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The Impact of Experience Marketing of On-line Shopping Malls with Off-line Stores on Customer Satisfaction and Purchase Intention: Focusing on On-line Shopping Users

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Abstract: Background/Objectives: This study is to identify the impact of on-line shopping malls on customer satisfaction and purchase intention when they provide experience marketing (composed of sensory experience, emotional experience, cognitive experience, behavioral experience, relational experience) linking off-line stores.
Methods/Statistical analysis: After the research models on experience marketing that links on-line with off-line were set up, a survey was carried out on those who used Internet shopping on a PC or mobile basis for one month in March 2019. Then, statistical analyses such as basic statistics analysis, measurement model analysis, and structural model analysis were conducted on 319 copies of the questionnaire collected from the survey by using SPSS (ver. 22.0) and AMOS (ver. 22.0).
Findings: The empirical analysis of this study showed that among the components of experience marketing in on-line shopping malls with off-line stores, cognitive experience and behavioral experience had a statistically positive effect on both customer satisfaction and purchase intention. Emotional experience had a positive effect only on customer satisfaction. Customer satisfaction of on-line shopping malls with off-line stores has been shown to have a positive effect on purchase intention. In addition, customer satisfaction has been shown to have no mediation effect between five experience marketing elements of on-line shopping malls with off-line stores and purchase intention. Unlike preceding studies, this study is meaningful in analyzing what experience marketing means to customer satisfaction and purchase intention if customers experience off-line shopping malls and on-line stores at the same time. And, it is believed that if retailers that operate shopping malls online open off-line stores, it will be able to utilize what kind of experience should be focused on the off-line store strategy.
Improvements/Applications: What needs to be improved in the future is a comparative study of on-line and off-line experiences, and a difference analysis based on demographics such as age group, income, and number of purchases.
Keywords: *On-line Shopping Mall, Off-line Store, Experience Marketing, Customer Satisfaction, Purchase Intention, Experience Module*

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1. Introduction

In the past, customers' purchases of products were centered around off-line stores, but began to move to on-line shopping in the late 20th century with the development of Internet-based e-commerce. Currently, on-line marketing tools are rapidly diversifying into internet shopping, TV home shopping, and mobile shopping. In addition, the marketing revolution will be centered on traditional marketing focused on functional features and benefits, and customers want products, communications, and marketing campaigns that deliver experiences that provide sensory, emotional, cognitive, behavioral and relational values[1]. Economic value-added scale is evolving into a step-by-step sequence of agrarian economy, industrial economy, service economy and experience economy, and the experience economy means that consumers get valuable experiences in the unique nature of the product, not simply receiving goods or services[2].

To survive the competition, companies must pursue experience marketing, which is an experience step away from the traditional commercialized business, and offer products that are valuable to customers rather than simply offering products or services[1]. On-line shopping malls are also opening off-line stores in a new marketing effort to provide a wide range of experience to customers.

As an example of economic creation of experience, Shinsegae Group's Starfield stores in Korea expanded the ratio of contents of entertainment, food, beverage, and various services to about 30% of the total area of the store so that customers can stay for a long time, indicating that StarfieldGoyang branch turned into a surplus four months after its opening in August 2017. Timon, Korea's leading social networking company, like 'Amazon Books' (off-line bookstore) and 'Amazon Go' (free convenience store) in U.S., has been operating off-line retail stores called 'Timon Factory' in Korea from 2018 to strengthen its experience marketing that lets customers experience on-line daily necessities shopping services directly at off-line stores. Timon's off-line store (Timon Factory) doesn't have much profitability given labor costs and rent, but it seeks to combine its image as an on-line market brand with an organic one by maximizing the value of experience and other things that off-line stores have, and most of the products are sold at prices similar to on-line. If consumers decide to purchase products through on-line experience (such as product search, product image, product review) and off-line stores (Timon Factory) through mobile or internet, if they read QR codes attached to products via their smartphones at off-line stores, they can purchase them from on-line shopping mall (Timon).

In this study, we are going to analyze the impact of on-line shopping malls on customer satisfaction and purchase intention if they provide experiences that cannot be provided on-line through off-line stores to identify strategies for on-line shopping mall companies' entry into off-line stores.

2. Materials and Methods

2.1. Theoretical Background

2.1.1. Trends of On-line Shopping Mall

According to a survey by the Korea National Statistical Office, on-line shopping accounted for a high portion of Korea's retail sales in 2018 with about 18.8% of the total, while about 60.8% of on-line shopping was traded via mobile. In particular, recent statistics released as of the end of June 2019 showed that the percentage of on-line shopping in Korea was about 20.4% (about

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18.0% in June 2018), and the percentage of mobile shopping during on-line shopping is increasing gradually, with mobile transactions continuing to increase at about 64.8% (about 60.5% in June 2018), so shopping through mobile is becoming routine[3].

Korea's three major social commerce companies (Coupang, Timon and Wemakeprice) have sustained operating losses due to fierce competition despite steady sales growth stemming from increased on-line sales through mobile. Also, large enterprises (Shinsegae, Lotte, SK, etc) are facing a survival crisis as they are pushing to expand their on-line businesses through large-scale investments. Internet shopping mall companies need to actively invest in building virtual experience service systems that can respond to changes in smart and diverse customers' needs in the rapidly changing internet environment, and develop strategies for establishing a level of experience marketing environment where customers can feel flow by conducting a scientific virtual experience marketing survey to discover their potential needs by focusing on behavior, senses and cognition[4]. As a result, social commerce companies are trying to go off-line by opening off-line stores or collaborating with large retailers.

2.1.2. Experience Marketing

Experience means ‘something that you do or that happens to you, especially something important that affects you’ in a dictionary, and is a distinct economic offering, as different from services are from goods[2].

Experience marketing’s experiences can be subdivided into five different types of functional parts that the human mind specializes in, SENSE, FEEL, THINK, ACT and RELATE, and it was called ‘Strategic Experiential Modules(SEMs)’, collectively referring to the five experience modules of customer experience that make up the concept of experience marketing[1]. SENSE marketing is related to the five senses (sight, sound, touch, taste and smell) that create sensory experiences, FEEL marketing is appealing to inner feelings and emotions, THINK marketing appeals to the intellect that creates cognitive, problem-solving experiences, ACT marketing is related to customer’s physical experiences, and RELATE marketing an appeal to build a relationship between the brand and the consumer[1].

2.1.3. Customer Satisfaction

The concept of customer satisfaction is presented in a variety of ways by many scholars, such as the cognitive state in which consumers feel appropriately or improperly compensated for the sacrifices experienced, or the consumer's reaction to the perceived mismatch assessment between prior expectations and the actual performance of the product felt after use[5].

2.1.4. Purchase Intention

Purchase intention was to be understood as a probability of purchase in the statistical process that implies the true intention, an invisible variable at the time of the survey[6]. Consumers' willingness to buy is said to be positively correlated with their buying behavior and the first thing they need to know to identify the demand for the goods or services they are selling or scheduled to sell is whether the consumer has the intention to buy, and is predicted to increase demand if the intent is positive[7].

2.2. Research Model

The research model of this study is shown in Figure 1 to identify the impact of on-line shopping malls on customer satisfaction and purchase intention when they provide off-line experiences other than the existing on-line experiences. In addition, this research model includes the impact

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of customer satisfaction of on-line shopping malls with off-line stores on purchase intention.

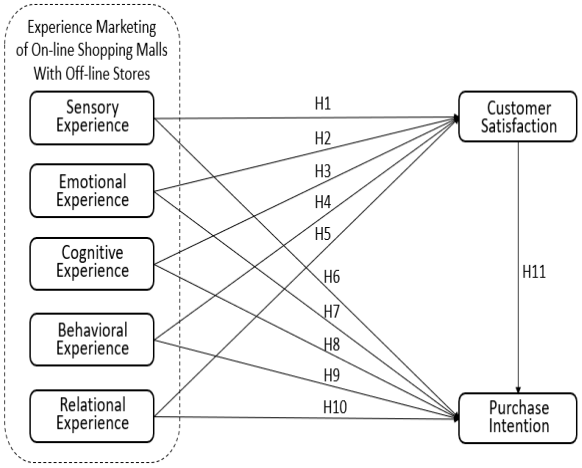

Figure 1. Research Model

2.3. Research hypothesis

2.3.1. The Relationship between Experience Marketing and Customer Satisfaction

The preceding studies using five strategic experiential modules were presented with analyses of various fields and relationships. A study was conducted to analyze the impact of experience marketing and service quality on customer satisfaction and loyalty of Strawberry Cafe, and experience marketing had a positive effect on customer satisfaction and loyalty[8]. A study on the impact of ocean leisure sports experience on satisfaction and tour place loyalty based on experiential marketing showed that act and relate marketing have positive effects on satisfaction[9]. As such, it was found that all five components of experience marketing didn't statistically significant effects on customer satisfaction, but were different depending on the field of experience marketing research.

If on-line shopping malls company opens off-line stores, it is believed that it will complement shortcomings in on-line experience marketing. Therefore, it is assumed that all five experience modules of on-line shopping malls with off-line stores have positive effects on customer satisfaction, thus establishing research hypotheses as follows:

H1 : Sensory experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction.

H2 : Emotional experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction.

H3 : Cognitive experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction.

H4 : Behavioral experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction.

H5 : Relational experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction.

2.3.2. The Relationship between Experience Marketing and Purchase Intention

Research on the impact of the Taiwan theme parks' experience marketing on revisit willingness, purchase willingness and recommendation willingness showed that action marketing, relevance marketing and sense marketing have positive effects on purchase willingness[10]. The effect of VR marketing on brand attitude and purchase intention was studied, and relate experience during VR experience marketing was found to have a statistically positive effect on purchase intention[11]. As shown in preceding studies between experience marketing and customer satisfaction, it was found that all five components of experience marketing didn't statistically significant effects on purchase intention, but were different depending on the field of experience marketing research.

As with the hypotheses between experience marketing and customer satisfaction, the

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following hypotheses were established, assuming that that all five experience modules of on-line shopping malls with off-line stores have positive effects on purchase intention:

H6 : Sensory experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention.
H7 : Emotional experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention.
H8 : Cognitive experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention.
H9 : Behavioral experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention.
H10 : Relational experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention.

2.3.3. The Relationship between Customer Satisfaction and Purchase Intention

The effect of the responses of experience marketing (sense, emotion, perception, behavior, relationship) through marine leisure activities on satisfaction, loyalty and purchase intention of marine leisure activities was studied for participants in marine leisure activities separated by general and expert user groups, and for a group of general users, customer satisfaction had a positive effect on their purchase intention[12]. A study that analyzed the effect of the service quality of Chinese internet shopping malls on customer satisfaction and customer satisfaction on repurchase intention, customer satisfaction had a significant effect on repurchase intention[13]. In addition, in most of the preceding studies, customer satisfaction was found to have a statistically significant positive effect on purchase intention[14,15].

Considering the results of preceding studies, customer satisfaction of on-line shopping malls with off-line stores has also been assumed to have a positive effect on purchase intention. The following hypothesis was set up:

H11 : Customer satisfaction of on-line shopping malls with off-line stores will have a positive effect on purchase intention.

2.4. Research Methods

2.4.1. Sample Selection

Within the last 6 months, we conducted on-line and off-line surveys of people who shopped on their PC or mobile devices for a month in March 2019, and collected 319 valid questionnaires as samples for this study.

2.4.2. Operational Definition and Measurement of Variables

Based on the 'Strategic Experiential Modules(SEMs)' of the experience marketing suggested by Schmitt and the preceding studies, the measurement variables are defined as follows for the experience marketing of on-line shopping malls with off-line stores[1].

Sensory experience was defined as the potential of visual stimulus, strong impression, five senses, and an expression of mood through the experiences of on-line shopping malls and off-line stores. Emotional experience was defined as pleasure, confidence, excitement, and positive feeling in the mind of the customer. Cognitive experience was defined as diverse product information, new experience, curiosity stimulation, and judgment of product selection through creative thinking ability and problem solving experience that on-line shopping mall experiences and off-line store experiences gave to customers. Behavioral experience was defined as change of lifestyle, direct experience, preference

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of shopping mall, and rational purchase by experiences of on-line shopping mall and off-line store. Relational experience was defined as self-improvement, communication, belonging, and recommendation by connecting with others, culture, and society that occured through on-line shopping mall experiences and off-line store experiences.

Customer satisfaction was defined as service satisfaction, expectation satisfaction, product satisfaction, and overall satisfaction about the experiences of on-line shopping mall and off-line store. Finally, if experiences of on-line shopping malls and off-line stores are provided, Purchase intention was defined as the intention to purchase products, expectation of purchase, desire to purchase them, and regular purchase willingness as the result variables of customers who wanted to purchase products in on-line shopping malls.

The survey consisted of a total of 28 questions (survey items) as shown in Table 1, and the measurement method was based on the Likert 5-point scale.

Table 1: Composition of survey

Measurement variables			**Survey items (Experiences of on-line shopping malls with off-line stores)**	**Preceding studies**
Experience Marketing of On-line Shopping Malls with Off-line Stores	Sensory Experience (SE)	1	Experiences are visually stimulating	[1,11, 12,16, 17,18, 19]
		2	Experiences make a strong impression on me	
		3	Experiences provide a variety of senses (sight, sound, touch, taste, smell)	
		4	Experiences can express various moods	
	Emotional Experience (EE)	1	Experiences make me feel happy	
		2	Experiences make me feel confident	
		3	Experiences give me a feeling of excitement	
		4	Experiences make me feel positive	
	Cognitive Experience (CE)	1	Experiences give various product information	
		2	Experiences give a new experience	
		3	Experiences stimulate curiosity	
		4	Experiences enhance the judgment of product selection	
	Behavioral Experience (BE)	1	Experiences change my lifestyle	
		2	I want to experience experiences of on-line shopping malls with off-line stores in person	
		3	I prefer shopping malls that have on-line and off-line experience	
		4	Experiences make a reasonable purchase	
	Relational Experience (RE)	1	Experiences put me ahead of other consumers	
		2	Experiences make me communicate actively with others	
		3	Experiences give me a sense of belonging to that shopping mall	
		4	I would like to recommend on-line shopping malls with off-line stores to others	
Customer Satisfaction (CS)		1	I will be satisfied with experiences of on-line shopping malls with off-line stores	[12,20, 21,22]
		2	Experiences meet my expectations for shopping	
		3	I will be satisfied with the products you sell through on-line and off-line links	
		4	I will be satisfied with experiences of on-line shopping malls with off-line stores in general	
Purchase Intention (PI)		1	I'm willing to buy it at on-line shopping malls with off-line stores in the future	[12,23, 24]
		2	I have expected purchase on-line shopping malls with off-line stores in the future	
		3	I'd like to make a purchase at on-line shopping malls with off-line stores in the future	
		4	I will make regular purchases at on-line shopping malls with off-line	

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		stores	

2.4.3. Statistical Analysis Method

The survey data from this study were conducted using the statistical analysis programs, SPSS and AMOS (Ver. 22.0), which used basic statistics analysis, validity and reliability analysis, measurement model analysis, and structural model analysis.

3. Results and Discussion

3.1. Sample Characteristics

The frequency analysis results for demographic characteristics are shown in Table 2. The ratio of male and female respondents was equal with 49.5% and 50.5%, respectively. The ratio of age was 40.1% for people in 40s, 27.6% for those in 30s, 23.5% for those in 20s and 8.5% for those in 50s and older, which the combined ratio of those in 30s and 40s with relatively high purchasing power was 67.7%.

The ratio of average monthly income per household was 25.1% for more than 6 million won to less than 8 million won, 24.5% for more than 4 million won to less than 6 million won, 24.5% for more than 2 million won to less than 4 million won, and 19.4% for more than 8 million won. The ratio of on-line shopping mall purchases in the past 6 months was 29.8% for 1 to 5 times, 27.9% for 6 to 10 times, 15.0% for 11 to 15 times, 10.3% for 16 to 20 times, and 11.6% for more than 26 times.

Table 2: Characteristics of samples

Categories		Frequencies	%
Gender	Male	158	49.5
	Female	161	50.5
	Total	319	100.0
Age (years old)	10~19	1	0.3
	20~29	75	23.5
	30~39	88	27.6
	40~49	128	40.1
	50~59	24	7.5
	60 or more	3	1.0
	Total	319	100.0
Average monthly income per household (million won)	Less than 2	21	6.5
	More than 2~ less than 4	78	24.5
	More than 4~ less than 6	78	24.5
	More than 6~ less than 8	80	25.1
	More than 8~ less than 10	32	10.0
	More than 10	30	9.4
	Total	319	100.0
Number of purchases in on-line shopping malls (past 6 months)	None	4	1.3
	1~5 times	95	29.8
	6~10 times	89	27.9
	11~15 times	48	15.0
	16~20 times	33	10.3
	21~25 times	13	4.1
	26 times or more	37	11.6
	Total	319	100.0

3.2. Validity and Reliability Analysis

The validity and reliability analysis were performed before the hypothesis testing. In the exploratory factor analysis for validity, the principal component analysis was used as the method of factor extraction, and the varimax was used as the factor rotation method.

The factors to be extracted in consideration of preceding studies were selected by five independent variables (exogenous variables) and two dependent variables (endogenous variables). In this exploratory factor analysis, 5 items (SE4, RE4, EE2, BE1, CE4) for independent variables were removed and none were removed from the items for dependent variables.

After the items were removed, the exploratory factor analysis of the independent and dependent

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variables showed that KMO measures were both 0.8 or higher, p-values of Bartlett's test were less than 0.5, the factor loading values were not less than 0.5, and the explanation (accumulation variance) of the extracted factors all showed that 70% or more, ensuring the validity of the measurement variables in this study.

The reliability analysis for the items adopted in the exploratory factor analysis all showed that the Cronbach's α was 0.7 or higher, satisfying the reliability. The results of the validity and reliability analysis are shown in Table 3 and Table 4.

Table 3: Exploratory factor analysis and reliability test (exogenous variables)

MV	SE	RE	EE	BE	CE	Cr's α
SE1	.840					.817
SE2	.808					
SE3	.662					
RE2		.828				.768
RE1		.757				
RE3		.733				
EE4			.779			.812
EE3			.725			
EE1			.716			
BE3				.838		.814
BE4				.837		
BE2				.580		
CE2					.817	.791
CE1					.746	
CE3					.599	
EV	2.348	2.221	2.215	2.194	2.070	
V (%)	15.652	14.805	14.766	14.623	13.802	
AV (%)	15.652	30.457	45.223	59.846	73.648	

KMO=.894, Bartlett x^2=2,387.404, p=.000

Ref : 1) MV : Measurement variables, 2) SE : Sensory experience, 3) RE : Relational experience, 4) EE : Emotional experience, 5) BE : Behavioral experience, 6) CE : Cognitive experience, 7) EV : Eigen value, 8) V : Variance, 9) AV : Accumulation variance, 10) Cr's α : Cronbach's α

Table 4: Exploratory factor analysis and reliability test (endogenous variables)

MV	CS	PI	Cr's α
CS1	.819		.895
CS2	.819		
CS3	.807		
CS4	. 777		
PI3		.839	.879
PI2		.837	
PI1		.791	
PI4		.727	
EV	3.048	3.009	
V (%)	38.096	37.618	
AV (%)	38.096	75.714	

KMO=.906, Bartlett x^2=1,758.512, p=.000

Ref : 1) CS : Customer satisfaction, 2) PI : Purchase intention

3.3. Measurement Model Analysis

Analysis of the measurement model was required for structural model analysis of this study. Confirmatory factor analysis was conducted to measure the factor loading between the observed variables and latent variables, and to identify the goodness of fit of the model. After removing RE3 (SMC=0.374) with a low SMC corresponding to the latent variable's descriptive power for the observed variable, the validity and goodness of fit of the final measurement model are shown in Table 5.

The observed variables of the final measurement model showed that standardized factor loading (SFL) was greater than 0.6 and squared multiple correlation (SMC) was greater than 0.4. The latent variables had construct reliability (CR) greater than 0.7 and average variance extracted (AVE) greater than 0.6. These results have verified the adequacy of convergent validity.

The goodness of fit of the final model is shown as CMIN/DF=2.427, GFI=0.884, AGFI=0.844, CFI=0.940, NFI=0.902, IFI=0.940, TLI=0.926, RMR=0.038 and RMSEA=0.067(criteria applied to this study : CMIN/DF < 3.0, GFI·AGFI > 0.8, CFI·NFI·IFI·TLI > 0.9, RMR < 0.05, RMSEA < 0.08).

Table 5: Goodness of fit of measurement model

MV	SFL	SE	t-value	p	CR	AVE	SMC
SE1	.828				.878	.708	.686
SE2	.857	.070	15.941	***			.735
SE3	.661	.069	12.124	***			.437
EE1	.823				.858	.669	.678
EE3	.741	.072	13.694	***			.550
EE4	.749	.063	13.858	***			.561
CE1	.692				.847	.649	.478

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CE2	.806	.092	12.221	***			.650
CE3	.765	.094	11.771	***			.585
BE2	.767				.830	.619	.589
BE3	.764	.082	13.794	***			.584
BE4	.785	.070	14.201	***			.616
RE1	.838				.797	.663	.703
RE2	.763	.086	10.831	***			.583
CS1	.852				.933	.777	.725
CS2	.863	.058	19.452	***			.745
CS3	.813	.056	17.664	***			.661
CS4	.774	.056	16.380	***			.599
PI1	.831				.910	.720	.691
PI2	.888	.055	19.693	***			.788
PI3	.882	.058	19.514	***			.778
PI4	.676	.081	13.298	***			.457
Goodness of fit of measurement model		<Initial model> Chi-square=507.596, df=209, p=.000, CMIN/DF=2.429, GFI=.878, AGFI=.839, CFI=.935. NFI=.895, IFI=.936, TLI=.921, RMR=.04, RMSEA=.067 <Final model> Chi-square=456.342, df=188, p=.000, CMIN/DF=2.427, GFI=.884, AGFI=.844, CFI=.940. NFI=.902, IFI=.940, TLI=.926, RMR=.038, RMSEA=.067					
Ref : 1) SFL : Standardized factor loading, 2) SE : Standard error, 3) t-value : C.R.(Critical ratio), 4) CR : Construct(Composite) reliability, 5) AVE : Average variance extracted, 6) SMC : Squared multiple correlation							

Discriminant validity could be verified by the confidence interval (Φ±2×standard error) of the correlation coefficient showing the correlation between latent variables. As Table 6 shows that the confidence interval of the correlation coefficient between latent variables didn't include 1, discriminant validity was confirmed.

Table 6: Discriminant validity analysis

	Φ(correlation coefficient)	**SE**	**$\Phi \pm 2 \times$ SE**
SE ↔ EE	.698	.038	.622~.774
SE ↔ CE	.671	.035	.601~.741
SE ↔ BE	.634	.038	.558~.710
SE ↔ RE	.495	.040	.415~.575
SE ↔ CS	.631	.033	.565~.697
SE ↔ PI	.548	.032	.484~.612
EE ↔ CE	.755	.039	.677~.833
EE ↔ BE	.681	.042	.597~.765
EE ↔ RE	.526	.043	.440~.612
EE ↔ CS	.731	.037	.657~.805
EE ↔ PI	.547	.034	.479~.615
CE ↔ BE	.637	.038	.561~.713
CE ↔ RE	.604	.041	.522~.686
CE ↔ CS	.701	.034	.633~.769
CE ↔ PI	.618	.033	.552~.684
BE ↔ RE	.583	.046	.491~.675
BE ↔ CS	.811	.041	.729~.893
BE ↔ PI	.873	.043	.787~.959
RE ↔ CS	.599	.040	.519~.679
RE ↔ PI	.562	.040	.482~.642
CS ↔ PI	.776	.035	.706~.846

3.4. Structural Model Analysis

The Goodness of fit of the research model was the same as that of the final measurement model, and the structural path analysis related to the hypothesis testing of this study is shown in Table 7 and Figure 2.

Table 7: Structural path analysis of research model

Structural path		**β**	**t-value (C.R.)**	**p**
H1	SE → CS	.014	.199	.842
H2	EE → CS	.211	2.328	*
H3	CE → CS	.153	1.727	*
H4	BE → CS	.507	6.357	***
H5	RE → CS	.094	1.485	.138
H6	SE → PI	-.019	-.266	.791
H7	EE → PI	-.269	-2.831	**

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H8	CE → PI	.172	1.891	*
H9	BE → PI	.748	6.745	***
H10	RE → PI	.030	.474	.635
H11	CS → PI	.239	2.412	**
Goodness of fit of research model		Chi-square=456.342, df=188, p=.000, CMIN/DF=2.427, GFI=.884, AGFI=.844, CFI=.940. NFI=.902, IFI=.940, TLI=.926, RMR=.038, RMSEA=.067		
* p<.05, ** p<.01, *** p<.001 (one-tailed test)				

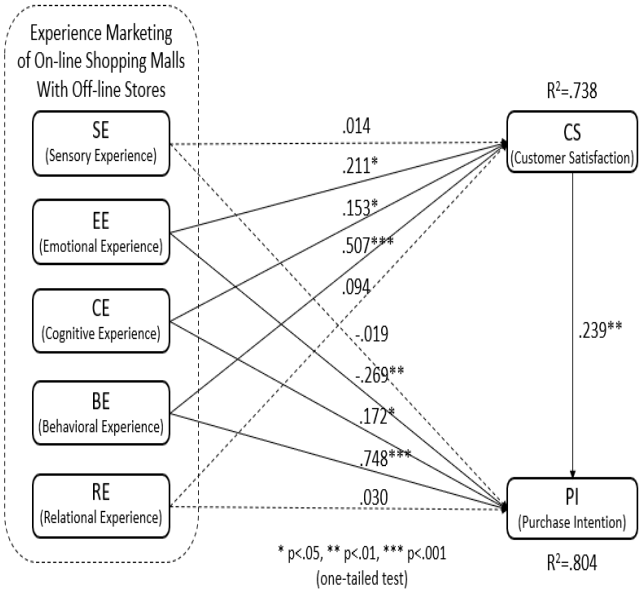

Figure 2. Structural path coefficient analysis

3.5. Results of Hypothesis Testing

Based on path coefficients between latent variables in Figure 2, the hypothesis testing is as follows. In this study, one-tailed test was used because hypothesis testing identified positive effects (+) between variables.

First, the sensory experience of on-line shopping malls with off-line stores showed that it wasn't statistically significant on customer satisfaction (β=0.014, p=0.842) and purchase intention (β=-0.019, p=0.791), so hypotheses H1 and H6 were rejected. The relational experience of on-line shopping malls with off-line stores also showed that it was not statistically significant on customer satisfaction (β=0.094, p=0.138) and purchase intention (β=0.030, p=0.635), thus rejecting hypotheses H5 and H10. The reason why these hypotheses were rejected may be that the sensory and the relational experiences through off-line stores were not effective as they were well provided on-line.

Next, the emotional experience of an on-line shopping mall with off-line stores showed a statistically significant positive effect on customer satisfaction (β=0.211) under p<0.05, so hypothesis H2 was accepted, but hypothesis H7 (a positive effect) was to be rejected because it showed a statistically significant negative effect on purchase intention (β=-0.269) under p<0.01. If off-line stores are provided with an impulsive purchasing tendency related to an on-line emotional feeling, it is expected that the impulse to purchase will be reduced. Hypotheses H3 and H8 were accepted as cognitive experiences of on-line shopping malls with off-line stores appeared to have statistically positive effects on customer satisfaction (β=0.153) and purchase intention (β=0.172) under p<0.05. Behavioral experience of on-line shopping malls with off-line stores was shown to have the greatest statistically positive effects on customer satisfaction (β=0.507) and purchase intention (β=0.748) under p<0.001 and hypotheses H4 and H9 were also accepted.

Finally, Hypothesis H11 was accepted as customer satisfaction in on-line shopping malls with off-line stores appeared to have a statistically significant positive effect on the purchase intention (β=0.239) under p<0.01.

The results of hypothesis testing are shown in Table 8, with 6 hypotheses adopted and 5 hypotheses rejected.

Table 8: The results of hypothesis testing

Hypothesis	Hypothesis to be tested	Results
H1	Sensory experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction	Reject
H2	Emotional experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction	Accept
H3	Cognitive experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction	Accept
H4	Behavioral experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction	Accept
H5	Relational experience of on-line shopping malls with off-line stores will have a positive effect on customer satisfaction	Reject
H6	Sensory experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention	Reject
H7	Emotional experience of on-line shopping malls with off-line stores will have a positive effect on purchase	Reject

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	intention	
H8	Cognitive experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention	Accept
H9	Behavioral experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention	Accept
H10	Relational experience of on-line shopping malls with off-line stores will have a positive effect on purchase intention	Reject
H11	Customer satisfaction of on-line shopping malls with off-line stores will have a positive effect on purchase intention	Accept

In addition, the mediation effects (indirect effects) of customer satisfaction (CS) were analyzed between five experiences (SE, EE, CE, BE, RE) of on-line shopping malls with off-line stores and purchase intention (PI) by bootstrap method. The results of the analysis are shown in Table 9, but the indirect effects were not statistically significant, indicating that there were no mediation effects of customer satisfaction. Table 9 is the results of two-tailed test for mediation effects. If the hypothesis that customer satisfaction has a positive mediation effect is verified, one-tailed test indicates that the customer satisfaction has a positive mediation effect between behavioral experience of on-line shopping malls with off-line stores and purchase intention (BE → CS → PI).

Table 9: Mediation effect of customer satisfaction(additional analysis)

Structural path	Indirect effects	p
SE → CS→ PI	.003	.687
EE → CS→ PI	.050	.101
CE → CS→ PI	.037	.172
BE → CS→ PI	.121	.091
RE → CS→ PI	.022	.179
* p<.05, ** p<.01, *** p<.001 (two-tailed test)		

4. Conclusion

4.1. Result Summary and Implication

The purpose of this study is to use marketing consulting for on-line shopping malls on their off-line expansion by analyzing their impact on customer satisfaction and purchase intention when on-line shopping malls provide experience marketing of off-line stores. The results of this study are summarized as follows.

First, it was found that emotional, cognitive, and behavioral experience among experience marketing of on-line shopping malls with off-line stores have positive (+) effects on customer satisfaction. In particular, behavioral experience had the greatest statistically positive (+) effect on customer satisfaction, and emotional and cognitive experience had low positive (+) effects. However, sensory and relational experience didn't have statistically significant positive effects on customer satisfaction. As experiences that cannot be offered as on-line shopping malls are provided through off-line stores, customer satisfaction increases as more and more behavioral, emotional and cognitive experience are offered. As sensory and relational experience have been fully satisfied on-line, such as mobile or PC, it is believed that even if their experiences are increased, customer satisfaction will not increase. Second, the effect of experience marketing of on-line shopping malls with off-line stores on purchase intention showed that behavioral and cognitive experience had positive (+) effects on purchase intention, but sensory and relational experience didn't have statistically positive effects. Emotional experience had a statistically significant negative (-) effect on purchase intention. As the on-line shopping malls offer off-line stores, the increased emotional experience has forced people to consider careful purchases, indicating a decline in their willingness to buy. Finally, customer satisfaction of on-line shopping malls with off-line stores had a positive effect on their willingness to purchase, and the more customer satisfaction of on-line shopping malls with off-line stores increased, the more so were their purchases. In addition, customer satisfaction had no mediation effect between experience marketing of on-line shopping malls with off-line stores and purchase intention.

While preceding studies analyzed only the effect of separating on-line shopping malls or off-line stores in identifying whether experience marketing affects customer satisfaction and willingness to purchase, this study is meaningful in that it analyzed the simultaneous availability of on-line shopping malls and off-line stores. In addition, if on-line shopping

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malls provide off-line stores, they should focus on behavioral experiences and strategies to enhance the elements of sensory and relational experience.

4.2. Limitation and Future Direction

This study has the following limitations, so we would like to propose a better follow-up study in the future for efficient marketing consulting on on-line shopping malls.

First, it is believed that detailed research on the shortcomings of the combination of on-line shopping malls and off-line stores will be needed. Second, this study requires the analysis of those in 50s or older, mainly as the survey ratio of those in 20s to 40s is high. Third, a comparative study between experience marketing of on-line shopping malls and experience marketing of off-line stores is needed. Fourth, it is necessary to present various consulting methodologies related to experience marketing by conducting further research on the moderation effects of age group, income, number of purchases, etc. for the impact of experience marketing on customer satisfaction and purchase intention. Finally, it seems necessary to research marketing consulting's sub-modules for business model canvas of shopping malls combined on-line and off-line. Although this research has not been conducted, we are going to present the need for it as a future research project.

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