to be greater than that of other experience goods. In this light, it is considered that interactions between social adjustive attitude and perceptions of the social value of wine may increase site trust.

In South Korea, as required by the Alcoholic Drinks Control Act, selling wine products on the Internet is restrictively allowed. For this reason, only very limited amounts of wine products are commercially available on the Internet in the country. In this regard, it is thought that as an early study aiming at the online wine market in South Korea, this research will be very helpful in predicting consumer's buying behaviors when the online wine market becomes full-scale in the future. Specifically, it is considered that concrete influential relationships will be understood in terms of analyzing the importance of trust for online transactions of experience

goods and the effects of consumer values according to their type. Additionally, it is expected that analyses of differences in consumer attitudes will lead to a clearer understanding of the online wine purchasing motives of consumers.

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