Successful E-tailing

-A qualitative study of how a small scale web shop can market itself

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Abstract

Online shopping becomes more and more popular, and the number of web shops is increasing rapidly. However, the competition is hard and many cannot survive for long. A friend of ours, Linda, is planning to open a web shop selling hosieries like stockings and leggings. She has identified her target group, but feels insecure how to attract her customers. In order to help her, we denote our study in the aim to help her develop a decent market plan for her company. Based on that purpose we formed our research question: *how can a small scale web shop market itself?*

Plenty of researches have been made over the last few years regarding online consumer behavior and web shop marketing. We have summarized the relevant research in the literature review, but there are differences in consumer behavior and marketing strategies due to what products e-tailers sell and who they sell it to. Therefore, we couldn’t create efficient marketing strategies for Linda’s company based on literature only.

We conducted a qualitative study including six interviews with respondents that match Linda’s target group description. The empirical data were structured into five categories in the Web experience model developed by Constantinides (2004) (usability, interactivity, trust, aesthetics, marketing mix), in order to outline the most crucial aspects for efficient e-tailing. Through the analysis of the interviews an underlying phenomenon was identified, saying that in order for a web shop to attract customers it needs to signal professionalism and trust worthiness towards its customers, in all of the categories. Based on our findings we made recommendations for how Linda should market her company XY.
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Appendix 1 Interview guide
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1. Introduction

This thesis is about making a marketing strategy plan for a small scale internet shops that sales hosiery. In this chapter we will start by introduce the background of internet shops, internet shopping, which will lead to our research problems. Then we move on to the research methods where we present the procedures of how we are going to conduct our research and the analysis methods. One of the proposes of this study is to help company XY to establish an efficient marketing strategy plan from the academic point of view, therefore a company presentation can be found in this chapter as well.

1.1 Background

E-commerce, with its unique competitive advantage is taking more and more market shares from the traditional retailer industry. The frequency of customers going to shopping malls, and the average time customers are spending in malls is dropping (Lee 2003; Marney 1997; Nichols, Li, Kranendonk and Roslow,2002 cited by Eastman, Iyer and Randall 2009). Due to the never stopped new needs that customers have every now and then, traditional shopping malls found themselves having hard time to meet their customer’s demand (Eastman, Iyer and Randall 2009). Furthermore, Internet has become the fastest growing shopping channel (Eastman et al. 2009), with an average 25% growth rate each year since 2007, and e-commerce in Europe is predicted to reach a total 323 billion Euros sales by the year 2011 (Constantinides, Lorenzo-Romero and Gomez 2010).

In Sweden, the number of web shops has increased rapidly during the recent years. Within the trading and construction industry, 25 % of the companies provide e-commerce. Four percent of all the companies in all businesses besides the financial have incomes from e-commerce that are more than 50 % of the total income. (Statistiska centralbyrå, 2010). The number of people shopping online in Sweden has also increased. Between Mars 2008 and Mars 2009, 63 % of the population in the age of 16-74 years, had bought products or services online, which is a 10 % growth compared to the year before. (Statistiska centralbyrå, 2010)

The trading categories are increasing as well as customers have switched from only buying books and DVDs online to shop groceries for the dinner through websites. From simply being a marketing channel which provides information, the new image of internet business has become a comprehensive commercial services provider.

There are four types of e-commerce domain: B2C (business to consumer), B2B (business to business), C2C (consumer to consumer), C2B (consumer to business). Business to consumer domain is the one that attract most attention from press. B2C e-commerce is the online selling of goods and services to final consumers. (Kotler 2005 p.136) It is the domain of e-commerce in our study.

The huge profit of e-commerce attracts many participators, which has made the market as, if not even more, competitive as the traditional retailer market. Companies with lack
of strong financial support often face worse off and therefore efficient marketing strategies are necessary.

1.2 Purpose of this research

As a result of the rapidly increasing online shopping market, massive researches has been made regarding marketing strategies of online shopping and consumers online purchasing behaviors. The problem raise here is the selection from different strategies to fit in different circumstances. We want to look at the researches that have already been done in this field and select learning and knowledge from it, to find out the suitable approaches for Linda’s company. The purpose of this study is, first of all, to answer our research questions. By study the researches from literature review part, we will sort out theories from previous researches, and then use our interview findings. We shall test the theories from other researches under the context of this study, and then research the outcome which will contribute to Linda’s company in the way of marketing itself. Meanwhile our findings will contribute to the existing theory.

1.3 Research question

*How can a small scale web shop market itself?*

By doing this research we intend to gain the knowledge of how to market online shop XY, and also provide knowledge to the online shops under the same circumstances as XY.

1.4 The research process

Due to the nature of our research, we apply a qualitative research strategy, which usually emphasizes on words. Our study is an interpretivism study based on subjective ontology and interpretivism epistemology. The study will start by propositions arising from literature review part. Our result from the study will be analyzed and addressed to the company XY as recommendations. The recommendations to the company will be found in the conclusion chapter. In this case study, we apply a model of data collection *display, reduction and conclusion finding*, developed by Miles and Huberman (1994). The result from the empirical data will answer our research question properly.

1.5 Company presentation

Company XY will start its business in August 2010, by its owner Linda Ekdahl. The online shop will be selling stockings and leggings with special design which could not be easily found in other stores. Linda aims at open a shop that will provide a safe guaranteed, high-quality convenient service with the goal of building interpersonal relationship with customers. Linda is not planning to hire any staff in the beginning; her physical work place will be her house. The products she is going to sell are bright colored or special designed stockings, leggings, knee socks, and ordinary legwarmers,
arm warmers and support socks, mostly for women but also for kids. The unique feature of the shop is the specialty of the products which consumer can hardly find in physical stores, therefore the price will differ due to the product and label.

Linda has divided her customers into two groups: ideal customers and potential customers. These two groups together with other customers who have the possibility to shop online for stockings made Linda’s target customers: females from age 16 to 50 who use stockings and can consider buying stockings online.

Her ideal customer is a fashion interested woman in the 30s, who uses stockings both at work and parties, and wants her children to wear nice looking stockings, as well. Beside the ideal customers, she also sets a group of potential customers, those are the older generation that don’t really dare to wear hosiery that is ‘out of range’, and are also not familiar with online shopping, but still like to try something new. Other customers are:

- People who are fashion conscious and care about their style and spend time to search for special design items to match their outfit.
- Medical service workers who need support socks for work.
- Parents who buy stockings for their children.

Through the thesis, we apply the definition of target market as the definition Linda made. Due to the natural of our research question, the study is considered as a case study for Linda’s shop only, therefore we feel it is suitable to use the target customer group set by Linda, the owner of the shop.

Linda is planning to have a blog, linked to her web shop, where she can connect with her customers, and promote her products. She also considers marketing her company through Facebook, internet ads and trade fairs. However, she feels that she needs help to come up with efficient marketing strategies, both from time- and cost aspects.

1.6 Definitions

In our thesis, we apply the definition of e-commerce from the widely accepted definition by Kotler et.al. (2005) p.135.

E-commerce involves buying and selling processes supported by electronic means, primarily the internet. E-commerce includes e-marketing and e-purchasing.

E-marketing is the marketing side of e-commerce. It consists of company efforts to communicate about, promote and sell products and services over internet. Click-only (pure-play) companies are a new species of e-marketers, operating only online without any brick-and-mortar market presence. However there are different types of click-only companies, in our case, the company we will do research about, is the so called E-tailers, dotcoms that sell products and services directly to final buyers via the internet. Other types of companies, that are doing business through internet without a physical shop, will not be taking into consideration in our study. (Kotler et al, 2005, p.145)
2. Methodology

In this chapter we will describe how we have conducted our study. We will start from the research philosophy, explain the reason why we choose certain methodology. Then move on to the process of how we going to conduct the research.

2.1 Research philosophy

Ontological issues have to do with whether the social world is regarded as something external to social actors or as something that people are in the process of fashioning (Bryman and Bell, 2005, p.3). The core positions of ontology are objectivism and constructionism. Objectivism is a position stating that social actors have nothing to do with social phenomena. In other word, social actors and social phenomena are independent. Constructionism asserts that social phenomena and their meanings are continually being accomplished by social actors (Bryman and Bell, 2005, p.20). Our research question emphasizes on the behavior of social actors, and the aim of the study is to gain an understanding of the consumers’ behavior under certain situation, which is online in this case. Therefore, the study will be conduct from a constructionism position.

Epistemology is about the concern of whether knowledge should be learning in a discipline. The central issue is whether the social world can and should be studied according to the same principles, procedures and ethos as the natural sciences (Bryman and Bell, 2005, 13). Positivism and interpretivism are two epistemological positions. According to Bryman and Bell (2005), positivism is the application of the methods of the natural sciences to the study of social reality and beyond, while interpretivism holds the opinion that there are differences between people and the objects of the natural sciences. Therefore requires the social scientist to grasp the subjective meaning of social action. In other words, positivism believe that natural sciences theories can be used when explaining social phenomena, yet in interpretivism, the study of the social world cannot be done with a natural sciences research procedure. It requires another procedure, one that reflects the distinctiveness of humans as against the natural order (Bryman and Bell. 2005, p.15).Due to the nature of our research question, an interpretivism epistemology will be applied to gain an understanding of the social phenomena. In this case, how consumers behave when shopping online.

We hold the point of view that, in order to make efficient marketing strategies for Linda’s company, one of the most essential parts is to understand what is in consumers’ mind. Thus, we believe that, to approach a qualitative interview will help us gather the most amount of information from consumers, understand the cause and effect behind their behavior. The qualitative method focus on words instead of numbers, it applies to the things that cannot be measured. We view consumer behavior as an individual process that cannot be measured by numbers, thus we use qualitative research to identify the patterns.
2.2 Scientific approach

As mentioned above, the aim of the research is to interpret the respondents’ answers and draw a pattern from it. The results that come out from our empirical studies will be used to compare with the existing theories, in order to form theory from the phenomena. Therefore, we apply an inductive approach to our research, which allows us abstract theories from observations and findings. Another approach is deductive, which researchers normally adopt when they have a hypothesis to test. The approach allows them to test the hypothesis with empirical findings to see if the finding and theory are in accordance (Holme and Solvang, 1997).

2.3 Research layout

We apply components of data analysis flow model when conducting our research. This is a model developed by Miles & Huberman (1994). The model divides a single research into four parts: data collection period, data reduction, data displays and conclusion drawing/verification.

Data collection is the basic, other three parts of the model all depends on it. A too small collection of data will create difficulties for the coming steps, since little amount of data will have no need to go through the reduction part, and will influence the data display. Furthermore, reach an uncorrected or insufficient conclusion will in turn result in a doubtful study. Therefore we conduct six interviews, which in our case was enough to get enough data for a pattern to emerge. The abundant amount of data gathered from the six interviews is modified in the data reduction part, in order to reach a conclusion that contribute to our subject, information considered irrelevant must be deleted. We do this by follow our research categories, the information that does not fit in any categories is considered to be irrelevant. The valuable information will is displayed in the data display section. The purpose of data display is to help us draw patterns from the information which will be generated as conclusion.

2.4 Data collection

2.4.1 Qualitative interviews

A qualitative interview differs from a structured interview, quantitative method, in several aspects. First and foremost the structured interview, as the term implies, is much more controlled and guided, since the qualitative interview allows the respondents to answer the questions more freely. In a qualitative interview it is desirable to get long and detailed replies, and the interviewer can jump between the questions, ask attendant questions etc., while the structured interview must follow the same procedure with the same questions with every respondent. (Bryman and Bell, 2005, p.361)
Qualitative interviews can also be separated into unstructured and semi-structured interviews. In the unstructured interview, the interviewer has barely prepared any questions, perhaps only one that the respondent can answer very freely. In the semi-structured interview, however, the interviewer has an interview guide – a list with questions and issues that the interview shall generate answers to. (Bryman and Bell, 2005, p.363)

### 2.4.2 Accesses

When we chose our interview respondents we used a theoretical sampling. A theoretical sample is a small selection from the population with the specific characteristics that signatures the population. (Bryman and Bell, 2005, p.110-111) In our case, the population applied is the target customer group from Linda’s company plan. The reason why we use this population is because the shop will be designed to delight the target customer group, thus the opinions from respondents outside the group are less valuable compare with the opinion that come directly from the target consumers. Linda’s target group is women who lives in Sweden, in the age range from 16-50, who sees shopping apparel online as an alternative of shopping, and also the women who are considered to be fashion conscious. In order to make our data more reliable, we added the requirement that the respondents should have bought fashion online sometime within the last six months. By doing so, our data will be up to date. The core idea of our research is to understand the behavior of company XY’s customers, so that we can make market strategies that meet the consumers’ expectations. Thus, talk to the customers about their opinions and expectations of online shopping seem necessary. We decided to do interviews with friends of our very own, whom fulfill the description of Linda’s target group. The background of every respondent is stated in the interview chapter. We obtained enough information that could abstract the patterns we needed after six interviews, therefore, no further interviews has been conducted.

Our respondents were very corporative with the interviews; they provided interesting, new and subjective point of views and concerns regarding the topic. We are definitively satisfied with our choice of respondents. In the beginning we made phone calls to our respondents to set up the interview, during phone calls we explained the purpose of the study, the reason of chosen them as the respondents, the usage of the information once gathered, and the way the interview would be approached.

### 2.4.3 Interviews

During the research we keep in mind that the most valuable part is the respondents’ personal opinion. The emphasis of a qualitative interview must be on how the interviewee frames and understands issues and events, in other words, the part that interviewee view as important when explaining and understanding the form of behavior. (Bryman and Bell, 2005, p.343). Therefore we applied a semi structured interview which would give freedom to the respondents, the interviewee has a great deal of leeway in how to reply (Bryman and Bell, 2005, p.343), but still allowed us to have a number of questions/topics to lead the interview around. Every interview lasted about one hour; the interviews were conducted at the respondent’s house or cafeterias,

6
depending on the respondent’s preference. Based on the theories presented in the literature review, we created an interview guide to be able to keep on track of all the subtopics we wish to gain information from our respondents.

2.4.4 Interview guide

An interview guide could be seen as a structured list of issues to talk about or questions to be asked during the interview (Bryman and Bell, 2005, p.348). We used a one page interview guide to make sure the information during the interview is contributing to the study. The interview guide was given to respondents when asking, and the same interview guide was used for every interview. Every meeting with a respondent started with some small talk in order to get a relaxed atmosphere.

2.4.5 Critique of primary sources and Ethical consideration

We didn’t do all the interviews together, therefore follow up questions couldn’t be asked by different researchers from different angles. We were taking notes during the interview, not using a tape recorder, which could lead to a missing or incomplete understanding of the content of the interview. Due to the fact that some respondents are friends with the researchers, information could be missed out due to the reason that the respondents perhaps answer some questions more shortly if she thinks the researchers already know her opinion.

As using qualitative research during interviews, we are well aware of the risk of being biased. However, we took appropriate measures during the analysis to stay as objective as possible. This include the fact that we know the persons being interviewed.

2.4.6 Data reduction

According to Miles and Huberman (1994), data reduction is the process of selecting, focusing, simplifying, abstracting and transforming the data that appears in the written-up field notes. In our study, the reduction process is done by re-examine our notes taken from the interview. Relevant information is those directly and indirectly answered the question of consumer behaviors when shopping online and shopping apparels. Discussion is hold when exam every interview, we discuss if the piece of information is contributing to our study. We start by recall the situation of what we were asking, in order to avoid misunderstanding and incomplete quote. All the outcomes that we will use in the further analysis are sent back to the respondents before we use them. The result is showed in the data display section.

2.4.7 Data display

Data display is to organize the useful data from data collection. Conclusion part is based on the data display. Due to the large amount of data, we remove data display part to appendix 2: Interviews. A table of our key findings in the interviews is presented in the analysis chapter, where we classify answers into different divisions according to Web Experience model. (the use of Web Experience model please see 2.4.8).
2.4.8 Conclusion/ verification

We used a model developed by Miles and Huberman (1994) to analysis the data we showed in data display section ----- the case dynamics matrix. Five categories are made:

<table>
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<th>Usability</th>
<th>Interactivity</th>
<th>Psychological elements: online trust</th>
<th>Aesthetics</th>
<th>Marketing Mix</th>
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The five categories are from a model developed by Constantinides (2004), called The Web Experience. We believe it is suitable to our study since its categories concern both the customer expectations (the first four categories) and the company's marketing strategies (the last category). The model consists of all aspects in our empirical study, which we believe are necessary when solving our research question. Our empirical findings consist massive amount of information, therefore using Web Experience model allows us to integrate information without the worrying of missing pieces of information or take in irrelevant information. Therefore we believe that Web Experience model is necessary for data reduction and analysis empirical data. The model is helping to identify the web experience components and understanding their role as inputs in the online customer’s decision-making process. By categorizing our empirical findings under those five components from The Web experience model, the findings will be well structured in order to reach an academic conclusion. Regarding the five different components, a short definition of each is displayed in 4.1. We hold the opinion that readers are in the need of the definition when reading the analysis, therefore we decided to display the definitions of Web Experiences model in the analysis chapter instead of here.

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<td>Aesthetics</td>
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<td>Marketing mix</td>
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We abstract the pattern of how people behave when they shop online for clothes accordingly, thus, we are able to identify and explain the current situation under the phenomenon. These findings were used as a basis for solving our research questions.

2.4.9 Reliability

That is, a reliable measure is measuring something consistently. We conduct six semi-structured interviews with the same interview guide and the respondents gave corresponding answers. We believe that this study is reliable, due to the natural of the research, if the same conduction is being made again with different respondents, the answers would be slightly different. Because we are asking for individual experiences toward shopping which is considered subjective, and different individual would give
different answers. However, the main components that we used in our conclusion should be the most frequently mentioned elements.

2.4.10 Validity

Validity refers to the issue of whether an indicator that is devised to gauge a concept really measures that concept (Bryman and Bell, 2005, p.77). The application of interview guide is to guarantee the interview is going under the purpose of answering our research questions. When making the interview guide, the learning from previous research was used as the bases. We believe that the previous learning from literature review part covered the areas that we need to study in order to answer our research questions. Therefore, we believe that we keep a good record on the validity part. Internal validity: the match between researcher’s observations and theoretical ideas they develop. As a case study, we learnt theories from previous researches, in our field research we try to study practical knowledge under the background of where our case will take place. By doing so, we can test our theories with our practical findings and therefore find the best result for our case. External validity: Due to the fact that our research is a case study, the application of the finding is very limited; moreover, one main element of our study is internet, which changes very fast. However, our data is first hand data which regard consumer behaviour, and therefore we reckon that the finding of consumer behaviour could be applied within the same circumstance. According to Bryman and Bell (2005, p.330), sampling could be stopped when a category has been saturated with data. In other words, the category is well developed in terms of its properties and dimensions demonstrating variation. (Strauss and Corbin 1998:212; Bryman & Bell, 2005, p.330). The aim of the interviews is to gather information until its rich enough to show the patterns of the behaviours. Therefore we stop doing more interviews when we feel like we could draw a pattern from respondents’ answers. The information we gathered is enough to provide us the knowledge of Linda’s target group’s purchase behaviour.
3. Literature review

In this chapter, we review previous studies that could contribute to answer our research question *how can a small scale web shop market itself*. Articles are used to understand marketing in the internet environment. We classify the articles into two categories: literatures regarding consumer behaviors towards online apparel shopping and literature about online shops marketing strategies. After this chapter we aim to find what customers expect from an online apparel store and what strategies that has been used by such companies. The literatures in this chapter are found through Umeå Universitets library databases search. Articles are from EBSCO, Emerald and LIBRIS database. We searched article by typing the keyword “online shopping behavior”, “online marketing strategy” and “online shopping apparel”. There are massive amount of articles regarding e-tailing, we chosed articles by reading the abstract, in order to consider if the articles could contribute to our knowledge. Publish year is also taken into consideration. Due to the reason that internet environment are changing rapidly, we made sure to choose articles written within the last years.

In the categorization of understanding how online companies market themselves, we divide the previous researches into two parts. In order to make efficient marketing strategies, we consider it is important to have an understanding of customers purchase behavior, what is important when they shop online. It is also important for us to look into the marketing strategies that have been applied by online shops. Therefore, one of our categories aim at find out what the consumers want; the other one is to find out the marketing strategies that has been applied by online shops.

Under the first category, online consumer behavior of shopping apparels, we refer to the process of customers making their purchase decision when they shop online for apparels. Customers concerns about different aspects when they shop online and shop for apparels. Their motivations, expectations, and evaluation process of the products are different from when they shop in physical stores.

In the second category: the marketing strategies that have been applied by online shops. We outline different marketing strategies that are being used nowadays by click-only shops.

3.1 Online consumer behavior of shopping apparel

3.1.1 Online consumers

In order to make efficient marketing strategies for company XY, it is important to understand what its customers expect, what the important features that are valued by the customers are. When customers visit company XY’s website, they are on one hand, online shoppers who have the characteristics of online shopping behavior. On the other hand, when customers shopping apparels, they don’t evaluate and make the purchase decision the same as when they buy milk or a dolce & Gabbana bag.
One of the researches regarding online consumer purchase behavior is done by Kim and Kim (2004). The research identified the attributes of online shopping; four attributes had been considered the influencing factors toward online shopping consumers. The finding indicated that, transaction occupied the priority when consumers make their buying decision. Kim and Kim (2004) outlined the attributes that belong to the transaction: credit cards security, fast delivery time, cheaper prices than retail stores, no or low shipping and handling charge, money back guarantees, privacy assurance, access to a credit card and information on reliability of the seller.

The second important factor that influences consumer’s purchases behavior is interactivity, the relationship between seller and buyer. By expand the interaction, customers show the intention to re-visit and re-purchase from the same web site. The ability to examine merchandise; the ability to inspect and update information, knowing what personal information is collected, and the ability to choose whether vendors can obtain data about consumers, will all be a contributing attributor when customers make their decision of whether to make the purchase with the web site. (Kim & Kim, 2004)

A good site design, which might contain virtual tours, word-of-mouth endorsement like, complain hot lines is more likely to attract customers’ interest, but customers don’t take it as a considerable factor when making a decision. The last dimension that Kim and Kim outlined is incentive programs, which could include entertainment, online club membership benefits and coupon redeemable online, show no efficient impact on motivating new customers. However it is encouraging consumers’ loyalty. (Kim and Kim, 2004)

Another study made by Seock and Norton (2006) provide the similar pattern of consumer behavior online. Five evaluation criterions were identified: product information, customer service, privacy/security, navigation and auditory experience/comparison. Privacy/security is considered by the consumers the most importance of web site attributes and perceived quality of web site attributes. In the other words, privacy/security is considered the most essential criteria for apparel online shops. Further, the research indicates that, consumers rank different criterions for their favorite apparel sites from ordinary apparel sites. Product information, customer service and well-established website navigation features are important for customers when they choose their favorite shops. However customers are not emphasis on any individual factors of these three but the integration. Auditory experience/comparison is the least important of the general clothing web site characteristics constructs

Seock and Norton (2006) also suggested that a well-established web site with a customer friendly operating platform is very helpful when attracting new customers, especially the site that designed to entertain customer could have positive impact on consumer’s behavior. This finding is also improved by Park, Kim and Forney (2005), a pleasant design of the shopping environment with positive-mood-inducing atmosphere could make customer spend more money and time than they planned to. Park and Kim (2003) also affirmed that a poor designed online store has a negative effect on customers’ purchasing transaction making.

Price is considered as an important contributing factor in traditional retailing market. However, many of the studies showed that cheap prices don’t sound very attractive to the existing online consumers. Goldsmith (2002) shows that cheap price is not a strong motivation for those who shop clothes online. Consumers who use the internet to make their purchases will not be more price sensitive than those who do not use internet to
make their purchases. Eastman, Iyer and Randall (2009) say that customers who choose to buy clothes through internet are not necessarily searching for the best deal, but rather for the best product to satisfy their needs. Donthu and Garcia (1999) stated that online customers would rather lay their trust in the web sites, buy from the shop they have confidence in, than purchase from the lowest price.

Trust is another important factor to influence customers from when they start to search for information, evaluate the information they collected from web shops till they make the final purchase decision. Hanh and Kim (2008) pointed out in their study that, at times consumers may feel uncertain about purchasing products online if they need to give out their personal information such as credit card numbers. According got Chaudhuri & Holbrook (2001), the consumer’s trust towards a specific web shop can decrease the worries that the consumer has towards online shopping in general. Consumers are more willing to recommend the online store to others. (Hanh and Kim, 2008)

3.1.2 Apparel consumers

Information is one of the most essential elements that customers require when they make their purchase decision. Due to the special characteristics of apparel, information regarding products is considered very valuable factor by consumers. It is not only affecting consumer’s decision making of whether or not they will purchase at the shop, but also affect consumer’s loyalty toward the web shop. For the shop visitors that only search for information, they evaluate the shop by the quality of information that is provided. To provide good information, not only regarding the product but also services, will increase the probability of customers making the purchase. Moreover, it has positive relation with the re-visit and re-purchase of the consumer. (Park and Kim, 2003).

Nowadays, there are many web sites directed toward highly fashion involved people, allowing members design their own outfit, discuss, share information and shopping for fashion items online. The highly developed technology also allows online apparel shopping expand its market, for instance high speed internet allowed people access to high quality photos, auditing of the product (Corcoran, C.T., 2007). If consumer could see the piece he or she wants to purchase through full-page photographs which provide every angle of the piece, or watch through auditory, instead of only words description about the product, the uncertainty of cannot touch or feel the piece before make purchase decision will be dramatically decrease. (Corcoran, C.T., 2007)

A research made by Nitse (2004) pointed out the importance of color accuracy in online apparel shopping. In their research, respondents indicated that fashion items are influenced heavily by color. 65% of the respondents would not purchase clothes if the color was in doubt and 41% would not purchase clothes accessories if the color were in doubt.

Below and on the next page, our key findings in the literature regarding online consumer behavior are displayed in a table.
### Table 1: Key findings in consumer behavior literature

<table>
<thead>
<tr>
<th>Study</th>
<th>Contributing factors outlined</th>
<th>Findings</th>
</tr>
</thead>
</table>
| Kim and Kim 2007             | • Transaction • Interactivity • A good site design • Incentive programs | • Transaction occupied the priority when consumer makes their buying decision.  
• By expand the interaction, customers shows the intention to re-visit and re-purchase from the same web site.  
• When make decision, a good site design is not taken as a vital factor.  
• Incentive programs encouraging consumers’ loyalty |
| Seock and Norton (2006)      | • product information • customer service • privacy/security • navigation • auditory experience/comparison • friendly web site | • Privacy/security is considered by the consumers as the most importance of web site attributor.  
• Auditory experience/comparison is the least important of the general clothing web site characteristics constructs.  
• Product information, customer service and well-established website navigation features together create a well-defined dimension in representing the respondents’ perceptions of their favorite clothing web site attributes.  
• Customer friendly web site is helpful when attracting new customers, especially the site that designed to entertain customer could have positive impact on consumer’s behavior. |
| Park, Kim and Forney 2005    | • Design                      | • A pleasant design of the shopping environment with positive-mood-inducing atmosphere could make customer spend more money and time than they planned to. |
| Park and Kim (2003)          | • Design • Information        | • A poor designed online store have negative effect on customers’ purchasing decision making.  
• Trust affect consumer’s decision making of whether or not they will purchase at the shop, also affect consumer’s loyalty |
| Goldsmith (2002)             | • Price                       | • Cheap price is not a strong motivation for those who shop clothes online |
| Eastman, Iyer and Randall 2009 | • Price                      | • Consumers who use the internet to make their purchases will not be more price sensitive than those who do not use internet to make their purchases. |
In this vulnerable situation, consumer’s trust of a company can play an important role in reducing any uncertainty that consumers have about online shopping.

The highly developed technology also allows online apparel shopping expand its market.

Photographs and auditory information reduce customers’ uncertainty of cannot touch or feel the products.

Color accuracy influence customers purchase behavior.

### 3.2 Online shops marketing strategies

Web shops can use **marketing strategies** to attract attention from customers, create customer values and maintain a decent business.

#### 3.2.1 Advertising, promotion

Web advertising include ‘impersonal commercial content paid for by sponsors, designed for audiences, delivered by video, print and audio’. (Korgaonkar and Wolin. 2002). Compare with traditional advertising, web advertising has superb interactive function, it could ‘control information and reflect back on itself, feed on itself, and respond to the past’. (Bezjian-Avery et al. 1998 cited by Korgaonkar and Wolin. 2002). Technology now entered time 2.0, new forms of advertising appeared. Platforms like blogs, social networks, and user-review sites allow shops communicate with their customers directly. Lace (2008) state in her research that ‘sites over communicate any changes to their users and over-apologize for anything that goes awry’, due to the reason that, any dissatisfaction from the customers will be published immediately as it occurs.

Rettberg (2008) describes blog as word of mouth marketing (WOMM). WOMM is not only about sharing information but also about building trust, friendship and alliances. By alter advertising into WOM marketing messages it could make the information more believable, relevant, or palatable to the community. Blogs has been uses as a popular intermediary of WOMM on internet. Bloggers who use their blog as a WOMM intermediary have their own advantage to the marketers which is trust worthiness. When they communicate the marketing message, they are also staking their own reputation and relationship. Positive mentions of a product by a famous blogger have positive impact on the blog readers. (Rettberg, 2008)

Other than blogs, social net-works like Twitter.com and Facebook ‘Like’ pages could spread messages directly to people, who choose to ‘follow’ or ‘like’ them. Social networks permit shops to advertise for themselves through low-cost, low-risk channels. (Murphy, 2009)
E-mail Marketing is a traditional way to engage existing customers. Emails that are sent to the customers could contain certain types of information: give customers seasonal gift idea, recommend other items based on individual customers’ purchased items and show other customers’ frequently bought items to the customer with similar taste, are proved to be effective strategies. Showing the best-selling products information in the e-mail could also influence customers’ buying decision, if products endorsed by celebrities, pictures of how celebrities use or wear the product could be added in the email. (Murphy, 2009)

Internet advertising is now being considered to be ‘push-driven’, information pushed to customers instead of a “pull initiated strategy” which positively supported by Lisbermann and Stashevsky (2009). Accordingly when advertising consist of functional product information which create consumers’ need to proactively search for product information, the advertising is considered to be positively correlated of online shopping. (Liebermann and Stashevsky, 2009)

Search engine advertising is another new form of internet advertising which claimed to be less annoying than traditional pop up online advertising, due to the reason that the advertisement is appeared based on the customers search intention. Ghose and Yang (2009) defined search engine advertising as where advertisers pay a fee to internet search engines to be displayed alongside organic web search results. When customers type in a ‘keyword’, advertisements which are related to the key word will be displayed next to the organic content. One advantage of search engine advertising is that, the information contained in the advertising will reach the customers who are looking for it, in other words, a more targeted customer group. According to Ghose and Yang (2009), advertisement that is retailer-specific attracts more click-through rate than a brand-specific advertisement. Further, customers who click on a retailer-specific advertising are more likely to be the loyal customers who intend to shop from the same shop, whereas the customers who click on brand-specific advertisements are likely to be the one who switch shops and buy from competitors. (Ghose and Yang, 2009)

Incentive program is ‘the most important predictor of consumers’ purchase intentions concerning clothes, jewelry or accessories’ according to Kim and Kim (2004). They also suggest that first-time buyer discount and reward programs for frequent visitors are efficient to sustain loyalty and also attract new customers. (Kim and Kim, 2004)

Incentive program could also create positive reputation for the shops, by offering discounts for customer referrals, encouraging word-of-mouth recommendations, and having links to well-known search engines, reputation could be increased. (Korgaonkar, Silverblatt, & Girard, 2006)

Monitoring changes of customers’ postal and email addresses make sure accurate delivery. Consider to offer strong economic value by including cumulative discounts or free shipping, delivering competitive value in relatively small package sizes and lower tax rate over the internet. (Kim and Kim, 2004)
3.2.2 Site design

All marketing activities should have the aim of increasing customer satisfaction. When designing the web site and purchase process, customer satisfaction need to be kept in mind. (Gounaris, Dimitriadis & Stathakopoulos, 2010)

In a study conducted by Kim and Stoel (2005) some factors are claimed to be crucial when designing a web shop. Ease in searching is claimed to be the core element. All shops need to keep in mind that the key for a web shop is to make it easy for customers to locate products they are looking for.

To create a positive experience for customer when they shop online, web shops should try to decorate their web pages to make is pleasant and enjoyable for customers when they check the web pages, easy-to-navigate is absolutely necessary. (Gounaris, Dimitriadis & Stathakopoulos, 2010). Goldsmith and Goldsmith’s (2002) study shows the same pattern, that in order to attract customers in general, web sites need to be fun, speedy and safe, and the site has to be fun to use. Preferably unique accessories or combinations of clothes could be seen. (Goldsmith and Goldsmith, 2002)

However, even though all studies agree that web design is aimed at fulfill customers satisfaction, there are different opinions regarding personalized webpage. One opinion is that service encounter incidents which include form and content information and customization possibilities needed to be emphasized by shop owners (Gounaris, Dimitriadis & Stathakopoulos, 2010). On the other hand, in a study conducted by Ahn and Dong (2010) an interesting finding indicated the personalized shopping-aid function might not always be helpful to all users. The authors claimed that the personalized functions cannot provide what the customers really looking for, and create difficulties when searching for product.

Despite the different opinions, the personalized design that could increase the entertainment of shopping online could also be overwhelming. An apparel online shop using high technology created a system which allowed customers to custom fit a product to a simulated image of his/her body. The author claims that this type of customization could be effective in enhancing customer satisfaction. (Gounaris, Dimitriadis & Stathakopoulos, 2010).

In the checkout stage there has always been too much to complete, which increased the ability of customer drop off. When customers go through the complicated paying process, applying for pass word and username, they will re-think about their purchase, if it is worth to create so much trouble, ‘Why did I need this new dress again?’ (Lacy. 2008). One of the good examples is suggested by the author, Amazon.com, that provides free-shipping and one-click purchasing to its members through a loyalty program. (Lacy. 2008).

3.2.3 Information

The information provided to the customers need to be fast, accurate, and uncluttered throughout the web site. ((Gounaris, Dimitriadis & Stathakopoulos, 2010). Availability of FAQ is considered very important. By offering a decent FAQ, customers questions could be immediate answered when salesman is absent, which increase the
rate of successful completed transactions due to the fact that one of the main reasons that consumer drop off is that they meet problem when processing, without getting any help. Labors are expensive and can hardly be there every time needed; comparably FAQ are cheap and available to customers all the time. Another contributing factor is availability of in-stock statuses. Customers showed strong demand of the knowledge of in-stock status; accordingly, by showing the in-stock status, the time that online shoppers spend to purchase a product could be reduced and may facilitate additional browsing. (Kim and Stoel.2005)

3.2.4 After-sales

Previous shopping experiences influence expectations (Kim and Stoel 2005.). Letting customers be aware of price incentives, exclusive offers, special promotions, and product/service advantages are the most ordinary ways to attract customer re-visit the web site. (Gounaris, Dimitriadis & Stathakopoulos,2010).

Web shops are suggested to encourage word of mouth activities from satisfied customers by rewarding such behavior. For example, they can make available on their sites possibilities such as “tell a friend” e-mailing, “share your opinion” sections, “send a discount coupon to a friend” or “let a friend know about a special offer” actions, and “get a premium service for sending us a new customer” (Gounaris, Dimitriadis & Stathakopoulos,2010).

Competitor’s performance could provide a different point of view, which make the company identify its competitive strengths and weaknesses in the areas of e-service quality and e-satisfaction. Therefore, companies are advised to ‘check-out’ competitor’s marketing strategies occasionally and thereby might improve its marketing performance by using the information. (Gounaris, Dimitriadis & Stathakopoulos,2010).

A successful example is introduced by Lacy (2008, p.20): Zappos, which sells clothes, accessories, and a handful of other product types and focuses keenly on customer experience. With surprise upgrades to free overnight shipping, a U.S. call center with highly paid employees, and free and easy return policies, Zappos has created thousands of loyal users. But perks don't come cheap. Zappos is barely at breakeven despite $1 billion in gross merchandise sales. Still, CEO Tony Hsieh isn't done building his vision yet. Think of it as a brand investment that no amount of advertising -- not even multimillion-dollar Super Bowl commercials -- could equal.'

Table 2: Key findings in web shop marketing literature

<table>
<thead>
<tr>
<th>Authors</th>
<th>Finding</th>
</tr>
</thead>
</table>
| Lacy(2008)    | • Advertising  
                 • Site design  
                 • After sales services  |
|               | • New platforms: blogs, social networks, user-review sites.  
                 • Reduce payment processes  
                 • Develop customer experience: free overnight shipping, decent call center, free and easy return policy |
<p>| Rettberg(2002) | • Advertising  |
|               | Blog make information believable, relevant |</p>
<table>
<thead>
<tr>
<th>Source</th>
<th>Focus</th>
<th>Key Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Murphy, S (2009)</td>
<td>Advertising</td>
<td>Social net-work like Twitter or Facebook make advertising directly to customers. Low cost, low risk. Email</td>
</tr>
<tr>
<td>Liebermann and Stashevsky (2009)</td>
<td>Advertising</td>
<td>‘pull-initiated strategy’ Advertising has positive effect among consumers</td>
</tr>
<tr>
<td>Ghose and Yang (2009)</td>
<td>Advertising</td>
<td>Search engine advertising can go to potential customers; advertising that retailer-specific attract royal customers.</td>
</tr>
<tr>
<td>Kim and Kim (2003)</td>
<td>Advertising</td>
<td>Incentive program is important; first buyer discount, reward programs for frequent visitors, cumulative discount, free shipping, inform delivering status</td>
</tr>
<tr>
<td>Korgaonkar, Silverblatt and Girard</td>
<td>Advertising</td>
<td>Incentive program create positive reputation</td>
</tr>
<tr>
<td>Kim and Stoel (2005)</td>
<td>Site design, information</td>
<td>Easy to search. Available access to FAQ. Available Stock-in statues</td>
</tr>
<tr>
<td>Gounaris, Dimitriadis et al.</td>
<td>Site design, Information, After sales services</td>
<td>Customer satisfaction is the key. Decorate web site to be pleasant and enjoyable. Easy to navigate. Customization possibility create customer values. Product presentations need to be accurate, fast. Provide customer Price incentives, exclusive offers, special promotions and product/services advantages regularly. Encourage and reward WOM by customers</td>
</tr>
<tr>
<td>Goldsmith and Goldsmith (2002)</td>
<td>Site design</td>
<td>Fun speed and safety are the keys</td>
</tr>
<tr>
<td>Ahn and Dong</td>
<td>Site design</td>
<td>Personalized page are not decent, shops should put more offer on product searching function</td>
</tr>
</tbody>
</table>
3.3 Category discussion

3.3.1 Commonalities between the categories

As we mentioned before, when designing the categories, we intend to gain an understanding of the consumers’ behavior from a company’s point of view, and therefore we create the category—- consumer behaviors towards online apparel shopping. We also want to know what the existing strategies that are being widely applied are, and gain a better understanding from an academic point of view.

When advertising is made, no matter through what kind of channels, the core is about to make promises that reach customers’ expectations, meanwhile, while customers are looking at the advertising, they are looking for the one that could fulfill their expectations. However, customers are critical about the information they receive from companies. In our first category, the crucial factors that are mentioned the most frequently are security. Under the other category, when conducting advertising through every channel, the same thinking is to provide a reliable image for the company. companies aiming to make themselves more trust worthy by providing the commercial. Therefore a commonality is reached, to build the customers’ confidence in the company and make a trust worthy environment is the key for an online shop to be successful.

3.3.2 Critique of categories

In the first categories, there are models to analyze the different factors that influence customer’s behavior. Most of the models consist of similar factors, however slightly different in the definition of each factors, and the findings are very similar.

In studies that regard marketing strategies, we feel the lack of recommendations. Most studies only outlined the pros and cons of different channels but no further suggestions has being made. Marketing strategies are highly depended on the characteristics of the product and its consumers, however when analysis the strategies, most studies didn’t take this aspect into consideration.

3.4 Summary

The two categories join together with main factors that influence the success or failure of a web shop. However, product characteristics and customers characteristics are heavily influencing the factors that customers take into consideration when making purchase decision. Therefore, the literature review cannot fully answer our research question: how can a small scale web shop market itself, in our case Linda’s company. Due to that, we conduct an empirical research, and by doing so we could find the strategies for company XY in the present situation. We apply the five categories of The Web experience model when we conduct the empirics.
4. Analysis

The following will be the data reduction part, we explain the purpose of data collection in methodology chapter. The information collected under the categories of consumer behaviors towards online apparel shopping and online shops marketing strategies will be extracted from the interviews and categorized into The Web experience model from the literature review. The table Table 3: Key findings in empirical data could be found after section 4.2. Then we will explain the causes behind the findings in underlying phenomena.

Since Linda’s web shop mainly will be selling stockings and leggings, we have chosen to pay this product group some extra attention in order to be able to create the most efficient marketing strategies for Linda.

When sorting out data, we used the case dynamics matrix (Miles and Huberman, 1994) to extract the information which relevant to our identified categories of consumer behaviors towards online apparel shopping and online shops marketing strategies in the literature review chapter.

In order to make an efficient market strategy plan for company XY, we think it is crucial that we understand what the target customer think is important for online shopping.

When doing the literature review part, we listed factors that influence customer purchase behavior. However the factors are an abundant amount, and therefore we reviewed our data under the five components in web experiences model, making them more clear for both readers and our self to draw patterns from. Our empirical data are categories under the title of usability, interactivity, psychological elements: online trust, aesthetics and marketing mix. By using the web experiences model, we general all the small pieces that our respondents provide during interview under the five categories. By then we will identify the phenomena in a logical order, in other word, what is really in the customers mind when they purchase online in our case. The explanation of the reason why customers behave in certain ways will be presented. Then we move on to customers’ access to reach web shops, and explain the why these accesses draw attention of the customers.

Analysis will started by our empirical data organized in the case Dynamics Matrix (Miles and Huberman, 1994), details and cause and reaction of every factors is showed after the matrix.

4.1 Research model

When we sorted out the empirical data, we felt that the information were very scattered. Respondents talked about their opinions from different tiny little aspects. But when analysis the data, we needed a model that can category all the information. A short definition for each category is presented below, definitions are
according to Constantinides (2004):

- **Usability**: we use the widely known definition by Nah and Davis (2002) *‘the ability to find one’s way around the Web, to locate desired information, to know what to do next, and, very importantly, to do so with minimal effort’*. Convenience, site navigation, site find ability and accessibility, site speed and ordering processes are the main components in usability.

- **Interactivity**: the capability of web site to allow its customers to enjoy more personalized and facilitating interaction with the shop owner and other clients of the shop. Therefore, interactivity of a web site is divided into two parts: interactivity with the shop owner and other customers.

- **Psychological elements**: online trust: trust from customers is frequently considered to be one of the reasons that influence the success or failure of a web site. Transaction security, customer privacy, clear ordering purchase and after purchase procedures, uncertainty reducing elements are the contributing factors to increase or decrease customers’ trust, faith in a web site.

- **Aesthetics**: the artistic and creative elements that the web pages provided to its customers. When consider aesthetics, its normal include a web site’s domain name, colors and site layout.

- **Marketing Mix**: tradition marketing mix are the 4Ps, however in online shopping market Place is replaced by communication which in the aim of reducing customers uncertainty of lack of physical places and fulfillment which is the alternative payment methods, fast delivery, flexible delivery options and order tracking. Other three Ps are coinciding with the Ps in traditional marketing: product, Price and promotion.
<table>
<thead>
<tr>
<th>Categories</th>
<th>Lovisa</th>
<th>Karin</th>
<th>Tina</th>
<th>Birgitta</th>
<th>Julia</th>
<th>Anna</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Usability</strong></td>
<td>Important that the web site is easy to use</td>
<td>Important that the web shop is easy to navigate</td>
<td>Important that the web site is easy to use</td>
<td>Important that the web site is easy to use</td>
<td>Important that the web site is easy to use</td>
<td>Important that the web site is easy to use</td>
</tr>
<tr>
<td></td>
<td>Fast delivery is not important</td>
<td>The payment procedure must be under-stand able</td>
<td>Fast delivery is appreciated</td>
<td>Fast delivery is appreciated</td>
<td>Fast delivery is preferable</td>
<td>Fast delivery is appreciated</td>
</tr>
<tr>
<td><strong>Interactivity</strong></td>
<td>Interaction is not necessary, although comments from other customers and being able to track the order will be taken into consideration</td>
<td>Interaction is irrelevant, however quick e-mail replies is required</td>
<td>Likes to read blogs and customer comments</td>
<td>Quick e-mail replies are important</td>
<td>Interaction is not important, except comments from other customers and being able to track the order</td>
<td>Blogs of web shops, comments and forums are useful</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Trust</strong></td>
<td>She doesn’t dare to use her card on unknown web shops</td>
<td>No worries about security regarding payment and privacy</td>
<td>No worries about security regarding payment and privacy</td>
<td>No worries about security regarding payment and privacy</td>
<td>Uncomfortable when paying by card and concerns about privacy</td>
<td>Big Brands</td>
</tr>
<tr>
<td></td>
<td>No worries about the privacy</td>
<td>Delivery in time is essential for the trust</td>
<td>Delivery in time is essential for the trust</td>
<td>Delivery in time is essential for the trust</td>
<td>Fast delivery time is preferable</td>
<td>Services person’s attitude</td>
</tr>
<tr>
<td></td>
<td>Delivery in time is essential for the trust</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Web sites’ Marketing performance</td>
</tr>
<tr>
<td><strong>Aesthetics</strong></td>
<td>Stays longer if the layout is appealing</td>
<td>The web shops layout is not important</td>
<td>The web site design is important</td>
<td>Stay longer in appealing design</td>
<td>Web site design is very important</td>
<td>Site design doesn’t matter</td>
</tr>
<tr>
<td></td>
<td>Dislikes music</td>
<td>Dislikes music</td>
<td>Dislikes music</td>
<td>Likes bright color and pattern</td>
<td>Dislike music</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>Price is important, she often compares prices</td>
<td>The price is not very important, she doesn’t compare the price between shops</td>
<td>The price is not very important, she doesn’t compare prices</td>
<td>Don’t compare price with other shops</td>
<td>Rather pay more for good-looking website</td>
<td>Price is important</td>
</tr>
<tr>
<td><strong>Mix</strong></td>
<td>Product presentation is important</td>
<td>Product presentation is important</td>
<td>Product presentation is important</td>
<td>Product description is necessary</td>
<td>The more product pictures the better, text description is unnecessary except size information</td>
<td>Only picture product description is appreciated, but other information regarding product have to be reachable.</td>
</tr>
<tr>
<td></td>
<td>Discount is appealing</td>
<td>Likes “get 3 pay for 2”, free gift</td>
<td>Likes discount, “take 3 pay for 2”</td>
<td>Likes discount, transaction cost is not vital</td>
<td>Likes Free shipping only</td>
<td></td>
</tr>
</tbody>
</table>
4.2 Usability

- In our research, the web shops ability to provide a well-structured and user friendly site that is easy to understand was of great importance in order to make the respondents stay longer at the site.

- Fast delivery seems to be appreciated, however not crucial. Information regarding the delivery time is wanted when an order is made.

4.3 Interactivity

- Blogs, chats and forums in a web shop had no or little interest among the respondents.

- Other customers’ comments about products at the web site are appreciated, as well as a function that enables the customers to track their orders.

- Quick replies to e-mails or phone calls are wanted.

4.4 Trust

- The main opinion regarding paying with visa card on the Internet was that it caused no concern, especially not if the web shop is well known. However, it’s preferable if there are more options for example paying by invoice.

- In the same way were there no or little worries that web shops should misuse the personal information that is required to hand out when an order is made.

- The willingness of approving promotion and newsletter by e-mail from web shops is quite unequal, but a common point of view seemed to be that too many e-mails (more than one per week) from the same company causes irritation.

- If a delivery is running late, and the respondents won’t get any information about the delay from the web shop, their trust towards the company will be damaged.

4.5 Aesthetics

- A well designed and appealing web site attracts most of the respondents to stay longer. It can enhance the shopping experience, and also be a factor for revisits.

- Music in the web shop is considered disturbing and will be turned off.
4.6 Marketing Mix

- A major opinion was that the price is not important enough for the respondents to compare it between different web shops. More crucial was to get exactly what is wanted.

- The way the products are presented, both in pictures and text turned out to be of great importance. Especially when buying clothes online, there were crucial that the images were clear, zoomable and showed different angles and details.

- Material descriptions, size charts and washings instructions are wanted.

- Discounts and “get 3 pay for“ attracts some of the respondents to make an order even though they weren’t planning to. That the company offers no shipping costs, however, doesn’t appear to be a prime motivator.

- Ads in magazines and Internet are a common way for the respondents to find new shops. Some mentioned Facebook and tips from friends, blogs and articles. When a specific product is wanted, search engines are often used.

4.7 Stockings and Leggings

- A low price is important since a common opinion is that the stockings/leggings won’t last for long. However, there is a willingness to pay more if the quality can be guaranteed.

- Information about the materials and density of the stockings/leggings are of great importance.

- There is an interest in designed stockings/leggings in different colors and patterns.

4.8 Underlying phenomenon

A well-structured web site layout and a user-friendly site design is one of the factors that all our respondents consider as necessary. ‘If I have to find my out on a online shop, I’d rather spend that time walking around in a real shopping mall’, said Brigitta. We believe that it has to do with the fact that a main reason why many of our respondents shop online is because of the convenience factor. If a web shop is not well structured and easy to use, it won’t be convenient to purchase from that shop. As several of our respondents said, they won’t go on surfing a web site that is confusing and time-consuming. One more reason is that a well-organized web site is sending a positive image to its customers that they are professional about their business. By doing so, they are telling the customers that they are trustworthy. Therefore, a well-organized web site
is the fundamental factor for customers.

There seemed to be no need for the respondents to socialize with either other customers or the web shop owners when they are shopping. Blogs are only appreciated when it is product oriented, and none of our respondents use chats or forums. However, interactive functions that enhances the product information or the services, for example other customers comments about products, functions that enables the customers to track their order and quick e-mail replies, are appreciated. We think the reason why these kind of information are appreciated is because that they make customers feel more secure with their orders, other customers comments are more ‘objective’ then the descriptions provide by the shops themselves. Online shopping customers are more insecure due to the lack of shop’s physical existing, thus they are appreciate about the information that could decrease their uncertainty, order tracking and quick reply make customers feel more in control.

For the security and privacy concerns, most of our respondents don’t think it is a problem when shopping online. Karin express her attitude toward security by ‘I never worried about someone will hack my credit card, it is more like a movie’. We believe that it is due to the development of internet, especially since our respondents are all from Sweden where internet is used on a daily bases, people are familiar with internet. Most of our respondents have confidence in the internet in general while one respondents mentioned that big or famous site make her feel more confidence, because those big scaled shops are always have good reputation among customers which proved that they are trustworthy. One respondent do worry about the security but she pays with her visa card anyway. It is desirable that web shops provide alternatives, invoice for instance, so it is free to shop with different condition regarding the budget and payment time.

Delivery on time is a main factor of trust. However respondents take it as a sign of whether or not the shop holds a serious attitude about their business, but all have great tolerance of the problem, delay delivering, as long as they get informed by the shop owners. In the other word, delayed delivery itself would not influence customers’ confidence of the shop but how the company behaves is what matters. One respondent considers a web shop more trustworthy if its products are from great and well-known brands. The reason is that the belief of serious brands only cooperate with serious resellers. One respondent indicate that a site’s reputation and history is a big factor for customer to have faith in the shop. For new shops, she will judge by the shop’s marketing performance, her opinion is that decent shops will put real offer on marketing themselves, therefore she don’t worry about get cheated by the shop.

Almost all of our respondents think that web design is a crucial factor and two of them state that they will stay longer in the website that have decent design, while Julia claim that ‘I’d rather pay more to buy a product from a shop with decent appearance, because I think the shop owners put enough offers that they earn more loyalty’. The importance of exposure in regular stores is widely known, and according to the respondents, this theory applies to online stores as well. However people have very different definition about what a good design should be, their opinion vary depends on different product categories and different modes they are in at the moment. Therefore we can’t draw any pattern of how a decent shop design should look like. Despite the different opinion of shop design, one of the things that our respondents agree is that music is unwelcome
and disturbing. This is because background music could be conflict with their own music, the volume is different on every computer which causes panic occasionally and also individual’s taste of music is different.

None of the respondents mentioned price as a factor when they were asked for the reason to shop clothes online. Neither do the majority compare prices between different web shops. According to Julia, ‘I don’t spend my time comparing stuff on internet, it will lose the meaning of shopping online, and I’m not the type compare all the time just to save 10kronor’. Other aspects, such as convenience, the pleasure of shopping online and the ability to find unique products, have greater impact on the respondents. However, some of the respondents mentioned the price as an important factor when they are buying other products/services, for example travels and books. Since all over our respondents consider themselves as fashion interested and think it is fun and important how to dress up, we believe it makes sense that it is more important to enjoy the shopping and choose the clothes you really like instead of hunting the lowest price. On the other hand, product like books or flight ticket has different characteristics than apparel, if you need a book for your studies, for example, you just want to get it as cheap as possible, so you can throw it away after without feel guilty.

The product presentation turned out to be of great importance when our respondents shop fashion online. They had strong opinions about how especially the pictures should be like in order for them to get a clear vision of the products, without being able to see or touch them in real life. Product images that show the clothes from several angles, ability to zoom in on details and the garment shown on a person were the most common wants. Regarding how the product description should be structured, the views were more divided, but a common opinion was that information about the garment in general, and also material description, washing instructions and size chart, should be reachable in case the consumer wants to read it. An underlying sense among all of the respondents was that they need to feel secure enough about the products before they purchase. If question marks about the product arrive, for example how the jeans look from the back or what material the sweater consists of, and there is no possibility for the customer to get an answer to the wondering immediately, they are less likely to purchase. The development within technique and Internet have made it possible for retailer online to present their products in a both informative and good looking way, and we believe that those who manage to do so have a lot to win. First, its make their customers feel confident in the products, moreover in faith of the company itself, due to the reason that if the customers are fully aware of the product they purchased, they are more likely to feel satisfied once they receive the product for real. And also that a professional product presentation sends out the message that the company is professional and capable, they know what and how to do their business.

Several of the respondents were attracted by discounts and promotion such as “get 3, pay for 2”. On the other hand, our respondents are not very welcome ‘free shipping cost’. Ads on Internet and in magazines appeared to be the most common way for our respondents to find new shops. Facebook and tips from friends, fashion articles and blogs were also mentioned among several of the respondents, although one of the respondents felt that promotion on Facebook gave an unserious impression. Anna had a different point of view, ‘the effort a company denoted to market itself gives me more trust worthy impression since an unserious company wouldn’t put a lot of money into marketing’.
A common worry we found among our respondents is the concern of stockings and leggings. Stockings are probably the kind of clothes that the easiest to break and our respondents are not willing to pay a lot amount of money for a pair that can be wear only once. However they all agree that if there is a guarantee about how long the stockings could last, they would like to pay more.

Material is required by respondents, the reasons are first, if there’s no clear information regarding the quality, customers could judge by the material. Density is a term that describes the transparency, it is only available for stockings and leggings. Density is necessary information, same as different color options for a t-shirt. All our respondents show interests about special designed stockings and leggings, due the fact those local stores don’t have too much options to choose from, respondents need to search online to find the pair that they specially want.

**4.8.1 Conclusion**

The underlying phenomenon in all categories appears to be that the respondents need to feel that a web shop is serious and professional in order to purchase from it. It regards from the way they have constructed and structured their web shops. How customers feel like the purchase process: deliver in time, present the products in a trust worthy way, provides quick e-mail replies to when customers asking and much offer how they put to market themselves.

**4.9 Empirical findings in relation to the research model**

The empirical data has above been reduced and structured into the Web experience model and its categories usability, interactivity, trust, aesthetics and marketing mix. As mentioned before, the model addresses several factors that are crucial for successful e-tailing. We have discussed the empirical data in relation to the categories of the Web experience model, and an underlying phenomenon has occurred. According to the Web experience model, we have studied how our respondents, that are representative for Linda’s target group, behave when they shop online.
5. Discussion

We have analyzed our empirical data under the web experiences model and then drew a pattern of factors that influences customers. We are now going to compare our findings with previous researches and find the factors that considered important which confirmed by both literatures and empirical results. Then we will discuss what the reasons why these factors could influence customer behavior are, in order to find strategies that could fulfill customer’s expectations.

It is clear that web design is a very important factor in customers shopping experience. Our respondents require a well structured and user friendly designed site which allow them to search for products easily and go through shopping process smoothly. This finding is consistent with Seock and Norton (2006) which claims that customer friendly web sites have positive impacts on consumer’s behavior. Lace (2008) suggests that payment processes should be reduced due to the reason that many people drop off shopping because of the complicated payment processes. This is consisting with empirical findings. According to our empirical research, the top reasons that drive people shop online is convenience and more choices to choose from. A user friendly web design contributes to a convenience shopping environment. Therefore a functional web design could be seen as the fundamental stone of an online shopping experience.

In our empirical findings, respondents think communication with other customers, making interactions with social purpose with shop owners and customers, are pointless. None of them expect to make friends while shopping online. However, communication with shop owners regarding products or issues arise in purchase process is necessary. All of the respondents think that fast reply from shop owners through email, calling and comments is important as an aspect when evaluating the shop’s performance. Comments from other customers are valuable for customers to estimate the product and the shop. A fast-reply and friendly shop owner will encourage customer to shop from the site. Our findings from the literature review part shows the same result in this point. Kim and Kim (2004) claims that customers show the intention to re-visit and re-purchase from the same website if the shop score high markets in interactivity. Kim and Kim (2004) didn’t make clear definition of which kind of interactivities could bring customers back to the site. By saying different definition of interactivities, we mean the interact ivies with social purpose, i.e. forums and chat rooms that allow customers to chat with each other and make friends; and the interactivities that allow customers to gain information both regarding the site and the products, i.e.: comments from other customers and shop owner’s replay. We believe that if customers received fast and friendly replies from the shop owner and comments from other customers are positive, customers will feel more confidence in shopping in that shop and thus would like to go back again.

Security is one of the aspects of increasing trust. In our findings, most of the respondents don’t have any concerns about paying by card or handing out personal information to the web shop. Other factors that increase customers’ trust are the web shops reputations, and the delivery time. Regarding delivery time, our respondents are more concerned if the shop undertakes right actions when delayed delivery occurs.
Respondents also judge trust by the shop’s marketing performance and personal’s attitude. However our literature findings rank security and privacy the most important factor above all which is not the same in our research. Previous researches regarding security are a few years old, Kim and Kim’s research is from 2004 and Seock and Nortom’s is from 2006, it’s been 6 and 4 years from now respectively. We hold the opinion that it takes time for people to build trust towards new technology, therefore when online shopping first appeared, people had so much uncertainties about the purchase processes, for example how to pay. Also in the begging, the technologies were not as developed as now. Issues like privacy violence and transaction security as well as return policies and guarantees were not fully developed and that’s probably why previous researches indicate that people have so many worries regarding security problems. However nowadays, shopping online is no longer considered as a new phenomenon, people have got used to buy products from internet. Our respondents belong to the generation which grew up using the internet, they feel comfortable with making payments through internet. We believe this is the reason of the inconsistence between our empirical findings and the previous researches.

One more reason could be that, Linda’s target customers are based in Sweden, where technology is widely applied. Sweden is also considered as one of the safest place in the world where crimes happen rarely compare with other places, thus it’s understandable that people don’t have as much concern for security.

Our research provided evidence that a good decorated web site attract customers to stay longer, and one respondent declare that she rather buy from a well decorated web site even though the price is higher. All of our respondents claim that they intent to re-visit a web site with decent appearance. Different opinion arisen in literature review part, Kim and Kim (2004) claims that a site with decent appearance is not a vital factor when customers make purchase decision. However another research by Park, Kim and Forney (2006) declare that a pleasant design of the shopping environment with the purpose of increasing positive-mood atmosphere have the function of encouraging customers to spend longer time and money in the site. In another study conducted by Park and Kim (2003), they state that a poor designed online store have negative effect on customers’ purchase decision making. The study made by Kim and Kim (2004) is about online shopping in general, while our respondents mainly buy clothes online. We believe that could be a reason for the different result for several aspects. First, several of our respondents believe shopping online is fun and pleasant, and they claim that a nice looking site makes the shopping more enjoyable – a nice looking site enhances the shopping experience. Also, they are fashion conscious, they care about design and how they look, and are obviously attracted by aesthetics. We believe the site’s design isn’t as important when you buy for example student literature or a last minute flight ticket.

Price is not a reason that drives our respondents to shop online, they don’t expect a low price by shopping online. Goldsmith (2002) holds the same opinion that cheap price is not a strong motivation of online shopping. Moreover, the study from Eastman, Iyer and Randall (2009) confirm the result that the customers who shop online is not any more price sensitive than the one who shop clothes in the traditional way. Both of the previous researches are specific in shopping apparels, like what Goldsmith (2002) and our respondents stated, the reason to shop clothes online, except for convenience, is because of the large assortment and the ability to find special and unique design that cannot be found in local physical stores. We believe that apparel shoppers’ premier interest is to find an engaging piece instead of cheap price. Also, clothes online are in
general not cheaper than clothes in regular stores, as opposed to products like books and travels. Actually, it often costs more buying clothing online due to shipping cost and possible invoice fee’s. Therefore, we believe that the group of people who buys clothes online is not very price sensitive.

Our respondents have strong opinion concerning what kind of information they need in order to make purchase decision: product images that show the clothes from several angles, ability to zoom in on details and the garment shown on a person, material description, washing instructions and size chart are also considered necessary. Our empirical finding indicate that, customers would like the web sites to offer as much information as possible, if the information is not displayed in the website, they require to get answers fast from shop personal when asking. Study made by Seock and Norton (2006) claims that the richness of product information, alone with customer service and well-established website navigation, are the most crucial attributes when customers select their favorite clothes shop.

Two of our respondents mentioned high-tech form of display clothes, one hold the opinion that the main feature in her favorite web shop is that the shop allows customer to watch a video clip of model wear the product walking on a T-stage. Another would like the function of trying clothes on a photo of the customer his/her self. Both Corcoran and Cate (2007) and Burke (2002) consist with this opinion that highly developed technology decrease customers’ uncertainty regarding the product, and allows online shop to expand. One of our respondents mention that if the product available in different colors, it will be good to have all color displayed due to the fact that color is a serious attributor for her to pick clothes. The finding of color if important for customer behavior is made by Nitse (2004) which is the same with our findings. Kim and Stoel(2005) suggest two information that are necessary for an online shop in their point of view. Available access to FAQ could solve part of the problem that due to the lack of personal, customers’ question cannot be answered immediately, which is what our respondent required. Available stock-in statues is also necessary as Kim and Stoel (2005) suggest, one of our customer do mention that she might buy the clothes if she saw there are no so many pieces left. Regarding product information, both empirical findings and literature review agree that the more information provided the better. Without touching, seeing and feeling the clothes, it is hard to decide if that is the piece to buy, compare with shopping from the traditional way, which is one of the biggest problems of shopping online. We believe that customers really need to get hold of the product information to make their decision. When shopping in a traditional store, customers could feel the material, ask staff for information, however when shop online, product presentation is the only source customers can get information from. Thus it is considered so important by both empirical and literature studies.

Kim and Kim (2004) suggest that first buyer discount, reward programs for frequent visitors, cumulative discount and free shipping are efficient incentive programs. Korgaonkar, Silverblatt and Girard (2006) claim that incentive program create positive reputations for the company. Gounaris, Dimitriadis & Stathakopoulos (2010) suggest that by sending information regarding price incentives and special offers could attract customers to re-visit the web shop. Previous research is rather consistent with the opinions of our respondents. Several of them claim that a good offer can make them purchase even though they didn’t plan for it. The promotions that seem to attract most of our respondents are discount and “get 3 pay for 2”. However, as opposed to previous
research, most of our respondents don’t feel that a “no shipping cost” offer is of any significance in their purchase decision. This could be an effect of the fact that, due to the hard competition, many web shops have already pressed down their shipping costs and therefore the effect of a “no shipping cost” campaign will be relatively small.

The most rated channels that our respondents use to find web shops are ads from internet and magazines, blogs, social network sites like Facebook and twitters. Search engines are used when customers have special product in mind, which is consisted with Ghose and Yang’s (2009) result that search engine advertising passes the ads to a more targeted group. One thing that respondents have in common is that WOM marketing is more acceptable than normal advertising, WOMM create a trustworthy image. One of our respondents claim that she is not bothered by marketing from bloggers, even though they are paid for it, since there are other values, for example dressing tips. Rettberg (2002) found that blogs make information believable, relevant and palatable to community. Internet changed the form of advertising, new marketing platforms permit shops to make commercials from a whole new angel. Customers are more buying commercials like, bloggers’ suggestion of products, positive comments from rating sites, instead of only the company itself boost how great they are. However we hold the opinion that WOMM and the third party advertising is not as fully developed as tradition marketing platforms, as we mentioned above, people need time to approve new technologies. Thus our empirical findings indicated that, magazine ads is still the most important channel that customers get information from, even though new advertising platforms have a lot of advantages.
6. Conclusion

The following will be the conclusion of this thesis according to the research layout presented in chapter 2.4.

Our research question is how can a small scale web shop market itself? We started our research by reviewing relevant previous researches, in order to find the answer to our research question. However, no previous researches could provide a clear answer due to the fact that our research question requires a study to be done under its special circumstance. In other words, only when the research is about a same company with same products and same target customers, the study could answer our research question. But previous studies do have essential findings about customers’ online behavior and online companies’ strategies. We gathered material from these two categories, which we believe is important when developing marketing strategies for a company. Based on the two categories, we conducted a study to get a close look of Linda’s target customers’ behavior and which factors they think is important for an online shop. In the discussion chapter, we made the connection between empirical findings and literature review findings, and discussed the consistencies and inconsistencies between them. Based on the discussion, we could extract which strategies are applicable in Linda’s company. In this chapter we will answer our research question by recommendations of how company XY can sell its products. Implications of the thesis and further research will also be found in this chapter.

6.1 How can a small scale web shop market itself?

The answer to our research question, how can a small scale web shop market itself, is that the company must provide a trustworthy impression towards the customers through the whole shopping experience, by providing a professional image letting the customers know that company XY is serious about its business, and that it is worthy of the customers’ faith. Below, we will list our recommendations of how this can be done in practice.

6.2 Recommendations

The main findings in this study are the primary factors that customers value as crucial for their shopping experiences, and how they want these factors to be. As we mentioned in our analysis, the main point is that customers are looking for evidences that prove that the company can be trusted. This is the point that seems to be behind all customers behaviors. We will make recommendations about how to create a trustworthy environment for customers through different factors. We will extract the strategies from previous researches that, according to the empirical findings, are suitable to Linda’s company.
6.2.1 Design a customer-oriented online shop

To create a successful web shop, it is really important to keep in mind that the web site has to be user-friendly. Also, what the customers want and how to make their shopping experience more enjoyable is what a web shop owner has to think about.

The products have to be easy to search and located. In order to do this, products in the shop has to be categorized under different labels. In company XY’s case, products are hosieries. The first category could be different kind of hosieries: leggings, stockings, socks and foot warmers. The using function could be another category, daily wears, party wears and other uses. Besides above, we suggest Linda to category her products by colors and patterns, since unique patterns and colors are her selling point. One of the main reasons for customers to shop online is to buy unique stuff that they don’t find in local stores, therefore different colors and patterns are very handy for the customers who want to buy a pair of yellow stockings. Customers are appreciated about dressing tips. Therefore we recommend her to have a category with different dress styles, so a punk style customer don’t need to bother finding her ideal stockings from many pairs with bright pink color and Hello Kitty pattern on it.

When customers want to have a close up look at a certain product, product presentation is where they lay their eyes. The quality of product descriptions has direct connection of whether the customer will make purchase or not. One thing that customers need information about regarding stockings is the density, stockings could be transparent or as dark as trousers, it is not a matter of quality but style. Regarding the stockings with higher price, it is required by the customer to provide how long the pair could last. Therefore, if Linda could add information like ‘this pair will last after 20 times wash’, customers would, according to our empirical study, be more willing to pay more. Furthermore, size charts and material descriptions are also required. To display the products, we suggest that the more pictures the better. Pictures that can be zoomed in and shows the product with sewing details; pictures with model wearing the piece together with other items like dress and shoes, and pictures if the product is available in other colors or patterns. High-tech form of displaying is very popular, video clips with model wear the pair, walk to show both front side and back side, can totally impressive customers.

Other information like instructions of payment process and shipping information could be displayed in a FAQ section, so that customers don’t have to wait for reply before purchasing and Linda don’t have to answer the same questions again and again. Stock-in statues is also welcoming, normally customers would like to know it right before they buy, therefore we suggest to display stock-in statues when customer ‘put’ the product in their shopping cart.

One of the most important recommendations that we draw from our study is the fast reply to customer questions. Even though there is a FAQ section, there will always come up different questions that are not involved in FAQ. Due to the fact that Linda will be the only one who works in the shop, we suggest her to put big note on the web page that all questions could be answered within certain time. By doing so, it decrease customers’ anxiety of not getting answer fast enough.

After customers paid the money, all they need to do is waiting for the product to arrive on their door step. Delivery time needs to be told and held strictly, since this is a crucial
factor for customer to judge the shop. When delays happen, we suggest Linda to contact her customers immediately, and explain the reason of delay and the new time that the product will be delivered. The point is to inform her customers well and immediately.

The web shop’s appearance is one way to attract customers to stay longer and spend more money. According to our empirical study, music on the web page is not appreciated. Different customers have different opinions about decent web design. Therefore, how to design the web shop highly depends on Linda’s own taste. In order to not annoy any of the customers, a clean and basic layout might be a good choice. For instance, text should be clear to read, avoid italic or light colored letters. We keep our finger crossed for that the customers who like Linda’s taste of stockings would like her taste of design as well.

Good after sales services is the best way to bring customer back to the shop again. Despite the fact that a pleasant purchase experience will do the majority job, some other method is still suggested. The most common way is to send customers e-mails that contain the incentive programs every after a while. The frequency of sending these kinds of mail is important, it shouldn’t be more often than once a week or the customers will get annoyed. We recommend Linda to use social net works sites, like Facebook and Twitter, since it is easy and free to pass information to customers on these kinds of web sites.

6.2.2 Recommendation of strategies

When making advertisings, we recommend new platforms such as blogs and social networks sites. They have their special advantage that traditional advertising platforms, like internet ads or magazine ads, cannot compare with. Low costs are the common advantage among all new platforms. Apart from that, blogs are providing information or advertising to a massive amount of blog readers. To start a blog is not expensive, all Linda need is to make her blog as readable as possible. Normally fashion bloggers post their daily dressing pictures on their blog. To become a successful fashion blog, bloggers are expected to have decent dressing skills to mix ordinary pieces of dresses together, and make a tasteful look. It is hard to define what a tasteful look is, but we recommend Linda to open a blog where she upload photos of herself or someone else’s daily dresses which contain products that could be bought in her shop.

As we mentioned above, social networks sites can provide marketing at a low cost, and there is no point of not using this new efficient way, especially since Linda has a strict budget. Another low-cost way is through user-review sites where customers leave comments about their purchase experiences. We suggest that Linda regularly checks the comments carefully, because that’s where she can find out customers opinions about the shop, and make improvements.

Using search engine advertising is not as cheap as the advertising we mentioned above, the result is not likely to be any better than have common ads on magazines or the Internet. Therefore we don’t think it is necessary to make search engine advertising, especially not in the begging when the shop is not earning anything. On the other hand, advertising in relevant magazines and Internet sites is suggested. Due to the fact that magazines itself need to build trust, advertisings on magazine is more likely to be
consider serious trustworthy and professional than other advertising platforms from customers.

By offering incentive programs customers might purchase even though they didn’t plan for it. Also, it is an attractive way to make good impression to the customers, promotions like cumulative discount is welcome by customers.

6.2.3 The recommendation in bullet list

- Design a easy-to-locate web shop
- Provide different categories for products
- Provide information of how long the stockings will last
- Provide different kinds of product pictures
- Have a FAQ section and display stock-in statue
- Fast reply to customers’ questions
- Hold delivery time strictly and contact customers when delay happens
- Send commercial e-mails to existing customers
- Use social networking sites to keep contact with customers
- Start a blog that provide dressing tips of the products
- Check comments from user-review sites
- Make ads on magazines and internet
- Have promotions occasionally

6.3 Implication

Marketing strategies highly depend on individual situations. Our result provides findings that would help other companies who have similar situations. When we suggest our advertising platforms, low-cost is a main factor due to the fact of our studied company. Other companies with similar target group, providing fashion products, and also have a small budget, could follow our strategy advices, which purpose is to get the most out of the resources and make the best advertising effect. However, the most important finding in our paper, is that it is crucial to have a customer-orientation thinking that goes through the whole process, provide a professional image to the customers, and finally to gain customers trust by providing quality in both product presentation and customer services.
6.4 Weaknesses and strengths

One of the weaknesses of this paper is that the interview number is relatively small. The number of interviews allows us to draw conclusions to answer our research question, however we are not capable to draw a theoretical result for general phenomenon. In the literature review part, the literature we used in the thesis is not a big number compared with the massive amount of previous researches. Due to the nature of internet, our result might change over times.

We believe that we draw a concrete theory pattern from previous researches. Moreover, when we selected theories from previous researches, we only select researches that have been done within recent years, which guaranteed that our findings are up to date. Our empirical data are well-fit in a scientifically proved model. According to the argument regarding reliability and validity we made in methodology chapter, the findings can be applied by other companies with the same situation.

6.5 Further research suggestion

For the further research, we would like to test our data by conducting a quantitative research. A quantitative research might provide different factors that consumers consider as important due to the increasing number of respondents which are suppose to have more opinions. After all, shopping experience's evaluation is highly dependent on individuals, the more respondents we have, the more likely we could draw a more comprehensive and generalist conclusion. Conducting a quantitative research of competitors' opinion would give an interesting result that contains more strategies that has been used and tested to be efficient in reality. Moreover, few researches has been done regarding hosiery industry, which limited us from gathering more theories of the factors that customers will take into consideration when buying stockings, leggings and other kind of hosiery. A study of customer behavior regarding hosiery and company strategies that hosiery had been use would give a even better answer to our research question.

6.6 Final comments

Internet provide board range of business opportunities, it allows people to communicate and trade over the geography boundaries, relocate and re-organize resources so that starting a business is much more easier through internet, and the most important, create massive new opportunities. Millions of new web shops like Linda’s open to business every day. While it brings wealthy and convenience to people, it also creates a never-more-competitive market environment, thus the question of how to survive is brought to table. No matter what kind of products to sell or who the products are provided to, all the successful businesses has something in common. Companies always need to have the best interest of customers in heart, and fulfill their promises to the customers. Only by that can a company win customers faith and make a successful business that last for long.
7. List of references


Books


Web pages

Annual reports

Available via:

Available via:
Appendix

Appendix 1 – Interview guide

- Why do you shop online instead of regular stores? How often? What do you buy?
- Usability
- Interactivity
- Trust
- Aesthetics
- Marketing mix
- How do you find new web shops?
- What makes you return to a specific web shop?
- Do you consider yourself interested in fashion?
- What is important when you purchase stockings and leggings?
- How do you feel about the fact that you can’t touch or feel the products in real life before you purchase them online?
- What kind of promotion attracts you?
- How important is the price?
Appendix 2: Interviews

This chapter is, as mentioned in the methodology part, our data display and it contains write-ups of each interview.

Interview 1: Lovisa

Personal background

Lovisa is 29 years old, lives in a house in Umeå with her husband and 5 months old baby girl. She is at the moment on parental leave from her job as a nurse. Lovisa is shopping online on a regular basis, at least once a month. The products she buys is mostly clothes for herself and her baby, but also books, electronics and home accessories. She considers herself to be interested in fashion and feels that it is important to have nice looking clothes when she is seeing other people. However, Lovisa is more of a follower than a leader, and often buys magazines for style inspiration. Since she had her baby, she has become interested in baby clothes too, and likes to dress her girl in a pretty way.

The reason why Lovisa sometimes chooses to shop online instead of in regular stores is mostly because of the convenience of sitting at home with the computer. The fact that she doesn’t have to travel to city during opening hours, but instead can stay at home and shop whenever she likes is a big motivator for her to shop online. Often the purchases aren’t planned, she just “happens” to surf to a web shop and makes an impulse purchase, “it is so easy to just click”.

In order to stay at a web shop she feels that it has to be easy to navigate. If it’s not user friendly and easy to look into the products that she is interested in, she will leave the web shop after a short while, even though the web shop in question provides products that she is interested to buy.

Lovisa never enters forums, chats and blogs on a web shop, and has neither ever e-mailed a web shop. One of the few interactive functions she sometimes uses is when other customers have graded the product in question. However, that mostly regards when buying more expensive products online, for example a camera. When buying more expensive products she also appreciates a function that enables her to track her order. Before she shop from a - for her - new web shop she checks out the return policy to make sure that she can get her money back if she wants to return the product she bought.

Regarding payment methods, Lovisa’s opinion depends on whether the web shop is well established or not. She has no problem using her visa card to pay clothes from ex H&M, Ellos or some other well-known web shop. However, if she doesn’t have heard of the web shop, and never has bought from it before, she would never use her card. With other words, if there is no other payment option, for example invoice, she rather not buy at all. If she can choose to pay by invoice, and there is no problem regarding the order, she won’t mind use her card if she returns to that specific web shop. If she’s going to buy more expensive products, she usually checks out the company that provides the
product she is interested in, for example by surfing Prisjakt.com.

Lovisa has no worries about leaving personal information to different companies, however she doesn’t appreciate to get commercial e-mails and newsletters if the company haven’t ask for permission first. Most often she chooses not to get further information and promotion from web shops that she visits.

If the web sites layout is appealing, Lovisa often stays longer and is more likely to return. What makes a web site attractive however depends from case to case. Sometimes she appreciates a simple layout and sometimes bright colors, patterns etc. depending on what products the web shop offers. Regarding fashion, she experience that the product images are very important, she wants to be able to really see how the clothes look from all angles and also be able to zoom in. If she can’t get a good look at the clothes she is interested in, she won’t buy it. She dislike music at web sites, and always turns it off. If she’s buying clothes for her baby she always checks out the material to make sure that it won’t irritate her baby’s sensitive skin. When Lovisa shops for herself however, she only reads the material description randomly, if she feels that it is essential for how the clothes are going to look. She never reads washing instructions, and she only checks out the size chart if she’s going to buying some special clothes, for example an expensive dress. On the other hand, she appreciates if the product description is long and detailed so that she can get a clearer perception of the clothes. Whether the description is written in a more personal or a more professional way doesn’t matter to her.

Regarding stockings and leggings she always checks out the density, and chooses the one with the right density for the occasion. Color is also important to her, while the brand on the other hand is totally irrelevant since she’s not familiar with any brands specific for stockings. She usually buys the cheapest with the opinion that they won’t last very long anyway.

Fast delivery is not essential for her, she doesn’t mind if she has to wait for her products a week or two. However, if the products don’t come when they are supposed to she will start to get annoyed. If the order repeatedly will be late, her trust to that company will be damaged and she would rather cancel her order and not shop from that specific web shop again.

Lovisa shops from several different web shops, and regularly finds new ones. If she knows what she wants to buy, whether that means a specific product or a specific brand, she usually use Google. However, most of the times the purchases are rather impulsive and she attracts to new online stores in several different ways; by ads on internet or magazine (for example Mama), by tips from friends or by clicking at links on a blog. She frequently uses Facebook and can consider being a Facebook fan of a web shop that she likes, however that is not the case yet.

In order to return to a specific web shop, it has to attract her in certain ways. It could be either the products or product mix, often in combination with an attractive layout and user friendly site navigation. The promotion that is most appealing to her is when she gets a certain percentage if she buys. That often makes her revisit a web shop and make an order even though she hadn’t planned for it. To get free freight doesn’t attract her in the same way.
The price is rather important for her when she shops online, she often compare prices and if the products are equal she rather chooses the shop with the cheapest product.

**Interview 2: Karin**

**Personal background**

*Karin is 31 years old, lives with her fiancé in a collective in Gothenburg. She works as a child minder in a preschool. She shops online about every two months, mostly clothes but also makeup, books and travels. Karin has a great interest in clothes and fashion, feels that it is important how she looks and thinks fashion is fun; “almost as art, a way of expression”. Her apprehension is that she is responsive to trends and movements within fashion, but that she only wears clothes that she thinks looks good.*

The reasons why Karin sometimes shops online instead of in regular stores differs based on which products she is shopping. The makeup she is buying online is only marketed on the internet, and the reason she buys books online is because of the lower price. Travels can also be cheaper online, and she feels that it is more convenient to buy travels on the internet. Regarding shopping clothes online, she experiences that it can be more fun than buying in regular stores. One reason is that she gets a “kick” two times, first when she surfs the web and make the order, and later when she gets the clothes by the mail. Furthermore, she feels that is more easy and nice than to walk around in the city trying on different clothes in fitting rooms.

In order to fulfill an order in a web shop, Karin must feel that she understands all the steps in the process, otherwise she won’t go on. The site must be easy to navigate, and the payment procedure capable of being read with comprehension. For example, if there is any vagueness when she is about to make the order, she will leave the site even though she has products in her shopping cart.

Karin is never reading or participating in forums, chats, blogs etc. Neither does she read comments that other customers have written about products that she is interested in. However, she has for some occasions sent e-mails to web shops, and feels that a quick reply is wanted in order to maintain the trust to the company.

She has no concerns using her visa card when paying the products she has ordered, regardless if the web shop is well established or totally unknown to her. In fact she prefers using the card instead of invoices, she feels that it is easier and more convenient. Leaving personal information to different companies doesn’t either cause her any worry. On the other hand, she never commit to getting e-mails and newsletter, which she experience as disturbing.

The site’s layout and design is not important to Karin. As long as she finds the desired product is the look of the web shop rather uninteresting. The only objection she has regarding the layout is that she prefers bright web sites, she doesn’t like when they are dark and sullen. She doesn’t appreciate music at web shops, she turns it off or even leave the site.
The product presentation, when it comes to buying clothes online, is very important to her. In order to make an order she wants good pictures with the ability to zoom in and see all angles and details of the garment. The product image should be as close to the truth as possible, so that she won’t be disappointed when the clothes arrives at home. Regarding the description of the product, she prefers if it is long and starts broader and get more and more detailed. Then she can choose how much she wants to read, if she just wants general information she just reads the first lines, and if she wants more details she can choose to read the whole part. She also likes if the size chart is a little bit more precise, for example “size 38 is x cm long”.

When it comes to stockings and leggings Karin puts great value in getting the right size, and that they aren’t too thin since she feels that they easily break if they’re not thick enough. The price is also important, she prefer a lower price on basic black stockings/leggings, but can pay more if they are special in some kind of way (color, pattern etc.).

A fast delivery is not very important to her. She doesn’t mind waiting a week or two for her products to arrive, under the circumstances that she doesn’t need the products for a special occasion. However, if the order doesn’t arrive when it is supposed to, and the web shop doesn’t keep in touch, she gets annoyed because of the inconvenience of mailing or calling the web shop. She also feels that her trust to the company is damaged if they don’t keep their promises and don’t update her if a problem arises.

Promotion that can attract Karin to buy, even though she wasn’t planning to, is “get 3 pay for 2”, and if she gets a gift along with the purchase. She also has a tendency to buy more often if the web shop has a visible stock status and it shows that there are only a few left of the product she wants. That makes her a bit stressed and more eager to buy immediately.

She finds new web shops by ads in fashion magazines and on the Internet, and by tips from fashion articles.

The price is not too important to Karin, if she really likes some product she can imagine to pay what can seems to be a overprice for it. She usually not compares prices between different web shops, except for travels.

Interview 3: Tina

Personal background
Tina is 29 years old and lives in an apartment in Umeå with her two sons in the ages of 4 and 6. She studies business in the university. On an average, she shops online a couple of times a month, mostly clothes but also books and home accessories. Tina has a great interest in clothes and fashion, likes to buy and wear pretty clothes. However, she doesn’t spend much time reading fashion blogs or articles about fashion.

The main reason why Tina shops online instead of in regular stores is because it is convenient not to have to go to the city. Furthermore, she likes to be on the Internet and likes to combine the two interests of shopping and surfing. She appreciates the large
assortment provided on the Internet, and regarding clothes she likes it better to try them on at home instead of in fitting rooms in regular stores.

It is important that the site is easy to use and take as little effort as possible to surf. For example, Tina likes it if all the products in a category is presented at one page, so that she doesn’t have to click on page nr 2, 3, 4 etc. Also, the order procedure should be simple and uncomplicated. If there is any uncertainties about how it should be done, she will easily get annoyed and could even leave the site although she has products in her shopping cart.

Sometimes Tina reads blogs on web shops, but only if the blog is about the products - not if it is about the web shop owner and hers or his personal life. She also reads customers comments about a certain product sometimes, but she rarely visit forums and never enters chats. She has e-mailed web shops if there has been any questions, and she thinks the web shop feels unserious if she doesn’t get a reply within 24 hours (except from weekends).

Tina prefers to be able to choose whether to pay with the visa card or by invoice. She most often use her card, and has no worries about that. She doesn’t have any problems with handing out personal information either, she doesn’t believe that the company will misuse the information. If the web shop provides a lot of products that she likes, she often approve of getting newsletter and promotion by mail. If she gets more than one e-mail per week from one company she gets annoyed but doesn’t bother to resign from the mailing list, she simply throws them away without reading them.

The web shops design and layout is very important for her shopping experience, she will be much more eager to stay longer, revisit and buy if the web shop is appealing. She likes it when the web shops manage to create a unique looking site that suits the products that they are providing. However, it shouldn’t be too much on the site so that it feels messy. Tina doesn’t appreciate music on web shops, she always turns it off.

When Tina buys clothes online she wants pictures from all angles, at least when she is buying trousers or skirts. Furthermore, she wants to be able to zoom in on the pictures, and that there is at least one picture that shows the garment on a person. She believes that the product description should be detailed, and preferably with tips on how you can match the garment with other clothes. She also wants size charts, material descriptions and washing instructions, although she doesn’t always read them.

When buying stockings and leggings, she wants to know the material and a detailed size chart since she often experience that she gets the wrong size. She enjoys different and more unique stockings even though she most often buys black ones in different materials. She also feels that it is easier to see how the stockings will look like if the pictures show them on a person, preferably with other clothes, a skirt and shoes for example.

Tina appreciates fast deliveries, and thinks it is more fun to buy from a web shop where she knows she will get the products within a couple of days. However, she has no problem waiting for the products a couple of weeks either, as long as she is prepared for it. Her opinion is that delivery time always should be stated when an order is made.
She can easily be attracted to make unplanned purchases by promotion such as percent of the whole order and “take 3 pay for 2”. That mainly concerns promotion from web shops selling clothes, when it comes to home accessories and books she is not as easily attracted. Free freight isn’t of any importance to her.

Tina is not very concerned about the price, she usually doesn’t compare prices between different web shops.

**Interview 4: Birgitta**

**Personal background**

*Birgitta is 37 years old who lives in an apartment with her husband and three kids - two daughters in the age of 15 and 16, and one son in the age of 8. She shops online every other month, mostly clothes but also books and home accessories. She thinks it is fun to have nice looking clothes, and to keep up a style of her own.*

Birgitta believes it is more convenient to shop online than in regular stores because of the fact that she can sit at home making the order, and then gets her products directly to her apartment. She also thinks that it is easier to look around in different web shops and get a clearer view of the assortment, than it is going from store to store in the city.

Birgitta also feels that the structure of the web page is really important in order to make her stay at the site. The headlines have to be well structured and she doesn’t appreciate when she has to click too many times to get to the product she is interest in. In other words, she doesn’t want lots of subheadings after each other. The site should also be fast loading, otherwise she gets bored and irritated and perhaps even leaves the site. It should also be easy to get back to the start page by one click only when she is done looking into one specific product.

Forums, chats and blogs on web shops don’t interest Birgitta. However, she often reads comments that other customers have written about the product she is interested in. She also appreciates if she can track the order, but it is not necessary for her in order to make an order. If she has any concerns about the products or the order, she prefers to make a phone call instead of e-mailing. If the web shop shouldn’t answer the phone, she would be a bit suspicious if she didn’t know the web shop from before.

Birgitta has no concerns about paying with her visa card online, even though the web shop is totally unknown to her. On the other hand, she appreciates if she can choose between using the card or paying by invoice, not from a safety aspect but because she sometimes wants to pay later when she has gotten more money. She has neither no problems with handing out personal information, she doesn’t believe that the information will be used in wrong situations. She always approve of getting newsletters and promotion from the web shops, but if it comes too often - more than once a week - she gets annoyed and resigns from the mailing list.

Regarding aesthetics, she experiences that she rather stay longer at a web shop with an appealing design. However, she doesn’t like when the design is too clean, she likes bright colors and patterns better. If there is music on the web shop she turns it off.
When Birgitta shops clothes online she wants one product image that shows the garment on a person, and she will then be able to click forward to get pictures of different angles and details. If the garment comes in several colors, she wants all colors to be presented under the same product, not as several different products in the product list. In that way she feels that it is easier to navigate and she doesn’t have to click so many times. If the product images are good and clear, she doesn’t feel that a long and detailed product description is desired. On the other hand, she always checks the material description and the size chart - if they are lacking she won’t purchase. An exception is when she buys clothes for her son, then she doesn’t feel that she needs a size chart.

It is important to her that the delivery time is presented when she makes the order. If her products arrive within one week she will be satisfied, but she also thinks it is ok to wait longer if she gets informed when she makes the order. She also thinks it is ok with delays if the company lets her know before the delivery time has expired. If the products don’t arrive in time, and she gets no information from the web shop she experiences inconveniences and mistrust towards the company.

Birgitta usually finds new web shops by clicking ads on the internet. She also reads blogs regularly, and often visits web shops that the blogger tips about. Sometimes she finds new web shops by reading ads in magazines, but that mainly concerns home accessories web shops since she mostly reads home decoration magazines. If she is looking for something special she uses Google. She is a Facebook-fan of one web shop, and could consider being fan of more web shops that she likes.

In order to return to a specific web shop they have to have an appealing product mix and a site with nice looking design. She also gets more eager to revisit if the web shop updates their site, at least every other week.

When Birgitta shops stockings and leggings, she wants to know how thick they, what kind of material they are made of, and preferably also how elastic they are. If she is buying regular, thin stockings she doesn’t want to spend too much money since she feels that they will break soon anyway. However, if she is buying thicker stockings, for example in cotton, she rather pays more in order to get better quality.

As long as it is easy to return the products, Birgitta doesn’t feel that there is a problem that she can’t touch or try the clothes on before she buys them. She appreciates when a return note is attached to the order that arrives, so that she just can fill in the note, put it on the mail bag and send back the clothes that she doesn’t want.

The promotion that is most appealing to her is when she gets a certain percent of the entire order. Whether the freight is free or not is rather unimportant to her.

Birgitta doesn’t compare prices between different web shops, if she finds what she wants she will buy it. She feels that it is more important to get exactly what she wants instead of a cheaper price.

**Interview 5: Julia**

Personal background
Julia is 30 years old and lives in an apartment with her husband. She works in a large company in the phone support department. She shops online at least once a month, mostly clothes but also furniture and technique products. Julia has a great interest in clothes and fashion, she thinks it is very funny to shop and wear nice looking clothes, and she often visits fashion blogs and reads articles about fashion and trends.

The main reason why Julia shops online is because she thinks it is funnier than in regular stores. She enjoys surfing at good looking sites, and she also thinks that the waiting for the clothes is exciting. She also appreciates that she can find more unique products that not so many people have, and that the shopping procedure is quicker than to travel into the city.

Julia doesn’t stay long in a web shop that is not well structured and easy to surf. The headlines should be well organized and she prefers if the product groups is divided into several subheadings. For example, if one headline is trousers she likes it if there are subheadings like jeans, Capri trousers, cotton trousers etc.

She sometimes enters blogs on web shops, if it provides entertaining reading and relevant information about the products. She also, most often, reads other customers comments about the product that she is interested in. If the web shop that she is interested to buy from is unknown to her, she feels better if they have a forum where she can read other customers reviews about the company. When she buys more expensive products, for example technique or furniture, she always wants to be able to track the order. However, when she buys clothes she doesn’t think it is so important.

Regarding payment methods, Julia doesn’t feel very comfortable with either using the card or paying by invoice. She experience anxiety when using the card, even though it is supposed to be a safe and well known web shop. She is a bit scared that her card number will fall into wrong hands because of hackers etc. Most often she uses the card anyway (convincing herself that it will be ok), since she doesn’t appreciate the extra fee that most often comes with an invoice. She doesn’t like handing out her personal information either even though she doesn’t think that they will misuse the information, and she never approves of getting newsletters and promotion from the web shop she is buying from since she thinks it is mostly disturbing. She used to sign up for newsletters before, but since she felt that she got too many e-mails she resigned all mailing lists.

The layout and design of the web shop is very important to Julia, since she feels that the enjoyment of shopping online is to surf beautiful web pages. She would rather pay more to buy from a good looking web shop than from a web shop that doesn’t attract her aesthetically, even though they provide the exact same product. She likes it when the layout is clean and a little bit strict without too much text. If there is music she turns it if immediately.

When she is buying clothes online she prefers if the garment is showed on a person, and she also wants to be able to see the clothes from different angles and be able to zoom in on details. She would like it if there were a function where she could “try” the clothes on a picture of herself, although she has never seen any web shop selling clothes providing that service (only web sites that with glasses and hairstyles).

Julia never reads the material description or washing instructions since it doesn’t
interest her. Neither does she read the size chart because she feels so certain about which size she always has, but she think it is good if the product description contains information whether the garment is small, normal or large for its size. Furthermore, she doesn’t want the product description to be too long.

She prefers if the products that she has ordered arrives as soon as possible, if they come within 5 days she will very satisfied. However, she thinks it is ok to wait longer if she will be informed about it. She also feels that delays are no problems as long as the web shop lets her know about it so that she doesn’t have to contact them for an order status.

Julia usually finds new web shops by getting tips from friends, but also by ads in both Internet and magazines. If she is looking for something special she uses Google. She is not Facebook-fan of any web shop, and she couldn’t consider it either since she doesn’t think it feels serious.

In order to return to a specific web shop, and make another order, the web shop must have provided quick and good service the first time. Also, the products she bought the first time she made an order must have been equal to the product images and descriptions on the web site. If the web shop is updated regularly, she will also visit it more often.

When Julia is buying stockings and leggings she likes if the store has a large assortment with products in different colors and patterns. Even though she might just buy regular black ones, she experiences more fun buying them if there are other nice looking stockings to look at. She also wants to know the density, and think that it would be good if there is information about how long they last, for example that they look good even after 40 washes.

She doesn’t have a problem with the fact that she can’t touch or feel the products when she is buying them online, as she says: “it’s a part of the fun, like a surprise”. If it doesn’t fit her, she will give it to someone else.

Julia doesn’t spend time comparing prices between different web shops since she feels that in that case she could just as well shop in the city.

Interview 6: Anna

Personal background
Anna is a 21 years old full time student at Umeå University. Her attitude toward shopping clothes is: I never find things to wear in my existing closet. She buys both from online and physical shops. About every two month she shops from her online stores. Anna checks her favorite online shops more than once every week, in order for her to make purchase, the piece have to fulfill I like it, it matches my other clothes, and willing to pay relatively expensive if it’s a good piece. The top apparel items for her to shop online are dresses and accessories, pants is never on the list of online shopping.

The reason why Anna shops online is simple ----- unique. Online shops provide abundant different choice compare with buying from local shops. The size of her current city is small and the shopping environment is poor, if I buy from any shop in town, I will
meet another girl wear the exactly dress and not girls like that! Therefore, online shopping could make her dress different from others.

The biggest concern Anna has when shopping online is size. Therefore she intend to shop dresses and accessories which you can easily see the shape from pictures. Pants are not taking into consideration, due to size concerned. Another factor that matters to her is the brand. Brands that could be bought in her city will be pointless to buy online, therefore she intend to buy from brands that don’t have physical shops in town so the quality is guaranteed and worth buying.

To become her favorite online shop, it has to be a big shop that existing for long period of time with good reputation. Normally she will not buy clothes from small shops but rather wait until they get bigger. However when asked about what will make you buy from a small shop, she said the marketing performance of the shop is a contributing factors, if a shop denote much offers in marketing, trying to promote itself hard, she took that as a sign that the shop is trying to do a serious business, which will make her feel secured and therefore intend to buy from that shop even though the size of the shop might not be big enough.

Anna’s ways of finding the online shops is through fashion icon’s blogs. Even though online shops provide clothes to the bloggers for free in order to make them advertise for the clothes, she still consider it’s reliable, due to the reason that the clothes she will purchase is not necessary from the same store or the same brand. Magazines ads is another way for her to reach the shops, however as the expanding of fashion blogs, magazine is less important to be an access to the internet shops. All kinds of Internet advertising is ignorable for her.

The features that she consider important for a web shop is first of all, the quality of the product. Second, services: the delivery time, after sales services and the procedure when shopping has to be smooth and user friendly, the speed of answering questions and delivering is very important. Interactions with other clients are not likeable. Regarding information provided y shops, She prefer the information could be easily reachable. She don’t read the text description word-to-word, but prefer the shop owners are reachable when she has questions and the waiting time is not too long. Advisers regarding how to match/dress clothes is defiantly appreciate. And she doesn’t care about the shops CSR performances.

Bonus is attempting, but doesn’t play any role when making the purchase decision. Promotion are mainly considered to be annoying, too much information, too complicated to do and Coercion shopping which create negative feeling. Security is important, she judge it by read comments and reputations from other customers, and it also depends on the services people, but normally it is not concerning her. She has faith in the safety of online shopping in general instead of any specific shops.

When asked to describing her favorite web shop, the best factors is that, besides of ordinary information provided (pictures of details regarding the product and text description), that web site has provide a video clip of model wearing the piece and do cat walking. By watching that she feels more secure about how the dress will looks like when wearing it. Apart from that, the layout of website is very user-friendly, personal services are 24-7 and emails shall be answer within three hours.
When it comes to hosiery shopping, quality is the most influential factors but price is also vital, since every pair of stockings break after once or twice usage. Leggings, in the other hand are more about the design and specialty, price and quality are not considered virtual when they meet the special design. Due to the fact that leggings are likely to last longer, and it’s seasonal.