

Materials List for:

Applying an e-Mass Customization Program as a Research Tool to Evaluate Consumer Benefits

Minjung Park*¹, Jungmin Yoo*²

¹Department of Fashion Industry, Ewha Womans University

²Department of Business Administration, Duksung Women's University

Correspondence to: Jungmin Yoo at jungminyoo@duksung.ac.kr

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Materials

Name	Company	Catalog Number	Comments
	IBM Corporation, Data Solution Inc.		used for confirmatory factor analyses, structural equation modeling analyses, and latent means analyses

^{*}These authors contributed equally