"An investigation of consumer motivations towards buying fashion online"

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Abstract

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Despite initial fears that clothing would not be able to be sold on the internet, Underhill (2000), sales of clothing, footwear and accessories overtook books to become the fastest growing product category in 2008, (IMRG, (Interactive Media in Retail Group) 2009). Moreover, sales levels are predicted to reach a figure of £6.1 billion by the year 2015, (Mintel, 2010a).

A major player in the UK online fashion market and a serious challenger to the UK high street is the pureplay retailer (online sales only) As Seen On Screen, (ASOS). Its business model is based around offering the consumer fashions similar to those worn by celebrities. It has become a formidable force with 34,000 product lines and 700 brands, has increased revenues of 100.4% on the pervious year and reports an increase in profits up 100.2% for the year 2009, (Mintel, 2010). Whilst high street retailers struggle with recessionary times, ASOS continues to thrive. In addition, ASOS looks to change the very nature of fashion retailing as it stands by presenting an online mall experience.

The aim of this research project is to investigate why consumers shop for fashion on the internet, with particular reference to ASOS. The research objectives are to review the literature on fashion shopping motivations, to identify emerging online shopping motivations and to identify any gaps in the online fashion shopping motivation literature.

The research design for this study involved a quantitative method following a positivist view. The sample was selected using non-probability sampling, an experienced, judgemental method and a questionnaire was specifically designed to answer the research problem. Secondary data in the form of a literature review provided sound knowledge with which to develop the constructs to be used and hypotheses to be tested. The primary data was collected, coded and analysed using statistical methods.

The findings and analysis resulted in the development of a *Framework of Online Fashion Shopping Motivations* and *The ASOS Experience Process Model,* which addressed the research question and contributed up-dated theoretical information. Moreover the results provided important managerial implications that will assist online fashion retailers to better understand their customers' motivations to shop for fashion online and will in turn enable them to offer a superior online shopping experience and thus compete more effectively in a dynamic and competitive market place.

Declaration

The work presented in this thesis has been submitted as part of the MPhil Textile Design, Fashion and Management at The University of Manchester. No portion of the work referred to in this thesis has been submitted in support of an application for another degree or qualification of this or any other university or other institute of learning.

Copyright Statement

Acknowledgement

I would like to take this opportunity to express my gratitude to my supervisor Dr. Delia Vazquez for guiding me on my quest to complete this thesis.

In addition, I extend a huge *thank you* to my close family and friends for their support and understanding throughout the last year, particularly to Charlie and Harry for the many occasions and holidays missed as I sat at my desk!

Furthermore, I dedicate this piece of work to Dad for giving me an education, for your endless encouragement and belief in my ability to achieve, thank you.

Chapter 1. Introduction

1.0 Introduction

Fashion web sites are now the most popular destination for UK online shoppers, surpassing the more traditional categories including books and music, (Mintel, 2009). It is estimated that online fashion sales reached £3.95 billion in 2009, in the UK, predictions take this figure to £6 billion by 2015, or 20% of total clothing and footwear spend in the UK, (Mintel, 2010). Similarly, Nielsen (2005) reported that there has been continuous growth over several consecutive years in the amount of shoppers shopping online, the amount they spend and the frequency of their visits.

Consumers are migrating online and it has become part of their daily lives. They are happy to browse, search and purchase fashion items from web sites in increasing numbers. Thus, business is being transformed by the internet. Not only has it "changed the retail landscape for the consumer" (Interactive Media in Retail Group **(**IMRG**),** 2009, p. 5) but it has brought about a new category of retailing that companies must embrace or risk "consigning themselves to history." (IMRG, 2009, p. 6). Following this trend, the UK fashion retail high street has experienced dramatic changes over the last decade with significant focus moved from the high street to the online environment, (Worth Global Style Network, **(**WGSN**)**, 2009). It is now the norm to have an online presence as a fashion retailer; it is part of normal business practice and one that the consumer demands. Therefore, despite doubt by Rowley (2009) that the internet would not lend itself to fashion retailing, all top UK fashion retailers have a web site or are in the process of constructing a web presence, whether transactional or informational (Mintel, 2010a).

Moreover, the consumer has become more educated and demanding and with the aid of mobile commerce solutions is shopping for fashion products in a totally new way, (WGSN, 2009); the consumer can shop from almost anywhere, at any time for anything they desire. The new consumer is "super-sophisticated", "the Smart Shopper, who will drive innovation in the online sector", (IMRG, 2010, p. 2). Businesses no longer have to drive the consumer online, their online behaviour is now automatic; the internet is the first channel they turn to for research and pre-purchase information, (IMRG, 2010). Furthermore, fashion consumers are taking part in "technology enabled self service", (IMRG, 2009, p .5) or "self service retailing" (IMRG 2009, p. 5) which empowers them and forces a new retail model; the consumer is in control. Due to the nature of self service retailing Rowley (2002) believed that the internet was not the ultimate path to success due to the fact that in every other form of retailing the retailer can present the customer with the product, however for internet retailing the customer must "seek out the offer" (Marciniak and Bruce, 2004, p.388). It is for this reason that Marciniak and Bruce (2004) believe that retailers are best to combine internet shopping with the high street model or with mail order rather than providing a pure online offering i.e. they advocate that multichannel retailers would be more successful than internet pureplays.

The economic challenges of the most recent recessionary period of 2007-2009, saw the failure of many high street retailers including Woolworths and Borders books and the collapse of almost 3000 retail outlets a month throughout 2009, (IMRG 2010). With widespread discounting and a significant dip in consumer spending patterns, (IMRG, 2009), the UK fashion retail environment has to become more competitive than ever in order to fight for market share and retain loyal customers. Retailers are turning to the e-commerce medium as a major weapon for survival during tough trading times and considering it a tool for providing competitive edge and additional sales profit margins, (IMRG, 2010), being innovative and diversifying into new product areas appears insufficient alone and this new medium is providing a pathway to increased market share and new markets, (WGSN, 2009). Moreover, the high street retailers who do not embrace this new medium struggle, remain stagnant and miss out on this area of opportunity and commerce, (Dennis et al., 2009, IMRG, 2010).

In the last decade following the burst of the dotcom bubble where internet businesses had over-inflated stock market values, (The Sunday Times, 2010) e-commerce has come back stronger and leaner having learned the mistakes of the initial internet companies. High street companies including Debenhams have experienced sales success from entering the online environment. Internet sales increased 91% from 2008 to 2009 for Debenhams. In addition, John Lewis reported selling an item every 10 seconds during their online sale on Christmas eve 2009, (IMRG, 2010), thus showing a somewhat more successful story for the internet. It is however the online only fashion stores that create so much interest, their success born out of non- traditional methods of retailing and building a brand. Fashion entrepreneur Natalie Messanet started Net-a-Porter, a high end designer fashion internet site in 2000. She recently sold her share of the business for £50m; the internet fashion store, with no high street presence, employs over 600 people in London and New York and achieved sales of £120m in 2009, (The Sunday Times, 2010). Similarly successful in the same time period ASOS, a pureplay retailer positions itself as *The online fashion store*, (McEleny, 2009). ASOS based its initial business on offering the consumer similar items as being worn by celebrities and movie stars and has 1.5 million active customers, (IMRG, 2010), from not only the UK but 56 countries in addition; a major advantage over one single high street location. The online fashion store offers over 700 brands, adding almost 1000 new products every week; considerably more than can be merchandised in an offline environment, (Marketing Week, 2009). Moreover these are major achievements showing business success and proving some theorists wrong who believed fashion would never sell online due to the inability to touch and feel the garment prior to purchase, (Rowley, 2009).

The e-retail market in the UK is now worth £49.8 billion, (IMRG, 2010) and one reason why it is now more successful compared to the first iteration of the web in the late 1990's is that the e-commerce audience has grown, there are more customers. More women are now using the internet, once thought a place dominated by technical savvy men, (Dholakia and Uusitalo, 2002, Underhill, 2009) and it has become not just a shopping channel but an influential medium, for research, reference, information communication and business, a major part of everyone's daily lives, (IMRG, 2010).

Another reason encouraging growth in e-business is the reduced cost of entry into the online world; costs have dropped in recent years to around £20,000 (Mintel 2009). This in turn has prompted much interest from the fashion high street retail sector, (Marciniak and Bruce, 2004). It has been reported that online sales of clothing, footwear and accessories were the fastest growing segment online in 2008, with the other sectors growing on average 15% year-on-year compared to 30% for this sector, (IMRG, 2009). Research from IMRG (2010) showed that there is renewed interest and focus in the fashion sector and suggests that success will come to the retailers who master the internet as a business channel. The internet will provide increased opportunities, expanding market places and identifies the web as a major retail benefit, a competitive tool for the increasingly cluttered fashion shopping environment, IMRG (2009).

The internet has changed shopping habits, the consumer is now in control. The retailing landscape has changed as fashion high street retailers enter into the online environment and become multichannel in nature, (Mintel 2010b, IMRG, 2010). Therefore, retail success is somewhat dependant upon knowing more about the new, savvy, online consumer and the growing e-commerce shopping environment, Dholakia and Usitalo (2002), Rowley (2002). With these dynamic shifts in the retail sector and the emergence of new shopping habits for fashion products it is an area of much interest to the author. Continuous research over the last decade into online shopping and consumer motivations, e.g. Childers (2001), Wolfinbarger and Gilly (2001), Parsons (2002), Dholakia and Uusitalo (2002), Park and Kim (2003), Goldsmith and Flynn (2004), Rohm and Swaminathan (2004), Perea et al. (2004), To et al. (2007), Xu and Paulins (2007), Jayawardhena et al. (2007), Dennis et al. (2008), Chang et al. (2009) supports the nature of this study into the virtual environment for buying fashion and the newly emerging retail format.

Furthermore, the online shopping segment for fashion is so dynamic, diverse and constantly reinventing itself that it warrants further research and review to keep research up to date. Shopping on fashion web sites is increasing, (Joines et al., 2003), and its potential customer base formidable, thus it is an area that cannot be ignored.
Online shopping motivations is a contemporary and compelling topic of debate with particular reference to shopping for fashion. It is an area that deserves further focus, one that is relatively unexplored with regards to online pureplays, Ashworth et al. (2005) and Reynolds (2002), this view is supported by Chang et al., (2009), and therefore it will be the subject area for this study. There is much academic literature written about online shopping and why consumers shop online; e.g. Wolfinbarger and Gilly (2001), Childers (2001), Denis et al. (2002), Parsons (2002), Joines et al. (2003), Park and Kim (2003), Rohm and Swaminathan (2004), Perea et al. (2004), Kim and Kim (2004), McKinney (2004), Goldsmith and Flynn (2004), Chung et al. (2005), Kim and Park (2005), Marciniak and Bruce (2006), To et al. (2007), Xu and Paulins (2007), Jayawardhena at al. (2007),Hanson and Jensen (2008). However the subject area of online shopping *motivations* with respect to the pureplay retailers (operate online only) is somewhat light in material and therefore one that demands further research in order to decipher what it is that drives the customer online to these virtual stores without any physical presence on the high street.

1.1 Research Aim and Objectives

The aim of this research project is to investigate why consumers shop for fashion on the internet, with particular reference to the pureplay retailer ASOS.

The Research Objectives:

1. To review the literature on fashion shopping motivations.
2. To identify emerging online shopping motivations.
3. To identify any gaps in the online fashion shopping motivation literature.

Research Outcomes:

1. To develop a new framework of online fashion shopping motivations.
2. To develop an online shopping experience model that best satisfies the online shoppers' motivations.

1.2 Summary

It is hoped that the findings of this research will provide a clear and up-to-date view of online shopping motivations for fashion, with a focus on the online only retail phenomenon, ASOS. This in turn will provide a better understanding of what aspects of the online shopping experience are important to the consumer, and will identify what motivates them to visit the online store in the first instance. The author hopes that the data collected, insights gathered and conclusions made will contribute towards the academic literature on this subject matter. Furthermore, it is hoped the findings will contribute towards the development of key recommendations for the online fashion retail sector as how to better satisfy their consumers who are driving major changes and demanding a new fashion retail landscape.

This chapter introduced the research subject of shopping online for fashion and what motivates the consumer to do so, the research aims, objectives and potential research outcomes. Chapter 2 sets a foundation for the research by examining the online fashion market literature with regards to

UK fashion retailing. Chapter 3 is a literature review of consumer shopping motives and chapter 4 continues with a literature review of online shopping motivations. The research and methodology chapter 5 provides a complete literature review of methodologies available to the author and presents the methods selected for this study. Chapter 6 presents the results of the research study and finally the conclusion and recommendations can be found in chapter 7.

Chapter 2. The UK Online Fashion Market

2.0 Introduction

Chapter 1 introduced the subject matter for this research study, its relevance to the fashion retail market and outlined the aim and objectives of the research problem. This chapter will look at the UK online fashion market in order to set a foundation for the research. It is important to understand the market structure, the players in the market and their role in the online fashion industry before any research is carried out.

It was predicted in the early 2000's that the internet would be coming more mainstream as a fashion retail distribution channel, (Hines and Bruce, 2001). In 2010 the UK online fashion segment is the fastest growing in the e-commerce sector, ahead of books and increasing 15% year-on-year whilst the high street remains stagnant, (IMRG, 2010). It represents to some retailers an additional channel with which to communicate to their customers, however it also enables new entrants to enter the market at relatively low cost, thus encouraging an increase in e-tailing overall, (Ashworth et al., 2005). The evolution of e-commerce brings with it a change in the way businesses operate and communicate with a much savvier consumer group, the *Smart Shopper*, where the consumer is in control, (Hines and Bruce, 2001 and IMRG, 2010). E-commerce has had an effect on the whole fashion retail sector and the way it approaches its business activities, from buying and sourcing of goods to product development and marketing of its services. This is due in part to the nature of e-commerce, the high speed of interaction, ability for information gathering and unique ability to communicate directly with the consumer.

It has been widely speculated that the sale of fashion items online would never become substantial as the customer needs to touch and feel the garment prior to purchase, (Underhill, 2000 and Rowley 2009), however fashion retailing is growing. Online sales of fashion items have grown consistently 25-30% a year from the year 2000, (IMRG, 2005). Even with the UK economy deep in recession it is interesting to note that the online fashion market continues to thrive with Mintel (2009) estimating it will be worth £4.1 billion by 2009 up by 26% from the previous year and predicted to reach a figure of £6.1 billion by the year 2014, (Mintel, 2010). The category of fashion and clothing is growing and has now overtaken that of books, (Mintel, 2009); traditionally a leader in this sector and in addition to this almost one third of the population have yet to buy a fashion or clothing item online suggesting a potential untapped customer segment, (Mintel, 2009). In addition, despite the rapid rise of online fashion sales and the fact that shoppers for fashion items have a propensity to spend much higher amounts than any other e-consumers, it is thought that research has not fully explored the involvement of fashion retail and online shopping, (Marciniak and Bruce, 2004).

2.1 E-commerce a Definition

Electronic commerce or e-commerce has no widely accepted definition (McGoldrick, 2002), and many estimates of market size have made it somewhat difficult to monitor the evolution of the sector. E-commerce does not actually need to lead to the purchase of a product or service (Holbrook and Hirschman, 1982) as it can be an important business medium to use as a competitive strategic tool. However, for the purpose of this research study it is the motivations to purchase that are of interest and how they relate to online fashion shopping that will be investigated. Keynote (2009) defines online shopping as selling personal and household products online, therefore for the purpose of this study the UK online fashion market is defined as *all purchases of fashion clothing for men, women and children made via a retailer's web site and delivered to the consumer within the UK.*

The size of the e-commerce market can be highlighted in Table 2.0 that estimates the UK e-commerce market to be valued at £48,500million.

Table 2.0 E-Commerce and UK Home Shopping values (£m at rsp), 2003-2007

	2003	2004	2005	2006	2007
E-commerce (Internet)	14,500	19,000	25,000	33,300	48,500
Direct response/ direct sale	5,050	5,150	5,262	5,379	5,502
Mail-order catalogues	8,466	7,907	7,207	5,657	4,342
Total	**28,016**	**32,057**	**37,469**	**44,336**	**58,344**

rsp — retail selling prices

Source: Keynote (2009)

Key: M= £million, rsp= retail selling price

Table 2.0 shows the consistent increase year on year of e-commerce from 2003 to 2007, whereas direct response forms of selling have remained flat over the same period and mail order catalogues have seen a decline in their sales. Even during a recessionary period research suggests that the online sales growth will continue to be "slightly above average for the past five years" (Pinkerfield, 2008, p. 25) compared to a predicted "well below average sales" for the offline sector; therefore highlighting the importance of online retailing to UK businesses. It is suggested that the online shopping market will grow to include products and services as yet only sold via traditional retail outlets. The largest market sectors for shopping online to date are travel, grocery and auctioning (the online sale of used personal goods). Table 2.1 indicates a growing interest towards buying clothing (and sports goods) online.

Table 2.1 Penetration of Online Purchasing by Type of Goods/Service (% of adults+), 2006- 2008

	2006	2007	2008
Travel, accommodation or holidays	51	46	48
Clothes or sports goods	37	38	42
Films or music‡	53	51	41
Household goods	24	39	40
Books, magazines or newspapers	37	35	37
Tickets for events‡	35	33	37
Electronic equipment	25	20	26
Computer software and upgrades	29	21	22
Food or groceries	20	20	19
Computer hardware	22	17	12
Shares, financial services or insurance‡	24	9	11
Lotteries or betting‡	7	6	10
Other goods and services	11	8	8

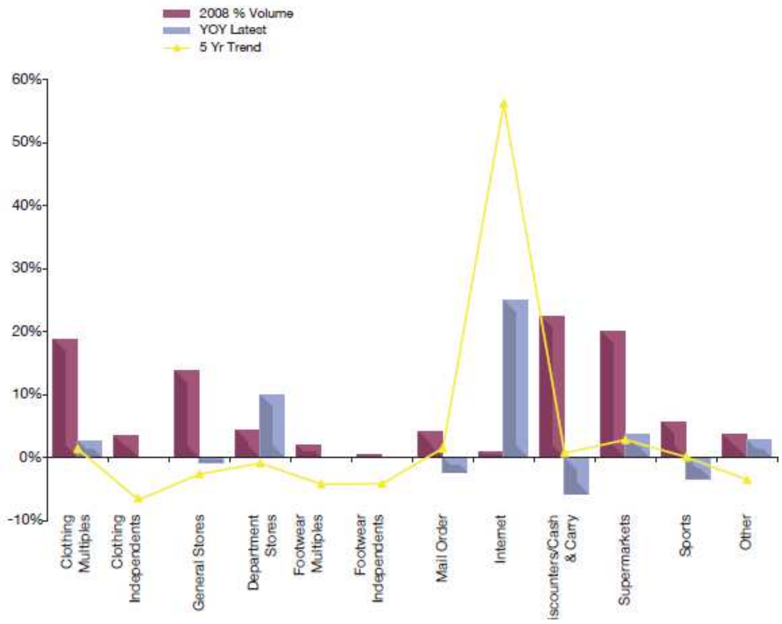
† — UK adults aged 16+ who had bought goods or services online during the previous 12 months

‡ — detailed in other chapters of this Market Review

Source: Mintel (2009)

The largest sector of online purchasing has traditionally been within the travel, accommodation and holidays sector however this sector has lost percentage points between 2006 and 2008 whereas household goods and clothes and sports goods have increased their share consistently over the same period; clothes (and sports goods) were the second most purchased items amongst adults in 2008, (Mintel, 2009). Moreover, online sales of clothing, (footwear and accessories) have now overtaken books to become the fastest growing product category in 2008, (IMRG, 2009). The UK retail fashion market has been hit hard by the economic recession and suffered a decline in consumer spending since 2007, (WGSN 2009). The number of retailers going into administration rose by 21% in the first half of 2008, (WGSN, 2009) with almost 3000 high street retailer outlets closing every month in 2009, (IMRG, 2009), and over 20 individual companies in the fashion sector going in to administration in 2008 and 2009, accounting for over £2.9 billion in lost sales, (Mintel, 2010c). However, the online fashion market remains strong, as the high street suffers losses.

Figure 2.0 Retail Sector Shares by volume 2008



Source: WGSN (2009)

Figure 2.0 shows the distribution of volume by distribution channel for the UK fashion industry. It is clear that the winners are the internet, followed by department stores and supermarkets.

2.2 The UK Online Market

The online market is somewhat dependant upon computer ownership and access to the internet. It was reported by Keynote (2009) that the computer hardware ownership market is relatively saturated in terms of value at £5,741m in 2007, and that this figure would most likely not experience large growth patterns in the near terms due to the ease of replacing older machines with new; they are relatively inexpensive. The internet is somewhat widespread in the UK and there are signs that the recent growth pattern is now in a slowdown phase with the decrease in spending on computer hardware and the saturation of consumer computer ownership. Keynote (2009) found that in 2008 74% of UK adults lived in a household that owned a computer compared to 64.8% in 2004 and 41.3% in 2000. In addition Keynote (2009) discovered that sales of computers to adults were also slowing with 13% of adults purchasing a computer in 2008 compared to 32.5% of adults on 2004.

2.2.1 Internet Access

A 2008 TGI (Target Group Index) survey cited in Keynote (2009) found that 68% of adults accessed the internet in 2008, compared to 61% in 2006. In terms of where they access the internet 93% indicated they had accessed it at home, 32% mentioned the work place and other locations included school or colleges 8%, libraries 4% and internet cafes 5%. The increased availability of broadband service, 92% of internet users interviewed by TGI had broadband service by 2008 indicating that most users by this time had the required speed of access necessary to use advanced web download applications necessary for many end uses including shopping online.

2.2.2 Internet Activities

With the introduction of the internet as a shopping channel consumers have traditionally focussed on the functional aspects of online shopping including convenience, price, and product access , (Parsons, 2002). In addition, consumers also take part in the non-functional aspects of shopping outlined by Tauber (1972) that include roles playing, learning about new trends, diversion, social experience, to communicate with others, for status and authority, and pleasure of bargaining. A series of suggested online activities ranges from research to purchases and is outlined in table 2.2. Joines at al. (2003) segments online web usage into two distinct categories, time spent getting information about products and or services and secondly purchases made on the web. However, these actions are not mutually exclusive and consumers who use the web to find out about a company's product or service are most likely to end up with a purchase, (Joines et al., 2003).

Table 2.2 Penetration of Selected Internet Activities (% of adults), December 2008

Activity	Take Part in Now %
Comparing prices before I buy something	60.4
Researching and booking holidays or travel	55.7
Buying entertainment products books, CDs or DVDs	55.1
For news, sport or weather reports	46.6
Booking tickets for shows or events	44.8
Banking or other financial activity online	43.1
Organising social or family events by e-mail	41.5
Buying clothing or footwear	38.4
Work-related activity or study	36.3
Buying household items (electrical goods, furniture)	33.5
Ordering groceries, food or drinks for home delivery	19.7
Making telephone calls (e.g. using Skype)	14.0

Base: 1,004 adults aged 16+

Source: Keynote (2009)

Table 2.2 shows the overall spectrum of consumer internet activities, (Keynote, 2009). It can be seen that a significant number of people, 60.4% use the internet to browse and examine prices of products before they buy, 55.1% of respondents use the internet to purchase books, CD's and DVD's followed by 38.4% of respondents to purchase clothing or footwear items online, thus suggesting the online market to be a useful marketing tool to the retail sector as a significant percentage of adults purchase online or at least search for information online prior to making a purchase.

2.3 The Online Fashion Market Size

The market for online fashion products is extremely dynamic and continues to be robust even during tough economic trading conditions. As reported earlier forecasts estimate that the online fashion market will be valued at £6.1 billion by the year 2014, (Mintel, 2009). This is an increase of 26% on the previous year and a dramatic jump in sales from 2006 where it was estimated to account for £1.23 billion in sales. For 2009 the online fashion market represented 8.8% of the total clothing and footwear market (Mintel, 2009) and this figure is set to climb to 11.4% by 2014.

Table 2.3 Consumer online and total spending on clothing and footwear, at current prices, 2004-09

	Online spending on clothing and footwear (incl. VAT)		Total household expenditure on clothing and footwear		Online as% of total	% point change
	£m	Index	£m	Index		
2004	1,519	100	42,339	100	3.6	+0.9
2005	1,691	111	43,532	103	3.9	+0.3
2006	2,037	134	44,491	105	4.6	+0.7
2007	2,377	156	45,597	108	5.2	+0.6
2008	3,269	215	46,119	109	7.1	+1.9
2009	4,117	271	46,811	111	8.8	+1.7

Source: Mintel (2009)

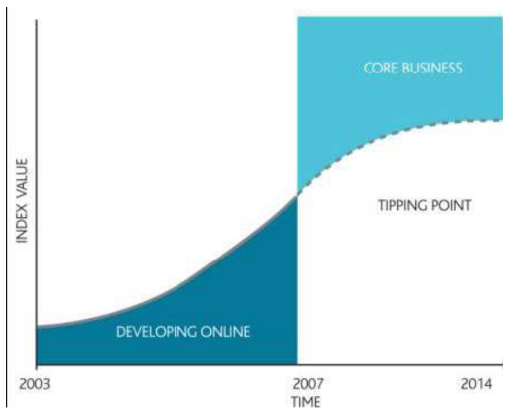
Research also suggests that online fashion web sites are now the most popular type of web site to buy from with almost 27% of online users having recently purchased an item of clothing online, (IMRG, 2010). In addition, the ABC1 socio-economic group who are most likely to purchase clothing items online is projected to increase suggesting continued growth for online shopping for fashion items, (Mintel, 2010a).

2.4 Channels of Distribution

The online fashion market is highly fragmented and split into several channels of distribution from multichannel retailers with a presence on the high street and online or catalogue, to catalogue only, pureplay retailers and auction sites. Every major high street retailer in the UK has an online presence, therefore providing the consumer with a vast choice of online stores. Some retailers operate a multichannel operation with an online and offline presence, some have catalogue and online offering and some exist in the virtual environment only. Jang and Burns (2004) segment online fashion retailers into four different categories; virtual e-tailers, bricks and mortar retailers, catalogue companies and multi-channel retailers. Marciniak and Bruce (2006) have a different view and categorize the online fashion retailers in terms of their product and market positioning. Their research resulted in the following classifications: product specialists (e.g. plus size clothing), fashion designer retailers, (e.g. DKNY), general merchandise retailers who sell fashion (e.g. John Lewis) and general fashion retailers (e.g. Miss Sixty), (Marciniak and Bruce, 2006). What these authors have found collectively is that there is an interest in e-commerce from all areas of the fashion retail sector irrespective of their product or market position.

Until recently the traditional fashion retail brands have been hesitant to develop an online offering due to the business failures of the “dot com” era when many online retailers went through their own recession the “dotcom bust” (IMRG, 2009, p.3). However, major high street retailers including Marks and Spencer (M&S) and the Arcadia Group have adopted the online retail channel as part of their multi-channel strategies, at a time of cost cutting and rationalization, showing the level of importance they place on e-commerce, (Marciniak and Bruce, 2004). In addition, so too have some of the catalogue giants General Universal Stores and Empire Stores. On the other hand, not everyone is online and it appears that there are too many high street retailers with trading formats that need up-dating (IMRG, 2009). Moreover, with increased competition for the consumers spend it is thought that the “mastery of multi-channel is the retailer’s best defence against an uncertain future, and a powerful weapon for displacing competitors”, (IMRG 2009, p. 4).

Figure 2.1 Online Retail Model

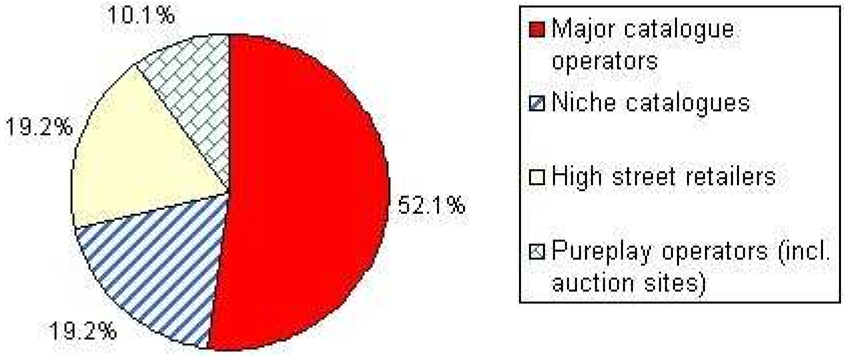


Source: IMRG (2009)

IMRG (2009) contend that 2008 may have been the *tipping point*, see Figure 2.1. Online retail sales drove almost 20% of overall sales online with the clothing and footwear industry also moving in the same direction achieving 30% growth rates in online business, (IMRG, 2009,p.7). Research conducted by Capgemini indicates that 75% of the retailers they surveyed believed that their consumers expected to have a “multi-channel experience”, it was a “must have”, item (IMRG, 2009, p.7).

The area that remains relatively unexplored in detail is that of the pureplays, the online only retailers. The leader in UK online fashion retailing is the pureplay ASOS, (Mintel, 2010). It has proved to be a valiant competitive force against the largest of the high street retailers and one major reason is thought to be the wide selection of fashion items it can display at any one time, far more than the high street is able to display for the consumer, (IMRG, 2009). The company’s success is thought to be attributable to its quick response to new technical developments within e-commerce and by offering innovative key features including online catwalk shows and a consumer magazine, (Mintel, 2010). Figure 2.2 shows the market share broken down by each of the online players for 2005 and Figure 2.3 shows how this has changed by 2009 as market share is eroded by new entrants including pureplays and supermarkets.

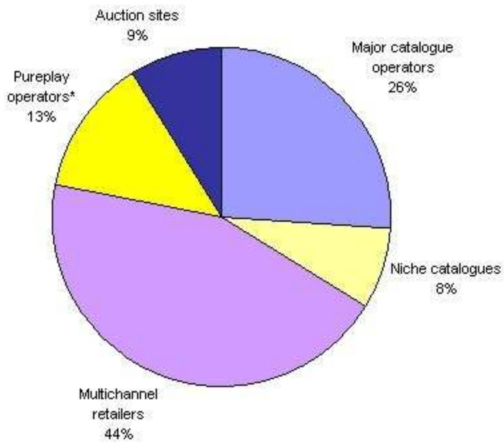
Figure 2.2 Channels of Distribution , 2005



Source: Mintel (2006)

In 2005, as shown in Figure 2.2, the major force in online retailing were the large catalogue companies, followed closely by the niche catalogues and then the high street retailers. Whereas in 2009, the largest players in the sector are the multichannel retailers (retailers with a presence in both the online and offline world) who hold 44% share of the market. Followed by catalogues at 26%, pureplays (retailers with an online presence only) at 13%, auction sites 9% and niche catalogues 8%, (Mintel, 2010). The multichannel retailers appear to be the most proactive in this new market environment, see Figure 2.3, creating the largest growth pattern for this retail arena as they move online with expanded product offerings and thus bringing with them wider choice, new price points and different consumer bases.

Figure 2.3 Shares of online fashion market by channel, 2009



Source: Mintel (2010)
(NB May not add to 100 due to rounding)

When examining the figures for online shopping from 2005 compared with 2009 it can be seen that the two sectors experiencing the strongest growth are the multichannel retailers (previously labelled high street retailers, the term multichannel only coming into play in more recent years) with an increase in market share of 24.8 % points and the pureplays and auction sites combined who grew 11.9% points. Although considered good at converting customers from the catalogue operation to online, the catalogues and niche catalogues have both lost market share over the last few years. It is the pureplays that are recognised for their incredible growth in such a short trading period and for starting businesses without the existence of an offline retail format as a starting point; they have attracted totally new customers in a relatively short space of time to compete with major high street retail brands, (Underhill, 2000).

Table 2.4 Estimated market share % of fashion online retailers 2009

Channel	Retailer	%
Major catalogue specialists	***Shop Direct Group***	***14.5***
	N Brown	***5.4***
	Freemans Grattan Holdings	4.7
	Redcats UK	1.0
	Total major catalogues	25.5

Niche catalogues	Boden	1.8
	M&M Direct	2.3
	Lands' End	0.5
	Charles Tyrwhitt	1.4
	Others	2.4
	Total niche catalogues	8.4
Multichannel retailers	***Next***	***13.0***
	M&S	***8.3***
	Arcadia	1.5
	Debenhams	1.2
	Cotton Traders	0.6
	JD Sports	0.4
	Other*	19.3
	Total multichannel retailers	44.2
Pureplay operators	***ASOS***	***3.6***
	Net a Porter	2.1
	Figleaves	0.7
	Other**	6.5
	Total pureplay operators	12.9
Auction sites		9.0
Total		**100.0**

(* Includes eg River Island, Oasis, Asda, ** includes eg Amazon.co.uk, may not add to 100 due to rounding)

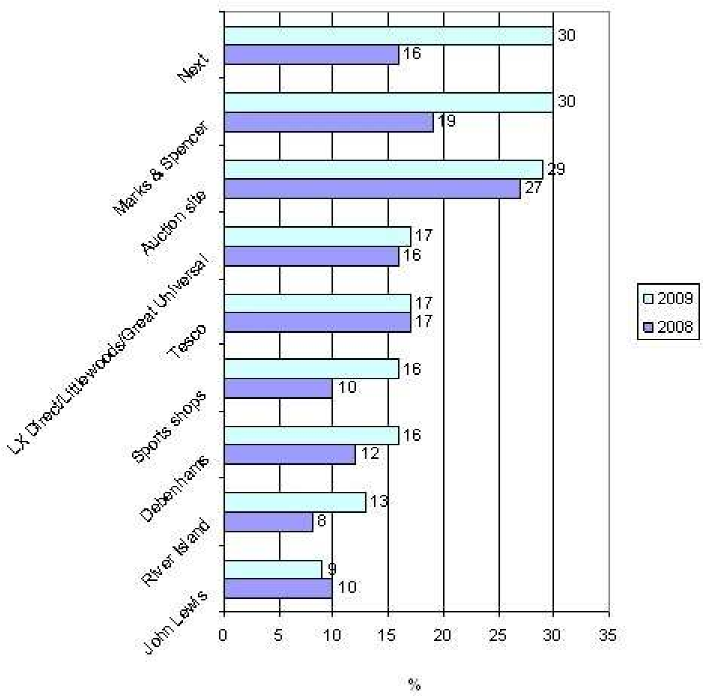
Source: Mintel, (2010a)

Shop Direct, Next , M&S , and N Brown hold the largest individual market shares in the online fashion market, however the pureplays ASOS and Net-a-Porter although smaller in overall share of market have experienced more rapid growth in sales and profits compared to the multichannel and catalogues specialists. Looking at online sales Shop Direct sales were up 9% on 2008, sales for Next Directory rose 2.1%, M&S direct sales increased 19% on the previous year, N Brown online sales were up 38% whereas sales for ASOS were up 104.1%, (Mintel, 2009). A major challenge for all participants within the online fashion retail sector is how to retain their market share as fragmentation is set to rise as the number of online retailers increase year on year, (Mintel, 2009).

2.5 Major Players in the online Fashion Industry

The major players holding market share in the online fashion market include multichannel retailers Next and M&S, catalogue operators Shop Direct and N Brown and pureplay ASOS. Next and M&S remain clear market leaders each with 30% market penetration of the online fashion sector, (Mintel, 2009). Figure 2.4 shows the growth of Next from 2008 to 2009; it is thought that the growth is lead predominantly by the conversion of existing Next Directory customers to its online offering, as sales of its Directory have remained relatively flat over the last year, therefore they will eventually need to look for new online customers when they exhaust their exiting customer base. Similarly M&S has seen growth in penetration levels and it is unclear as to whether the rise in customer levels is due to new customers or customers converting from its stores. Either way this will mean a substantial effort on behalf of both Next and M&S to attract new customers in order to retain market share in the future, (Mintel, 2009). Figure 2.4 shows where consumers are going online to buy fashion online.

Figure 2.4 Where consumers buy clothes online 2008, 2009.

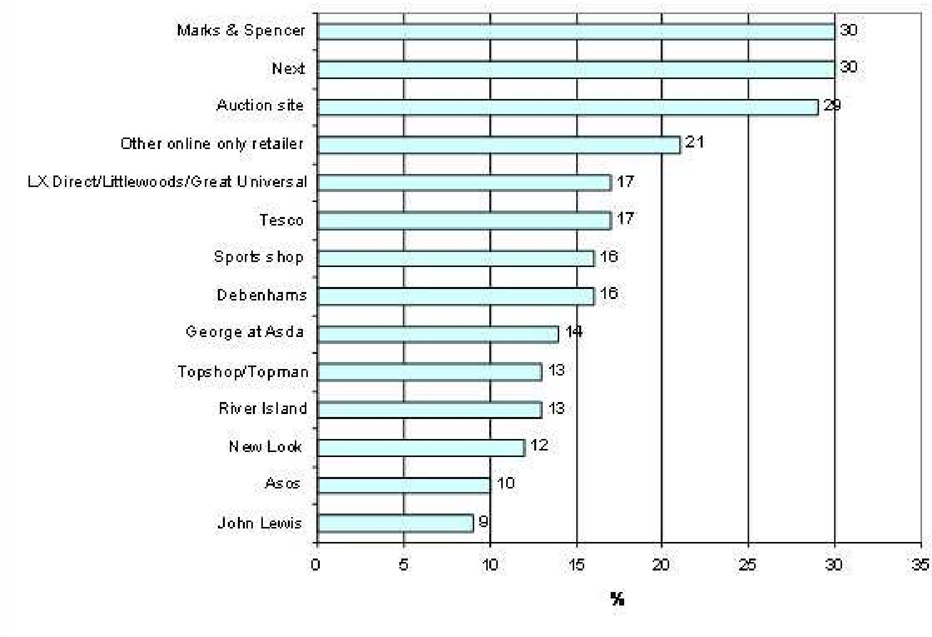


(NB: The 2008 survey asked respondents where they bought clothes for themselves versus bought for others, the above graph only shows where they bought for themselves)

Source: Mintel (2009)

Auction sites and Shop Direct appear to have grown only marginally suggesting they are losing traction in the market place, see Figure 2.4, and face competition from new entrants from the high street including supermarkets. Tesco's penetration percentage remains substantial however they ceased offering their online fashion ranges earlier in 2009 but plan a re-launch before the end of the year. Their high market penetration suggests a good response to this when it happens, (Mintel, 2009). Sports shops , Debenhams and River Island have also all increased their market penetration since 2008 quite significantly which may suggest increased trust and trial from the consumer base as online shopping becomes more widely used. However, Mintel (2009) suggests that market share is being eroded by constant new entrants from the high street and other retail sectors including the supermarkets, sports market and new online pureplays, see Figure 2.5.

Figure 2.5 Where consumers buy clothes online June 2009



Source: Mintel (2009)

It can be seen in Figure 2.5 that the new entrants including New Look, George and ASOS have all accumulated good percentages of market share in less than 12 months at the expense of the existing players. New Look and George at Asda both have the benefit and backing of their high street presence, however it is with interest we see the rapid growth of ASOS who entered the market place as a pure online retailer without the benefit of consumer trust, existing brand recognition or an existing customer and achieved 10% market penetration. They are the leading online retailer, doubling sales almost every year and showing to be highly profitable, (Mintel, 2010d). What remains to be seen is if these new online retailers will be able to hold and grow their market share and how they will compete against the larger retail companies going forwards. Pureplay retailers will therefore have to continue to increase their presence in the online world in some form either by Brand or product extension, market penetration and focus on the customer experience in order to retain their newly created customer bases. Moreover, it will be interesting to view how the established high street brands react to such a new retail format taking away its core consumer.

The following section highlights some of the key players in the online fashion industry in a little more depth for each of the sectors, pureplay, catalogue and multichannel; they are however only a small representation of the players in this online environment as every major non-value high street retailer now has a presence on the web, and those who are non-transactional are trading up to a commerce site rapidly. Zara goes transactional September, 2010, established brand Polo Ralph Lauren goes online in the UK autumn 2010, with the target of achieving 20% of its UK turnover from the web site, (Drapers, 2010b), and e-bay launches a full price fashion site summer 2010, (Mintel, 2010b).

Table 2.5 Top performing online fashion retailers 2009

Retailer	%
Shop Direct Group	**14.5**
Next	**13.0**
M&S	**8.3**
N Brown	**5.4**
Freemans Grattan Holdings	**4.7**
ASOS	**3.6**
M&M Direct	2.3
Net a Porter	2.1
Boden	1.8
Arcadia	1.5
Charles Tyrwhitt	1.4
Debenhams	1.2
Redcats UK	1.0
Figleaves	0.7
Cotton Traders	0.6
Lands' End	0.5
JD Sports	0.4
Total	**63.0**

Source: Adapted from Mintel,(2010a)

The top performing online retailers can be viewed in Table 2.5, the highlighted companies account for 50% of the UK's online sales for fashion and are subsequently reviewed in the following section. In addition, to give an overview of the current sales position of these major players Table 2.6 highlights the sales figures for the year 2009.

Table 2.6 Sales Top Online Fashion Companies

Company	Online Fashion Sales £million (2009)
Shop Direct	£1,150m
Next Directory	£510m
M&S Direct	£324m
ASOS	£223m
N Brown	£128m

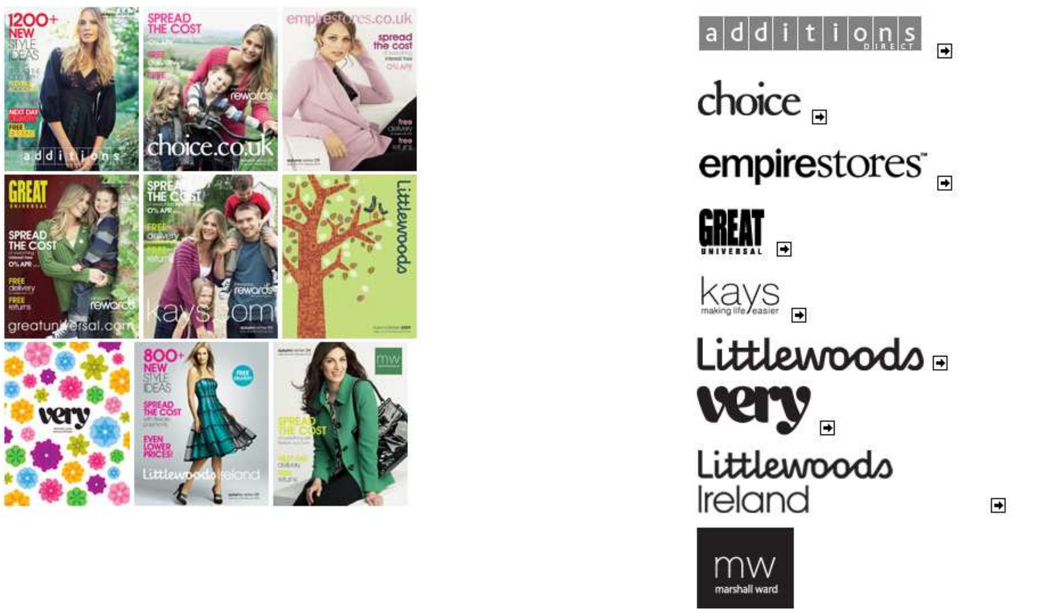
Source: Adapted from Mintel (2010a), Mintel (2010b) and Mintel (2010d)

It must be noted that due to the dynamic nature of e-commerce, the figures stated in this report are in constant flux and therefore reported by different databases sometimes differently due to the time of data collection. Moreover, with other online operators entering in to the online fashion business including supermarkets, auction sites and department stores, their sales figures for fashion are not always presented separately from their overall sales thus making it difficult to report on all players in the online fashion sector. Companies including Tesco (£2,000m), Amazon (£1,550m), Argos (£1,200m), Ebay (£600m), Asda (£525m) and John Lewis (£370m)all operate e-commerce sites and sell clothing online, (Mintel, 2010b). However their exact sales figures for fashion have not been reported separately from their total turnovers for 2009 as previously shown, therefore can not be included in this study.

2.5.1 Shop Direct

Shop Direct is the largest player in the catalogue segment with sales in 2009 of £1,796 million and 56% of these sales online, (Mintel, 2009). It operates several different online brands with their own web presence and product selections. Their catalogue and online brands are represented in Figure 2.6.

Figure 2.6 Shop Direct Catalogue and Online Brands



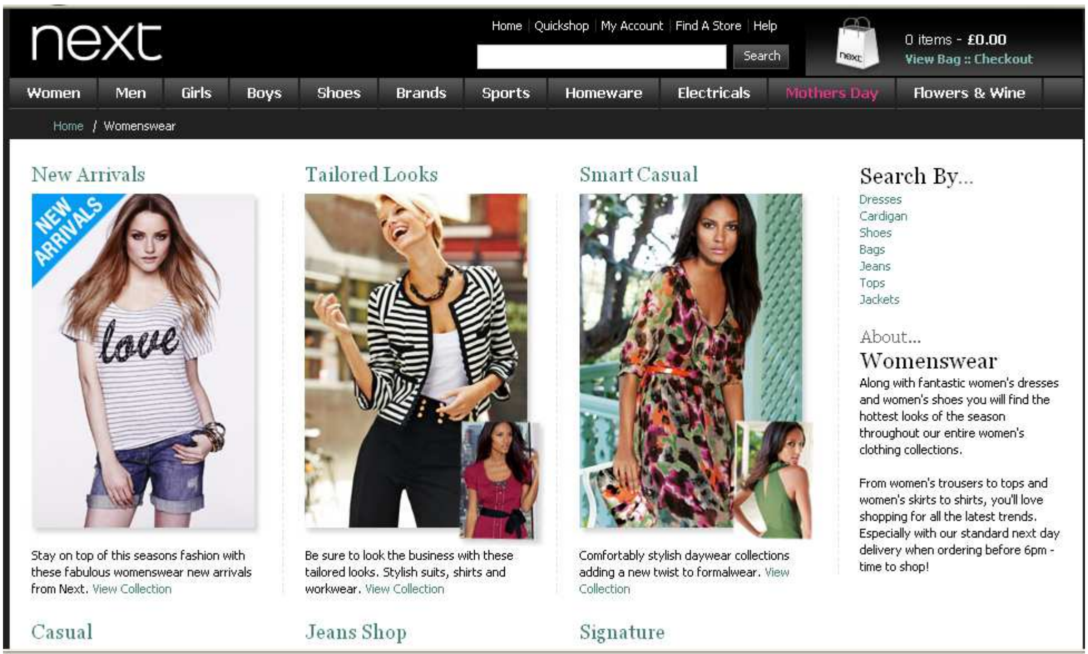
Source: www.Shopdirect.com (2009)

Their market penetration is 17% with a target consumer group of C2DE and over 35's, (Mintel, 2009). Shop Direct are investing heavily in technology, up-dating websites, introducing a central European warehouse and have also launched a new online catalogue called '*very*' to service the lucrative and more fashion forward 25-45's young families in an attempt to broaden appeal and deepen their market penetration. Shop Direct present a serious business model with heavy investment of £16 million in advertising campaigns both online and offline to direct more consumers to their websites they aim to have "internet sales accounting for 70% or total sales by 2011", (IMRG, 2009, p.28). Therefore although a large player in the online environment it will be interesting to see if the Company can hold market share.

2.5.2 Next Directory

Multichannel retailer Next started its retail business in 1982, with its home shopping network Next Directory debuting in 1988 and followed by online shopping in 1999, www.Next.co.uk. Next achieved rapid online growth and remains the top online fashion retailer in terms of turnover, (Mintel, (2010a). The growth appears attributable to the conversion of its catalogue customers to the online offering. The Next web site can be viewed in Figure 2.7. The product offering covers women's, men's and kids clothing homewares, electricals, flowers and wine and other fashion brands including Gap, Firetrap and Replay.

Figure 2.7 Next website



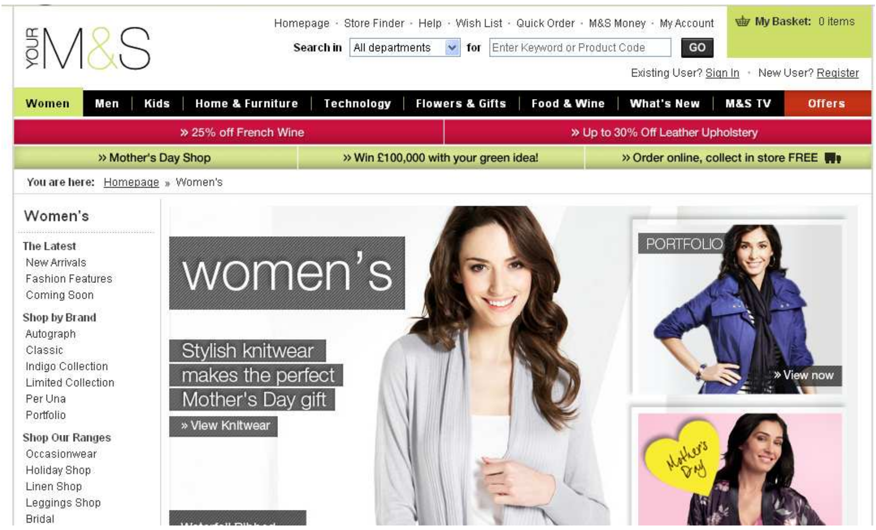
Source; WWW.Next.co.uk (2009)

Next plc. have approximately 510 retail stores in the UK and 190 international stores. Internet sales account for almost 60% of the Next Directory turnover in the UK, which was £500m in 2008/09, (Mintel, 2010b). Next Directory's target consumer is young families (25-45's) where it has a leading position and extensive penetration with it's widest appeal going to the ABC1's and focussing on C2's in particular. It is thought that although Next have a good slice of market share they need to up-date their online presence and widen their appeal to retain this market position in the future, a strategy already in play as they added new fashion brands including Miss Sixty, Diesel, Firetrap and Superdry in 2008 and entered into 18 new international markets across Europe in 2009, (Mintel, 2010b). Whilst Next plc. stores sales have slowed the internet sales continue to grow. It is estimated that Next's rapid growth in its online sales is due to conversion of its existing customers from its catalogue Directory business, the widening of product offering, expansion into international markets and a constant up-grading of internet features that enhance the online experience including better photography, wider screen views and enhanced search functions. However, the increase in their internet customers may slow down considerably once they have converted their previous catalogue shoppers and thus Next Directory needs to continue to innovate in order to maintain market share, (Mintel, 2010b) and fend off keen rivals entering in to the online market including Zara, Debenhams and Gap, (Mintel, 2010a).

2.5.3 M&S Direct

Marks and Spencer (M&S) offer a range of more traditional clothing and accessories for men, women and kids along with food and electricals and homewares, (IMRG, 2009). M&S is the UK's largest retailer for clothing and related products with a share of 5.3% of total UK online sales. With 668 stores and total sales of £8.16 billion in March 2009, sales were down slightly however online sales had increased by approximately 34% on the previous year, (Mintel, 2009). M&S Direct, the online offering has been in existence since 1999. The web site can be viewed in Figure 2.8.

Figure 2.8 M&S Website



Source: www.marks andspencer.com (2009)

M&S Direct has 30% market penetration, along with Next and sales of £324.4m year 2009, (Mintel, 2010a). Its market positioning is aimed at the ABC1 over 45's and it is therefore thought that to continue to hold such a lead position they would need to target new consumer groups and segment their product offering accordingly in order to maintain position and compete in the future, (Mintel, 2009). The offline retail arm of the Company gives M&S a huge benefit as they can offer the customer the option to return items bought online in-store and to collect online purchases in-store, widening its appeal to its target consumer group. M&S aims to reach online sales targets of £500 Million by 2011 and to significantly challenge Next Directory and Shop Direct, (Mintel, 2010a). In addition to e-commerce, the Company is focussed on improved service and product offerings and expansion overseas in order to remain competitive, (IMRG, 2009).

2.5.4 N Brown

N Browns core business is direct home shopping with a focus on providing value driven products, (www.nbrown.co.uk, 2009). The company manages 30 brands that are marketed via bi-annual catalogues, monthly brochures and related websites, (www.nbrown.co.uk, 2009) and has group sales of £662.5 million, (Mintel, 2009) and online sales of £128m, (Mintel, 2010).

The catalogue and online brands are represented in the Table 2.7. The product offering of N Brown brands is diverse from men's and women's apparel in fashion styles, classic styles, exclusive brands, niche ranges, homewares and gifts and their target consumers are the older segments, larger sizes and niche groups including maternity; their youngest consumer target being (30-45), then mid life (45-65) and mature (65+), (Mintel, 2009). The fastest growing sector was menswear in 2009, (IMRG, 2009).

Table 2.7 N Brown Group Plc. Catalogue and Online brands

Younger Titles (30-45)	Midlife Titles (45-65)	Mature Titles (65+)	Other sites
Fashion World www.fashionworld.co.uk	**JD Williams** www.jdwilliams.co.uk	**Special Collection** www.specialcollection.co.uk	**Crazy Clearance** www.crazyclearance.co.uk
Simply Be www.simplybe.co.uk	**Ambrose Wilson** www.ambrosewilson.co.uk	**Heather Valley** www.heathervalley.co.uk	**Discount World** www.discountworld.co.uk
Naturally Close www.naturallyclose.co.uk	**Oxendales** www.oxendales.co.uk	**House of Bath** www.houseofbath.co.uk	**Home Essentials** www.homeessentials.co.uk
New Now www.newnow.co.uk	**Marisota** www.marisota.co.uk	**Nightingales** www.nightingales.co.uk	**Home Shopping Direct** www.homeshoppingdirect.co.uk
Classic Confidence www.classicconfidence.co.uk	**Fifty Plus** www.fiftyplus.co.uk		**Pet Food and Stuff** www.petfoodandstuff.co.uk
Viva La Diva www.vivaladiva.co.uk	**Shoe Tailor** www.shoetailor.co.uk		**Crafting Direct** www.craftingdirect.co.uk
Simply Yours www.simplyyours.co.uk	**Shapely Figures** www.shapelyfigures.co.uk		**The Brilliant Gift Shop** www.thebrilliantgiftshop.co.uk
Jacamo www.jacamo.co.uk	**Classic Detail** www.classicdetail.co.uk		**Velvet affair** www.velvetaffair.co.uk
	Premier Man www.premierman.co.uk		
	Gray and Osborne www.grayandosborne.co.uk		

Source: www.nbrown.co.uk (2009)

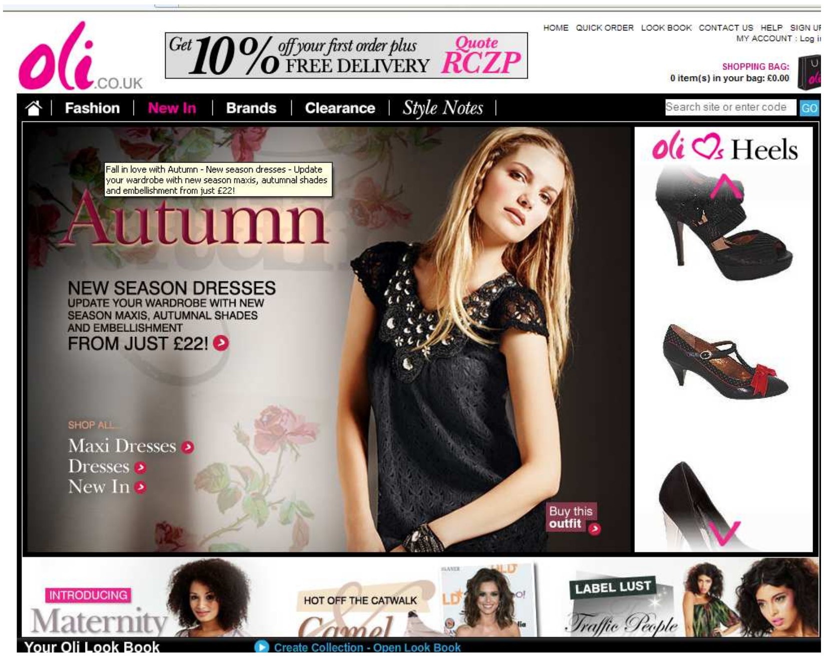
The company reports that online sales now account for 39% of total company sales and that they are looking to expand their offering overseas into Europe starting with Germany and also the USA, (www.nbrown.co.uk, 2009). Celebrity endorsed ranges from Gok Wan and branded merchandise have contributed towards their online successes, (IMRG, 2009). The future growth areas for N Brown will be menswear, the older consumer and plus sizes, as trends towards an older population and obesity rise in the UK, (Mintel, 2010a). The Company appears to have cornered the online market for these sectors, however it remains to be seen if this is sufficient to stay ahead of the competition.

2.5.5. Freeman Grattan Holdings

Freeman, Grattan Holdings is part of the Otto Group, the world's largest mail order operation, (Mintel, 2010a). The Company operates several web sites and catalogue brands; Freemans, Grattan, Kaleidoscope and Look Again, in addition they operate an online only offering, Oli.co.uk. Freeman Grattan Holdings target market is women aged between 30-60 years old with the exception of Oli.co.uk that targets a younger female consumer and

Kaleidoscope aimed at the older woman. The Oli webs site, caters for womenswear only with Brands including Miss Sixty and Diesel, and can be viewed in Figure 2.9.

Figure 2.9 Oli Website



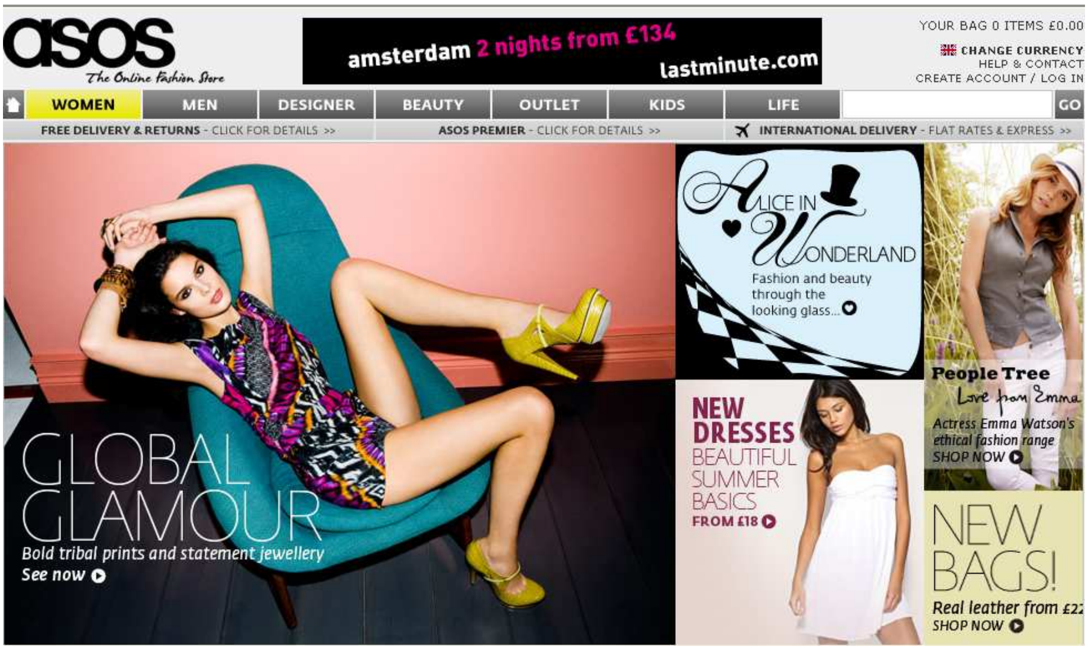
Source: www.Oli,co.uk (2010)

The future of Freemans, Grattan Holdings looks difficult as the Company struggles to centralise design, production and operational resources in Europe taking the focus off the UK fashion needs and thus sales are expected to decline, (Mintel, 2010a).

2.5.6 ASOS

ASOS was founded in 2000, originally called As Seen On Screen, (now shortened to ASOS), due to the consumer demand for knowing and imitating what was worn by celebrities. The pureplay retailer (online only) operates currently in the online business environment only, however, reports that ASOS were in discussions with Boots, W.H.Smith and Argos as potential offline fulfilment destinations were in the press at the time of this study being completed, (Kutchler and Rigby, 2010). The company offers menswear, womenswear, kids clothing, accessories and beauty products online to 58 countries world wide. The home page can be seen in figure 2.10.

Figure 2.10 ASOS website



Source: www.asos.com (2009)

Revenues from 2008 to 2009 had increased 104.1% to £165.4 million and profits were up 100.2% to £13.9 million for the same period, (Mintel, 2009). At the end of 2009 ASOS offered over 34,000 product lines and over 700 other brands for its 1.83 million registered users of clothing, footwear and accessories (IMRG, 2009, p.23, and Mintel, 2010a). More recent sales of £223 million were recorded in June 2010, with an increase in sales on the previous year of 60%, (Davidson, 2010). ASOS key target group is the 16-34 year old *fashion forward shopper*; a shopper with a high interest in fashion, with the majority being female and between 16-19 years old from the AB's group, (Mintel, 2010a). ASOS is an innovator in the industry continually adding to its product and service offering by increasing its product ranges, (e.g. ASOS Curve, for larger sizes the Green Room, for fair-trade clothing, Little ASOS for kids and ASOS Black, a higher end collection), investing in technology, improving service levels including same day delivery for within the London area, and keeping up-to-date on the latest communication methods with collaborations with several social networking sites including Facebook, MYSpace, Twitter and Bebo, (Mintel, 2010). Its rapid increase in sales has been attributed to various strategies including the addition of other brands other than it's own to add credibility, the introduction of new faster, free delivery options including same day delivery within London, free returns, a discount retail site branded ASOS Red and rapid international expansion, almost 25% of sales are overseas, (IMRG, 2009), operating in 167 countries, and plans to provide dedicated web offerings for Germany, France and the USA, (Davidson, 2010) . According to IMRG (2009, p.23) in the ASOS is "the second most visited clothing site after Next", (Davidson, 2010). With its sales growth, constant innovation, up-to-date fashion offering, keen pricing and continuous service improvement it makes ASOS a fierce competitor for not only the online fashion retailers but also many fashion retailers on the high street.

2.6 The Online Consumer

Online shopping for clothing items is considered widespread in acceptance, (Mintel, 2009), it is part of everyday life. As the internet evolves vast amounts of information have become available to the consumer and they are becoming savvier, able to challenge the online retailers and make more educated choices, Reynolds (2002). The significance of this is that retailers need to up their game in terms of attracting and retaining their customers' loyalty and patronage as it is the consumer who has the power in the online environment. In order to do this the online retailers need to know who their online customers are as the medium is constantly evolving and what motivates them to shop online in order for them to provide the right customer experience.

2.6.1 Online Shopper Typologies

Research has shown that shopping online for fashion can be closely related to consumer demographics and various typologies, Westbrook and Black (1985), Jayawardhena et al. (2007), Hansen and Jensen (2008) and Dias (2003), therefore it is considered useful to this research study to overview the consumer type by demographics and look at some consumer typologies in a little more detail in order to better understand this group of shoppers, what factors may affect them when they shop online and therefore what considerations an online fashion retailer may need to take in to account when entering the online environment.

Mintel (2009) suggests that online shopping is much more likely to happen amongst the younger consumers in particular 16-24's as e-commerce is part of their everyday lives. This consumer group is also relatively impulsive and buy things they had no initial intention of buying, in addition women are much more impulsive than men. The younger consumer groups also spend time on the social side of shopping with social networks and sending of links to each other for opinions and therefore likely to spread the word about online products and or services very rapidly, (Mintel, 2009). Demographics for online shoppers can be viewed in Table 2.8. In summary the largest demographic for online fashion shopping is typically the female shopper between the age of 25-34 years, in socioeconomic group ABC1 and shops at Next and Marks and Spencer. The Table 2.8 also indicates that online fashion shopping is not purely a business area for fashion retailers as auction sites, (29%) and supermarkets (17%) attract large sectors of the population.

Table 2.8 Shopping Online, by Demographics, June 2009

	Next	Marks & Spencer	Auction site (e.g. eBay)	Other online only retailer	Tesco	LX Direct/ Littlewoods/ Great Universal
	%	%	%	%	%	%
All	30	30	29	21	17	17
Gender:						
Male	30	26	27	25	20	13
Female	31	33	31	18	14	20
Age:						
16-19	23	17	27	26	9	7
20-24	29	23	33	15	19	10
16-24	27	20	30	20	14	9
25-34	47	23	32	15	22	16
35-44	35	27	33	19	19	24
45-54	25	39	26	20	15	18
55+	15	42	22	34	13	17
Socio-economic group:						
ABC1	31	34	28	22	15	15
AB	31	40	27	23	16	13
C1	32	28	29	22	14	16
C2DE	28	22	31	19	20	21

C2	36	25	32	16	22	20
DE	18	19	29	23	17	22

(Base: 1,388 internet users aged 16+ who bought clothes online)
Source: Mintel (2009)

Online fashion shoppers can be grouped in many ways, however Mintel, (2009) segments them in to three consumer types; Happy Browsers (32%), Web Worriers (39%) and Net Negatives (29%). The characteristics of each can be summarised as follows: Happy Browsers are multi-channel shoppers and most likely to enjoy the online shopping experience as they find it easy and convenient and very likely to return to an online store if a site is easy to navigate. They are most likely to be in the socio-economic groups AB, under 25 years of age and the most attractive consumer groups to the online fashion community. The Web Worriers are hesitant online shoppers, the majority being under 25 years of age and the most common factor being low level of internet usage and therefore unfamiliarity with the online environment. If their confidence of online shopping can be improved they would be a large prospective segment for online businesses to approach. The Net Negatives are mostly in the 45+ age bracket, and usually in groups C2's, D and E. They are more predisposed to shopping offline, are of a less affluent profile and therefore the least attractive groups to the online market however it could be said that this group may be more inclined to trial the online shopping experience if they could experience cost benefits from shopping with discount retailers.

The managerial and professional socio-economic groups of AB and C1 consumers is set to increase over the next five years, (Mintel, 2009) at twice the rate of the overall population. This group of consumer is most likely to search for time-saving services that reduce the amount of time they need to spend in-store and therefore most likely to use online resources. Forecasts from Mintel (2010b) suggest that increases of disposable income will show only a marginal increase for 2010 after a reduction in incomes for 2009 therefore suggesting future caution amongst consumers spending habits. Similar online consumer typologies have recently surfaced, Table 2.9 shows consumer groups segmented by their online shopping behaviour, (IMRG, 2010,p.10).

Table 2.9 Online Consumer Typologies

Consumer Type	Retailer considerations
1. ***The promiscuous***	How do you make sure they come back to your store/site after looking at others?
2. ***The savers***	How do you retain their interest from initial trigger to ultimate purchase?
3. ***The point's aficionados***	Do you have a loyalty card?
4. ***The unadventuro us***	Is your brand front of mind? Do they trust it?
5. ***The quality seekers***	How do your products measure up?
6. ***The bargain hunters***	Do you make people believe they're getting a good deal? Do you have discounted offers to drive through sales?
7. ***The web researchers***	Do you have a strong presence online and is it likely to drive consumers to your store rather than competitors? Better yet, is it able to seal the deal there and then?

Source: Adapted from IMRG (2010, p.10)

The online shopper is considered "smarter, sharper and have a multitude of tools to ensure they extract the best value from each and every purchase", (IMRG, 2010, p.10). The consumer types outlined in Table 2.9 group the shoppers in terms of elements of e-commerce that are important to them; they are all searching for something whether it be a bargain, information about quality, security of familiar brand names or competitive product information. With the information they find online they will ultimately make a purchase decision. Therefore it is of huge value to the e-retailers to know more about what the consumer is searching for and why, in order to target their online offering accordingly and convert browsers into purchasers.

The recessionary years of 2008-2010 prompted a growing trend for finding the best *value* and searching for a *bargain*, this in turn has meant an increase in online research where consumers are online looking for information with regards to their purchase. This gives the e-retailer an opportunity to convert these browsers into purchases and has seen an increase in impulse shoppers, (IMRG, 2010).

Mintel (2009) suggests that the ABC1 socio-economic groups and the younger age groups 16-24's are most likely to buy clothes. These consumers are the most familiar with shopping online thus suggesting they are a prime target for the online fashion retailers of the future. In addition, it is important for the online retailer to watch this segment as they grow in the next demographic grouping, the 25-34's as these consumers look likely be the most enthusiastic about buying fashion online, with 20% purchasing more clothing online than in store. This consumer segment is due to grow in the UK from 8 million to 9 million, an increase of 12.1% by 2014, (Mintel, 2010a), they are web-savvy and demand frequent new ranges to choose from as well as being influenced by *key trend* and *must have* items.
Social networking is becoming integral to the lives of the online shopper and therefore the online retailer needs to act on this information with viral marketing campaigns, online vouchers, coupons and incentives.

In summary it can be said that the consumer base for online fashion shopping is large, growing and diverse in nature, the most important group being the younger female 16-34, requiring online businesses to really focus on their own particular target market. The online fashion retailer needs to deliver great product of the latest trends, appropriately priced that not only offers a good service proposition but enhances the overall online experience for the consumer, delivers value and thus promotes repeat purchase and ultimately brand loyalty.

2.7 The future

The online fashion market is experiencing rapid growth with the entrance of new players, increasing competition for existing businesses and with existing retailers widening their product offerings. Entrance to the online channel can be seen at the entry level price point with new online ventures from Asda (George) and Matalan, from discounters including TK Maxx, and also at the luxury level with the addition of a transactional web site from Selfridges. Market growth patterns are expected to level off due to maximum broadband penetration in UK households. However, this has yet to be seen as even during the recessionary period 2008-2009 the sales of clothing and fashion continue to rise, (Mintel, 2010c) and much of this sales activity continues to takes place online, fuelled by constant searches for and discussions about fashion via social networking sites.

Experts in the online fashion industry believe that e-commerce will become more sophisticated over the next decade with increasing usage of 3-D and interactive shopping and mobile technology. Online shopping for fashion will involve “avatars” to help them browse and shop, and enable them to see themselves wearing the items virtually by pre-entering personal statistics and size data, (Drapers Record, 2010a). Web technologies and social networking are set to increase and provide better information for the consumer to make fast informed decisions when shopping online. The clothing sector has been one area in particular that has seen an increased usage of such technologies in order to enable the consumer to get “as close to touching the product as technology allows”, (IMRG, 2010, p.21). New technologies provide the consumer with “360 degree rotating images, zoom functions, look books, drag and drop functions to make it easier to select clothing items on line” and reduces the need to visit a high street store, (IMRG, 2010, p.5).

There are three major development areas for e-commerce going forward in order to continue to grow; internationalisation, multiple channels and mobile commerce, (IMRG, 2010, p.4). The fastest growing geographical areas for e-commerce are outside the UK and USA, therefore, international trade presents huge opportunities for e-retailers to gain new customers and thus incremental sales. A trend is emerging for high street retailers to form partnerships with existing internet companies to develop their e-retail offering; e.g. Debenhams recently linked with Amazon.com to provide an e-commerce option, this multi-channel approach is set to increase and seen as a new income stream for the future, (IMRG, 2010). The overriding goal is to satisfy customer expectations whilst improving their online shopping experience. This experience is rapidly moving towards mobile commerce; the time-starved busy consumer wants to be able to shop any time anywhere and anyway they choose therefore e-commerce solutions include increased access to internet sites via mobile phones in order to take advantage of this trend.

The industry also predicts that there will be more integration of technologies whereby the consumer can shop directly from their social networking site, such as Facebook, and see increased usage of *cross-channel* shopping. This involves the consumer's choice of where to browse for an item such as on an iphone, then to visit a store to try on the item, check out pricing and order from a computer, making use of several technology points throughout the transaction, (Drapers, 2010a). The consumer will very much be in charge of the transaction and will select from where, when, and how they will shop and be likely to talk or *tweet* about their shopping experiences both positive and negative to their friends on social networking sites. Retailers will increase their social networking activities in order to get closer to their customers, the social network pages such as a Facebook page provide rich content for retailers to discover what their customers really think of their products and brand; Burberry has a Facebook page that boasts approximately 700,000 friends, (IMRG, 2010). This enables the company to create an online community and communicate with their customer directly about products, the brand and to better understand their needs.

Table 2.10 Predicted future trends of online fashion shopping

- 3-D technology
- Integrated social commerce
- Buying direct from web catwalk shows
- Mobile commerce (m-commerce)
- Product Customisation
- Consolidation of networks; social and networks

- Cross-channel shopping
- Interactive shopping

Source: Adapted from Drapers (2010a)

Table 2.10 highlights the areas of focus for the online fashion industry going forwards from improved technologies, increased choices of shopping methods and superior merchandising and selection tools. All are geared firmly towards keeping existing customers and gaining new ones with the ultimate goal of increasing sales and market share. There is renewed focus firmly back on ROI, (Return on investment); retailers are trying harder to entice e-shoppers with improved content and imagery and directly target them with appropriate offers; this has resulted in success, higher average basket sizes and increased purchases per order, (IMRG, 2010).

2.8 Summary

In a tough UK fashion retail environment e-commerce remains strong. The online fashion sector continues to grow as the fast pace of life increases and consumers place higher value on their time; especially during a recessionary period and will continue to take sales away from traditional retailers; to the amount to 10% by 2013, (Datamonitor, 2009), and predicted 20% by 2015, (Mintel, 2010b). Competition is likely to escalate as more entrants join the online retail segment, intent to go online before their competition do, (Dennis et al., 2009), thus further fragmenting the market. This suggests that retailers will have to work even harder to preserve their loyal customers and keep hold of market share.

Changing consumer demands for new fashion items and more often has seen the emergence of fast fashion and a new way of shopping that has fuelled an appetite for change amongst consumers. This has further assisted the growth of online shopping and seen the beginning of a new retail shopping model where the consumer is in control, so much so that the traditional marketing mix has been re-defined from the 4P's to the 4C's (convenience, customer value, cost to the consumer and communication) for the online model to provide “more emphasis on consumer wants and concerns”, (Dennis et al., 2009, p.5).

A positive factor for the future of online fashion retailing is the prediction of an increase in the key fashion consumer group 25-34’s; it is set to increase from 8 million to 9 million, an increase of 12.1% up to 2014, (Mintel, 2010a). In addition these online shoppers present the most growth potential are amongst the AB consumer groups who have the most disposable income and represent 58% of spending, (Datamonitor, 2009) and are most interested in time savings offered by online shopping, (Mintel, 2010). Conversely it is thought that it is the younger shoppers aged 16-24 years where the most potential is seen for the selling of online fashion items, (Datamonitor, 2009), but this group will take their shopping habits forward as they move over the next few years into the growth demographic (25-34) thereby representing the most crucial target for fashion retailers to approach today.

It is expected that the online penetration of total clothing and footwear will more than double over the next five years, (Datamonitor, 2009) meaning the clothing and footwear sector is rapidly catching up with food, grocery and electrical goods that continue to share over half of the online sales. With this knowledge the retail sector is gearing up to better serve its online community, the multichannel companies are exploring the online channel and the likes of Next and M&S are performing well and the catalogue players are following behind. Despite tough trading conditions most retailers are taking some action to have an online presence for fear that if they don’t their competitors will do so, (Dennis et al., 2009).

This purpose of this chapter was to give an overview of the online fashion market in the UK in order to be better informed as to the players in the market and their positioning and relevance to this report. The review of the channels of distribution, the market structure, size and potential set a foundation for the research study. Moreover, the learnings gained from investigating the online fashion consumer in general have provided information with which to make sound decisions when selecting a sample group for this study. Although the established multi-channel retailers take the lions' share of the online fashion market it is however the pureplay fashion retailer ASOS that deserves further investigation as it continues to increase sales year on year, and remains highly profitable, (Mintel, 2010). It continues to attract new customers during a recessionary period, reaching 1.83 million registered users in 2009, (IMRG, 2009), trading without the most important elements of retail tradition, high street location, (Dennis et al., 2009). At the same time ASOS is developing a social following, a club, a community of followers; it has a blog and a Twitter site all in aid of making ASOS an integral and compelling part of the consumer's life, (Mintel, 2010). ASOS has spearheaded innovated in this fast paced fashion environment like no other bricks and mortar competitor and has become the most successful online fashion retailer in the UK. Moreover, it appears that ASOS is setting the standards for a new type of emerging retail format. ASOS is developing into an online shopping *mall* offering brands for women, men and children, own label products, green products, plus sizes, designer labels, discounted brands and more recently an auction area to sell used merchandise; making the choice of product in one location truly unique. What is intriguing to note is that the online store has achieved its sales successes and continuous innovations whilst maintaining a profit and without a high street presence. It is therefore of prime interest to the author to understand why the ASOS consumer continues to show loyal patronage, what is it that continues to drive them online to a store that only exists in the virtual world.

Chapter 3. Shopping Motivations

3.0 Introduction

The online fashion market, its competitive environment and consumer base have been established in Chapter 2. This chapter will look at consumer motivation literature and review existing work by other authors on this subject area in order to further mould the research design. It is hoped that the literature review will provide key insights into consumer motivations currently in existence so as to include them in the research study, identify any gaps in the literature and provide guidance for further research.

Shopping is almost unavoidable in today's society where every type of high street retail outlet has a consumer offering and when not on the high street the internet is open twenty-four hours a day. In addition, catalogues and direct mail enter homes without solicitation, (Underhill, 2009), thus presenting shopping opportunities in abundance to the consumer. Shopping is a way to get the products and services that are needed for everyday life, however the experience of shopping whether a purchase is made or not, is also of importance, (Solomon and Rabolt, 2004). It is an activity driven by motivations, (Tauber, 1972) and in order to understand motivations for shopping it is necessary to consider why consumers behave as they do and examine the reasons why they buy clothes, (Solomon and Rabolt, 2004).

Consumer motivations have historically been examined by academics, (e.g. Stone (1954), Tauber (1972) and Westbrook and Black (1985) in order to segment the consumer into typologies which in turn provide insights into their behaviours. The purpose of grouping consumers into typologies is to be able to give each group a similar offering as it is likely they share common goals or interests and this in turn will significantly contribute towards the direction of a retailer's strategy, (Westbrook and Black, 1985).

Consumer motivations and fashion are inextricably linked; fashion is driven by change, dependant on the development of new trends replacing exiting ones and the continued motivation of shoppers to purchase, (Jackson, 2008).

Tauber (1972) suggested that the importance of discovering more about shoppers' motivations cannot be ignored; it could be a way for companies to differentiate themselves from the competition if they have the ability to cater to consumer shopping motives and not just the product or service offering itself.

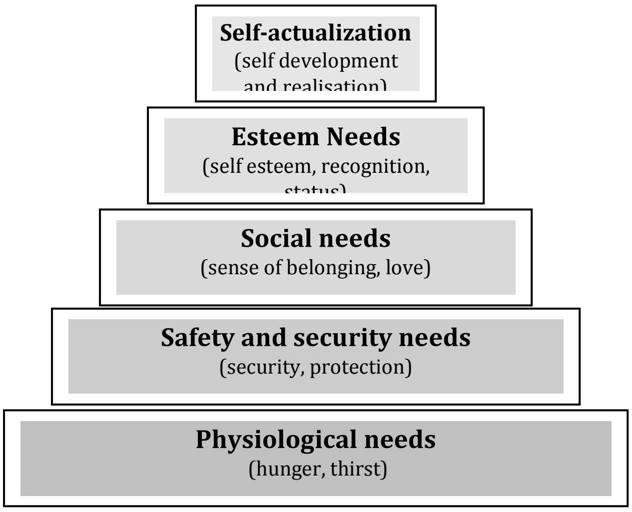
3.1 Definition

Motivation describes the process that people undertake when they are faced with a need for something that they do not have, (Solomon and Rabolt, 2004). "Motivation is the inner force that drives and energizes consumers towards goals" (Easey, 2009, p.79). The motive is activated once the person feels anxious and tension builds due to not having this item and they are driven towards an end goal of satisfying this need. The difficulty in monitoring motives is that they cannot be seen and they need to be identified by observing consumer behaviour after the motivation has occurred and then by making assumptions on what the motive may have been, (Easey, 2009). In the context of fashion, motives are not simple to analyse as consumers may purchase the same item to satisfy different needs; i.e. a consumer may purchase a designer brand coat in order to satisfy their social or esteem needs however, a second consumer may purchase the same coat to satisfy the need to stay warm and dry, (Easey, 2009).

3.2 Maslow's Hierarchy of Needs

In an attempt to better understand why people are motivated to purchase fashion items it is appropriate to examine consumer needs and motivations in more depth. Maslow (1970) developed a hierarchy of needs that are both biogenic and psychogenic in nature; refer to Figure 3.0.

Figure 3.0 Maslow's Hierarchy of Needs



Source: Adapted from Solomon and Rabolt,(2004, p.118) and Easey (2009, p.81)

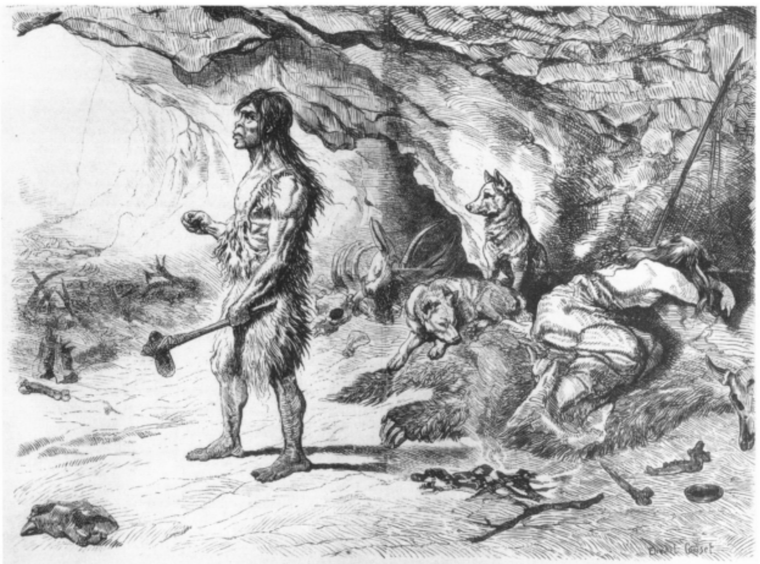
The hierarchy determines that one level cannot be attained until the lower one has been reached. Each level of the chart has its own priorities and benefits and the ultimate aims and goals lie towards the top of the triangle. Maslow (1970) theorised that consumers need to satisfy basic needs such as food, shelter, sleep and security before they are motivated to reach for more self fulfilling needs and experiences. In a fashion context this equates to low income consumers who will need to purchase clothing in order to firstly satisfy a basic need to be clothed and warm rather than any social or esteem needs, (Easey, 2009).

The hierarchy can function as a foundation to understanding the needs of consumers but it is criticised by Solomon and Rabolt (2004) for its stark simplicity and that it does not necessarily prove useful for the fashion market as clothing can be seen to satisfy needs at every level of the hierarchical diagram. In addition, Solomon and Rabolt (2004) further dispel the hierarchy of needs by explaining that some cultures see areas such as self fulfilment not as important as attaining the needs of the group and therefore climbing the levels of the ladder may not prove an accurate explanation of their needs and motivations. However, when applying clothing to the hierarchy it can be seen that fashion can satisfy needs at most stages of the triangle, (Solomon and Rabolt, 2004), from *physiological* to clothe and protect, to *safety* clothing that should feel safe, to *social needs* where clothing can be shared and enjoyed with others, and to *esteem* to give us a sense of belonging and status, to *self actualization* where fashion can express the wearer's total being.

3.3 Motivations for Wearing Clothing

Wearing clothing helps fulfil basic human needs for feeling satisfied and enjoying life and has done since the times of early man, (Riaz et al., 2004). Wearing clothes goes as far back as pre-historic cave men, where cave paintings depicted early man in clothing, where clothing was used for "rituals, ornamentation and protection", (Riaz et al., 2004,p.49).

Figure 3.1 The Neanderthal Man



Source: Berman (1999, p. 289)

Figure 3.1 shows an illustration of early man, or cave man dressed in animal skin and fur for basic protection dating back to 1873, as cited in Berman (1999). Early studies reported that people clothed themselves to keep warm and because of modesty, (Bliss, 1916). However, traditionally clothing is thought to fulfil four functions of *protection, arousal* of emotions, to promote *self esteem* and to *communicate* to others, (Riaz, 2004). Similarly Kaiser (1985) and Harms (1938) group motives for wearing clothes into three segments; *modesty*, *adornment* and *protection*. Solomon and Rabolt (2004) use the same criteria for grouping motives with the addition of *immodesty* as a fourth category.

3.3.1 Protection

The protection theory examines the use of clothing as a barrier to the environments, a protective layer between the person and the weather or something superstitious, spiritual or evil. It is easily understood how people are motivated to buy clothing to protect them from the weather, however it is also common that people buy clothing or accessories to fulfil a spiritual need such as a “lucky charm”, (Solomon and Rabolt, 2004, p.110). Conversely, protection is not always a motivation for people to wear clothes, as many early tribes went without weapons and armour, (Harms, 1938).

3.3.2 Modesty

The modesty theory refers to people wearing clothes to cover up their private areas of their bodies, it is thought to have stemmed from the story of “Adam and eve and the fig leaf “, (Solomon and Rabolt, 2004, p.109). Some cultures in society cover up and some lay their body parts exposed to view without shame and thus they are motivated to purchase clothing that helps them achieve this. Fashion has been used to hide the body and conversely whilst doing this has brought more attention to the body part it conceals. In early Christian times clothing was used to cover up as it was thought sinful to display certain areas of the body. In biblical times the book of Genesis explains that the making of clothing to cover the naked body was motivated by a sense of shame, (Bliss, 1916). Furthermore, some clothing from the sixteenth century designed to cover the bodily parts considered sinful attracted more attention including the codpiece thought of as “the most startling exhibitionistic fashion ever, a modest covering for the genitals” however it “managed to draw still greater attention to the sexual organ it was meant to hide", (Wilson, 2005, p.21), and can be viewed in Figure 3.2.

Figure 3. 2 The Sixteenth Century Codpiece

Source: Percels (1997, p. 88)

The cod piece pictured in Figure 3.2 was worn in the 1500's to show clear distinction from women, to emphasize the male body in the form of a permanent erection. In earlier centuries the cod piece was a more modest covering at the front and did not attract as much attention as the later designs, (Percels, 1997).

3.4.3 Immodesty

On the other hand, wearing clothes is motivated by the opposite to modesty; sexual attraction, (Harms, 1938). The wearing of clothes is often used to imitate what happens in nature on reaching sexual maturity; "manes, beards, crests, tusks, and antlers, combs, wattles and top knots" are used in the breeding season to influence and attract, (Bliss, 1916, p.224). Clothing is seen as a "sexual device by the female", as she makes use of "buttons, pleats, ornaments, and the entire cut of the garment" to emphasize her sexuality, (Harms, 1938, p.243) Breasts and hips are often emphasized in women's clothing to attract the opposite sex. This is illustrated in the autumn 2010 trend of *All Woman,* where breasts and hips are accentuated in design, refer to Figure 3.3.

Figure 3.3 All Woman Trend Autumn 2010

Source: http://www.vogue.co.uk/fashion/trends/2010-2011-autumn-winter/100816-fifties-ladylike-full-skirts.aspx
Accessed, September 3rd, 2010

The theory of immodesty highlights the use of clothing to draw attention to a certain area of the body. Women's dress and sexuality are closely connected and thus fashion can both cover up and arouse simultaneously, (Davis, 1992).

3.3.4 Adornment and Fashion

Modesty and or protection may not be the underlying reasons for clothing to be worn as some of the poorest nations in warm climates do not wear clothes. They would however adorn their bodies with paint, pigments or jewels for more fashion-related reasons. Therefore, in the "evolution of clothing, ornament preceded dress", (Bliss,1916, p.218). Early tribes people of Brazil practiced mutilation and deformation of the body by inserting wood discs in the ears and lip stretching them many times, Chinese bound feet in order to keep them small and Indians attempted to make their skulls flatter, all due to dissatisfaction with their spiritual selves. Early natives of Australia and New Guinea would mark themselves with scars and blood stains to signify a killing. This saw the emergence of tattooing, mutilation and deforming of body parts to signify different meanings and to impress their tribesmen, (Bliss, 1916) and that the first signs that clothing and accessories were being used to satisfy purely fashionable motives. Figure 3.4 shows an image of a tribes woman with extravagant wood and bone adornments.

Figure 3. 4 Mursi Tribes Woman, Ethiopia

Source: http://www.life.com/image/ugc1012492/in-gallery/35332/ethiopias- vanishing-tribes, accessed September 4th, 2010.

Hair ornaments, nose clips, objects placed around the neck, ankle or wrist were the start of the first necklaces and bracelets and were not used to conceal the body but to decorate it. Throughout history dress has been used to signify status and wealth to determine the rich from the poor and by the types of clothing worn and materials used, with the poorest people wearing the cheapest cloths, (Wilson, 2005). In recent times clothing and fashion continue to be used most commonly as a form of personal decoration, expression and to show one's identity (Solomon and Rabolt, 2004).

3.3.5 Nature and the Environment

Wearing clothing can be motivated by the local environment; i.e. if early man appeared in a cold climate he would wear clothing to protect him from the elements, similarly if he was in a warm climate he would not need protection thus adornment, modesty or attraction my be his initial motivation for dress, (Harms, 1938). Man would be seen to imitate animals in winter when they put on their fur coats, and in the spring time they would be looking to re-produce and adorn themselves in order to attract the opposite sex, (Harms, 1938). Evolution has also been thought of as contributing towards how people dress where tribes people often daubed feathers on themselves, ancient headdresses often incorporated horns, men wore sashes and trains and women from the eighteenth century wore plumes, ruffs and neckerchiefs; all to imitate nature, animals and the appendages and coverings that man has lost through evolution, (Bliss, 1916). The environment as a motivator to wearing certain types of clothing is seen as the initiating motivation and the simplest reason to understand for clothes to be worn by man. Clothing in modern times has been developed to protect against the environment and landscapes such as shoes for mountain climbing, coats for extreme cold weather and outfits for dealing with animals including fishing and jockeys, (Harms, 1938).

Table 3.0 Motivations for wearing clothes

- Comfort
- Protection from the elements
- Modesty
- Immodesty
- Adornment & decoration
- Ritual & ceremony
- To display wealth & status
- Identification & recognition
- Self expression
- Attraction of the opposite sex
- To compete with one's own sex
- Social protest
- Fun & recreation
- To satisfy a desire to change
- To satisfy an ideal image

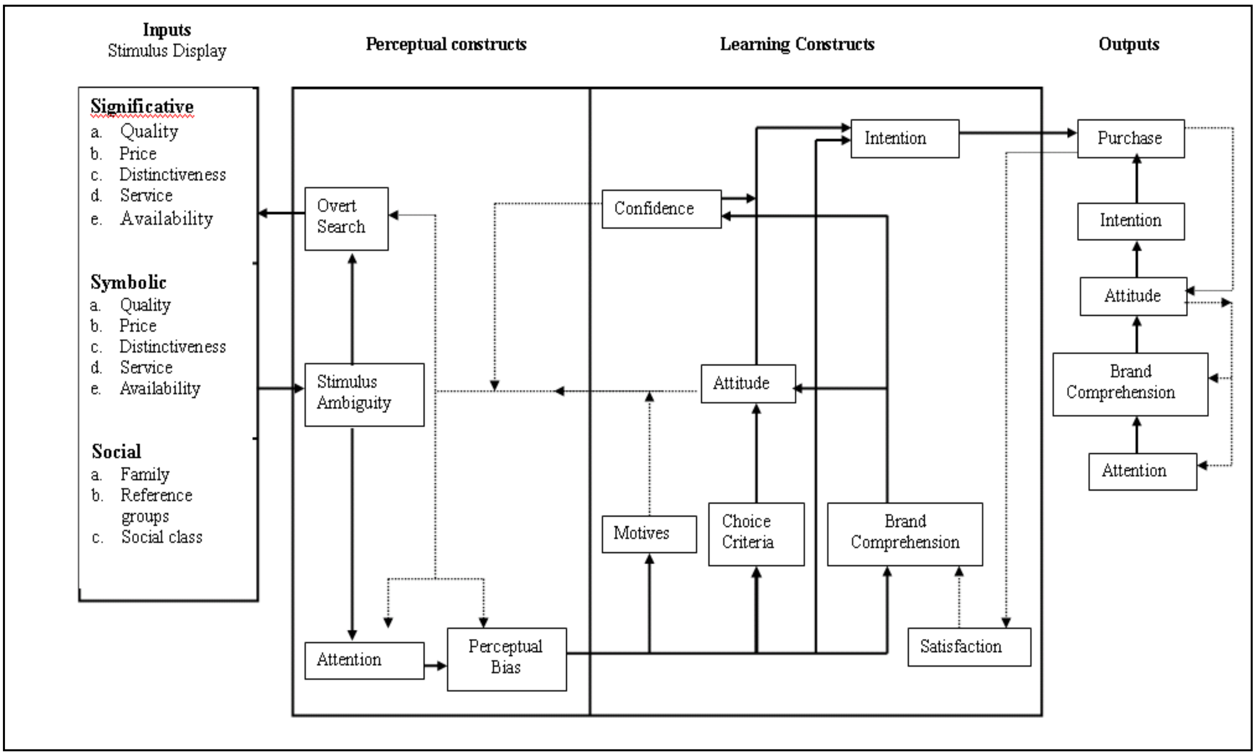
Source: Adapted from Evans (1973) and Solomon and Rabolt (2004)

In addition to the theories of modesty, adornment and protection as motivators to wear clothing it can be seen in Table 3.0 that there are many reasons for wearing clothes; from early basic requirements to protect, to keep warm, to identify culture or status to modesty and the various psychological reasons that are more difficult to evaluate. Harms (1938) supports this view that there are many motives for wearing clothes as modesty, adornment and protection alone cannot be proven to be the only reasons for dress as each alone or in tandem can be disproven. However, early philosophies conclude that man was left naked without fur, feathers, scales or protection and he is somewhat *unfinished,* and that this more than the motives of protection, adornment and modesty motivates man to complete his unfinished look by adding decoration and clothes, (Bliss, 1916). Interestingly, these early motives for wearing clothes can continue to be applied to more recent times and motivations for "buying fashion today", (Solomon and Rabolt, 2004, p.108). Therefore, it appears that more than one motive can be present to explain the wearing of clothes and thus a "multidimensional approach to dress related motives is probably the best way to describe individual's clothing behaviour", (Riaz et al., 2004, p.49).

3.4 Consumer Behaviour

In order to better understand consumer motivations it is necessary to put consumer motivations into the context of the buying process. The theory of buyer behaviour is made up of four sets of variables as indicated in Figure 3.5; "(1) input variables, (2) output variables, (3) hypothetical constructs and (4) exogenous variables", (Howard and Sheth, 1969, p. 24). Buyer behaviour is the result of satisfying internal needs and the effect of external stimuli, (Westbrook and Black, 1985) and can be seen in Figure 3.5. Figure 3.5 shows these variables and how they are linked; the central rectangle highlights the processes and variables that work together to indicate the buyers thought process, these represent the perceptual and learning constructs. The inputs highlight the external stimuli from marketing and social environments that the buyer is exposed to and the outputs is a set of various behaviours that may occur as a result of the preceding stimuli and internal thoughts, (Howard and Sheth, 1969).

Figure 3.5 The Buying Process



Source: Adapted from Howard and Sheth, (1969).

There are three elements of the decision-making process that stimulate the buyer towards the purchase decision; (1) a set of motives, (2) alternative brands and (3) choice criteria, (Howard and Sheth, 1969). Brand choice decision is usually the first step towards purchase and in order to do this consumers search and store relevant information about the product they are interested in, simultaneously they are influenced by information in their surrounding environment, they then select their brand of choice based on its maximum potential to satisfy their motives, (Howard and Sheth, 1969). The more urgent the need for the consumer equates to a greater satisfaction gained by the purchase to satisfy that need, and vice versa, (Westwood and Black, 1985).

3.5 The Consumer Buying Process

The buying process is more recently referred to as consumer behaviour, it is not purely the action of buying between the buyer and seller that is involved in the shopping experience, moreover it is the entire shopping process that needs examining including issues that affect the consumer "before, during and after a purchase", (Solomon and Rabolt, 2004,p. 23). The decision-making process for purchasing fashion is somewhat complex and can be further broken down into several other decision criteria as illustrated in Table 3.1.

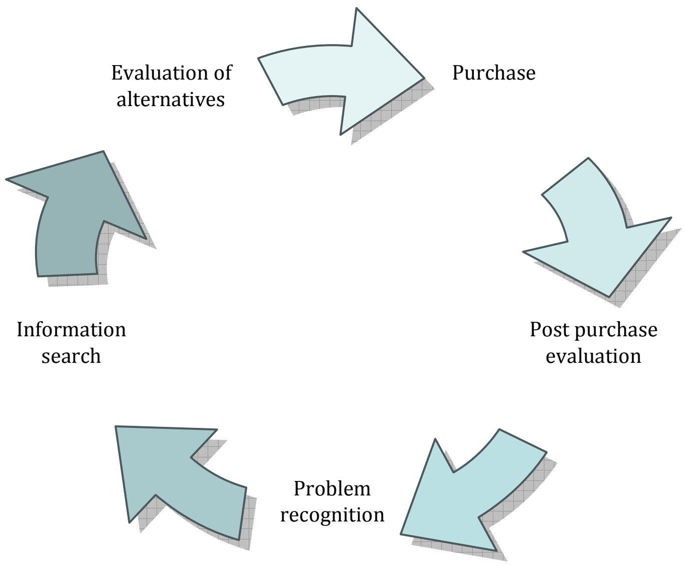
Table 3.1 Consumer Decisions in Buying Fashion

- How to find out about new styles?
- What style, colour and size to buy?
- Where to buy from?
- How to pay?
- Which bills to pay promptly?
- When to buy?
- How many items to buy?
- Will any accessories need to be purchased?
- Whether to shop alone or accompanied?
- Whether to try the garment on?
- Whether to order an out of stock size or colour option?
- Which sales assistant to approach for help?
- What to do if the product is unsatisfactory?
- What will be the reaction of significant others to the purchase?
- Whether or not to purchase online or mail order?
- If buying online or mail order, how to arrange delivery?

Source: Easey (2009,p.69)

There are many decisions during the purchasing process and several motivations might be in play. It is a complex situation for the consumer and therefore retailers need to be as clear and as targeted as possible with their communication efforts in order to assist the consumer to make a purchase. In order to understand what motivates the consumer to make a fashion purchase these detailed decisions can be categorised into five stages, as shown in Figure 3.6.

Figure 3.6 The Consumer Decision Making Process



Source: Easey (2009,p.71)

In the decision-making process the consumer becomes aware of a need, or recognises a problem that needs satisfying, thus follows a search for further information about aspects of the product or service they believe will satisfy this need and then proceed on towards the purchase, (Easey, 2009). In all cases the purchase process begins with satisfying a need which in turn motivates the consumer to behave in a certain way. It is these motivational factors at the start of the purchase process that warrant further study so as to better understand them.

3.6 Consumer Typologies

Consumers have been grouped into types of shoppers in terms of their shopping behaviours in order to better understand why they shop. Stone (1954) grouped consumers by their behaviours and identified four key consumer types: *economic*, *personalizing*, *ethical* and *apathetic*.

- *The economic shopper* - concerned with price, quality, selection and efficiency of the shopping trip.
- *The personalising shopper* - interested in the shopping experience itself and placed importance on relationships made with the shop assistants and considered the shopping experience itself an important part of their life.
- *The ethical shopper*- placed importance with doing the right thing and shopping how they "ought to" to support local stores and the independent shops.
- *The apathetic shopper*- uninterested in shopping and considered it a chore.

Source: Stone (1954).

Similarly, Westbrook and Black (1985) studied consumer's shopping behaviours and summarized several other shopper typologies as shown in Table 3.2. The author analyses that in all cases the shopper types previously discovered and outlined in Table 3.2, can further be grouped by shopping motivation either utilitarian or hedonic.

Table 3.2 Previous Shopper Typologies

Author and date	Shopper Population	Sample Size	Measurement Basis	Shopper Types	Motivation
Stone, (1954)	Female department store shoppers	124	Depth interview	1. Economic 2. Personalizing 3. Ethical 4. Apathetic	Utilitarian & Hedonic
Chicago Tribune , (1955)	Female department store shoppers	50	Depth interview	1. Dependent 2. Compulsive 3. Individualistic	Hedonic
Stephenson and Willet, (1969)	Adult buyers of apparel, shoes and toys	315	Number of stores shopped and patronized	1. Store Loyal 2. Compulsive/Recreational 3. Convenience 4. Price/Bargain Conscious	Utilitarian & Hedonic
Darden and Reynolds, (1971)	Female heads of households	167	AIO statements	1. Economic 2. Personalizing 3. Moralistic 4. Apathetic	Utilitarian & Hedonic
Darden and Ashton, (1975)	Female supermarket shoppers	116	Store attribute preferences	1. Quality Oriented 2. Fastidious 3. Convenience 4. Demanding 5. Stamp Collectors 6. Stamp Avoiders 7. Apathetic	Utilitarian & Hedonic
Moschis, (1976)	Cosmetic buyers	206	AIO statements	1. Store loyal 2. Brand loyal 3. Specials shopper 4. Psychosocializing 5. Name Conscious 6. Problem Solving	Utilitarian & Hedonic
Williams, Painter and Nichols, (1978)	Adult grocery shoppers	298	Store image semantic differentials	1. Low price 2. Convenience 3. Involved 4. Apathetic	Utilitarian & Hedonic
Bellenger and Korgaonkar, (1980)	Adult shoppers	324	Single item shopping enjoyment	1. Recreational 2. Economic	Utilitarian & Hedonic

Source: Adapted from Westbrook and Black (1985, p. 80-81)

Although there are various methodologies undertaken in the studies outlined in Table 3.2, and different sample groups used, evidence suggests a notable finding that in most cases there was evidence of two different types of shoppers; the *social, recreational or hedonic* shopper and the *economic, functional or utilitarian* shopper, (Westbrook and Black, 1985, and Bellenger and Korgaonkar, 1980). Holbrook and Hirschman (1982) further explore consumer typologies focussing on consumer's feelings about the shopping experience where hedonic motivations are considered equally alongside the more economic or utilitarian factors of shopping. Westbrook and Black (1985) agreed that using consumer motivations to group shoppers into typologies is not only innovative but commercially sound for the retail community as it will assist in setting a targeted retail strategy.

3.7 Consumer Motivations

Following on from the typologies suggested by Stone (1954), consumers have further been segmented by shopping motivations, e.g. Westbrook and Black (1985), Howard and Sheth (1969), Buttle and Coates (1984) and Tauber (1972). Motives play a central role in consumer buying behaviour; together with brand comprehension and choice criteria, motives assist the purchaser in the selection process. Howard and Sheth (1969, p. 99) define motives as "the biogenic or psychogenic needs, wants, or desires of the buyer in purchasing and consuming an item in a product class." A motive can be described as a goal, a need, or want and that usually they are used in the plural as more than one motive is present during purchase decision, (Howard and Sheth, 1969). Priest (2005) describes consumer motives as a *want* rather than a *need* and this want may be to satisfy a goal, (Allard et al., 2009), or to provide a pleasurable experience, (Babin et al.,1994 and Childers et al.,2001).

The study conducted by Westbrook and Black (1985), refer to Table 3.3, resulted in the development of six consumer typologies based on department store shopping motivations; two of which were deemed new to this research area at the time and had not been recorded previously: *power/authority shoppers* and the *average shoppers*. All other types of consumer groups were found to be previously discovered by others e.g. Stone (1954), Darden and Reynolds (1971), Bellenger and Korgaonkar, (1980), Stephenson and Willet, (1969).

Table 3.3 Department Store Shopper Typologies

Groups of Shoppers	Gratifications received from shopping
1. Recreational shoppers	Enjoy the *process* of shopping more than the actual purchasing
2. Powerful and authoritative shoppers	**Look to *optimize merchandise choice*, use their power and authority when purchasing to get exactly what they are looking for**
3. Shopping process-apathetic	Dislike the shopping process but seek satisfaction from *finding what they want*
4. Economic shoppers	Primary motivation is *economic*
5. Economic shoppers-sub group	Primary motive is economic but also seek satisfaction from non-economic motivations
6. Average shoppers	**Moderate levels of satisfaction from the shopping process**

Source: Adapted from Westbrook and Black (1985)

The fact that new consumer typologies are discovered over time suggests that segmenting consumers by motivational intent may warrant further investigation, in an attempt to discover any additional gaps in this literature type.

Kim and Forsythe (2007) clearly define consumers shopping trips by their motivations and segment them distinctly between shopping trips driven by hedonic and by utilitarian motives. Consumers who are driven by functional motives focus on purchasing items in the most efficient and timely way with little effort, whereas consumers driven by hedonic motivations are most interested in being entertained and enjoying the shopping experience. Similarly Lunardo and Mbengue (2009) agree that fundamentally there are two types of motivational orientations that drive consumer shopping motivations and these can be defined as the hedonic, where experiential motives are in play in search of fun, and utilitarian motives that are purely goal or task oriented motives.

It is clear that shopping motives can be categorized into the *hedonic* and *utilitarian* where different types of shopping values a consumer can get from the shopping experience are categorised into two groups; the utilitarian motivation focuses on accomplishing a goal and the hedonic motivation drives consumers to shop where fun and enjoyment are the outcome, (Babin et al., 1994). Moreover, academic literature has often segmented consumers by their shopping experiences and evaluated them using two distinct dimensions, utilitarian and hedonic value, e.g. Babin et al. (1994) and Batra (1990).

3.8 Utilitarian Motives

Utilitarian shoppers can be described as task or goal-oriented. The utilitarian shopper is interested in completing the shopping transaction quickly, efficiently and rationally. They need to feel a sense of accomplishment and success, resulting in some kind of satisfaction or control, (Wolfinbarger and Gilly, 2001). Howard and Sheth (1969) outline consumer motivations in terms of a logical flow process all leading towards an end goal, a purchase. Motives are not only the *push* behind consumer behaviour but are also *directional*, guiding the consumer towards a purchase decision and therefore can be considered the most important criteria in the decision making process. Utilitarian values gained by consumers in this logical flow process can be described as variables associated with working performance such as accomplishments, success and relief, (Babin et al., 1994). Utilitarian motivated consumers associate shopping trips as “an errand” or “work” where they are happy to “get through it all”, (Babin et al., 1994, p. 646), and they need to purchase items in an efficient way with little irritation in order to achieve their set goal, (Childers et al., 2001).

3.9 Hedonic Motivations

In contrast, hedonic values gained from shopping are not compared to aspects of work but more aligned to the entertainment element of the shopping experience and fun, (Babin et al., 1994 and Wolfinbarger and Gilly, 2001). Respondents experienced feelings such as “freedom, fantasy, arousal and heightened involvement”, (Babin et al., 1994, p. 646). Childers, (2001) highlights the hedonic shopping experience as a real adventure, emphasising the entertainment value and enjoyment gained. Consumers interested in hobbies may experience more experiential shopping behaviours, driven by hedonic motivations to seek out their products and "enjoy the thrill of the hunt", (Wolfinbarger and Gilly, 2001, p. 35). Playfulness, fun and positive mood are all connected to hedonic values gained from the shopping trip and thus the consumer is more likely to embark on impulse purchasing, (Wolfinbarger and Gilly, 2001). It is essential for marketers to understand the hedonic, non-functional motives of shopping in order to know how to draw a consumer into the store and secondly in order to enhance the value of the functional motives, (Parsons, 2002).

3.10 Personal and Social Motives

Tauber (1972) agreed with the segmenting of consumers by their shopping motivations. Tauber's research on shopping motivations conclude that the consumer shops for many non-functional, social and personal reasons not purely for the functional aspects of shopping that include convenience, price, product ranges or services offered. Tauber (1972) defined eleven motives, these are segmented into two categories, *personal* and *social motives*; these can be seen in table 3.4.

Table 3.4 Tauber's Personal and Social Motives for Shopping

Personal Motives

1. **Role Playing**; food shopping an integral part of a housewife's role
2. **Diversion**: from everyday life can be a form of relaxation
3. **Learning about new trends**: people are interested in keeping informed about new trends in fashion, styling, or product innovations. Learning may take place with or without a purchase.
4. **Physical activity**: shopping can provide people with a considerable amount of exercise.
5. **Self-gratification**: a person may go into a store in search of a diversion when bored or in need of social contact.
6. **Sensory stimulation**: customers browse in a retail store and enjoy looking at and handling the merchandise.

Social Motives

7. **Social Experiences outside the home**: shopping trips may result in meeting with friends or involcve "people-watching".
8. **Communication with others having similar interests**: hobby-related stores may provide people with similar interests a focal point to meet and chat.
9. **Peer-group attraction**: the patronage of a store may reflect the consumers' desire to be with one's peer group or one that one aspires to belong, such record stores, common hangouts for teenagers.
10. **Status and authority**: Shopping trips may provide the opportunity for individuals to command attention and respect.
11. **Pleasure of bargaining**: for some bargaining or haggling is cheap and degrading however for others enjoy the process of buying goods at a more reasonable price.

Source: Adapted from Buttle and Coates (1984).

The personal motives include *role playing*, (Tauber, 1972) where shoppers assumed certain activities associated with their role in society, such as the housewife who assumes the role of grocery shopping as part of her role. Diversion, is another personal motive where the consumer approaches shopping as a form of recreation. Shopping malls can be viewed by some consumers as a form of entertainment for the family where *browsing* takes place, (Tauber, 1972). Some respondents in Tauber's study reported feelings of *self gratification* from shopping; they shop in order to buy something to make them feel better. Results also showed that some consumers liked to keep up to date with the latest fashion and styling trends or new products, (Buttle and Coates, 1984) and that the act itself of researching these trends was as important to them as the act of making a purchase.

Some respondents perceived the shopping experience as a *physical activity* (Tauber, 1972), however many retailers try to eliminate too much walking as they perceive it as inconvenient. Tauber (1972) also suggested that the shopping environment and its sensory elements are personal motives to some shoppers; they enjoy handling the goods and smelling the store environment and this motivates them to shop. On the other hand, Tauber (1972) identifies several social motives for shopping; these include shopping as a social activity out of the home so that the consumer can communicate with others or to meet someone new. Other activities deemed social motives include the desire to be served in a store which provides the recipient with feelings of importance and authority. Consumers liked the process of bargaining and getting a good price on a purchase and in general would visit a shopping environment for leisure activities or to meet people and not purely to make a purchase.

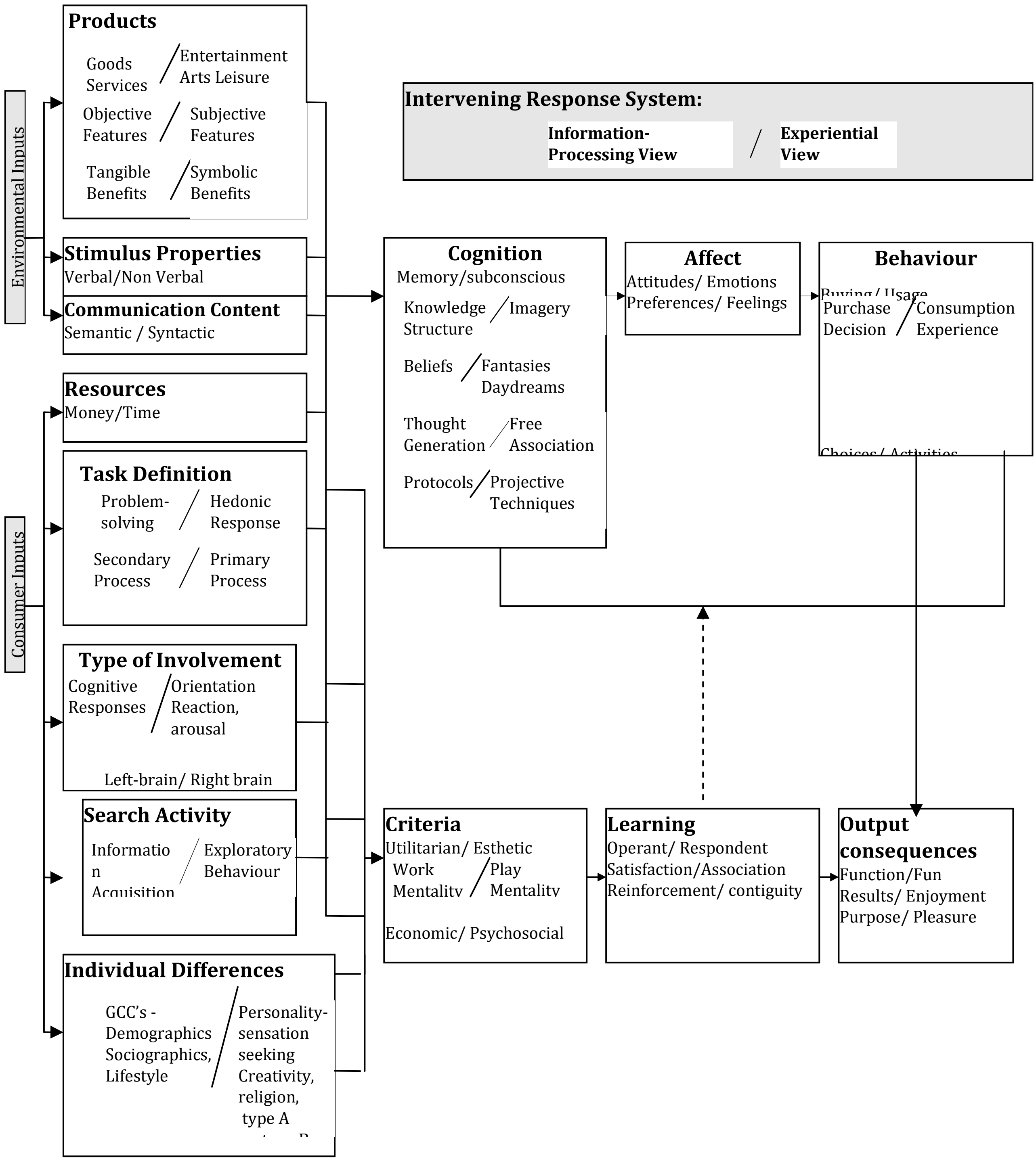
In summary, the research conducted by Tauber (1972) indicated that the consumer can be grouped by their shopping motives into two typologies *social* and *personal*. Findings also showed that the shopping experience need not necessarily be accompanied by a purchase and that the activity of shopping itself was as important as the purchase or could in fact replace it.

3.11 The Experiential View

Contrary to the *logical flow, information processing* model of buyer behaviour where the ultimate purchase of a product or service is the most valuable outcome, Holbrook and Hirschman (1982) argue that the *experiential view* of purchase behaviour has to date largely been overlooked. Holbrook and Hirschman (1982) propose a model that not only considers the purely utilitarian motives in shopping but also includes experiential or hedonic motives including leisure activities tactile, sensory pleasure, enjoyment of touching and feeling the product and receiving emotional gratification. Childers et al. (2001) agree that consumers are influenced by both hedonic and functional motives when deciding to shop; where functional motives focus on making the right choices and hedonic motives focus on the enjoyment aspect of the process.

The contrasts between the information processing model of buyer behaviour and the experiential can be viewed in Figure 3.7. It highlights how environmental and consumer inputs are dealt with by the consumer in terms of response. The information processing view; which is illustrated on the left had side of the explanatory boxes and separated from the alternative view by a hyphen, shows how the consumer is motivated towards products or services compared to the experiential view on the right hand side that shows how the consumer is motivated by an experience; *information processing view/experiential view.* Although highly detailed the model clearly outlines each step of the purchase process from the initial input from external influences to the nature of the product or service required from the purchase to the cognitive elements of the buying process, their affects and behavioural outcomes. At each step in the process both the information processing and the experiential views are suggested to illustrate the two very different motives experienced by a consumer going through the purchase process.

Figure 3.7 Contrasts Between the Information Processing and Experiential Views of Consumer Behaviour



Source: Holbrook and Hirschman (1982).

Holbrook and Hirschman (1982) believed that in order to analyze buyer behaviour fully it is not only sufficient to understand the economic benefits to the consumer having made a purchase but in addition to this the benefits the consumer derives from the enjoyment gained during the experience. They also stress that these experiential criteria are equally important as the purely functional criteria towards achieving a successful experience. Holbrook and Hirschman (1982) summarized how the end goals are so very different if following the information processing model of consumer behaviour that is goal driven towards a purchase to following the experiential flow which results in *fun, enjoyment and pleasure* attained during the process, see Figure 3.7.

3.12 Motives and the Retail Sector

Consumers motivated to purchase fashion items are driven by a form of strength in order to reach their goal, (Solomon and Rabolt, 2004). The motives not only give energy but direction to the experience, (Solomon and Rabolt, 2004), in order to get to the desired item. Retailers make use of this knowledge by trying to persuade the consumer with marketing and hope that the benefits of their products and services they are promoting satisfy their needs and help them to achieve their goals. Historically it has been thought that the more *up-scale* department stores and higher end sectors have been noted for their offering of hedonic attributes (Carpenter and Moore, 2009) compared to other lower end sectors. However, Allard et al. (2009) conducted an investigation into the hedonic and utilitarian motives of mall shoppers and found that most prospective customers were encouraged by the malls offering a superior experiential experience. In addition, a study by Carpenter and Moore (2009) found that this discount retail sector is also under pressure to offer more hedonic elements to its marketing mix and can no longer rely on the purely utilitarian attributes such as price.

Discount retailers including Target are finding success by providing exciting and creative in store environments and using these elements as key drivers of its marketing strategy, (Carpenter and Moore, 2009). Similarly Sherry (1990) agrees that hedonic attributes are equally experienced at this low end shopping venue as customers enjoy browsing and looking with no particular utilitarian goal in mind. Therefore, it appears that both utilitarian and hedonic values are appreciated by shoppers in all segments of the retail environment. It will be interesting to discover if the online shopper is driven by similar motives as experienced in the offline world.

On the high street consumer are drawn to one brand or another, to one retail outlet or another and it is believed that needs or motives play a role in determining retail choice and purchase intention. Motives have been proven to lead to emotional states during shopping that in turn lead to a feeling of satisfaction and positive retail choice and purchase, (Westbrook and Black, 1985). Dawson et al. (1990) argue that the future of retail establishments depends largely upon attracting long term repeat customers. They state that this is largely determined by the consumer’s decision to patronize the retail outlet, or not and this in turn is determined by the level of satisfaction received during the previous shopping trip.

3.13 Summary

The aim of this study is to understand what motivates the consumer to shop for fashion in an online environment which may determine online retail choice and ultimately determine purchase behaviour. In an offline environment the literature review in this chapter has shown that there are many different types of motives that drive a consumer towards wearing clothes and towards a search or purchase experience; modesty (Percels, 1907), immodesty (Bliss, 1916 and Harms, 1938), fashion and adornment (Bliss, 1916), and protection, (Solomon and Rabolt, 2004), were identified as main motivations for wearing clothes. Both personal and social motives were discovered to be clear motivators to purchase clothes in order to fit in with peer groups, enjoy the shopping experience, search for trends and browse for information, (Tauber, 1972). Moreover, the literature review revealed that there in some cases more than one motive that drives a consumer to purchase, (Solomon and Rabolt, 2004, and Riaz, 2004) and that conclusively there are two types of motivation that have been identified as utilitarian, where the consumer is goal oriented and hedonic, where the consumer derives pleasure from the trip, (Batra, 1990, Wolfinbarger and Gilly, 2001, Childers 2001, Babin et al., 1994, Howard and Sheth, 1969). Furthermore, in some cases the two types of motivation (utilitarian and hedonic) are not mutually exclusive and can be experienced in one shopping trip, (Batra, 1990, Kim and Forsythe, 2007, Lunardo and Mbengue, 2009).

The knowledge gained from this chapter directed the author to investigate further into what motivates the consumer to shop for fashion in an online environment. The goal oriented utilitarian motives identified as information search, product purchase, convenience and price along with the hedonic motivations of browsing, fun, socialising, fashion, bargaining and enjoying the shopping experience provide a good foundation from which to develop the research study further.

Chapter 4. Online Motivations

4.0 Introduction

The previous chapter investigated early consumer motivations towards shopping e.g. Stone (1954) and Tauber (1972), reviewed insights into consumer behaviour when shopping on the high street and examined drivers of purchase decisions, (Westbrook and Black, 1985 and Howard and Sheth, 1969). In the offline retail fashion environment several consumer groups were identified with the two prominent consumer typologies emerging; the *recreational shopper* and the *functional or economic shopper*, (Stone, 1954, Darden and Reynolds, 1971, Bellenger and Korgaonkar, 1980). Kim and Forsythe (2009) similarly identified retail shopper groups by two distinct shopping motivations; *hedonic* and *utilitarian*. The utilitarian shoppers followed a logical flow process, (Howard and Sheth, 1969), with a sense of urgency in order to achieve a set task or goal, (Babin et al., and Childers et al., 2001). Conversely, the hedonic shopper was more interested in the shopping trip is as a source of enjoyment, excitement and fun, (Wolfinbarger and Gilly, 2001) where social and personal motives were prevalent, (Tauber, 1972, and Buttle and Coates, 1984). In addition, the literature showed that the presence of both utilitarian and hedonic motives are at play during a shopping trip, (Holbrook and Hirschman, 1982, Sherry, 1990 and Carpenter and Moore, 2009).

This chapter further investigates online shoppers' motivations for buying fashion in order to define online motivations for fashion shopping and to discover any gaps in the online shopping motivation literature. It is hoped that the knowledge gained will provide new insights in order to prepare a framework of online shopping motivations.

In the early days of e-commerce is was seen as unlikely that the online selling of fashion products would be successful due to the fact that the customer needed to touch and feel the garments and try them on, (Rowley 2009). Similarly Underhill (2009, p.168) states that "almost all unplanned buying is as a result of touching, hearing, smelling or tasting something on the premises of a store " and that the internet will "never seriously challenge real live stores". However, following the dot-com bust in 1999, the internet is now thought of as a new innovative shopping tool where the entire purchase process is combined into one efficient medium, (Joines et al., 2003). In addition, online clothing sales volumes have continued to increase year on year; 2009 saw an increase growth rate of 18% on 2008, ahead of the average growth rate for other e-retail sales sectors of 14%, (IMRG, 2010), it is a growing business area and one that warrants investigation into what motivates these consumers to shop online in increasing numbers.

Underhill (2009) believes that internet shopping has become successful due to the inefficiencies of shopping in the offline world, "The online world can chalk up whatever success it has today mostly to the failure of offline avenues and mediums and processes and delivery systems", (Underhill, 2009, p.228). However, retail formats do not appear on the horizon merely to satisfy technological advances or to prove an inefficiency of a retail sector the consumer plays a major part in its continuation, development and success. The increased usage of a medium is also highly dependant upon the consumer receiving gratification from its use otherwise they would not continue to use it, therefore it can be assumed that the internet is satisfying consumer needs in order for them to continue to return, (Joines et al., 2003).

It has become increasingly more important to understand the online shopper following the initial dot-com bust, (Chang et al., 2004), in order to design better e-commerce sites. In addition, by understanding consumer motivations to purchase retailers are able to segment their online consumers by these motivational categories and get a deeper insight into their purchase orientations, (Jayawardhena et al., 2007), communicate with them in a more meaningful way, devise strategies to retain them, (McKinney 2004), and satisfy their needs more comprehensively. Joines et al. (2003) similarly agrees that by segmenting consumers by their motivations enables a better understanding of the consumer's actions with regards to web usage more than demographics and therefore crucial to satisfying the consumer's needs. Moreover, understanding the importance of consumer motivations to shop online will be able to assist in setting business and marketing strategy, (Wolfinbarger and Gilly, 2001) and the amount of money spent on online shopping depends upon how satisfied the consumer is with their shopping experience; whether that be experiential or to achieve a goal, (Wolfinbarger and Gilly, 2001).

With the continuous growth of the online fashion market and in particular the continued success of the pureplay ASOS, as it challenges the high street brands and proposes a new retail format, it is essential to understand the online fashion shopper and what motivates them to purchase fashion on the internet.

4.1 The E-consumer

Socio-demographics can be linked to types of shopping behaviour, (Dholakia and Uusitalo, 2002). In the early years of e-commerce the internet shopper was found to be different from the traditional shopper, a white male, (Korgaonkar and Wolin, 1999), typically working in the high tech industry with above average levels of education, (Crisp, et al., 1997 and Joines et al., 2003), of a higher income bracket, (Donthu and Garcia, 1999), primarily concerned with convenience, (Childers et al., 2001, and Rohm and Swaminathan, 2004) and concerned mostly with the utilitarian aspects of the shopping trip, (Brown et al., 2003). More recently online shoppers were compared to traditional offline shoppers as listed following:

Characteristics of the e-consumer

- More innovative in their shopping activities
- Convenience oriented
- More impulsive in purchases
- Less brand conscious
- Less price conscious

Source Dennis et al (2009, p. 79)

They were found to be more innovative, in search of convenience, somewhat impulsive and less brand and price conscious, Dennis et al., (2009). However, early online research (Dholakia and Uusitalo, 2002), showed that the presence of women and children in the household represented a higher usage of online shopping in general, as women started to use the internet with more frequency and influenced the household purchase decisions. In addition, it was found that online shoppers were innovators and had positive attitudes towards new shopping mediums, (Dholakia and Uusitalo, 2002). More recently, Mintel (2009) suggested that online fashion consumers are equally male and female, are typically in the age range 16-34 years, web savvy and demanding shoppers who consider the internet an integral part of their lives.

Furthermore, fashion retailers need to understand the online environment as the fashion consumer is in control and able to dictate fashion trends via blogs and promote brands via their comments, (Thomas et al., 2007). Social media sites, networking and online communities are now the norm, and fashion marketers and retailers need to take notice of these mediums being used by today's "fickle, fashion conscious consumers" in order to better understand them, and direct strategy according to their needs, (Thomas et al., 2007, p. 588). Blogs, mobile telephones and networking web sites are all current aspects of modern life and highlights the importance of communication for the fashion consumer.

Studies have shown that consumers shop online and on the high street for similar reasons and that the more hedonic or social aspects of shopping are as important to the shopping trip as completing the purchase or shopping task, (Jayawardhena et al., 2007and Dennis et al., 2009). Therefore, the e-consumer may experience similar motivations to shop online to those of the traditional shopper, (Dennis et al., 2009) and thus by offering the e-consumer a shopping experience similar to a positive offline shopping experience this will result in customer satisfaction, (Goode and Harris, 2007).

However, with the technical advances and introduction of m-commerce the modern online shopper can be similarly characterized as innovators and in need of convenience, with the added differentiator of needing diversity to seek out and try new retail channels, (Dennis et al., 2009). Therefore the online consumer is not only most likely to be young female, impulsive, more savvy, and in control of the shopping experience but also in need of high convenience and innovation.

4.2 Motivations to Shop Online

Web research has revealed several motivations to shop online: including previous experience, (Hawes and Lumpkin, 1984), media influence, (Mascarenhas, and Higby, 1993), price and savings, (Joines et al., 2003), convenience, (Childers et al., 2001, and Soopramanien and Robertston, 2006), and fashion, (Parsons, 2002 and Goldsmith and Flynn, 2004). In addition, six key motivational areas to shop online were identified by Korgaonkar and Wolin (1999), refer to the list following. The list of motivations presented includes both transactional and non-transactional motivations for the online shopper.

Motivations for the online shopper:

1. Social escapism
2. Transaction-based security and privacy concerns
3. Information motivation
4. Socialization motivation
5. Non-transactional privacy concerns
6. Economic motivation

Source: Korgaonkar and Wollin (1999), as cited in Joines et al. (2003)

In the earlier years of e-commerce it can be seen from the list that motivations for shopping online were aimed at satisfying a goal or transaction-based need more than aimed at satisfying a social need. Similar research by Underhill (2000) studies online shoppers' motivations and has provided several categorizations of online shoppers, not dissimilar to his grouping of offline consumers. The summary of reasons to shop online are outlined following.

Reasons to Shop Online:

1."Grab and go"; if there is something in particular you are looking for just buy it fast.

2. Browse when you've got time to kill; you may buy something or not, depending on what you find.

3. Search; finding stuff we have no real-world access to.

4. Info-fuelling; gathering specs and product reviews.

5. Contact the company; pre or post-purchase."

Source: Underhill (2000)

Much is written about online shopping that assumes a purchase is made, however, the product or service that the consumer searches for online is thought of as the whole experience; the product itself plus the service and satisfaction gained from the experience, (Dennis et. al., 2004). Therefore there are many reasons why a shopper would make an online purchase; convenience, accessibility, pricing, branding, trust, product or service mix, (MGoldrick, 2002). Underhill (2009) splits the online shopping experience into different types of shopping depending on the consumer's needs; the *pre-shop* is where the consumer searches for information about a product or service, reads reviews, scans product information in order to become more informed or to save time by knowing exactly what they want to buy when they reach the offline store and then the actual purchase. *Shopping therapy* is described by Underhill (2009, p. 237) as "the wireless equivalent of paging through *Vogue*-the ultimate fantasy maker and time killer", giving the shopper access to boutiques and products they may feel they could approach in the offline world.

Wolfinbarger and Gilly (2001) agree that there are multiple benefits for a consumer to purchase online other than the purchase itself including saving time, increased convenience and less risk of dissatisfaction. The motivations for offline shopping can be applied to online shopping; Wolfinbarger and Gilly (2001) and Childers et al. (2001) agree that motivations for online shopping can be similarly categorized into two distinct areas; utilitarian and hedonic, as in the offline world. The utilitarian reasons include price, convenience and time saving where the consumer is usually goal-oriented and has a desire to complete the transaction quickly and efficiently, (Wolfinbarger and Gilly, 2001). Alternatively consumers experiencing fun, playfulness and an enjoyable experience, (Wolfinbarger and Gilly, 2001) were more inclined to impulse purchase due to their satisfaction with the shopping experience and their positive mood, as they enjoyed the experience as much as the purchase itself.

Childers et al. (2001) show that attitudes towards shopping online are equally hedonic as they are utilitarian, where the enjoyment aspects involving interactivity were as important to the user as the completion of the shopping task. Similarly, results from more recent studies e.g. Chiu et al., (2009) and Jayawardhena et al., (2007) show that hedonic and utilitarian motives for shopping online play an equal role for the online shopper and that both trust in the online store and level of enjoyment experienced in the online shopping task can together motivate the consumer to repurchase, the ultimate goal of any online vendor.

In more recent studies, Drapers (2010a) industry experts have recently identified that the pureplay retailers have been the most successful in e-commerce for fashion over the last decade. In a survey looking at several e-tailers including Net-A-Porter, ASOS, M and M Direct, My-Wardrobe, Oli, Simply Be and Very. Drapers (2010a) outlines clear determinants of consumer selection of online fashion sites to shop with: product offering and mix, navigation and clear and simple categorization, effective service and value for money. It is these more utilitarian reasons to shop online that have been identified, however important these factors are the survey does not report on any hedonic reasons for the consumer to shop online nonetheless, most of the web sites reviewed offered element to satisfy these needs including catwalk videos, fashion outfit advice, merchandise filter options and trend reports, Drapers (2010a) thus satisfying the consumers' more hedonic needs from online shopping.

4.3 Utilitarian Motives for Fashion Shopping Online

Providing customer value to secure competitive advantage is the sought after prize for online retailers, (Lee and Overby, 2004). Two types of customer value have been identified in online shopping; utilitarian value and experiential value. Utilitarian values are focussed towards functional benefits for the consumer, drive towards reaching a goal, and include price, savings, service, speed of delivery and product selection, (Lee and Overby, 2004, and To et al., 2007). Goal-oriented online shoppers are focussed shoppers that describe the shopping action as “work”, they are “transaction oriented and desire to purchase what they want quickly and without distraction” (Wolfinbarger and Gilly, 2001, p.35). Internet shoppers with utilitarian values are described as problem-solvers, and go online to purchase an item in order to complete a task, (Babin et al., 1994).

4.3.1 Control

Research has found that goal-oriented online shoppers play a less passive role than previously thought; they experience increased amounts of control when shopping on the web, (Wolfinbarger and Gilly, 2001). Similarly a significant finding of the Jawardhena et al. (2007) study is that consumers are motivated by the amount of control online shopping gives to the consumer. The online shopper has a significant amount of control over the purchase process they can start and stop shopping whenever they choose, it minimizes their efforts and thus increases their efficiency and they are clearly motivated by this feeling of control, (Wolfinbarger and Gilly, 2001).

4.3.2 Utilitarian Benefits of Internet Shopping

Tauber (1972) identified traditional shopper motivations as primarily being social or personal i.e. non-functional including role playing, self gratification, physical exercise, meeting with others and bargaining. However, the internet became established as a shopping medium firstly via the business sector, (Parsons, 2002) and thus the online shopper’s motivations were primarily focussed back to the functional side of shopping including convenience, price and availability of product, (Parsons, 2002, Alba et al., 1997 and Wolfinbarger and Gilly, 2001). In order to further understand the area of online shopping consumer motivations Dennis et al. (2009) conducted research into consumer benefits of shopping on the web. The results, as in Table 4.0 clearly show that the consumer is clearly deriving utilitarian benefits such as "fast-direct ordering", "quicker to use", "efficient search facility", "up-to-date information" and flexibility from the online shopping experience; the top 5 utilitarian benefits account for 60% of responses.

Table 4.0 Benefits expected by consumers from e-shopping

Consumer Benefits	%
Faster-direct ordering process	19
Quicker to use	13
Efficient search facility	12
Web has most up-to-date information	10
Can do at own pace anywhere with web	6
Order accuracy- ability to check stock availability	6
Easier to compare products and prices	6
Able to seek more information	4
Saves time	4
Environmentally friendly- no paper wasted on orders, invoices or promotional material	4
Available to place orders 24 hours a day	4
Ease of use	2
Web-only specials	2
Ability to track account details or order progress	2
No paperwork to type or fill in	2
Overall convenience	2
All products in range are shown in one place	2
Able to recall previously ordered items	2
Total	100

Source: Dennis et al. (2009, p. 81), May not add to 100, due to rouding

Moreover Table 4.0 shows that from the research the consumer is primarily concerned with functional or utilitarian aspects of e-commerce; speed efficiency and information; all responses from the study are utilitarian in nature. There appears to be no evidence of any non-functional motives concerning personal or social factors. Therefore, it was originally thought that e-shoppers were motivated purely by utilitarian needs of satisfying a particular goal, (Brown et al., 2003, Childers, 2001 and Wolfinbarger and Gilly, 2001). On the other hand, research has shown that online shoppers are motivated by similar orientations to that of the offline world where social interaction is also important, (Dennis et al., 2002, Rohm and Swaminathan, 2004 and Jayawardhena et al., 2007). Online consumers appreciate social interaction with their peers, as in an offline shopping environment, (Tauber, 1972), they want to be affiliated to social groups, (Rohm and Swaminathan, 2004) and contact friends and make new contacts, (Hawes and Lumpkin, 1984), thus making the hedonic motives additional benefits derived from online shopping contrary to earlier beliefs that the internet provided purely utilitarian benefits to the shopper.

4.3.3 Price

McGoldrick (2002) suggested that retail costs can be significantly reduced by trading online and that with continued consumer online price search and comparison activity this may result in online retail competitive pressures to keep prices low. Moreover, consumers often think that lower prices can be found by shopping online, which encourages more price sensitivity in e-commerce, (Mintel, 2009). Online shoppers are primarily concerned with searching the internet for price savings and find satisfaction and value gained from finding products at the right price, (Shim et al. 2001, Joines et al., 2003, Kim and Kim, 2004, Lee and Overby, 2004, and Jayawardhena et al., 2007). Research has shown that people shop online in order to save money, (McGoldrick, 2002, Dennis et al., 2004, Kim and Kim, 2004 and Jayawardhena et al., 2007) and that the longer the online shopper spends researching on the web the more likely they were to be economically motivated, (Joines et al., 2003).

The availability of incentive programmes on clothing web sites was found to be the most influential factor driving the consumer towards purchase, (Kim and Kim, 2004) and more recently it was reported that the number of consumers conducting product searches for vouchers and discounts had doubled, (IMRG, 2009). Similarly, price sensitivity was the highest ranking motive for online shoppers followed by convenience which supports findings from by Jayawardhena et al. (2007) therefore, strongly suggesting price sensitivity is an important factor for the online retailer and that the consumer is considered more price sensitive than originally thought.

4.3.4 Convenience

In the traditional offline world the decisions as to what to offer the consumer and when has been with the retailer, however, the balance of power has been shifted to the consumer, (IMRG, 2009); the internet allows the consumer to shop for many different products or services from their homes or in fact any place in the world. Internet shopping can be viewed as a continuation of the innovation process in shopping initiated by home shopping methods, (Dholakia and Uusitalo, 2002) where the whole search, review and purchase process is combined into one easily accessed medium, via the computer, (Joines et al., 2003). Research conducted by Capgemini cited in (IMRG, 2009, p.7) also agrees that consumers shop online for convenience with almost "a quarter of consumers preferring to shop from the comfort of their own home or workplace" and a "similar proportion choose to shop online to save time." The internet makes it possible for the consumer to view items, have discussions with other consumers online, look at product details and visualize them on screen, all without going out of the house.

With the technological advancement of information and communication tools the consumer is more readily exposed to new trends and celebrity lifestyles and fashions which in turn are major drivers of the fast fashion concept and the consumer's constant drive for new trends, (Jackson, 2008). Consumers want more fashions faster and more often driven by the ability to view the latest fashions almost instantly, they see it and want it now, (Easy, 2009) and with online shopping consumer satisfaction is speeded up, they can have the latest fashion delivered to their own doorstep, for convenient gratification.

Convenience is identified as a key benefit of online shopping, (Childers et al., 2001 and Soopramanien and Robertston, 2006), where the consumer has the ability to avoid traffic and parking frustrations, queues at the check out and the elimination of travelling to many stores in search of an item by shopping online from their own home. Similarly McGoldrick (2002) believed that convenience may be the most influential factor in motivating consumers to ultimately purchase online. The convenience of online shopping provides the benefits of being able to choose both where to shop and when to shop, making the internet both “easy to use and more useful” (Childers at al., 2001, p.517). This view that convenience is a key driver of online shopping is mirrored by Xu and Paulins (2007); being able to search for, find and purchase a fashion item online efficiently leads to satisfied, loyal consumers.

The retailer considers many factors when providing an e-tailing service and attempts to cover the areas of most concern to its customers. Retailers believe that the place or location of the retailing service is of prime importance as they understand convenience to be of priority to the customer, (Dennis et al., 2002). Many customers prefer multi-channel retailers who make it possible to browse online and pick up at the store or buy on the web and receive a refund in store, (Dennis et al., 2002). It is also thought that the multi-channel retailer inspires more trust within the customer base as they are known and tried and trusted high street brands.

Online shopping enables the consumer to “point, click, add to cart checkout” and leave, (Underhill, 2009,p.238), helping the shopper to avoid the unpleasant aspects of shopping in the offline world including long queues, full car parks and crowds. Convenience attributes can be defined by the online shopper as saving time, saving effort and increased accessibility

(Wolfinbarger and Gilly, 2001). Consumers can shop for items on the web after the high street is closed and efforts are reduced as they do not have to leave their own home, which gives them both freedom of choice and convenience. Research conducted by McKinney (2004) concluded that online shoppers could be segmented into various groupings, the largest of these being the 3C's shopper; the consumers who are *confident, convenience-focussed* and primarily interested in *comparison* and because of their propensity for convenience they are thought of a highly influential online shoppers that would continue to buy online, (McKinney, 2004).

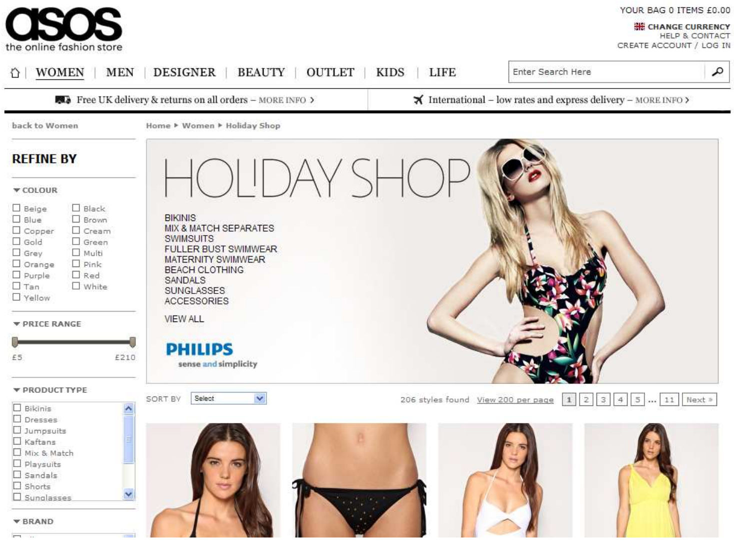
In the UK online fashion sector fulfilment services including the Royal Mail have addressed the convenience issue by focussing on improved delivery experiences. They offer greater choice and higher customer service levels such as opening late and on a Sunday running up to the Christmas period in order to satisfy these consumer demands, (IMRG, 2009). Research conducted by The Royal Mail shows that delivery is only "slightly" less important than the price of goods to consumers. It is considered a factor in choosing which sites to shop from, ranking higher in importance to consumers than shopping from established websites, well-known brands or having a large range of goods" (IMRG, 2009, p.17).

4.3.5 Product and Information Search

Consumers expect to find increased selection on the internet as opposed to offline stores. However, their perception is in regards to the internet as a whole, rather than on individual retailer sites that are perceived at having less selection than the offline store, (Wolfinbarger and Gilly, 2001). Conversely, Underhill (2009, p. 230) believes that the consumer is faced with too much choice, "too much product", "too much stuff" to contemplate. This suggests a need for a filtering system by which the consumer can search more effectively for what they are looking for and cut through the amount of items on offer.

This in turn has lead to many online fashion retailers providing lists, favourites, most popular, or key looks in an attempt to personalize the shopping environment and in order to satisfy more individual consumer needs. Examples of some online retailer product information developments can be seen in Figures 4.0 to Figure 4.3. Marks and Spencer offers a *Wish List* service whereby the customer can identify products from the web site and add them to their *Wish List*, this in turn can then be viewed by friends and family for them to purchase from the list. ASOS provides a *Holiday Shop*, see Figure 4.0 which groups all the products the customer might consider when going on holiday.

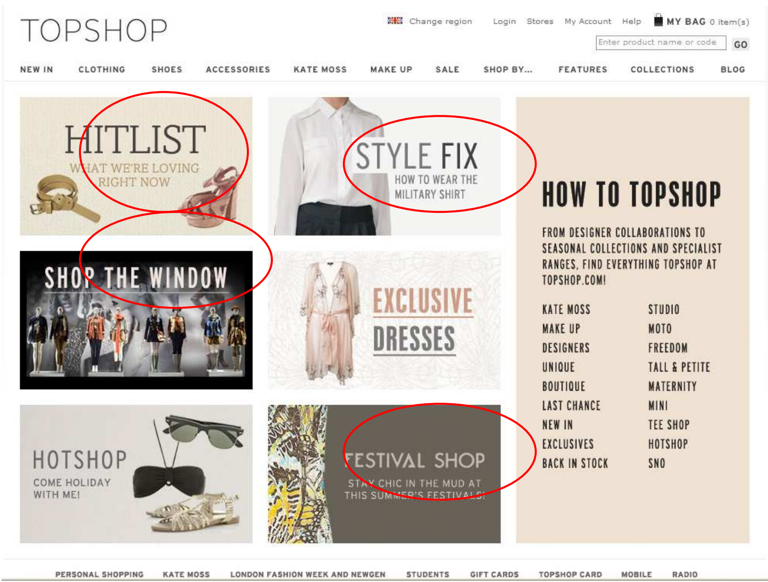
Figure 4.0 www.ASOS.com "Holiday Shop"



Source: www.ASOS.com, accessed August 7th 2010

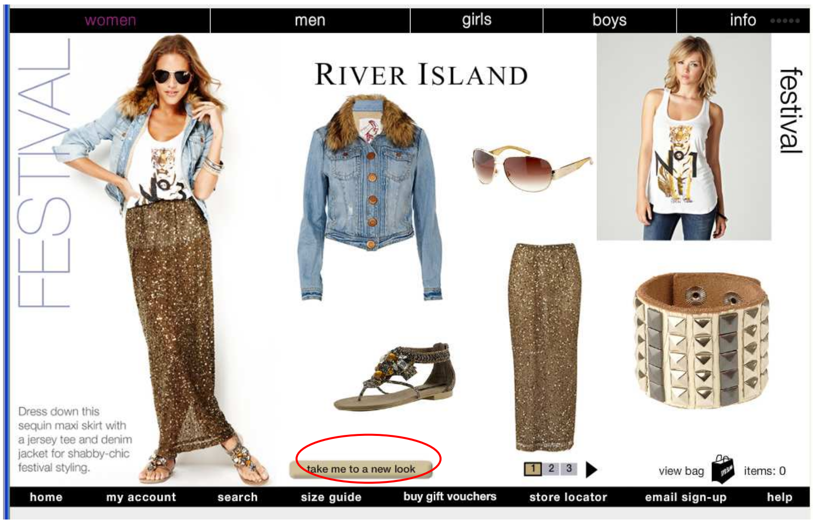
Top Shop provides the online shopper with various ways to find information about the products they are searching for via lists called *Hit List*, *Shop the Window* and *Style Fix*, see Figure 4.1. These lists group product by event, theme or most popular purchases.

Figure 4.1 www.topshop.com "How to Shop" lists



Source: www.topshop.com, accessed August 7th, 2010

Figure 4.2 Riverisland.com Key Looks: "Festival"

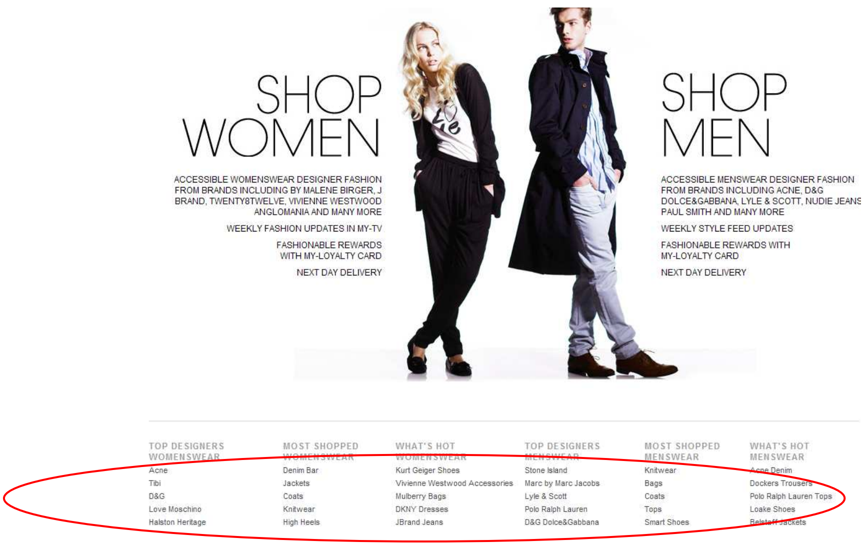


Source: www.riverisland.com, accessed August 7th 2010

River Island provides the online shopper with merchandising assistance by grouping product suitable for a specific event together, such as the *Festival* look shown in Figure 4.2.

Etailer my-wardrobe provides many lists of the *hot* items for the season and the most popular or *most shopped* items, as seen in Figure 4.3.

Figure 4.3 www.my-wardrobe.com Lists of "What's Hot"



Source: www.my-wardrobe.com, accessed August 7th, 2010

The information offered regarding a product or service offered online is a key element of customer satisfaction and an important driver of repeat purchase behaviour and consumer loyalty, (Park and Kim, 2003). The quality of the information provided is of equal importance and is considered a critical feature for the consumer as it reduces the cost of searching for information, (Alba et. al., 1997, Park and Kim, 2003 and Xu and Paulins, 2005).

4.4 Hedonic Motives for Fashion Shopping Online

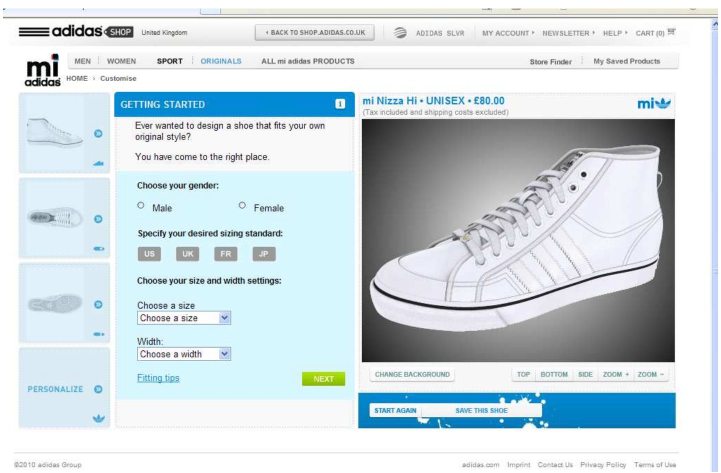
Research suggests that exploring consumers' utilitarian needs from online shopping is not sufficient to fully understand what motivates them to shop online, (To et al., 2007), and that enjoyment is often a key motivating factor in high street fashion shopping, (Dennis et al., 2004 and Kukar-Kinney et al., 2009). Experiential shoppers enjoy the whole shopping experience with the aim of having fun and being entertained, (Hirschman and Holbrook, 1982 and Kukar-Kinney et al., 2009). Research has shown experiential shopping includes browsing, visiting auction sites, bargain hunting and product search. In addition, excitement gained from the social experience makes the shopping trip special which is thought to be a key shopping benefit, (Wolfinbarger and Gilly, 2001). Moreover, it is necessary to investigate the emotional aspects of the shopping trip acquired during the entire shopping process and not merely the satisfaction of the functional end result; completing the mission to purchase, (Childers et al., 2001, Babin et al., 1994, Hirschman and Holbrook, 1982 and To et al, 2007).

Hedonic motives are those that drive the consumer towards an emotional experience seeking benefits of fun, fantasy and arousal, (Hirschman and Holbrook, 1982). The goal of shopping is to satisfy these hedonic needs which are often associated with the fast moving fashion online environment, where new exciting styles are constantly being presented to the consumer, (Park et al., 2005). This suggests that fashion retailers should attempt to provide an entertaining experience for the consumer in order to satisfy the more hedonic motives in addition to the product alone, during a shopping trip, (Park et al., 2005). Several authors agree with this phenomenon that online shopping behaviour is influenced by hedonic needs, (Kukar-Kinney, 2009, Chiu et al., 2009 and Carpenter and Moore, 2009) that lead to feelings of excitement, fun and pleasure during the shopping trip. The positive feelings experienced during the shopping task may motivate the consumer to buy more, especially in the online fast-moving environment where shopping can take place more quickly and provide satisfaction at a faster rate, (Kukar-Kinney, 2009).

4.4.1 Personalization

Online retailers have attempted to personalize their shopping environments by providing lists for the online shopper such as "best sellers" or "most popular", (Underhill, 2009, p.231.) What they fail to address is the human nature of shopping whereby the consumer may not want to purchase an item from a most popular list which is in fact just a "run down of the most popular items that other consumers have bought", (Underhill, 2009, p.230), or buy the same type of item as they have done on a previous visit. Many online retailers provide a customization area of the web site or a personalization page including Nike and Adidas, see Figure 4.4 where the consumer can create their own version of an Adidas sports shoe.

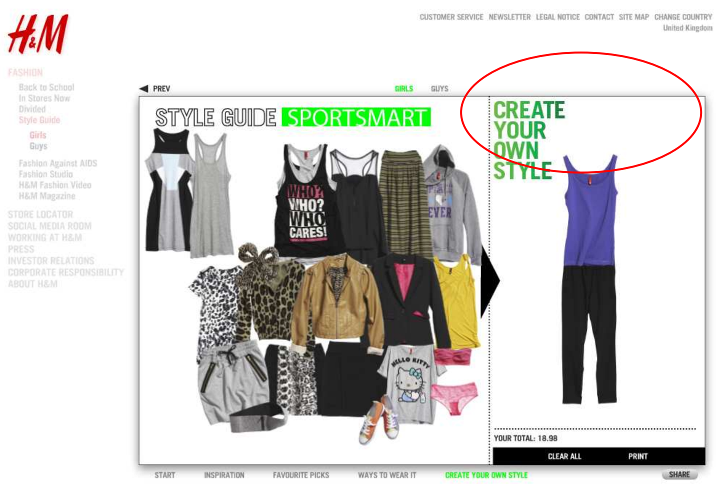
Figure 4. 4 www.adidas.co.uk, "Create your own shoe"



Source: www.adidas.co.uk, “Create your own shoe”, accessed August 7th 2010

H&M go personal and offer the customer a tool to *create your own style* which involves the customer selecting products and dragging and dropping them into a space to create and view outfits they have personally selected, see Figure 4. 5 engaging the consumer in product selection, merchandising and ultimately purchase of the outfit they have created. New 3D product visualization and sensory enabling technologies are now becoming more mainstream and available for online fashion retailers to use in order for them to minimize the consumer’s perceived risk of purchasing a garment that does not fit, (Kim and Forsythe, 2009). In addition, evidence has shown that the presence of such technologies supports a higher rate of purchase intention. However it is essential for the retailer to understand the high cost and management implications of the new technologies and also which is the most effective for achieving their retailing goals, (Kim and Forsythe, 2009). Many UK high street retailers have provided additional product, fashion and style information for the consumer in order to better connect with them including *collections* from Next, Miss Selfridge, BHS and *Create the Look* or *Latest Look* from River Island, Peacocks and Monsoon, and *Fashion Must Haves* from Oasis, (Rowley, 2009).

Figure 4.5 www.HM.com “Create your own style”



Source: www.hm.com Create your own style guide

However, Underhill (2009) believes that some online retailers are missing opportunities, they are behaving like global operators showing lists of most purchased items when trends, likes and dislikes by country or region are so very different. He believes that online fashion retailers could better their personalization of information for the consumer by using local filtering by offering information on trends most purchased by or worn by local fashion followers, thereby becoming more relevant to their personal lives. Denis et al. (2009) believe that other large retailers such as M&S and Next could considerably enhance their online businesses if they were to improve their web atmospherics including site design, layout, personalization and customization.

4.4.2 Socialising

Socialising whist shopping is considered a major reason for consumers to go on a shopping trip, (Dawson et al., 1990) and that it is an experience to be enjoyed by friends and family, (Arnold and Reynolds, 2003). Theory suggests that retailers looking to operate online must provide hedonic, social benefits to the shopping experience and not only the utilitarian benefits, (Parsons, 2002 and Dholakia and Uusitalo, 2002). A study by Parsons (2002) revealed that many social motives found through shopping offline were also found to be of great importance to the online shopper, highlighting the importance of the social environment for online retailers. Online social benefits can be derived from providing chat rooms, discussion forums, virtual communities and *try it on* pages in an attempt to fulfil this need.

Consumers who have a hobby and enjoy going online to search for new products and information are most likely to enjoy being part of an online community, (Wolfinbarger and Gilly, 2001) and online retailers are attempting to provide this as part of the overall online experience. Many online retailers have designated chat room and social networking pages on their web sites and more recently retailers are collaborating with established social networking sites such as Facebook, Twitter and You tube to attract consumer comments and *chatter* about their products and brands. ASOS facebook page can be seen in Figure 4.6. ASOS posts information about its products and new ranges and consumers are encouraged to comment and chat about them.

Figure 4.6 Facebook connects with ASOS

Source: www.facebook.com/ASOSofficial, accessed August 7th 2010

Shopping for fashion is a very tactile experience where the consumer can in an offline world touch, feel, and try on the garment, (Perea et al., 2004) and online retailers must therefore attempt to provide these benefits on the internet. Research on this subject suggests that most online consumers feel a need to try on a garment prior to purchase, (Rowley, 2009). Customer communication tools and web site virtual reality *try it on* pages are perceived as important web site dynamics in an attempt to provide a more social aspect to the online experience, (Dholakia and Zhao, 2008).

Stores that encourage groups of similar minded people usually do well, (Underhill, 2009), as they usually foster a social environment that encourages discussion about an outfit which in turn will start to sell. Similarly Parsons,(2002) agreed that retailers who try to offer the total shopping experience including the non-functional benefits will be offering higher appeal to their consumers. The internet provides a more effective way of communicating with others of similar interests and a faster way to connect and join groups and communities, (Parsons, 2002). Similarly Joines et al. (2003) suggest that socialising has a positive correlation to shopping online, consumers can get a sense of community on the web from exchanging ideas and communicating with other online users and this in turn can lead to purchasing. On the other hand, Wolfinbarger and Gilly (2001, p. 45) report that the lack of social aspects of shopping online can also be thought of as an advantage giving the consumer freedom and control to complete their purchase without being watched by "salespeople, a spouse, crowds and lines". Many online retailers now offer communication tools of some type in order to encourage feedback and comments via e-newsletters, surveys, pod casts, loyalty schemes and competitions in order to build relationships with their online consumers. However, it is thought that there is much more effort to be invested in this area by the retailer in order to be successful, (Rowley, 2009).

4.4.3 Fashionability

Goldsmith and Flynn (2004) suggest that consumers interested in fashion are more likely to be online shoppers with their research findings showing that new fashions were very important to their sample consumer group. However the study also points out that it is the level of interest in fashion and prior experience with mail order catalogues that is the driver of online shopping behaviour rather than the level of innovativeness and desire for the newest fashions, (Goldsmith and Flynn, 2004). Moreover, the internet is particularly good for providing access to international information and thus discovering information on new trends, fashions, brands and products proved to be a strong motivation for online shoppers, (Parsons, 2002).

Consumers with a high level of fashion involvement or interest in fashion are more likely to take part in impulse purchase behaviour in order to satisfy hedonic needs, (Park et al. 2006). Retailers should take note of providing a positive experience for the consumer in order to encourage impulse purchasing of fashion items and it is recommended that they pay as much attention to the hedonic experiences of shopping as they do to the utilitarian aspects such as price, (Park et al., 2006).

4.4.4 Brand Loyalty and Trust

When shopping online trust is essential for doing business, and affinity with the offline store may give the consumer more trust with a brand if it is represented both on the high street and online. However, for pureplay retailers this is more difficult to achieve as they do not have the benefit of the offline environment. Trust for an online store is a crucial factor for success for an online store. If consumers do not trust the online vendor then they are not likely to shop with them, (Hoffman et al., 1999 and Watchravesringkan and Shim, 2003). Losses to consumers through credit card fraud, as represented in Table 4.1 are increasing, making it a crucial decision-making factor for consumers when selecting a website. However, the losses presented as a percentage of all "card-not present fraud losses, it is actually decreasing", (IMRG, 2009, p.19).

Table 4.1 E-commerce Fraud Losses as % of all *card-not-present* losses

	Card-not-present (CNP) fraud losses	E-commerce total of CNP fraud	E-commerce losses as ratio of CNP fraud losses
Jan to June 2006	£95.3 million	£73.6 million	77 per cent
Jan to June 2007	£137.0 million	£91.6 million	67 per cent
Jan to June 2008	£161.9 million	£96.9 million	60 per cent

Source: IMRG (2009)

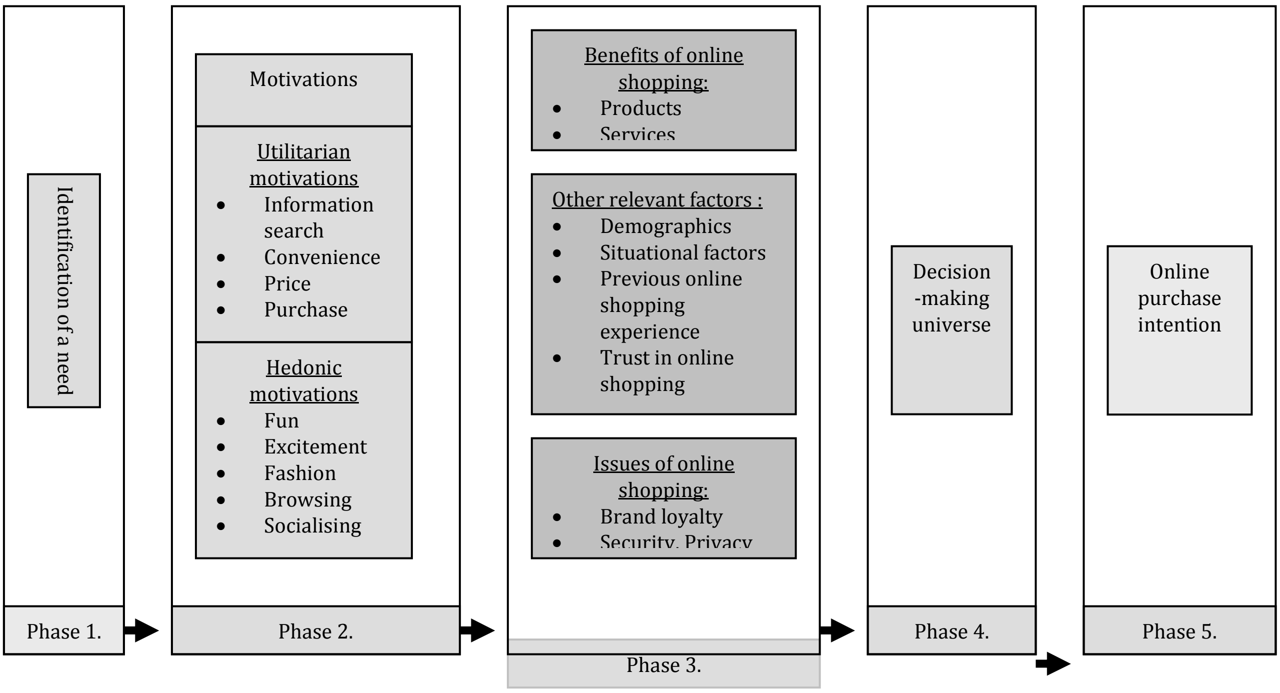
Consumers are more likely to buy online with a vendor if they have emotional connections with their brand from the offline retail environment. Reynolds (2002) suggested that the effective use of retail brands to encourage brand recognition and thus online purchase may be the driving force behind online success. Reynolds (2002) also suggested that the multichannel retailers with a strong offline presence are the ones that are gaining traction in the minds of the consumers and the ones therefore that will succeed. On the other hand, there is evidence to support quite an alternate view in that the pureplay retailers such as ASOS are in fact challenging the high street retail giants and achieving significant success; ASOS has continued increased revenues, (Mintel, 2010a), ASOS is the most visited online store after Next, (Davidson, 2010), with 1.8m regular customers and growing, overseas expansion and rapid innovation they appear to be gaining traction. The author supports the view of Park and Kim (2003) in that the more consumers use a company they know that their needs will be met and this builds trust and commitment to a brand however, the author believes that it is not directed at any particular retail channel and supports the view of Chiu at al. (2009, p.773) that trust within the shopping environment is a "significant determinant of repurchase intention" and that trust may be built on or off-line.

4.5 Summary

The literature review has suggested that online shoppers seek similar benefits to offline shopping, (Jayawardhena et al., 2007), including price and savings, (Xu and Paulins, 2005, Lee and Overby, 2004 and Joines et al, 2003), convenience and time saving, (Childers et al., 2001 and Soopramanien and Robertson, 2006), product search information, (Wolfinbarger and Gilly, 2001, Shim et al., 2001 and Park and Stoel, 2005,), fun and excitement, (Kukar-Kinney et al., 2009, Babin et al., 1994, Carpenter and Moore, 2009 and Jayawardhena et al., 2007), social aspects, (Tauber ,1972, kim and Stoel, 2004, Keng and Ting, 2009 and Xu and Paulins, 2007), and fashion information (Goldsmith and Flynn, 2004, and Parsons, 2002) and that these factors in turn can be grouped into two types of motivation or consumer value, (Lee and Overby, 2004); utilitarian (price, savings, convenience, product information search) and hedonic (fun, excitement, socialising, fashionability).

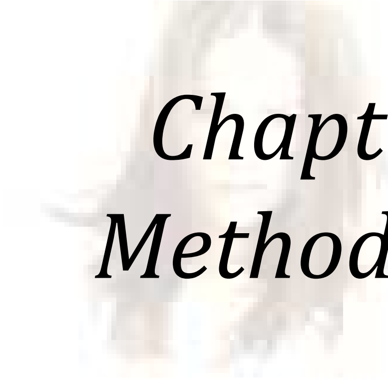
In addition, the literature proffers that these two motivations are not mutually exclusive and that many factors may work in conjunction with each other in order to motivate the consumer to purchase online, (Dennis et al., 2009). Moreover, the knowledge gained from the literature review has suggested that consumers motivations to shop online do not occur in a vacuum and that these motivations are somewhat influenced by the values and benefits derived from the total shopping trip including brand loyalty, (Reynolds, 2002), trust (Chiu et al., 2004, Hoffman, 1999, Park and Kim 2003 and Watchravesringkan and Shim, 2003), and that the level of satisfaction with past online shopping experiences and demographics, (Dholakia and Uusitalo, 2002). These findings are presented in Figure 4.7.

Figure 4.7 Online Purchase Intention Model



Source: Adapted from literature review

The findings in Figure 4.7 suggest that there are five phases to the online shopping intention process. During each of the phases certain decisions will be made and influences felt which will guide the consumer towards the final phase of purchase intention. This chapter has enabled the researcher to review the literature relevant to online shopping motivations and use the knowledge learned in order to present an initial framework of online shopping motivations and to set them within the context of the online purchase process. The next chapter will use this information in order to develop an appropriate research design in order to satisfy the research study aim and objectives.



Chapter 5. Methodology

5.0 Introduction

This chapter will discuss the methodologies available to the researcher for this research study and will select and discuss the most appropriate methods that will be used to answer the research problem. The research problem is concerned with investigating the motivations of consumers who shop online for fashion items with particular focus on ASOS. It is anticipated that the outcome of the study will enable the researcher to suggest a new framework of online shopping motivations which in turn will be helpful as a business tool for e-retailers. The structure of this chapter will be that the first section will cover the literature review of methodologies available to the author and the second section will identify the actual methods selected for this particular research study.

With the phenomenon of increasing numbers of consumers shopping online for fashion and the fact that this category continues to outperform other e-commerce categories in the UK, (Mintel, 2009) it is an area of high importance to the fashion retail environment. The purpose of this research project is to understand the motivations of consumers when purchasing a fashion item online. The consumer motivations elicited from this research study may assist the online retailer in determining web site attributes and ultimately the online purchase decision, (Wolfinbarger and Gilly, 2001).

The previous literature reviewed on UK online fashion shopping predicts a continuous increase in online fashion retailing to reach £6 billion by 2015, (Mintel, 2010a). It is an increasingly competitive and fragmented market place, thus prompting UK retailers to strive to better understand their consumers, and why they are motivated to shop online, in order to better direct their retail offering, (Rohm and Swaminathan, 2004) and ultimately protect market share. Therefore, these facts provide sound reasons for this research study and suggest value in its research findings.

The measurement of motives for buying fashion is somewhat difficult as consumers will often not admit to why they purchase a fashion item and often when asked will give a somewhat biased response; if it is a designer branded garment they may buy it to impress their peer group however they also purchase the product to satisfy more physiological needs such as warmth, (Easey, 2009). Therefore the methods available to use for this research must be fully explored via a literature review in order to assess the most appropriate research method for this study that will elicit the most reliable, valid and unbiased responses.

5.1 Research Aim and Objectives

The aim of this research project is to investigate why consumers shop for fashion on the internet, with particular reference to the pureplay retailer ASOS.

The Research Objectives:

1. To review the literature on fashion shopping motivations.
2. To identify emerging online shopping motivations.
3. To identify any gaps in the online fashion shopping motivation literature.

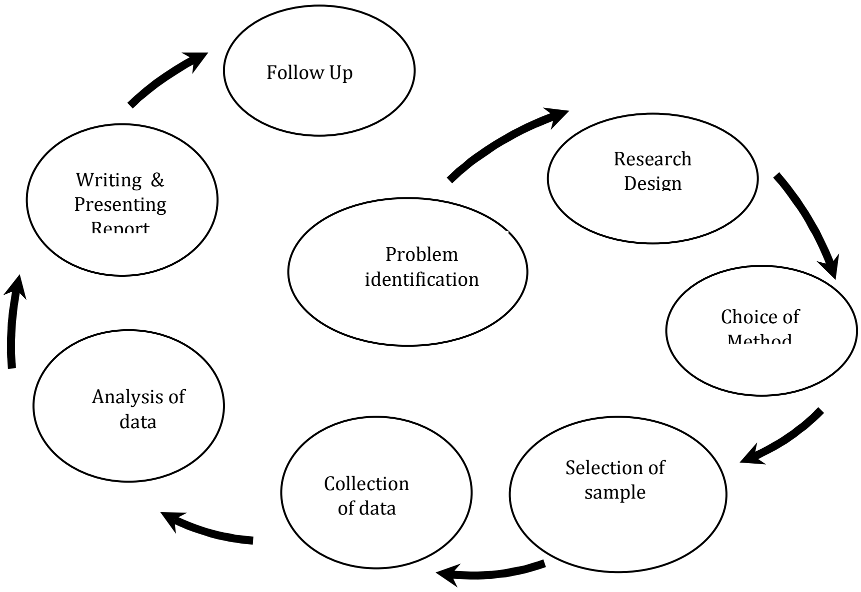
Research Outcomes:

1. To develop a new framework of online fashion shopping motivations.
2. To develop an online shopping experience model that best satisfies the online shoppers' motivations.

5.2 Research Plan

A research plan is necessary in order to provide a systematic process that can be followed with the aim of satisfying the research objectives and answering the research hypotheses, (McDaniel and Gates, 1986). An outline of a typical research plan is illustrated in Figure 5.0. This process has been followed in this research in order to give this study a systematic process and guide the researcher towards a conclusion.

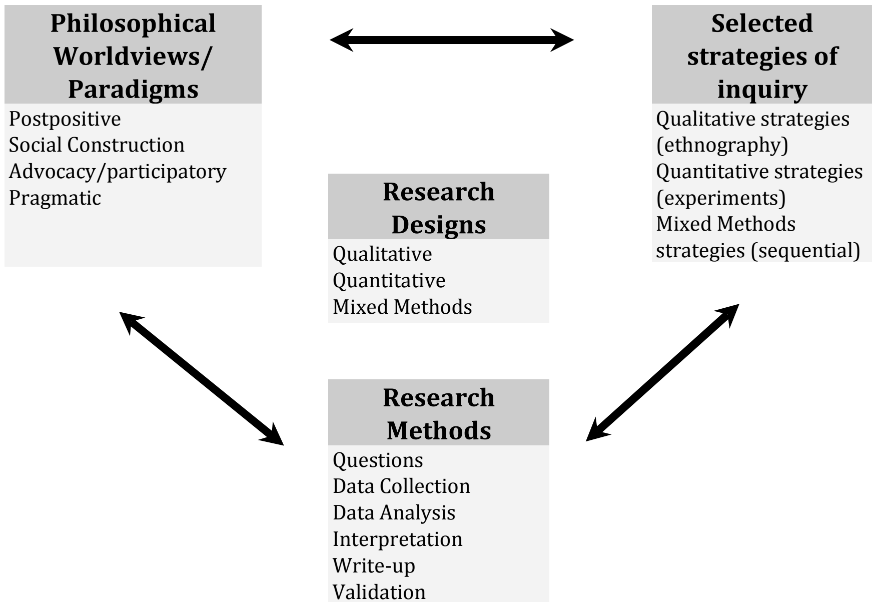
Figure 5.0 The Research process



Source: Adapted from McDaniel and Gates (1993, p. 37)

The *problem identification* indicated in Figure 5.0 has been outlined in the study's aim and objectives. The literature review has suggested that the online environment is an opportunity for the fashion retail community, as consumers are migrating to online for fashion resulting in increased sales for online operators. Therefore, the research problem could also be identified as an opportunity and one of high commercial value. This chapter will follow the pathway of research set out as in Figure 5.0 and discuss each stage and select the most suitable methods to support the research objectives. Designing a research study involves combining three major components: "philosophical world view of the researcher, the strategies of inquiry related to this particular worldview, and the specific methods of research that translates the approach into practice", (Creswell, 2009, p. 5). This framework for designing a research study can be viewed in Figure 5.1.

Figure 5.1 Research Design Framework



Source: Adapted from Creswell (2009, p. 5)

Figure 5.1 explains the relationship between the relevant world views, strategies of inquiry and methods available when designing a research study, (Creswell, 2009). This overall concept or framework within which the research works can also be known as a paradigm (Sohb and Perry, 2005). Creswell (2009) suggested that a researcher needs to design the research study by considering his or her views or paradigm and how they will influence the strategies to bring to the study and therefore what methods of research are most appropriate. The nature of inquiry is assumed to be a constant across a research study, (Dzurec and Abraham, 1993) and that there are six main factors affecting the research design which can be viewed in Table 5.0.

Table 5.0 Thesis of inquiry

1. Pursuit of mastery over self and world
To enhance knowledge of the environment, predict behaviours with the aim of meaningful outcomes.

2. Pursuit of understanding through re-composition
To focus on understanding by constantly discarding old views as new views of the world become apparent.

3. Pursuit of complexity reduction to enhance understanding
To aim for reduction in complexity of information in order to better identify new knowledge.

4. Pursuit of innovation
To explore and develop new knowledge through a process of creativity and innovation without which the nature of inquiry may disappear.

5. Pursuit of meaningfulness
To refine the research paradigm in order to share information in a meaningful way and produce an unambiguous outcome.

6. Pursuit of truthfulness
To attempt to present findings that represent the truth; however, it is understood that some interpretation will take place during research.

Source: Adapted from Dzurec and Abraham, (1993, p.76-78)- see also Table 5.10 for application of this process within this study.

The factors listed in the Table 5.0 outline all areas that are relevant to the nature of research inquiry and they are used to design a process for this study as outlined in Table 5.10 and discussed in pages 130-149. The factors outlined in Table 5.0 ultimately aim to find something new, innovative and meaningful by reducing the complexity of information and the presentation of facts in the most truthful manner possible and it is a similar process the author hopes to adopt.

5.3 Research Paradigm

Dependant upon the beliefs of the researcher, this will determine what form the research plan takes. All research is conducted in an effort to exude knowledge “in an effort to fulfill cognitive needs, to perceive and to know“, (Dzurec and Abraham, 1993, p.75), however research studies adopt different strategies dependant upon the beliefs of the researcher and the nature of the research question. There are many different paradigms or world views however the most common are thought to lead to using quantitative, qualitative or mixed method approaches to the research study, (Creswell, 2009). The research paradigm represents the overarching framework within which the researcher will work, (Hussey and Hussey, 1997, p.47), which in turn will influence how the research is designed, and how data is collected and analysed.

There are two main paradigms in research and often called many different terms however the most common are the positivist or quantitative paradigm and interpretivist, or qualitative paradigm, (Hussey and Hussey, 1997). The most common paradigms are outlined in Table 5.1 and show the different world views and areas of focus for the researcher.

Table 5.1 The Most Common Paradigms and implications for Research

Worldview/Paradigm	***Postpositivism (Positivist)***	***Constructivism (Interpretivist)***
Methodology (What is the process of research?)	Deductive (Researchers test a prior theory)	Inductive (Researchers start with participants views and build up to patterns, theories and generalizations)

Source: Adapted from Creswell, J.W., and Plano Clark, V.L., (2007, p. 24)

The postpositive, or positivist paradigm sets out to prove theory by measured observation and reduction of initial findings into focussed results, on the other hand, the constructivist or interpretivist research approach starts with the individual participant views and drives the research towards developing theories and general statements of findings, (Creswell, 2009 and Huberman and Miles, 2002). The paradigms are often seen as mutually exclusive and clearly different in approach, (Malhotra and Birks, 1997), however, in practice these paradigms shift dependant upon the nature of the research study and the views of the individual researcher, (Malhotra and Birks, 1997).

5.3.1 Positivist Research

The postpositive paradigm is most closely linked to scientific research, (Creswell, 2009 and Bryman, 1984), and can also be known as positivist, quantitativist, objectivist, experimentalist or traditionalist research, (Malhotra and Birks, 1997); refer to Table 5.2 for an overview of various labels given to the different types of research. Positivist researchers challenge the idea that complete truth can be sought when measuring the behaviour of human beings, (Creswell, 2009). A positivist believes that a research study should adopt a scientific approach and needs to be based around facts in order for the study to be reliable, objective and provide for measurement to the phenomena being studied, (Malhotra and Birks, 2007 and Miles and Huberman, 1984). An advantage of the positivist approach to research is that the researcher is able to consider “multivariate techniques” and the use of many different “dependant and independent variables simultaneously and comprehensively”, (Dzurec and Abraham, 1993, p.75); which in turn is considered to more accurately reflect the truth. Moreover, theory suggests that positivist research aims to reduce the overall ideas collected and segment them into manageable variables and hypotheses and questions which can then be tested, (Miles and Huberman, 1984 and Creswell, 2009).

Table 5.2 Alternative Paradigms

Positivist	Interpretivist
Quantitative	Qualitative
Objectivist	Subjectivist
Scientific	Humanistic
Experimentalist	Phenomenonological
Traditionalist	Revolutionist

Source: Malhotra and Birks, (2007, p. 158)

5.3.2 Interpretivist Research

On the other hand, an interpretivist paradigm believes that during the study there may be several different ways of interpreting the data collected due to the " dynamic, participant-constructed and evolving nature of reality", (Malhotra and Birks, 2007, p. 159). In interpretive view takes a more humanistic perspective with research facts and values that are linked together throughout the research study, whereas in positivist research they are separate and independent, (Smith, 1983). Interpretive researchers aim to investigate human behaviour within a social and historical framework and interpret the findings in the rich appropriate language, contrary to positivists who are somewhat "dehumanising" and concerned mostly with the manipulation of numbers, (Smith, 1983, pp. 13).

5.3.3 Positivist versus Interpretivist Approaches

There are two different, opposing, but legitimate approaches to social research, positivist and interpretivist, (Smith and Heshusius, 1986) and although different methods are adopted the problems to be resolved and the goals to be achieved are somewhat similar, (Smith and Heshusius, 1986 and Guba and Lincoln, 1982). Positivists believe that the nature of study is "objective verification", and therefore their methods used are objective, whereas interpretivists are significantly more subjective as they rely on the views of their respondents, (Onwuegbuzie and Leech, 2005, p. 377-378). A basic explanation of the two different types of research methods used can be explained simply in that quantitative research involves numbers and large sample sizes in order to test theories, whilst qualitative research uses words and understandings with smaller groups with the aim of developing theories, (Sobh and Perry, 2005). Quantitative or positivist research is seen as a natural, or scientific approach to social or consumer marketing issues, (Bryman, 1984 and Malhotra and Birks, 2007).

The positivist hopes to establish causality which in turn will enable them to explain the problem they are researching and predict a reoccurrence of the problem, (Malhotra and Birks, 2007). In addition, a positivist is concerned with facts and concepts that can be measured and usually involves large sample sizes with an overall aim of reduction of the various subject areas of examination into smaller, more manageable segments, (Hussey and Hussey, 1997 and Malhotra and Birks, 2007). Positivist research design is usually built around the testing of specific hypothesis with a pre-determined fixed set of questions, (Bryman, 1984). Moreover, positivist research seeks to find facts and the reasons behind social occurrences in a logical and objective manner and seeks to "establish causal relationships between the variables by establishing causal laws and linking them to theory" (Hussey and Hussey, 1997, p. 52).

On the other hand, an interpretivist or qualitative view of research sets out to understand human behaviour and human reaction to certain situations with the aim of discovering patterns and understanding them, (Hussey and Hussey, 1997). This form of research involves more in-depth study of phenomena and usually over time, with a small sample group, (Creswell, 2009 and Hussey and Hussey, 1997). Benefits of qualitative research include the richness of data collected and also it examines events that happen in everyday life thus offering a real life view of the situation being studied, (Miles and Huberman, 1984). An interpretivist will search for "multiple influences" in order to gain "new creative insights" as the research plan unfolds and often will alter the research design as new information becomes apparent, (Malhotra and Birks, 2007, p. 160). Moreover the systematic and on-going approach to qualitative research can provide excellent data for studying a process over time, (Miles and Huberman, 1984).

One most noticeable difference between the two research paradigms is that an interpretivist will focus on the meaning of the research problem rather than its measurement, (Hussey and Hussey, 1997). In addition, there are many differences of opinion between researchers of qualitative and quantitative study. Malhotra and Birks (2007) report that some quantitative researchers believe qualitative research findings to be not valid, whereas the qualitative researchers believe the quantitative findings to be somewhat misleading. Dzurec and Abraham (1993) believed that although quantitative research is the usual choice for positivists and qualitative research the usual choice for interpretivists, they are not mutually exclusive and advocate that the two paradigms are becoming more integrated. Miles and Huberman, (1984, p. 40) agree that "both numbers and words "are necessary for good research and often by linking qualitative methods to quantitative research it can provide confirmation to theory, expand on new ideas and elaborate previous analysis. In both cases of study "meaning is not inherent in raw data" Dzurec and Abraham, (1993, p.75); both methodological approaches require the researcher to use their own knowledge in order to present findings. The positivist will use statistics to find meaning in the data on the other hand interpretivsts will present meanings based on their own views. Furthermore, Dzurec and Abraham (1993, p.74) explain the differences between the two paradigms as qualitative research being dependant upon "the assumptions of probability to make statistic, inferential claims regarding the hypotheses" whereas qualitative research relies on using information gained during the research to develop "working hypotheses or theoretical statements"; i.e. they develop theory whereas quantitative study tests prior knowledge. Table 5.3 outlines the main features and considerations of each of the two major paradigms.

Table 5.3 Features of the two main research paradigms

Positivist Paradigm	**Interpretivist Paradigm**
Tends to produce ***quantitative*** data	Tends to produce ***qualitative*** data
Uses large samples	Uses small samples
Concerned with hypothesis testing	Concerned with generating theories
Data is highly specific and precise	Data is rich and subjective
Reliability is high	Reliability is low
Validity is low	Validity is high
Generalises from sample to population	Generalises from one setting to another

Source: Adapted from Hussey and Hussey (1997, p. 54)

The researcher's paradigm will in turn affect the whole of the research design and the type of research methodology used, (Hussey and Hussey, 1997) and the main features of each paradigm can be viewed in Table 5.3. It is important for the researcher to consider all of the mentioned factors within Table 5.3 and its suitability for the research study when deciding on the most appropriate research methodology to adopt.

5.4 Sample Selection

Once the researcher has decided upon the research approach to take it is necessary to evaluate the sample to be selected and to examine the different methods of data collection available. It is not possible to examine everyone, everywhere in a particular population therefore a sample is necessary, (Miles and Huberman, 1984). A sample is a group of people the researcher has selected from an overall larger population, (Hussey and Hussey, 1997and Fink, 1995). The use of a sample taken from an overall population is considered to be very efficient, less expensive and in many cases more accurate than using a complete population, (Yu and Cooper, 1983). It is important the sample is chosen without bias, at random and is of suitable size to conduct the research study, and is somewhat representative of the larger population and its important characteristics, (Fink, 1995 and Hussey and Hussey, 1997). It is usual to follow a sample procedure that covers several stages and can be summarised briefly in the Table 5.4. The sample selection procedure for this study is outlined on pages 133-135.

Table 5.4 The sample selection process

Sample selection process	
1.	Define the target population for the study
2.	Identify the sampling frame
3.	Indicate the size of the population
4.	Identify the selection process; random sampling or non-probability sampling
5.	Indicate the number of people in the sample
6.	Validate the sample

Source: Adapted from Creswell (2009, p.148) and Malhotra and Birks (2007, p.406)

The population for the study is a group of people that possess the information required by the researcher and it is important that the population is selected and defined with precision, (Malhotra and Birks, 2007) and this is usually done by defining the research problem into a detailed statement to indicate who should be selected for the population.

Target populations may be large and available on public lists or databases, they may be individuals or members of sample units such as household or families, the important factor is that the population is selected appropriately and precisely to promote an effective research study, (Malhotra and Birks, 2007). A sampling frame is a set of criteria or list of instructions for selection and identifying the target population, a way of setting boundaries for the selection, (Webb, 2002). It is an important element of the research process and if the sample is to be representative of the larger population all members of the population must be entered on to this list, and thus assist in a non-biased selection of respondents, (Fink, 1995 and Malhotra and Birks, 2007). Important characteristics for a sampling frame include:

- Each element should be included only once
- No element should be excluded
- The sampling frame should cover the whole population
- The information used to produce the frame should be up-to-date and accurate
- The frame should be convenient to use

Source: Webb (2002, p. 49)

Once the sampling frame has been established the next step in the sampling process is to decide on sample size and sampling technique.

5.4.1 Sample Size

The size of a sample for a particular study will depend upon the degree of accuracy required, (Webb, 2002). Accuracy is dependant upon two factors, the variability of the population and secondly whether sub groups are present within the population. There are both qualitative and quantitative criteria to consider when selecting the sample and determining the appropriate size and often the selection of the sample size will involve some form of compromise. An increase in sample size may result in less sampling error, however results in incremental costs associated with the larger sample, (Denscombe, 2004 and Webb, 2002). The qualitative elements for this decision can be viewed in Table 5.5 and include the consideration of the importance and nature of the research study, resource constraints and examining other similar studies for comparison of sample sizes.

Table 5.5 Criteria for determining sample size

Criteria for determining sample size	
1.	Importance of the research decision
2.	The nature of the research study
3.	The number of variables
4.	The nature of the analysis
5.	Sample sizes used in similar studies
6.	Resource constraints

Source: Adapted from Malhotra and Birks (2007)

The nature of the study and importance and level of the information hoped to be gained from the research are important qualitative criteria for the researcher when considering the size of the sample necessary to answer the research problem. Moreover, the researcher must consider the qualitative criteria for sample selection and although there does not appear to be one definitive argument to define the sample size. MacCallum et al. (1999) proposed a recommendation of 5 subjects or respondents per scale item, and suggest that if the sample size increases the level of sampling error decreases thus making results more reliable. In addition, Hair (1995) recommended that sample size be at least 100-200 units, however Denscombe,(2004) reported that for small-scale research sample sizes of between 30 and 250 respondents are frequently used and considered appropriate. Another important factor in determining sample size for research studies is that of time and financial constraints for the researcher. In large scale studies budgets may be available for researchers to manage large sample sizes, however in smaller more independent studies researchers may be restricted by financial restraints and timelines. However, an advantage of larger samples is greater accuracy in results, this decreases the less units included in the sample, (Fink, 1995). In many cases the final decision on sample size can often involve personal judgment, (Webb, 2002).

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5.4.2 Sampling Techniques

Once the criteria have been determined for selection of the sample population, the sampling frame established, the next stage involves the actual sampling process. This can involve one of several different sampling techniques and several authors suggest one of two processes probability sampling and non probability sampling, (Tull and Hawkins, 1993, Fink 1995, Webb, 2002 and Denscombe, 2004).

5.4.3 Probability Sampling

Probability sampling is a selection process that offers each individual being considered an equal opportunity for selection, and members of the sample unit are selected by chance, randomly, and therefore it is seen as a fair way of selection, (Fink, 1995, Webb, 2002, Malhotra and Birks, 2007, Creswell, 2009 and Denscombe, 2004). This form of sampling is considered to be unbiased and provide the researcher with balanced views of the population, as it involves statistical methods, (Hussey and Hussey, 1997 and Webb, 2002). Furthermore, it is a very accurate form of sampling and requires a very precise and true sample population, (Malhotra and Birks, 2007). There are many probability sampling techniques used in research studies and they vary in terms of their cost, the longer they take to perform the higher the cost, however this correlates to greater efficiency, (Malhotra and Birks, 2007). The relative strengths and weaknesses of popular sampling techniques can be viewed in Table 5.6.

The main advantages of probability sampling techniques are that they maximize the possibility of a true and fair representative sample, (Fink, 1995 and Fisher, 2004). Simple random sampling involves selecting units (members of the sample) randomly of every other unit, it is somewhat time-consuming and therefore expensive however it is thought to provide reliable results and be mostly free from bias, (Malhotra and Birks, 2007, Hart, 2005 and Fisher, 2004). Systematic sampling involves selecting the units at certain and pre-determined intervals and it is usual that the population is a listing of some order from which the researcher can select the units. The benefits of systematic sampling are ease of use and population lists somewhat easy to obtain, however they can be considered low in representativeness due to the gaps between units selected, (Malhotra and Birks, 2007).

Table 5.6 Strengths and Weaknesses of Sampling Techniques

	Sampling Technique	Strengths	Weaknesses
Non-probability sampling	**Convenience**	Least expensive & least time consuming, very convenient & practical relies on readily grouped units	Can be highly un-representative of entire population & include bias
	Judgemental	Low cost, efficient, uses highly skilled, experienced group Good for exploratory research, or a new area of study	Can be subjective as uses judgement of the researcher
	Quota	Sample characteristics can be controlled, ensures wide spread of responses, convenient. Practical if data reliable.	Needs reliable accurate & up-to-date responses from sub-groups, to be accurate, can involve selection bias
	Snowball	Good for estimating rare characteristics, useful if population difficult to list	Time consuming & little control over who is named in sample list
Probability sampling	**Simple Random**	Simple to do, easy to understand, projectable results, considered most bias-free	Expensive, lower precision, difficult to construct sampling frame, may not accurately represent sub-groups
	Systematic	Easy to implement, sample frame not always necessary	Lower representativeness due to distance between units (sample members)
	Stratified	Includes all subpopulations, very precise, most likely to represent the population	Expensive, as many sub-groups are required, not feasible for many variables
	Cluster	Easy to implement, convenient and cost effective, useful for larger samples of population	Imprecise, difficult to compute and interpret results, wide sample often not clear

Source: Adapted from Fink (1995, pp.22-23), Malhotra and Birks (2007, p. 422), Hart (2005, p. 347), Denscombe (2004) and Webb (2002)

Stratified sampling is a two-step process which involves firstly segmenting the population into sub-groups or populations followed by a simple random process. It is considered to be a precise method however its use is dependant upon the budget available to the researcher due to the high costs associated with the method, (Malhotra and Birks, 2007). The cluster sampling process requires the researcher to select the units from a population sample frame of groups that naturally group together, instead of individual units, (Hussey and Hussey, 1997and Fink, 1995). It is a cost effective way of selecting a representative sample from a large population and is often used when using an interviewing technique, or very large populations, however it is considered difficult to interpret the results, (Fink, 1995, Malhotra and Birks, 2007, Hart, 2005 and Hussey and Hussey, 1997).

5.4.4 Non-probability Sampling

Non-probability sample procedures involve the researcher deciding on sample selection elements, and can often be thought of as subjective, (Malhotra and Birks, 2007). However, it is often the approach taken by researchers due to its high level of convenience, low cost elements and ease of use, (Creswell, 2009). Most common forms of non-probability sampling are convenience, judgemental, quota and snowball sampling and their strengths and weaknesses are summarised in Table 5.6. An advantage of non-probability sampling is that a sampling frame is not essential thus it can reduce the cost of the research process to the researcher, (Webb, 2002).

Convenience sampling is at the discretion of the researcher and often samples are chosen due to them being in “the right place at the right time”, (Malhotra and Birks, 2004, p. 411), using a segment of individuals already grouped together, (Fink, 1995); this can often include the use of student populations, (Malhotra and Birks, 2007 and Webb, 2002). The advantages to the researcher are cost benefits and they are less time consuming, however this form of sampling is often criticised due to its subjectivity and the possibility the sample may not be truly representative of the total population.

Judgemental and snowball sampling are sampling techniques that rely on the prior experience of the participants of the subject being studied. The snowball technique adds incremental participants as the study progresses whereas the judgemental technique decides upon the sample prior to the study commencing, (Fink, 1995 and Hussey and Hussey, 1997). Judgemental sampling ensures that the sample group have prior knowledge and experience of the subject matter being researched, and thus they use their experienced judgement during the research process. A key benefit of judgemental sampling is that the group selected are experts and relevant to the field of enquiry thus provide the researcher with solid, appropriate views and responses, (Webb, 2002). Conversely, these techniques are also considered somewhat subjective as they involve the judgement of the researcher in their selection, (Hussey and Hussey, 1997 and Malhotra and Birks, 2007). However, in their defence they are quick and inexpensive to administer, (Malhotra and Birks, 2007).

Quota sampling is a two step process whereby the researcher develops criteria in order to define population elements assigning a quota or percentage to each elements that needs to be present in the sample selected, followed by a second stage that is judgemental in nature, (Malhotra and Birks, 2007). Due to the presence of researcher opinion and selection of criteria it can evoke selection bias, (Hart, 2005). On the other hand more recent research has suggested that quota sampling is considered appropriate given constraints such as timelines and budgets, however it is used knowing that it is not a system completely free from bias, (Sharot, 2010).

The choice of sampling technique or a selection of techniques used for the research study will depend upon the nature of the study, timelines and budgets allocated. If the study is an experiment it is recommended the researcher use a probability sampling procedure, however if the study is non-experimental then a non-probability technique is appropriate, in both cases it is necessary to justify the selection of sampling technique used, (Hart, 2005). Hart (2005) also noted that non-probability sampling is not considered inferior to probability sampling.

5.5 Data collection Techniques

There are two main sources of data to be collected during a research study; *primary data* which is original data and collected during the study and *secondary data* that already exists in some form in books, texts, journals and reports, (Hussey and Hussey, 1997). Secondary data is data that has been collected for reasons other than the researchers' individual study, whereas primary data is collected specifically to answer the researchers' problem, (Tull and Hawkins, 1993 and Webb, 2002). Churchill and Brown (2007) advocate that successful research projects should begin with using secondary data in order to set a foundation from which the study can be built.

5.5.1 Primary Data versus Secondary Data

There are several advantages of using secondary data in a research study; cost; it is inexpensive, speed; it is quick to access and availability; it is easy to access, (Churchill and Brown, 2007 and Creswell, 2009). Secondary data may also assist the researcher to define the research problem, give guidance to the primary research and sampling plan, provide insight into the subject being studied, provide insight into the target population, and answer research questions to provide a framework for developing hypotheses, (Webb, 2002, Churchill and Brown, 2007 and Malhotra and Birks, 2007). Secondary data should be clearly relevant to the research problem, fit the requirements of the research study and be accurate, and if the data collected fails to comply with any of these statements it is necessary to collect primary data, (Tull and Hawkins, 1993). Alternatively, Malhotra and Birks

(2007) argue that the collection of secondary data is part of the data collection process as a whole and is a prerequisite for collection of the primary data, and that the rich insights gained from collecting secondary data can lead to a valuable foundation from which to base the research study.

There are many sources of secondary data and these can include books, journals, the internet, newspapers, government statistics, theses, conference papers, directories and data bases, company reports and market reports and surveys, (Hussey and Hussey, 1997). The quality of the secondary data is important to the research study and certain factors need to be considered when selecting sources for secondary information. Some disadvantages to consider can be outlined in Table 5.7 relating to accuracy, currency, objectivity, the nature of the information and its dependability, (Webb, 2002 and Malhotra and Birks, 2007). Secondary data may not always fit the purpose of the study and also they may not be completely accurate or relevant as they were designed for usage other than the study at hand, (Churchill and Brown, 2007).

Table 5.7 Evaluation of secondary data

Criteria	Issues	Action
Cost effective	Some marketing reports can be costly to acquire	Conduct a cost-benefit analysis
Error and accuracy	Maybe lacking in accuracy	Compare data from different sources
Currency	Data may not be up-to-date	Frequently check for new data
Objectivity/relevance	Investigate why the data was collected, data may have been collected to answer alternate research problems	Determine if relevant to research study
Nature	Examine the key variables and categories used	Determine the usefulness of the data or re-configure
Dependability	Examine the credibility, trustworthiness and reputation of data source	Use the original rather than acquired source

Source: Adapted from Malhotra and Birks (2007, p. 97) and Webb (2002)

Secondary data can be found in both internal and external sources of data; internal data refers to individual company information, accounts and sales reports and marketing information, and external data is found in resources outside of the company, (Webb, 2002). Secondary data can be of great help to a research study, in addition, Webb (2002) argues that in some cases secondary data may rule out the need for primary data collection, thus saving time and costs of the study.

5.5.2 Primary Data

In order to conceptualise a framework of motives it is necessary to develop a more in-depth understanding of attitudes and intentions to shop online, (Perea, 2004) and therefore primary research is required. Primary data collection methods can be segmented into two different categories; qualitative research methods and quantitative research methods. Quantitative data collection methods involve the collection of data in numerical form whereas qualitative data collection methods involve the collection of non-numerical data, (Hussey and Hussey, 1997). It is usual for a researcher to adopt some form of qualitative and quantitative data collection techniques within a research study and depends on the nature of the enquiry, research problem at hand and level of analysis required as to which methods will be employed, (Hussey and Hussey, 1997). There are advantages and disadvantages of using either or a combination of both forms of data collection and some of the more common forms of data collection techniques these can be viewed in Table 5.8.

Table 5.8 Summary of advantages and disadvantages of data collection methods

	Method	Advantages	Disadvantages
Qualitative	**Focus groups**	**Valuable, creative, information-rich data collected. Ideal for exploratory**	**Expensive & time consuming. Subjective & may involve researcher**
	Interviews		
	Observation		

		study	**bias**
Quantitative	**Questionnaires**	**Ease & speed of administration. Considered more precise & true. Ideal for testing theory**	**Lack of richness of data**

Source: Adapted from Hussey and Hussey (1997), Creswell (2009) and Malhotra and Birks (2007)

The main benefits of qualitative data collection is the value to the researcher of rich, meaningful data, on the other hand quantitative methods provide the researcher with more precise and true analysis provided by statistical and numerical analysis whereas qualitative data leaves much to subjectivity. In addition, qualitative methods are generally more time consuming and thus more expensive to administer than quantitative methods. The nature of the individual research study will determine the method of data collection to be used, (Webb, 2002).

5.6 Qualitative Approach

A qualitative approach sees the research somewhat through the eyes of its respondents, it demands close involvement from the researcher, and the use of methods that provide a view from the inside, (Bryman, 1984). Qualitative research involves face to face interaction between the researcher and the participants, usually in *the field*, i.e. not in a class or laboratory environment, (Creswell, 2009). This natural setting is an important requirement for qualitative data collection as it is key for the researcher to collect information whilst the participants are behaving as normally as possible, (Malhotra and Birks, 2007). A qualitative approach often provides additional information that is not available via quantitative methods by providing the researcher with insights from the participants via physical gestures and expressions that are not possible to capture with the written word alone, (Bryman, 1984). Moreover, qualitative research expects to uncover new knowledge and thoughts and the process is somewhat on-going prompting changes to research plans along the way, (Bryman, 1984).

The most important aspect of a qualitative approach is for the researcher to get close to the participants in order to capture their views on the world and provide valuable, in-depth data, (Bryman, 1984). Qualitative research is often thought of as exploratory research useful for new product development, creative development or diagnostic study, (Webb, 2002 and Bryman, 1984); A "voyage of discovery rather than one of verification", (Bryman, 1984, p.84). This kind of research usually provides new areas for further research that can be followed up in a more systematic and quantitative approach. The most common forms of qualitative data collection are interviews, observations and focus groups. The most common criticisms of qualitative research are that the sample size is usually small and thus researchers are reluctant to advise business managers based around such small samples of the population. Furthermore, there is the potential presence of researcher bias and interpretation, (McDaniel and Gates, 1986).

5.6.1 Interviews

Unstructured or in-depth interviews are seen as one of the most appropriate methods of research to support the interpretivist view, (Bryman, 1984). The in-depth interview involves the researcher questioning one quality participant who has the knowledge and background appropriate to the research study. Interviews can be structured and semi-structured; i.e. made up of open ended and or closed questions. The questions in the interview can be very open, and unstructured in nature or alternatively can be pre-coded and a little more controlled with questions presented in a sequential manner, or somewhere in-between, (Malhotra and Birks, 2007 and Fisher, 2004). This method of data collection allows the researcher to control the discussion and can be used if it is not possible to observe participants, (Creswell, 2009).

The advantages of the interview technique include the elicitation of in-depth, valuable information directly from the participant, gives an opportunity for free, open discussion on the subject matter and the discovery of new facts and interpretations of items presented, (Malhotra and Birks, 2007). There are certain disadvantages of the interview including the presence of researcher bias and the fact that not all respondents provide good information, (Malhotra and Birks, 2007). In addition, the success of the interview can very much depend upon the skill and level of experience of the interviewer, (Webb, 2002). Characteristics of a good interviewer include:

- Intellect & common sense
- Imagination and logic
- Conceptual ability
- Detachedness & involvement
- Empathy
- Ability to spot the typical and non-stereotypical
- Literary flair
- Good listener
- Analytical thinking
- Tolerance of disorder

Source: The Marketing Research Society (1979) as cited in Webb (2002, p. 124)

It is common that interviewing technique follows on from a structured questionnaire in order to add further learning and depth of understanding to the research subject, (Hart, 2005).

5.6.2 Focus Groups

The focus group technique is a commonly used data collection method and is usually associated with interpretivist or phenomenological study, (Hussey and Hussey, 1997 and Fisher, 2004). Assumptions are that a focus group is somewhat more useful and informative than the interview technique, due to the group nature of the method, the more participants the more ideas generated therefore if new idea and brainstorming is sought it would appear to support this view, (Fern, 1982). A focus group is a discussion organised for a group of carefully selected participants, little agreement is written on precise numbers to elicit the best results. However, recommendations point to between 8-12 members, (Fern, 1982). The format of the conversation during the focus is un-structured and free-flowing however it is moderated by a professional and the total conversation is recorded for analysis, (Hart, 2005). The objective of a focus group is to elicit feelings and deep thought from the group and the main advantage of this method is thought to be the value of the findings and unexpected information offered which in turn lends itself to exploratory studies, (Malhotra and Birks, 2007).

Advantages of focus groups include a somewhat lower cost than other qualitative methods and the flexibility of the approach lends itself to the discovery of hypotheses, exploration of opinions, testing new ideas for product development, evaluating commercial advertisements, pre-testing of items for questionnaires, the collection of a wide range of information through group dynamics and participant feelings of security to speak freely (Fern, 1982 and Malhotra and Birks, 2007). Disadvantages include moderator bias, and the misunderstanding of observations, the unstructured nature allows for difficulty in collecting orderly data, (Hart, 2005, Malhotra and Birks, 2007 and Creswell, 2009).

5.6.3 Observation

The observation technique is used in order to closely examine "complex social relationships or intricate patterns of interaction", (Bryman, 1984, p.81), where the researcher can capture information first-hand and gain valuable insights into behaviours via expressions, gestures and tone of voice not purely via the written word. Observation involves watching what people are doing and the behaviours they adopt when presented with a certain situation or problem, (McDaniel and Gates, 1996). Similar to the focus group method members are carefully selected and brought together to be observed when conducting a task or taking part in a discussion set by the researcher, (Hussey and Hussey, 1997). The researcher is involved in a face-to-face situation with the group and the aim is to elicit an understanding of behaviours, motives and values by recording the activities during the session, (Hussey and Hussey, 1997).

Benefits of observational research include the first hand value of the detailed information collected. In addition this method can be useful when researching exploratory study areas or information that may be thought of as uncomfortable to discuss in an individual setting, (Creswell, 2009). On the other hand the disadvantages of the observation technique include problems that may arise for the researcher such as incomplete data due to distractions in the group or the presence of bias encouraged by group discussion, (Hussey and Hussey, 1997 and Creswell, 2009). It is useful for examining human behaviours and reactions that can be seen, and is less useful for understanding why people behave in a certain way, such as motives and attitudes, that can not be physically observed, (McDaniel and Gates, 1986).

5.7 Quantitative Methods

Quantitative methods are based on a more structured approach than qualitative methods, and are designed to be tightly controlled, they may test theory and hypotheses and are analysed via statistical means, (Creswell, 2009). Quantitative research as opposed to qualitative provides business managers with more concrete statistical evidence with which to make decisions as the sample sizes are usually large and analysis is based around computerised statistical data created in a scientific way, (McDaniel and Gates, 1986). Hanson and Grimmer (2007, p. 59-60) agree that a quantitative approach to research is a “numerical representation of issues”, and attempts to answer research problems with “definite statements”, which in turn inspires confidence in a business situation, (McDaniel and Gates, 1986). One of the most common approaches to quantitative research is the use of a survey approach which uses a questionnaire technique.

5.7.1 Questionnaires

The questionnaire is typical of a survey approach and is viewed as one of the most widely used methods of quantitative research, (McDaniel and Gates, 1986 and Bryman, 1984). Very simply a survey technique involves the use of a structured questionnaire which involves a series of questions that are asked in a pre-determined, sequential way to a pre-selected group of a particular population, and normally involve using measurement scales, (McDaniel and Gates, 1986, Hart, 2005 and Malhotra and Birks, 2007). Lietz (2010) provides a somewhat more in-depth view of the questionnaire process whereby the starting point is the understanding of the question by the respondent, followed by their retrieval of certain information to answer the question accompanied by their willingness to do so in a truthful manner. On the other hand, Foddy (1993) argues that the questionnaire process is a more complex and all encompassing communication process resulting in a relationship of ideas and new meanings being shared between researcher and respondent. The purpose of the questionnaire is to provide the researcher with a numerical representation of new knowledge such as trends, ideas, motivations or attitudes from a specific population, (Creswell, 2009) and ultimately to provide the data necessary to answer the research objectives, (McDaniel and Gates, 1986). The survey method is a useful tool when the study demands quantitative data, when the outcomes sought are somewhat specific, the information to be elicited is familiar to the respondents and the researcher has experience and knowledge of the subject matter under scrutiny, (Bryman, 1984).

5.7.2 Questionnaire Design

The design process of a questionnaire is a systematic and sequential approach and can be summarised by several authors, e.g. Leitz (2010), Malhotra and Birks (2007), Hussey and Hussey (1997), Creswell (2009), Foddy (1993), McDaniel and Gates (1986), and Oppenheim (1973), refer to Table 5.9. Although there are many examples of how to design a questionnaire, (Malhotra and Birks, 2007, Leitz, 2010, Foddy, 1993, Creswell, 2009, Oppenheim, 1973 and McDaniel and Gates, 1986) academic literature on how to ensure the best results via questionnaire design is lacking in proven principles and exact methods, (McDaniel and Gates, 1986, Webb, 2002, Malhotra and Birks, 2007). The author therefore has examined guidelines presented in literature and determined key important aspects of the design process that need consideration in this study.

Table 5.9 Ten Step Guideline to Questionnaire Design

1	Identify the purpose & objectives of the questionnaire
2	Select the survey method
3	Determine the content & length of individual questions
4	Determine question structure
5	Decide on questionnaire wording
6	Decide on rating scale and scale items
7	Determine a logical flow, order and layout
8	Pilot test, evaluate the questionnaire & revise
9	Credibility - validity & reliability

10	Determine the method of distribution and collection

Source: Adapted from; Leitz (2010), Malhotra and Birks (2007), Hussey and Hussey (1997), Creswell (2009), Foddy (1993), McDaniel and Gates (1986) and Oppenheim (1973)

The steps to good questionnaire design have been prepared into ten simple stages as presented in Table 5.9, starting with the initial purpose of the questionnaire and ending with the distribution and collection; the individual stages are outlined in more detail in the following section.

5.7.2.1 Step 1. – Questionnaire Purpose

1	Identify the purpose of the questionnaire

The questionnaire design process begins with identifying the information required by the survey, (Malhotra and Birks, 2007 and Creswell, 2009) which will in turn be decided by the research objectives stated for an individual study, (Webb, 2002). The objectives should be measurable and easily understood, (Fink, 1995a). It is also suggested that the researcher understand the nature of the population to be surveyed as this will in turn affect the content and design of the questions, (Malhotra and Birks, 2007). Designing a questionnaire requires that the researcher understand and have prior knowledge of the subject in the survey in order to provide appropriate questions and this can usually be determined by means of a literature review and examination of all secondary data, (McDaniel and Gates, 1986 and Hussey and Hussey, 1997). Once the objectives of the questionnaire have been set the actual method of delivery needs to be determined.

5.7.2.2 Step 2. - Survey Method

2	Select the survey method

Surveys can be administered in several ways including face-to-face interviews, telephone, internet and mail. The design of the questionnaire will need to conform to the requirements of the individual method selected for the survey. There are three main ingredients for the survey data gathering method, the questionnaire itself, the interviewer and the respondent, all three can have a significant effect on the outcome of the research, (Oppenheim, 1973). In face-to-face interviews the questions can be longer and more complex as they are explained by the researcher, therefore it takes researcher skill and expertise to administer correctly. Whereas mail or online questionnaires are completed by the respondent alone and thus questions need to be clearly understood and simply written, (Webb, 2002 and Malhotra and Birks, 2007). Suggested disadvantages of an interviewer gathering the data are the presence of interviewer bias, by the tone of the interviewer's voice, mannerisms or body language. On the other hand mail questionnaires eliminate this bias but include other issues such as a lack of introduction and explanation by the interviewer and relies on individual intelligence to understand the task at hand, (Oppenheim, 1973).

5.7.2.3 Step 3. – Question Content

3	Determine the content & length of individual questions

It is important to design questions of appropriate length, wording and order and consider the sample's demographics in order to minimize non-response, (Leitz, 2010). Every question should be considered necessary to the research problem and if it does not contribute the required type of information it should not be considered in the survey, (Malhotra and Birks, 2007). With regards to question length it is suggested that questions be kept as short as possible, (Foddy, 1993) and possibly no more than 20 words per question, (Oppenheim, 1973) for maximum understanding and clarity. Other recommendations on question formation include keeping the grammar as simple as possible, and to avoid any hypothetical questioning regarding future possibilities focus on situations that are current or have occurred in the past for clearer comprehension by the respondent, (Leitz, 2010 and Foddy, 1993). Moreover, it is suggested that questions that could be answered in a socially desirable way must be worded neutrally in order to avoid participants giving false or desirable responses, avoid using double-barrelled questions and negatively worded questions, (Leitz, 2010).

5.7.2.4 Step 4. - Question Structure

4	Determine question structure

Questions that are open-ended require the respondent to use their own words, they can often be placed at the start or at the end of the questionnaire to allow for further detail to be given on the subject being surveyed, (Malhotra and Birks, 2007and Hussey and Hussey, 1997). The advantage of open-ended questions includes the availability of more in-depth information for the researcher, however they are considered more costly and time-consuming to analyse and create issues for coding and de-coding. Alternatively, closed questions or multiple-choice questions provide the respondent with a set of pre-selected responses and the respondent is requested to choose from a list of mutually exclusive answers, (Malhotra and Birks, 2007). On the other hand, the advantages of closed questions including multiple-choice include the high level of convenience for collecting the data, the relative ease with which they can be analysed, and a lower level of perceived interviewer bias, (Malhotra and Birks, 2007and Hussey and Hussey, 1997).

5.7.2.5 Wording

5	Decide on questionnaire wording

It is essential to use simple grammar and design the question so as not to cause confusion. It is suggested that questions do not use jargon or vague descriptives and attempt to be specific in nature, and use terminology that is meaningful to the sample group, (Hussey and Hussey, 1997 and Leitz, 2010). Oppenheim (1973) advocates that question wording should not be leading or loaded so as to prompt certain responses from the respondents, they should be neutral in their design. For clearer understanding (Leitz, 2010, p.

255) suggests that when discussing frequency within a question it is advisable to offer the respondent more than one option of words such as “frequently, usually, regularly”, as they can mean different things to different people, and therefore advocates using more specific terms including “once or twice a month” or “once or twice a week” to give clearer understanding. Overall it is suggested that good questions provide answers that are meaningful and include information to answer the research objectives, (Fowler, 1995). Wording should be appropriate, consistent and provide the respondent with an idea of what format to provide their response and a good test of the suitability of questions for the questionnaire is by testing their reliability and validity, (Fowler, 1995).

5.7.2.6 Rating Scales

6	Decide on rating scale and scale items

Rating scales are very popular in market research and often used when an attitude and the strength of that attitude is needed to be measured, (Oppenheim, 1973, Foddy, 1996 and Churchill and Brown, 1997). Questions using rating scales involve using statements and respondents are encouraged to tick the most appropriate response option that applies to them. These options are usually numeric or written e.g. “Strongly Agree”, “Agree”, “Neutral”, Disagree”, “Strongly Disagree”, (Foddy, 1996, p. 154). Theory suggests that it is not necessary to use a scale longer than 10 categories as it does not produce any new information and respondents are unable to determine more than 10 discriminations, (Oppenheim, 1973 and Foddy, 1996). Moreover, it is recommended that scales from between 5 to 7 categories would represent the most categories a respondent could use in a meaningful way to rate the questions asked, and often a 7-point scale is seen as providing a wide enough spread of responses to be most reliable, (Fowler, 1995). Churchill and Brown (2007), recommend using no less than 5 items to be used in a scale and no more than 9 to be useful, with 7 being the most popular. The most widely used rating scales often include an uneven number and a middle point; to one side of this middle point are the favourable responses and to the other the unfavourable. This is often the case as respondents are somewhat afraid of selecting the most extreme categories, (Oppenheim, 1973). Benefits of using a rating scale include the relative ease of use for both researcher and respondent and their usefulness in recoding the intensity of respondents’ replies, (McDaniel and Gates, 1986).

5.7.2.7 Question Order

7	Determine a logical order and layout

The order and layout of the questions is an important factor in questionnaire design. Evidence supports putting the demographic information, such as age, income, sex, education etc. towards the end of the questionnaire, so as to avoid researcher bias towards the respondent, (Oppenheim, 1973 and McDaniel and Gates, 1986), conversely Foddy, (1996) and Webb (2002,) argue that it is best to place this more general information at the start of the questionnaire in order to facilitate an easy start to the survey and position more complex or difficult questions towards the end of the questionnaire. Care must be taken when positioning questions in the survey, as respondents may be encouraged to select the responses due to its position such as first or last options, (Fowler, 1995), and they must always follow a logical flow, and avoid looking cluttered to reduce respondent fatigue, (McDaniel and Gates, 1986).

5.7.2.8 Pilot Test

8	Pilot test the questionnaire

It is normal to test the questionnaire before its use, this is called the pilot test, it is an important tool for testing the validity of the questionnaire, (Creswell, 2009). Fink (1995b) suggested that 10 respondents is a sufficient number to select to test the questionnaire, whereas Fowler (1995) argues that at least 15-35 respondents are required. Malhotra and Birks (2007) suggested that 15-30 respondents is the optimum number and Oppenheim (1973), suggested 50. The pilot test will monitor how respondents fill out the questionnaire and verify if they understand what is being asked of them. If the pilot test is to be appropriate, it is necessary to use respondents similar to those selected for the sample, (Oppenheim, 1973, Fink, 1995b, Fowler, 1995 and Hussey and Hussey, 1997) Moreover, Malhotra and Birks (2007) recommend that the pilot test respondents are selected from the same population as the main survey. The results of the pilot questionnaire enable the researcher to evaluate the questions asked and to determine what amendments and/or edits are needed to be made to the final questionnaire and will assist in eliminating any errors in the real survey. The pilot test will aid the researcher in ensuring it is a valid as possible and assists with re-wording of questions and testing if questions produce meaningful answers, if not they need to be re-worked, (Oppenheim, 1973).

5.7.2.9 Reliability and Validity

9	Credibility - reliability & validity

Reliability refers to consistency and implies that the same type of result is reached if the same measurement is made many times over, whereas validity monitors the level to which the actual question measures what it is meant to measure, (Peter, 1979, Webb, 2002 and McDaniel and Gates, 1986). Scientific research must be reliable to provide reliable data and valid if it is to be useful, (Peter, 1979 and McDaniel and Gates, 1986). Peter (1979) suggests that in order to be valid scale items used in research must be reliable, this is supported by Webb (2002, p. 108); a valid measure will always be reliable. If this is not the case then when measuring construct correlation a researcher has no way of determining if a low correlation means that there is low relationship between the items or if the items were not reliable. This view is supported by Hussey and Hussey (1997), in that when using a rating scale in positivist research it is essential that the respondents' views are measured consistently and therefore reliably. Moreover, rreliability measures how consistent the results are from the sample of respondents, if the questionnaire is reliable it should consistently produce sound results, (Jaffe, 1984).

There are three methods typically used to measure reliability; the "test-retest reliability", "internal consistency reliability" and "alternative form reliability", (McDaniel and Gates, 1986, Peter, 1979, p.p. 8-10, Hussey and Hussey, 1997, Malhotra and Birks, 2007). All three methods attempt to determine the proportion of variance within a measurement scale. The *test-retest* method conducts a study at one time and subsequently repeats the same study under the same conditions as the first; the results should show high correlation and this would imply a reliable measure is being used, (McDaniel and Gates, 1986 and Churchill and Brown, 2007). Moreover, if the variance is high it usually infers that there is consistency among the measurement scale and thus it is somewhat reliable, (Peter, 1979 and

Churchill and Brown, 2007).The *alternative form* or *alternative judge* method involves surveying a sample group of respondents at two different times using two different questionnaires each one on a different aspect however the same type of questions are asked with equal weight given to each question. If there is a high correlation between the end scores the questionnaire form is deemed reliable (McDaniel and Gates, 1986). The *internal consistency* method measures the equivalency of scale items, which often uses the Cronbach Alpha or coefficient alpha which calculates the mean reliability coefficient and any lack of correlation would suggest that the scale item should be removed, (McDaniel and Gates, 1986). The coefficient alpha varies between 0 and 1 and a value of 0.6 normally would suggest that a construct is less reliable and suggest invalidity, (Malhotra and Birks, 2007).

Validity is a crucial aspect of the survey, if the questions do not measure what they are designed to measure then the questionnaire is not valid, (Hussey and Hussey, 1997). Validity is “the degree to which instruments truly measure the constructs which they are intended to measure”, (Peter, 1979, p. 6), it is a matter of accuracy of representation, or matching "explanations of the world with the actual conditions in it" (Smith and Heshuis, 1986, p.43) or a true snap shot of the actual subject being studied, (Hussey and Hussey, 1997). Validity of the questionnaire is assessed in its content, constructs and criterion variables, (Malhotra and Birks, 2007). Assessing the content can often use a somewhat subjective form of common sense to assess if the questionnaire content is valid to the area of research study. It can involve the review of previous studies and the scale items and constructs used and if a high correlation between the constructs and scale items it suggests the relative validity of a study, (Malhotra and Birks, 2007).

5.7.2.10 Distribution and Collection

10	Determine the method of distribution and collection

The distribution and collection of the questionnaire will depend upon the survey method adopted and the researchers budget and time constraints. Mail questionnaires are relatively easy to administer and low cost however, with the absence of an interviewer they can incur misunderstanding by the respondents and the main disadvantage is they produce very poor response rates, up to 60 to 80%, (Oppenheim, 1973) The advantage of the researcher distributing the questionnaires to a group and systematically collecting them in is that it increases respondent understanding of the task at hand and increases the level of survey response, (Oppenheim, 1973).

5.8 Quantitative Versus Qualitative Approach

The researcher must select the method of research most appropriate to satisfying the research problem; this may take the form of a qualitative, quantitative or mixed methods approach. Qualitative research supports rich findings and exploratory study whereas, quantitative research, in contrast supports the need for fixed measurements and rigorous testing of hypotheses in a less fluid approach, (Bryman, 1984).The different approaches to research methods are often compared, (Bryman, 1984, Creswell, 2009, Hussy and Hussey, 1997 and Dzurec and Abraham, 1993), however links have been established between qualitative and quantitative approaches, (Dzurec and Abraham, 1993 and Creswell, 2009) to show similarities in searching for knowledge and the using of a systematic approach and it is common to find both methods used in social research studies.

In contrast, some more purist researchers advocate that qualitative and quantitative methods can not and must not be used together, (Smith 1983, and Smith and Heshusius, 1986). Selecting the most appropriate methods for the research study is often discussed however, rather than comparing the merits of certain methods in order to support preference for one method or another, or to claim superiority, it is often decided by the "problem" which will in turn determine the "technique to be employed," (Bryman, 1984, p.79). There are advantages and disadvantages of using both methodological approaches, (Onwuegbuzie and Leech, 2005), and the methodologies are thought not to be mutually exclusive, (Dzurec and Abraham, 1993). Moreover, it has been found that even the truest of positivists may use some form of qualitative research and equally interpretivists will use some element of quantitative analysis in their study, (Bryman, 1984).

5.9 Mixed methods

From a technical viewpoint Bryman (1984) suggests that qualitative methods may be used in preparation for quantitative study and that the two approaches can work together and can be thought of as complimentary. At the epistemological level researchers will adopt very different views of the world which will not alter and this in turn will determine the overall framework for study, (Bryman, 1984). However, at the technical level when selecting methods of research a mixed approach is often selected (Bryman, 1984, Hanson and Grimmer, 2007 and Creswell, 2009). The mixed methods can be referred to as *triangulation* where methods are combined, (Bryman, 1984, Hanson and Grimmer, 2007) to gather data from multiple sources in order to produce better, more informed results. For example results from a survey may contain transcripts from respondents in order to give a more in-depth view of the issues in discussion. An advantage of combining methods from the qualitative and quantitative approaches in an integrated study, the researcher is able to elicit a more in depth view of the problem and thus collect more substantial knowledge, (Bryman, 1984) and make a more thorough theoretical contribution.

5.10 Summary of Literature Review

It is anticipated that the literature review in this chapter has provided a good framework from which the author can select the most appropriate research methodology to satisfy the research aim and objectives of this study. Moreover, it has provided essential insights into the methods available for selection and knowledge concerning the procedures to follow in order to construct good research design. It is imperative that the author select the most appropriate method or methods of research to use to fulfil the aims of the study as the implication of selecting inappropriate methods can result in results being somewhat discrepant, (Bryman, 1984). In addition, the research methods selected “must properly reflect the epistemological framework in which the research is embedded”, (Bryman, 1984, p.83) to be effective. The choices made will reflect the needs of the study and the budget and time constraints of the author which is common practice in market research, (McDaniel and Gates, 1986). Furthermore, in order for this study to be successful the author aims to collect the most appropriate information, by means of the most suitable methods, effectively analyse the data collected in order to be able to suggest sound business strategy made on the basis of the new knowledge learned, (Churchill and Brown, 2007). Denscombe (2004) advocated that there is no one true research design that is better than another, it is a matter of selecting the most appropriate and reasonable design to fit the needs of the individual study at hand.

The next section of this chapter will present the selected research design for this study and identify the key elements of good research design including a detailed research plan, the identification of the methods used, the world view employed and the specific strategies of enquiry, (McDaniel and Gates, 1986 and Creswell, 2009), that will produce a well controlled, well time-lined plan essential for good research design, (Gill and Johnson, 1997 and Bechhofer and Paterson, 2000).

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5. 11 Selected Methods of Research for this Study

The previous literature review has been conducted in order to examine the methodologies available to the researcher and the next segment of this chapter will define the chosen research design and outline the steps taken within the research process for this study. It is important to review the research aims and objectives in order to provide focus for the methodology selected.

5.12 Research Aim and Objectives

The aim of this research project is to investigate why consumers shop for fashion on the internet, with particular reference to the pureplay retailer ASOS.

The Research Objectives:

1. To review the literature on fashion shopping motivations.
2. To identify emerging online shopping motivations.
3. To identify any gaps in the online fashion shopping motivation literature.

Research Outcomes:

1. To develop a new framework of online fashion shopping motivations.
2. To develop an online shopping experience model that best satisfies the online shoppers' motivations.

5.13 The Research Design Process for this Study

The chosen research design for this study is illustrated in Table 5.10. The table summarises the sequential steps taken by the author in order to successfully manage the methodology phase of the research study. It can be broken down into 10 sequential steps; the first 7 from identifying the research problem to data collection will be explained in this chapter and stages 7, 8, 9 and 10, in subsequent chapters.

Table 5.10 The Research Design Process for this Study

1 .Identification of Research Problem
Problem: An increasing number of consumers are shopping online for fashion.
Aim: To identify consumer motivations for shopping online for fashion

↓

2. Research Paradigm
Positivist View

↓

3. Methodology
Quantitative Research & Qualitative Aspect

↓

4. Choice of Method(s)
Quantitative

↓

5. Sample Selection
Target group for online fashion shopping, Judgemental sampling technique

↓

6. Data Collection
Secondary data literature review
Structured Questionnaire & open- ended qualitative question

↓

7. Primary data Analysis
Factor Analysis, SPSS & Excel

↓

8. Presentation of Results & Analysis

↓

9. Discussions & Recommendations

↓

10. Theoretical & Managerial Implications

Source: Adapted from literature review

The research problem has previously been identified to satisfy step 1. of the research design process. The subsequent steps of the research design are discussed in the following section. The research design was carefully planned in terms of timing and planning and can be viewed in Table 5.11.

Table 5.11 Timeline for this study

Process Step	Timeline
Research & Objectives	October-November 2009
Literature Review	December 2009-February 2010
Methodology	March- April 2010
Actual Research Method	April- May 2010
Results	June -July 2010
Analysis & Conclusion	July- August 2010
Review & Submission	September 2010

5.14 Research Paradigm

2. Research Paradigm
Positivist View

The author adopts a positivist word view and aims to prove theories already discovered via the literature review regarding consumer motivations towards purchasing fashion being both utilitarian; (Xu and Paulins, 2005, Lee and Overby, 2004, Marmorstein, Grewal and Fishe, 1992, Joines et al. 2003, Childers et al. 2001, Li et al, 1999, Wolfinbarger and Gilly, 2001, Shim et al. 2001, Kim and Stoel, 2005 and Park and Stoel, 2005) and Hedonic; (Kukar-Kinney et al., 2009, Babin et al. 1994, Carpenter and Moore, 2009, Jayawardhena et al., 2007, Chiu et al., 2009, Tauber, 1972, Keng and Ting, 2009, Goldsmith and Flynn, 2004, Lumpkin, 1985, and Parsons, 2002).

The author's positivist view supports the aim of this study to examine many different variables for online fashion shopping and reduce them to a manageable size, (Dzurec and Abraham, 1993), and to represent the most truthful interpretation possible, (Creswell, 2009). This research study seeks new, innovative information about online shopping motivations with regards to fashion. It is a segment of the market that is becoming increasingly competitive with more choices than ever before available to the online consumer, (Kim and Kim, 2004) and therefore it is essential that online retailers understand their consumer's motivations in order to better satisfy them in the virtual environment.

5.15 Methodology

3. Methodology Quantitative Research & Qualitative Aspect

The overall methodological approach to this research study is that of a positivist view and therefore quantitative methods, (Hussey and Hussey, 1997). The author viewed the study as an objective, scientific experiment and deduced that the data to be measured would be collected by quantitative means. It was the intention of the author to gain reliable insights on the subject of online consumer motivations by reducing complex information in order to produce meaningful new knowledge and test pre-determined hypotheses, (Dzurec and Abraham, 1993).

5.16 Method Selection

4. Choice of Method(s) Quantitative

The author chose a deductive process in order to make generalisations that were reliable and valid, (Creswell, 2009). This research study involved primary data collection via a quantitative survey approach by asking pre-determined questions to a selected sample group and using the data gathered and analysed via the SPSS version 16, statistical package. Moreover, qualitative research methods are somewhat time-consuming and expensive and it was deemed most appropriate for the author to select an overall quantitative approach that fits within the positivist framework, (Malhotra and Birks, 2007 and Creswell, 2009).

5.17 Sample Selection

5. Sample Selection Target group for online fashion shopping, Judgemental sampling technique

The sample selection procedure for this study followed the recommendations of Malhotra and Birks (2007) and Creswell (2009), refer to Table 5.4, p. 104. The importance and nature of the research study is somewhat high with regards to the author, and those involved in the fashion industry, however for relevance to national or international review it is most likely to prove non-essential and thus the author deemed it necessary to select a suitable and appropriate size sample but not be concerned about searching for a larger size sample as a national or international study was not being conducted in this instance.

5.17.1 Sample Selected for this Study

The target population for this study was the online shoppers who shop at www.ASOS.com; the fashion forward consumer aged between 16 to 34 years, (Mintel, 2010b), 1.83 million registered users, (IMRG, 2009). The sample unit for this research study was selected by means of judgemental sampling, which is considered appropriate for many research studies where a relatively new area is being researched, (online fashion shopping), experienced judgement is required, and a group of highly skilled users are needed in order to provide valid data. In addition this method also fits with the required limitations of the author in terms of time and finance, as it is a quick and efficient method of sampling, (Webb, 2002, Creswell, 2009 and Malhotra and Birks, 2007).

The sample was selected by the author, who has over twenty years industry experience in fashion and retailing and thus could use personal judgement as to the suitability of the sample group. The sample participants were chosen from first and second year undergraduate students studying Fashion Retailing at The University of Manchester, which could be seen as somewhat subjective in its selection, however the benefits of the expertise provided by the sample outweighed this negative association and the sample group is a key target segment of the total population of online fashion shoppers. This selection was supported by facts from secondary data; core target market for fashion items in the UK lies between ages 15-34, (Easy, 2009 and Mintel, 2009).

Furthermore, selecting a sample group within the age bracket 15-24 years and 25-34 years is typical of online shoppers; they amount to 36% of the total UK online shopper population and account for the profile of 48% of ASOS online customers, (Mintel, 2010a). Moreover, this consumer group are experts in the area of study, shopping for fashion online, and have a high interest in this area, with over 20% of them reporting that they purchase more clothes online that they do in-store, and it is set to become the fastest growing consumer group in the next five years, (Mintel, 2010a).

The author believes this sample is valid due to its familiarity and expertise within the online environment and familiarity and interest with online fashion shopping. This view was additionally supported by other similar research studies conducted in similar research subject areas of shopping, motivation and the online environment, using a student population; (Xu and Paulins, 2007, Joines et al. 2003, Park et al. 2005).

5.17.2 Sample Size

A useful indicator of sample size can be the size of samples used in similar studies, (Denscombe, 2004 and Webb, 2002), therefore the sample sizes of similar studies were examined by the author and illustrated in Table 5.12. The sample sizes of several studies of similar subject matter range from 100 to 303, with an average of 202.

Table 5.12 Sample sizes of similar research studies

Author	Date	Research Subject	Sample Size
Dawson et al.	1990	Shopping motives emotional states ad retail outcomes	294
Batra and Ahtola	1990	Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes	108
Babin et al.	1994	Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value	125
Chen et al.	2002	Enticing online consumers: an extended technology acceptance perspective	253
Kim and Stoel	2004	Apparel retailers: website quality dimension and satisfaction	273
Kim and Kim	2004	Predicting online purchase intentions for clothing products	303
Kamendiou et al.	2007	An exploratory study on the reasons for purchasing imported high fashion apparels	200
Lee and Park	2009	Online service personalization for apparel	100

		shopping	
Kang and Park-Poaps	2010	Hedonic and utilitarian shopping motivations of fashion leadership	150

Source: Adapted from literature review

The size of the sample selected for this study is 240. The rationale for this number complied with the recommendations concerning researcher time and budget constraints as set out by Malhotra and Birks (2007) and Denscombe (2004). In addition, this number was in line with standards for similar studies, refer to Table 5.12. Moreover, it complied with the recommendations of MacCallum et al. (1999) who proposed that the sample number amounts to 5 subjects or respondents per scale item; this study has 48 scale items, therefore 48 x 5 = 240, this was the size of the sample group selected for this study. Furthermore, it has been seen as appropriate for small-scale studies to use sample size of between 30-250 respondents, (Denscombe, 2004).

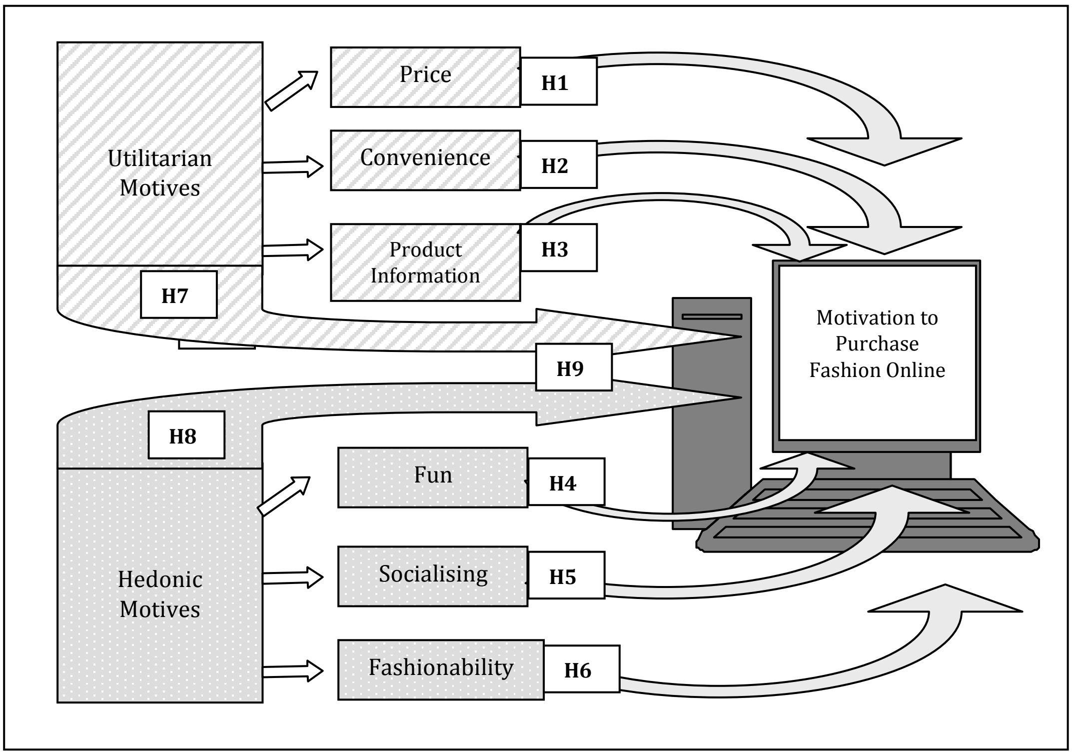
5.18 Secondary Data Collection

6. Data Collection
Secondary data literature review
Structured Questionnaire & open- ended qualitative question

An extensive literature review was undertaken in order to gather useful secondary data as recommended by Churchill and Brown (2007), Malhotra and Birks (2007), Hussey and Hussey (1997) to provide insights into the online fashion market and consumer purchase motivations in order to equip the author with sufficient knowledge in order to complete the research study and reinterpret data in a new way. Trade journals, academic texts, text books, online resources, newspapers, and industry reviews were some of the resources examined by the author in order to gain insights into the subject area and to set a framework for primary research.

Once the secondary data was collected it provided sufficient background information that enabled the author to move forward with primary data collection. The literature review provided valuable market information and consumer insights as a prerequisite for primary data collection, (Luk, 1999). The literature review covered the areas of online shopping; (Dennis et al., 2004, Jayawardhena et al., 2007, Rowley 2009, Lee and Overby, 2004, Siddiqui et al., 2003, Xu and Paulins, 2007, Goldsmith and Flynn 2004), shopping motivations; (Hawes and Lumpkin, 1984, Hirschman, 1980, Darden and Perreault,1976, Mascarenhas, and Higby, 1993, Kim and Kim 2004, Shim et al, 2001, Joines et al 2001, Xu and Paulins, 2005, Marmorstein, Grewal and Fishe,1992, Petroshius and Monroe, 1987, Childers et al., 2001, Donthu and Garcia, 1999, Soopramanien and Robertson, 2006, Li et al, 1999, McGoldrick 2002, Wolfinbarger and Gilly, 2001, Babin et al., 1994, Arora, 1985, Carpenter and Moore, 2009, Rohm & Swaminathan 2004, Parsons, 2002, Tauber, 1972 and Underhill 2009) and industry data from the UK online fashion market; (WGSN, 2009, Mintel, 2010 and Drapers Record, 2010), providing a summary of consumer motivations to shop online as illustrated in Figure 5.2.

Figure 5.2 Framework of Consumer Motivations for Online Fashion Shopping



Source: Adapted from Literature review

The information set out in Figure 5.2 summarises the findings from the previous chapter's literature review and contributes towards a framework for developing hypotheses, expressed as H1 to H9. The hypotheses are outlined in further detail in Table 5.14.

Table 5.13 Summary of Consumer Motivations to Shop Online

Construct	Motivation
1. Price and savings	Utilitarian
2. Convenience and time saving	
3. Product search and information	
4. Fun and excitement	Hedonic
5. Socialising	
6. Fashionability	

Source: Adapted from literature review

The findings from the online shopping literature review in Table 5.13 have been conceptualised and used in the research study in order to produce appropriate hypotheses to be tested. The research phase will attempt to validate the hypotheses in order to develop a new online shopping motivations framework.

5.19 Hypotheses

Hypotheses were developed as a result of the collection of secondary data in the literature review. It can be assumed from the breadth of previous research that online consumers can be segmented by their motivations to shop online, which allows the following hypotheses to be developed; refer to Table 5.14.

Table 5.14 Hypothesis to be tested

H1	ASOS shoppers are motivated by ***price*** before anything else
H2	ASOS shoppers are motivated by ***convenience*** **before anything else**
H3	ASOS shoppers are motivated by ***product and information search*** **before anything else**
H4	ASOS shoppers shop online because it is a ***fun*** experience more than anything else
H5	ASOS shoppers are motivated by the ***social aspects*** on online shopping above anything else
H6	ASOS shoppers are motivated by *fashion* above anything else
H7	ASOS shoppers are motivated only by utilitarian factors
H8	ASOS shoppers are motivated only by hedonic factors
H9	ASOS shoppers are motivated equally by utilitarian and hedonic factors

Source: Adapted from literature review

5.20 Primary Data Collection

The chosen method of primary data collection was via a survey method, using a structured questionnaire. The questionnaire was a justified data collection method to use for this study as the data required from the research would be used to support business decisions and thus needed to be managed via a tightly controlled, structured method in order to provide statistical results that would be useful to business, (Denscombe, 2004, Creswell, 2009 and McDaniel and Gates, 1986). In addition, prospective respondents are familiar with the subject area of online fashion shopping, the author has prior experience and knowledge of the subject matter, gathered from secondary data and would be able to understand the issues and responses that may arise, the author has time and budget restraints and therefore, a quantitative method was most appropriate and suitable for selection; (Hart, 2005, Malhotra and Birks, 2007, Bryman, 1984, Denscombe, 2004, McDaniel and Gates, 1986 and Leitz, 2010).

Justification for this selection also includes the fact that the questionnaire is relatively quick and easy to administer, considered the most true and precise of methods by demanding statistical presentation and specific information and is ideal for testing theory and hypotheses, (Hussey and Hussey, 1997, Malhotra and Birks, 2007, Creswell 2009 and Bryman, 1984). Furthermore, other studies of similar nature were explored by the author; refer to Table 5.15 further suggesting its suitability as a method for this study.

Table 5.15 Examples of Studies from Literature Review using a Survey Method

Author	Date	Research Subject	Method
Dawson et al.	1990	Shopping motives emotional states ad retail outcomes	Survey
Batra and Ahtola	1990	Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes	Survey
Babin and Darden	1994	Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value	Survey
Dholakia and Uusitalo	2002	Switching to electronic stores: consumer characteristics and the perception of shopping benefits	Survey
Chen et al.	2002	Enticing online consumers: an extended technology acceptance perspective	Survey
Park and Kim	2003	Identifying key factors affecting consumer purchase behavior in an online shopping context	Survey
Goldsmith and Flynn	2004	Psychological and behavioral drivers of online clothing purchase	Survey
Lee and Overby	2004	Creating value for online shoppers: implications for satisfaction and loyalty	Survey
Rohm and Swaminathan	2004	A typology of inline shoppers based on shopping motivations	Survey
Kim and Kim	2004	Predicting online purchase intentions for clothing products	Survey
Kamendiou et al.	2007	An exploratory study on the reasons for purchasing imported high fashion apparels	Survey
Jayawardhena et al.	2007	Consumers online: intentions, orientations and segmentation	Survey
Lee and Park	2009	Online service personalization for apparel shopping	Survey
Allard et al.	2009	When income matters: Customers evaluation of shopping mall's hedonic and utilitarian orientations	Survey
Kang and Park-Poaps	2010	Hedonic and utilitarian shopping motivations of fashion leadership	Survey

Source: Adapted from literature review

Examples from a literature review in Table 5.15 show that studies involving online shopping, motives, hedonic and utilitarian values and fashion have all used a survey method involving a questionnaire. The distinct advantages of using a questionnaire were that there was little room for subjectivity, it was relatively easy to administer a repeated number of times and was based on a framework of theory, (Bryman 1984 and Hussey and Hussey, 1997).

The questionnaire was administered in a group environment, a class of undergraduate students in a lecture theatre, thus giving the author control over the method of distribution, it could be done quickly and at low cost and increase the possibility of a higher rate of response, (Oppenheim, 1966). The questionnaire was pre-coded in advance and then statistically analysed using a computer, SPSS, version 16, and again was somewhat time-saving for the author which fit the requirements of the study design in terms of limited time-frame for the author and minimum budget constraints, (Hussey and Hussey, 1997 and Malhotra and Birks, 2007).

5.20.1 Questionnaire Design

The questionnaire was designed according to knowledge gained from the prior literature review and follows a simple ten step process to preparing a suitable survey for this study taking into account its purpose, structure, wording, layout, question design, scale items development, flow, credibility and delivery; (McDaniel and Gates, 1986, Webb, 2002 and Malhotra and Birks, 2007).

The questions were designed to be clear, no longer than 20 words and accompanied by precise instructions; (Leitz, 2010, Foddy, 1996 and Oppenheim, 1973) for clear comprehension by the respondent. A final, complete blank copy of the questionnaire can be found in Appendix 1. examples of question and instruction design can be viewed in Table 5.16.

Table 5.16 Examples of Questions and Instructions from Questionnaire

Example of instruction:
How much do you agree with the following statements about shopping online with ASOS? Tick the most appropriate box underneath each statement.
Examples of questions:
9. The price of the products I purchase from ASOS are at the right level, given the quality.
10. Making a purchase from ASOS is an efficient way to manage my time.
11. Fashion web sites sometimes influence what I buy.
12. Sometimes I browse on ASOS but do not buy anything.

Source: Taken from final questionnaire Appendix, 1

The questionnaire consisted of 49 total questions. The demographic information, formed questions 1-7, and was included at the start of the questionnaire to encourage an easy start to the procedure, followed by a set of 40 question items (questions 8-48) developed from the literature review on online shopping motivations and rated by means of a 7-point Likert-type scale, followed by question 49, an open-ended qualitative question to elicit further information regarding online shopping in the respondents own words.

The Table 5.15 shows that the most popular form of rating scale used for similar studies was the 7-point Likert-type scale, (Oppenheim, 1973, Churchill and Brown, 2007 and Foddy, 1996), therefore the author selected a 7-point Likert-type scale, similar to the scale recommended by Foddy (1976) and can be viewed in Table 5.17.

Table 5.17 Seven-point Likert-type Scale

Strongly Disagree			No Opinion			Strongly Agree
☐	☐	☐	☐	☐	☐	☐

Source: Taken from final questionnaire Appendix, 1

The rationale for this selection was the 7-point rating scale is the most popular form of rating procedure in research, they are considered more reliable than smaller scales and large enough so as not to cause confusion. In addition, they are simple to prepare and easy for respondents to use, (Oppenheim, 1973, Foddy, 1996 and Churchill and Brown, 2007). Furthermore, the author examined similar studies and rating scales used in order to identify the most appropriate scale to use for this study that would be useful, reliable and valid.

Table 5.18 Scales Used for Similar Studies

Author	Subject of study	Scale
Lumpkin, (1985)	A person's desire to own clothing of the latest style	6-point Likert- type scale
Hawes and Lumpkin, (1984)	Fashion opinion leadership	6-point Likert- type scale
Raju, (1980)	The degree to which a person reports to enjoy shopping	7-point Likert-type scale
Bruner , (1989, 1990)	Acknowledging and defining needs and wants of clothing	7-point Likert-type scale
Dickson and MacLachlan, (1990)	Consumer perspectives of a store	7-point Likert-type scale
Fisher and Price, (1992)	Evaluation of products	7-point Likert-type scale
Arora, (1985)	The importance a person places on store attributes	7-point Likert-type scale
Dawson, Bloch and Ridgway, (1990)	The degree to which a consumer is satisfied with product related aspects of a shopping environment	7-point Likert-type scale
Petroshius and Monroe (1987)	To measure the perceived value of an offer	7-point Likert-type scale
Marmorstein, Grewal, and Fishe (1992)	To measure the degree to which a consumer expresses enjoyment of shopping-related activities.	7-point Likert-type scale
Wu and Petroshius (1987)	To measure respondents attitudes towards different retailers	7-point Likert-type scale
Holbrook (1986)	To measure a person's tendency to engage in a variety of activities because of their intrinsic value	7-point Likert-type scale
Mascarenhas and Higby (1993)	to measure the degree to which a teenager describes the media as having a major influence on what he/she buys	7-point Likert-type scale

Source: www.marketingscales.com, 2010 and literature review

The studies summarised in Table 5.18 highlight several the authors; Lumpkin (1985), Raiu (1980), Bruner (1989), Fisher and Price (1992), Arora (1985), Dawson et al. (1990), Marmorstein et al. (1992), Wu and Petroshius (1987), Holbrook (1986) and Mascarenhas and Higby (1993), who used similar Likert-type scales that were proven to be both reliable and valid (www.marketingscales.com, 2010), and thus the author accepted this as justification for its usage in this study.

5.20.2 Scale Item Development

A seven point Likert-type scale was used to rate the respondents answers for 40 scale items in the questionnaire, ranging from 1. *strongly disagree* to 7. *strongly agree*. The scale items presented in Table 5.19 and Table 5.20, have been developed via a thorough investigation of literature of consumer online shopping motivations and shopping motivations and used to develop appropriate questions that will further aid the understanding of what motivates the consumer to shop online for fashion. The information gathered from the scale item review resulted in 55 total questions covering the demographic questions and constructs of shopping with ASOS, price and savings, convenience, time saving and product information, fun, excitement, socializing and fashionability. A full final questionnaire showing all the questions can be viewed in Appendix 1.

The author selected to design a qualitative open-ended question (question 49.) to end the questionnaire in an attempt to elicit a little more in-depth, rich data on online shopping. The question was placed at the end of the survey in order not to cause too much respondent fatigue at the start of the procedure and to ensure a good logical flow to the design. The justification for this choice was that several other authors conducted studies of a similar nature using a more qualitative process; Westbrook and Black (1985), Holbrook and Hirschman (1982), Tauber (1972), Dennis et al. (2002), Dias (2003), Parsons (2002), Wolfinbarger and Gilly (2001) and Stone (1954).

Table 5. 19 Scale Item Development

Attribute	Construct	Question	Author, Reference, *Adapted from*:
Demographics	**Gender** **Age**	Male, Female 15-24, 25-34, 35-44, 45-54, 55+	Keng and Ting, (2009), Brown, (2003) Mintel, (2010) Burke, (2002)
	Employment	Full time, Part time, Unemployed, Student, Retired, Other.	Burke, (2002), Kwon et al., (2006)
	Education	Less than GCSE, GSCE or equivalent, A level or equivalent, HND or equivalent, Undergraduate Degree or equivalent, Master Degree or higher degree.	Burke, (2002), Kwon et al., (2006)
Internet Usage	**Years on the Internet**	Under 6 months 6-12 months 1-3 years 4-6 years Over 7 years	Lee and Overby, (2004)
Online Shopping	**Shopping online frequency**	How often do you go online to browse or purchase fashion items? (Everyday, Once a week on average, Once a month on average, Once a month on average, Every couple of months, Couple of times a year, Can't remember when I last did it, Never)	Childers at al., (2001), keller, (1991) Mintel, (2010)
ASOS Shopping	**Shopping on ASOS**	How much do you agree with the following statements about how you shop with ASOS? 1. I buy clothes at ASOS but buy more clothes from the high street. 2. Sometimes I browse on ASOS but do not buy anything. 3. I buy around the same amount of clothes at ASOS as I do from the high street. 4. I buy more clothes at ASOS than I do in store. 5. I buy mostly brands at ASOS.	Mintel, (2009) Goldsmith and Flynn, (2004)
Media Influence	**Media influence and shopping**	1. Fashion web sites sometimes influence what I buy. 2. Blogs often influence the types of clothing fashions I buy. 3. When I find a good online fashion web site, I often tell my friends about it. 4. I buy only those products that I see on TV and in fashion magazines. 5. High street retailers' ads determine my brand loyalties.	1. Hawes and Lumpkin, (1984) 2. Hirshman, (1980) 3. Darden and Perreault (1976) 4. Mascarenhas, and Higby, (1993) 5. Mascarenhas, and Higby, (1993)
Utilitarian Motivations	**Price and Savings**	1. Overall I am happy with ASOS's prices. 2. The price of the product and/or services I purchased from ASOS are at the right level, given the quality. 3. I expect to find good prices when I shop online at ASOS. 4. The prices on ASOS are a bargain. 5. The prices of products sold online at ASOS are lower than that of products sold in high street stores.	1. Xu and Paulins, (2005) 2. Jayawardhena at al., (2007) 3. Lee and Overby. (2004), Marmorstein, Grewal and Fishe (1992) 4. Petroshius and Monroes, (1987) 5. Joines et al 2003

Source: Adapted from literature review

Table 5. 20 Scale item Development (cont.).

Attribute	Construct	Question	Author, Reference, *Adapted from*:
Utilitarian Motivations	**Convenience/Time savings**	1. Making a purchase from ASOS makes life easier. 2. Making a purchase from ASOS is an efficient way to manage my time. 3. I can buy from ASOS when it is difficult to buy from the high street. 4. I shop online at ASOS because of the convenience. 5. I can shop at any time of the day with ASOS.	1. Lee and Overby, (2004) 2. Childers et al., (2001) 3. Donthu and Garcia, (1999) 4. Soopramanien and Robertson, (2006) 5. Li et al, (1999)
	Product & Information Search	1. I can gather a lot of information on the latest fashions in a short time. 2. Searching for information online about fashion is one of the most important things I would consider before purchasing. 3. Availability of merchandise comparison is very important for my shopping for apparel products with ASOS. 4. The internet site ASOS provides a rich amount of information for many fashion products. 5. I often browse for information on fashion products on ASOS.	1. Wolfinbarger and Gilly, (2001) 2. Xu and Paulins, (2005) 3. Shim et al., (2001) 4. Park and Stoel, (2005) 5. Kim and Stoel, (2005)
Hedonic Motivations	**Fun, Excitement Experience/Enjoyment**	1. The internet shopping experience on ASOS is more exciting than other online fashion sites. 2. This shopping trip at ASOS truly felt like an escape. 3. I really enjoy the experience of shopping on ASOS prior to making a purchase. 4. I enjoyed that shopping trip at ASOS for its own sake, not just for the items I may have purchased. 5. Shopping at ASOS can provide a fun experience.	1. Kukar-Kinney et al., (2009) 2. Babin et al. (1994) 3. Arora, (1985) 4. Carpenter and Moore, (2009) 5. Childers et al. (2001), Jayawardhena et al., (2007), Chiu et al., (2009)
	Socializing/ Peer Group Attraction Belonging	1. I feel sociable when I use ASOS. 2. Social interaction is a very important part of my shopping for apparel products on ASOS. 3. Shopping online with ASOS can not offer social activities like that I can have when shopping in retail stores. 4. I like to shop with ASOS because my friends shop there. 5. Other ASOS users and I have much in common.	1. Kim and Stoel, (2004) 2. Xu and Paulins, (2007) 3. Xu and Paulins, (2007) 4. Tauber, (1972) 5. Keng and Ting, (2009)
	Fashionability	1. I like to shop with ASOS because I know they will have a good variety of fashionable items to choose from. 2. It is important to me that my clothes be of the latest style. 3. I enjoy discussing fashion with others on the ASOS web site. 4. I like to shop at ASOS because they have the latest fashions. 5. I like to shop with ASOS to learn about new trends.	1. Marmorstein, Grewal and Fishe, (1992) 2. Goldsmith and Flynn, (2004), Lumpkin, (1985) 3. Lumpkin (1985) 4. Arora, (1985), Park et al, (2006) 5. Parsons, (2002), Marmorstein, Grewal and Fishe, (1992)

Source: Adapted from literature review

5.21 Pilot Study and Questionnaire Refinement

The questionnaire was pre-tested by a group of 15 undergraduate students in order to test its logic, ease of understanding, wording, consistency and flow of information, (Fink 1995b and Creswell, 2009). The sample was selected from the same population group as the study sample (undergraduate students studying Fashion at The University of Manchester), in order to ensure highest validity; (Oppenheim, 1973, Fink, 1995b, Fowler, 1995, Hussey and Hussey, 1997 and Malhotra and Birks, 2007). The knowledge gained enabled the author to refine the questionnaire from its initial 55 questions to a total of 49 by removing any questions deemed unnecessary, and to enhance the understanding of some questions that caused some confusion amongst the pilot respondents. The questions that required editing during this pilot process are presented in the following section, with an explanation of how the question was changed.

Question 1. The wording was changed from *purchased* to *visited*. As some respondents may have visited ASOS but not purchased anything.

1. Have you purchased anything in the last 12 months from www.ASOS.com? Visited not purchased

Question 7. The frequencies offered in this question were too extreme therefore an alternative was added: *Two or three times a week*.

7. How often on average do you go online to browse for or purchase fashion items?

Everyday☐ Once a week☐ Once a month ☐ Every couple of months ☐
Couple of times a year☐ Can't remember☐ Never ☐

Added two or three times a week

Question 11. The wording was considered confusing therefore removed the word *never* and replaced with not.

11. I have browsed at ASOS but have never bought at ASOS-*confused over the word never need to change*

Question 13. The wording was considered confusing therefore the way it was presented was changed for clearer understanding.

13. Social interaction is a very important part of my shopping experience on ASOS
Changed social interaction with other shoppers

Question 14. This question was too similar to question 20. therefore it was changed.

14. I buy around *the same* amount of clothes at ASOS as I do from the high street
Respondent said Q.14 & 20 were the same-need to underline the words more and same.

Question 18. This was a new question as a result of a gap in questions regarding fashion and enjoyment.

18. Using the ASOS web site to purchase fashion provides me with lot of enjoyment ***NEW question***

Question 20. This question caused confusion therefore it was changed and the word *more* underlined for better clarity.

20. I buy more clothes at ASOS than I do in high street stores

Question 23. The wording and meaning of this question was considered confusing therefore it was re-worded for better understanding.

23. Availability of merchandise comparison is very important when shopping for apparel products on ASOS ***Changed to comparing merchandise on ASOS with other fashion websites***

Question 37. This was a new question added due to feedback that there were few questions regarding fashion and outfits.

37. I like to shop at ASOS due to their outfit suggestions (e.g. this top will match these trousers) ***NEW question***

Question 44. This was a new open-ended question that replaced 5 individual questions regarding influences to shop online. It was amended with feedback that respondents would like to offer more information regarding why they shopped online at ASOS, It was also moved to the end of the questionnaire.

44. Please list the top 5 reasons you like to shop at ASOS ***-NEW question***

Question 45. This question was removed as it was deemed confusing and introduced an alternative form of rating not used previously in the questionnaire.

45. Please rank how the following elements influence what fashion items you buy? ***Removed*** Tick the box most appropriate to each factor, 5 = strong , 3= no opinion and 1 = weak:

The pilot test was a useful exercise and enabled the author to refine wording, remove questions that were not necessary and to add questions where it was felt there was a gap. Following the pilot test the questionnaire became a series of 7 demographic questions and 41 items used to measure 6 areas of shopping motivation for the online environment. The final questionnaire can be seen in Appendix 1. The questionnaire was pre-coded in anticipation of using SPSS and distributed via a group format to the sample group of undergraduate fashion students and collected immediately after the questionnaires had been completed. The data collected from the questionnaire was converted into SPSS and subsequently analysed. The results are discussed in the next chapter.

5.22 Reliability and Validity

The research questionnaire has proven to be valid and thus the author can with confidence assume the research to be reliable, (Peter, 1979, Webb, 2002 and McDaniel and Gates, 1986). The research content validity has been tested by means of a detailed pilot test which enabled the author to refine questions and content in order to achieve greater validity of constructs being tested and clarity of detail. The scale items used in the research study have been proven valid by prior research studies outlined in the scale development tables, Table 5.19 and 5.20.

5.23 Summary

The methodology for this research study has been designed and outlined in this chapter. The first half of this chapter covered an extensive literature review of the nature of methodological research and all of the factors that are involved in research design. This in turn provided the author with a clear understanding of the nature of research and process steps that were needed in order to design a good research plan in order to satisfy the objectives of the study. The second part to this chapter outlined the individual choices made in terms of research design for this particular study starting with the overarching view of research and methodology and ending up with the detailed presentation of the questionnaire used for the study and its design.

In summary, the research design for this study involved a quantitative method following a positivist view. The sample was selected using non-probability sampling, an experienced, judgemental method and a questionnaire specifically designed to answer the research problem. Secondary data in the form of a literature review provided sound knowledge with which to develop the constructs to be used and hypotheses to be tested. The primary data was collected, coded and analysed using statistical methods. The results and analysis are presented and analysed in chapter 6.

Chapter 6. Results

6.0 Introduction

Chapter 5 presented the research methodology for the study. It is the aim of this chapter to clearly present the findings, results and analysis from the collection of primary data via the questionnaire in preparation for discussion, conclusions and recommendations in Chapter 7. Therefore, it is important to review the aim and objectives of the research study prior to presenting the findings for clarity and understanding.

Research Aim and Objectives

The aim of this research project is to investigate why consumers shop for fashion on the internet, with particular reference to the pureplay retailer ASOS.

The Research Objectives:

1. To review the literature on fashion shopping motivations.
2. To identify emerging online shopping motivations.
3. To identify any gaps in the online fashion shopping motivation literature.

Research Outcomes:

1. To develop a new framework of online fashion shopping motivations.
2. To develop an online shopping experience model that best satisfies the online shoppers' motivations.

6.1 Hypotheses Proposed

Based on the literature review of online shopping motivations the proposed hypotheses are presented in Table 6.0.

Table 6.0 Proposed Hypotheses

	Hypotheses To Be Tested
H1	ASOS shoppers are motivated by ***price*** before anything else
H2	ASOS shoppers are motivated by ***convenience*** **before anything else**
H3	ASOS shoppers are motivated by ***product and information search*** **before anything else**
H4	ASOS shoppers shop online because it is a ***fun*** experience more than anything else
H5	ASOS shoppers are motivated by the ***social aspects*** on online shopping above anything else
H6	ASOS shoppers are motivated by ***fashion*** above anything else
H7	ASOS shoppers are motivated only by utilitarian factors
H8	ASOS shoppers are motivated only by hedonic factors
H9	ASOS shoppers are motivated equally by utilitarian and hedonic factors

Source: Adapted from literature review

The hypotheses presented in Figure 6.0 can be grouped into two significant motivators of online shopping; utilitarian and hedonic. The hypotheses in Table 6.0 were subsequently tested during the research process to discover which were the stronger motivations for purchasing fashion on ASOS. The purpose of this exploration was to provide a useful framework of consumer motivations to online retailers in order for them to best prepare their online offering and compete in a growing and fragmented online marketplace, (Mintel, 2010a).

6.2 Data Analysis Methods

A positivist paradigm has been adopted for this study and therefore the most appropriate method of analysis is statistical analysis, (Hussey and Hussey, 1997 and Malhotra and Birks, 2007). The analysis will also largely depend upon the type of research question being asked of the study, the goals of the analysis and the type of relationships sought by the researcher from the results, (Tabachnick and Fidell, 2001) and often researchers will need more than one method of analysis to fully achieve the research objectives. The sample group for this study was analysed using statistics in order to identify any relationships between the hypothesised criteria and to pick out any errors, and or gaps in the findings and to assist the author in quantifying the overall experience as a generalization for the whole population, (Hussey and Hussey, 1997).

Moreover, the author has explored previous research studies and the data analysis methods reviewed in order to provide validity for statistical data analysis as an appropriate method to use for a study of this nature.

In summary, descriptive statistics, factor analysis and qualitative analysis were the methods of statistical analysis used for this study, as viewed in Table 6.1. The methods of data analysis are discussed at the start of this chapter, with the findings thus presented accordingly.

Table 6.1 Summary of Methods of Analysis

Method of analysis	Section of study analysed
Descriptive statistics	Demographic data, Questions 1-7
Frequencies	Motivations for shopping online , Questions 8-48
Factor analysis	Motivations for shopping online , Questions 8-48
Qualitative analysis	Open-ended, Question 49

6.2.1 Descriptive Statistics and Frequencies

Descriptive statistics provides information regarding all of the dependant and independent variables scores in the study and normally includes the mean and standard deviation, (Creswell, 2009). The descriptive analysis including frequencies, gives the breadth and spread of distribution of responses to variables and the range or variation of the scores in this distribution, (Creswell, 2009 and Churchill and Brown, 2007). The value of the descriptive statistics to a researcher is to provide confidence that the sample is somewhat consistent with the demographics of the overall population and thus provide a good basis for making generalizations, (Chen et al., 2002). Researchers are also able to compare the demographics of their study to those of similar studies to validate sample characteristics, (Kang and Park-Poaps, 2010) and in some cases this preliminary analysis of demographic data can help eliminate any skewed responses that might subsequently affect the data collected, (Kim and Stoel, 2004).

The use of frequencies provides the researcher with additional insights into the sample group characteristics and provides a foundation from which to build further analysis. It is also recommended that frequency analysis takes place prior to any further analytical techniques, (Churchill and Brown, 2007), in order to get an idea of how the variables may be distributed and to identify any potential errors, such as observations extremely different from others.

6.2.2 Factor Analysis

The main aims, of factor analysis are to *reduce* the number of variables in the study and to detect whether or not there is any *structure to the relationship* by identifying the main *factors* present, (Rothman, 1996, Horn, 1065, Hill and Lewickie, 2007 and Malhotra and Birks, 2007). Factor analysis is often the most appropriate choice of method for researchers when attempting to understand a structure behind certain kind of behaviour, to understand what actual factors may be driving this behaviour and to test theories or hypotheses. It is usually performed by collecting many sets of scores from people to assess where they differ on certain questions posed by the researcher, (Tabachnick and Fidell, 2001). Factor analysis has been a useful tool in exploratory study for reducing down the number of variables to arrive at dimensions that are more easily defined, (Horn, 1965). It has been used initially by psychologists to test hypotheses and any correlations between variables, (Lawley and Maxwell, 1962).

On the other hand, Rothman (1996) criticises factor analysis as a tool for factor identification arguing that it is more of a philosophical question than one of statistical analysis. However, he agrees that factor analysis does have merit in providing data reduction and suggests that factor analysis be best adopted for situations which require a simplification of results and to reduce measurement error and to answer research questions looking to provide direction for business decisions on how to improve or change a product to maximise profits, (Rothman, 1996).

The author examined other similar studies and determined that factor analysis was appropriate as a form of data analysis for this study due to the usefulness and appropriateness of the method for previous studies and the need to reduce down variables. Examples of the studies researched can be viewed in Table 6.0 and a selection highlighted as follows:

- *Using factor analysis revealed new consumer perceptions and an additional factor affecting shopping methods previously unidentified, (Dholakia and Uusitalo, 2002, p.464),*
- *Three types of online service personalization were discovered based on factor analysis of customer perceptions, (Lee and Park, 2009, p. 88).*
- *21 items of fashion innovativeness were factor analysed resulting in a reduction to five valid factors, (Goldsmith and Flynn, 2004, p. 89).*
- *Measurement of shopping motivations used factor analysis to purify the scale items and reduce down the factors in the study, (Dawson et. al., 1990, p. 415).*
- *Factor analysis was used to show that utilitarian and experiential values both significantly affect consumer satisfaction, (Lee and Overby, 2004,p. 60).*
- *Factor analysis was a method used to reduce down to the 25 shopping orientation statements to a smaller set of factors, (McKinney, 2004, p.415).*
- *Factor analysis was used to define consumer's shopping tendencies into two groups; impulse and non-impulse shopping tendencies, (Chen-Yu and Seok, 2002, p. 59).*
- *26 attributes regarding online shopping were analysed using factor analysis resulting in four main factors, (Kim and Kim, 2004, p. 889).*

Table 6.2 Overview of Similar Studies using Factor Analysis

Author	Date	Research Subject	Method	Data Analysis
Dawson et al.	1990	*Shopping motives emotional states ad retail outcomes*	Survey	Factor analysis
Batra and Ahtola	1990	*Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes*	Survey	Factor analysis
Babin and Darden	1994	*Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value*	Survey	Confirmatory Factor analysis
Dholakia and Uusitalo	2002	*Switching to electronic stores: consumer characteristics and the perception of shopping benefits*	Survey	Factor analysis
Chen-Yu & Seok	2002	*Enticing online consumers: an extended technology acceptance perspective*	Survey	Confirmatory factor analysis
Park and Kim	2003	*Identifying key factors affecting consumer purchase behavior in an online shopping context*	Survey	Factor analysis
Goldsmith and Flynn	2004	*Psychological and behavioral drivers of online clothing purchase*	Survey	Factor analysis
Lee and Overby	2004	*Creating value for online shoppers: implications for satisfaction and loyalty*	Survey	Confirmatory Factor Analysis
Rohm and Swaminathan	2004	*A typology of inline shoppers based on shopping motivations*	Survey	Factor analysis
Kim and Kim	2004	*Predicting online purchase intentions for clothing products*	Survey	Factor analysis
Kamendiou et al.	2007	*An exploratory study on the reasons for purchasing imported high fashion apparels*	Survey	Factor analysis
Jayawardhena et al.	2007	*Consumers online: intentions, orientations and segmentation*	Survey	Factor analysis
Lee and Park	2009	*Online service personalization for apparel shopping*	Survey	Factor analysis
Allard et al.	2009	*When income matters: Customers evaluation of shopping mall's hedonic and utilitarian orientations*	Survey	Factor analysis
Kang and Park-Poaps	2010	*Hedonic and utilitarian shopping motivations of fashion leadership*	Survey	Factor analysis

Source: Adapted from literature review

Table 6.2 highlights studies covering the subject areas of online shopping, hedonic and utilitarian motivations and fashion shopping covering a period from 1990 to 2010. All cases have used factor analysis as a major method of data analysis and therefore the author has used factor analysis with confidence as an appropriate method for this study.

6.2.3 Qualitative Analysis

The author chose to add an open-ended qualitative question to the questionnaire, question 49 in order to elicit further in-depth information, refer to Table 6.1 and Appendix 1 for the full questionnaire. The objective of the qualitative question is for the author to get a little closer to understanding any additional views of the respondents, (Bryman, 1986 and Webb, 2002).

Table 6.3 Question 49

49. If you like to shop at other online fashion stores in addition to ASOS please list the top 5 online stores you like to shop at and give a reason why you like to shop there.

Source: Complete questionnaire in Appendix 1

The author looked at previous studies of similar nature as justification for using a more qualitative question for part of the research study. The following authors used a predominantly qualitative approach to research for similar studies:

- *Westbrook and Black (1985) "An investigation of motivation-based shoppers typologies"*
- *Dennis et al. (2002), "From bricks to clicks: understanding the e-consumer"*
- *Dias (2003) " General buying motivations for fashion"*
- *Parsons (2002), "Non-functional motives for online shoppers; why we click"*

In all cases the researchers used a qualitative approach to satisfy a more exploratory investigation and used more than one method of analysis including quantitative research to establish criteria that were subsequently tested using a quantitative means and to provide further understanding of the qualitative findings. Therefore question 49 was analysed in a qualitative manner. With the analysis methods outlined the author moved on to reporting the results starting with descriptive statistics.

6.3 Sample Descriptive Analysis

A structured questionnaire was handed out in a group format to 240 members of the selected sample unit and 212 questionnaires were received back. A total of 204 questionnaires were completed fully i.e. did not leave any question unanswered giving an 85% response rate; all questionnaires not filled completely were discounted prior to the factor analysis process. The sample used was 240 undergraduate Fashion Retailing students at the University of Manchester. Previous studies have validated the use of college students; (Xu and Paulins, 2007, Joines et al., 2003, San Jose-Cabezudo et al., 2007 and Park et al., 2005) in similar subject areas of research. The statistics for the sample group were summarised in Table 6.4., they give a numerical overview of the sample group and in addition Table 6.5 summarises the socio-demographic characteristics of the sample group.

Table 6.4 Demographic Statistics of sample

Statistics

		Have you visited www.ASOS.com in the last 12 months?	Gender	Age	Employment	Education. Please specify the highest educational qualification you hold	How many years have you been using the internet?	How often on average do you go online to browse for or purchase fashion items?
N	Valid	210	207	207	207	203	206	208
	Missing*	2	5	5	5	9	6	4
Mean		1.02	1.97	1.09	3.78	3.78	4.70	2.44
Std. Error of Mean		.009	.012	.029	.052	.071	.038	.080
Std. Deviation		.137	.168	.421	.741	1.011	.547	1.157
Variance		.019	.028	.177	.550	1.022	.299	1.340
Range		1	1	3	4	4	4	5
Minimum		1	1	1	1	2	3	1
Maximum		2	2	4	5	6	7	6

Source: Primary data collected, Appendix 2.

Table 6.4 shows that out of the questionnaires returned the sample group were very similar in terms of demographics, the largest standard deviation being in the number of times they went online (1.157) and followed closely by levels of education held by the group, (1.011).

*N.B. Any questionnaires with "*missing*" answers to questions shown in the statistics were discounted from further analysis.

Table 6.5 Sample Demographics

Variable	Description	Frequency	Percentage
Shop with ASOS	Yes	206	98.1
	No	4.	1.9
Gender	Female	201	97.1
	Male	6	2.9
Age	15-24	196	94.7
	23-34	7	3.4
	35-44	1	0.5
	45-54	3	1.5
	55+	0	0
Employment	Full time	8	3.9
	Part time	12	5.8
	Unemployed	0	0
	Student	184	88.9
	Retired	3	1.4
	Other	0	0
Education	Less than GCSE level	0	0
	GCSE level or equivalent	1	0.5
	A level or equivalent	123	60.6
	HND or equivalent	2	1
	Undergraduate Degree	73	36
	Masters or higher degree	4	2
Years using the internet	Under 6 months	0	0
	6-12 months	0	0
	1-3 years	3	1.5
	4-6 years	60	29.1
	Over 7 years	141	68.4
How often buy online	Everyday	56	26.9
	Once a week	49	23.6
	Two or three times a week	69	33.2
	Once a month	24	11.5
	Every couple of months	9	4.3
	Couple of times a year	1	0.5
	Can't remember	0	0
	Never	0	0

Source: Primary data collected, Appendix 2.

The statistics in Table 6.5 show that the sample group overwhelmingly shop with ASOS, 98% over the last 12 months, and that the group is predominantly female, 97.1%. The age range of the respondents is 94.7% within the 15-24 year segment, however this was anticipated due to using a predominantly student population, 88.9%. The respondents' demographics were consistent with those of online fashion shoppers; between the ages of 15-24 with a high interest in fashion, and typical of the ASOS customer, (Easey, 2009, Mintel, 2010a and Datamonitor, 2009), and thus provided confidence to the author to generalize the findings as appropriate for the population of online shoppers overall. Moreover, the education levels of the sample group at 60.6% having achieved A-level or equivalent show them to be ideally suited to the online environment, (Mintel, 2010d). With 97.5% of the respondents having used the internet for over 4 years, they are an experienced group of the population that understand the e-commerce environment. Moreover, at least 26.9% shop online every day and 83.7% going online at least once a week; this frequency shows how typical it is for them to go online as an everyday part of their lives.

6.4 Sample Frequencies

As stated in the methodology chapter 5, the hypotheses to be tested in this study can be summarized in Table 6.0, having been adapted from findings in the literature review. Outlined in Table 6.6 are the key motivations for shopping online have been found to be both utilitarian; price, savings, convenience, product and information search and hedonic; fun and excitement, socialising and fashionability.

Table 6.6 Summary of Consumer Motivations to Shop Online

Construct	Motivation
1. Price and savings	Utilitarian
2. Convenience and time saving	
3. Product search and information	
4. Fun and excitement	Hedonic
5. Socialising	
6. Fashionability	

Source: Adapted from literature review

The author segmented the questions from the questionnaire as outlined in Table 6.7 by each of the shopping motivations discovered from the literature review in order to report the frequency results in a logical and meaningful format.

Table 6.7 Constructs by Question Number

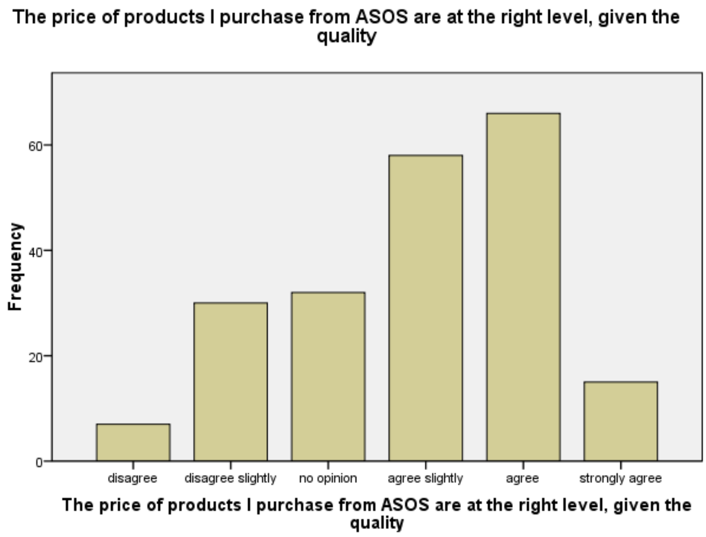
Construct	Question Number
Price	9, 17, 25, 33, 37
Convenience	10, 18, 26, 38, 41,
Information Search	12, 20, 27, 34, 39
Fun experience	13, 21, 28, 40, 45
Social aspects	14, 22, 35, 43, 46
Fashion	11, 30, 42, 47, 44
On line shopping vs high street	8, 15, 19, 24, 32
Other Influences	16, 23, 29, 31, 48,

Each of the constructs was analysed by reviewing the responses to the questions that apply to each construct subject group. The frequency analysis was presented by construct in the subsequent section. It is recommended that frequency analysis take part prior to any in-depth analysis of data, (Churchill and Brown, 2007).

6.4.1 Price

The results from the questions that related to price being a motivating factor to shop online with ASOS are graphically shown in Figures 6.0 to Figure 6.4. Complete data for all results relating to frequencies can be found in Appendix 3.

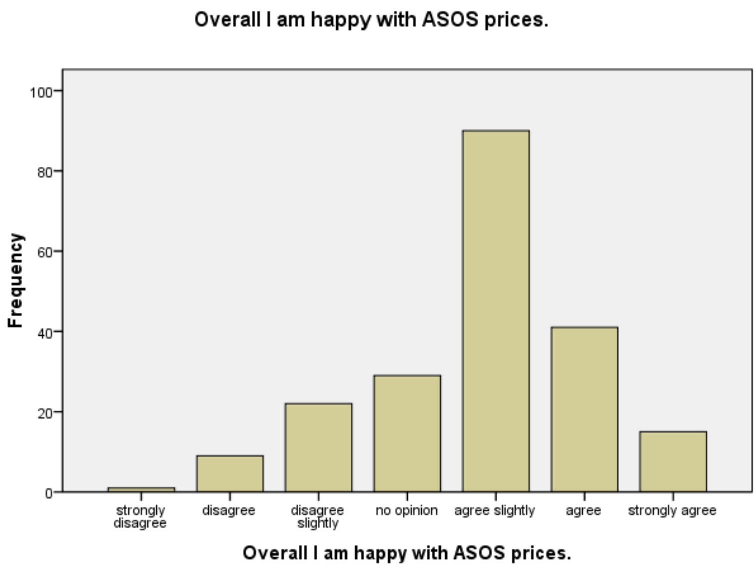
Figure 6.0 Price of products from ASOS are at the right level



The majority of respondents from the sample group, 59.6%, agree that the prices of products sold on ASOS are at the right level, (Figure 6.0). In addition, 61.9% expect to find good prices at ASOS, (Figure 6.1), and 63.3% of respondents felt happy overall with ASOS' prices, (Figure 6.2).

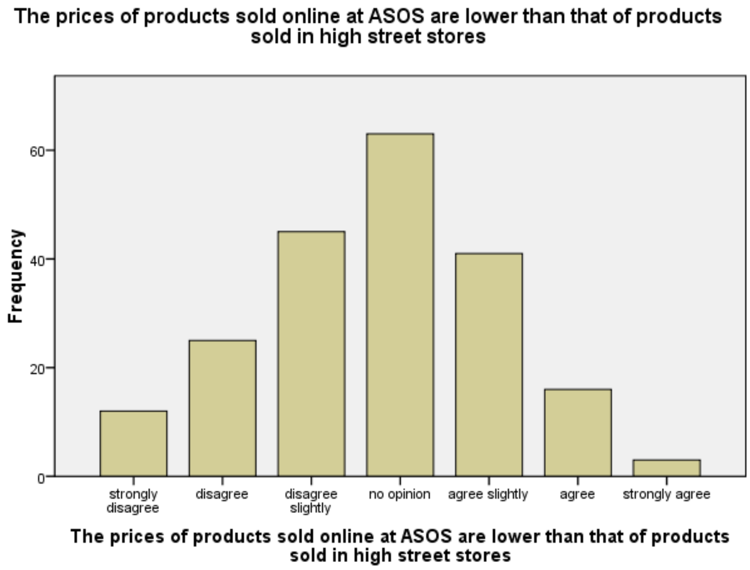
Figure 6.1 Expect to find good prices at ASOS

Figure 6.2 Happy with ASOS prices



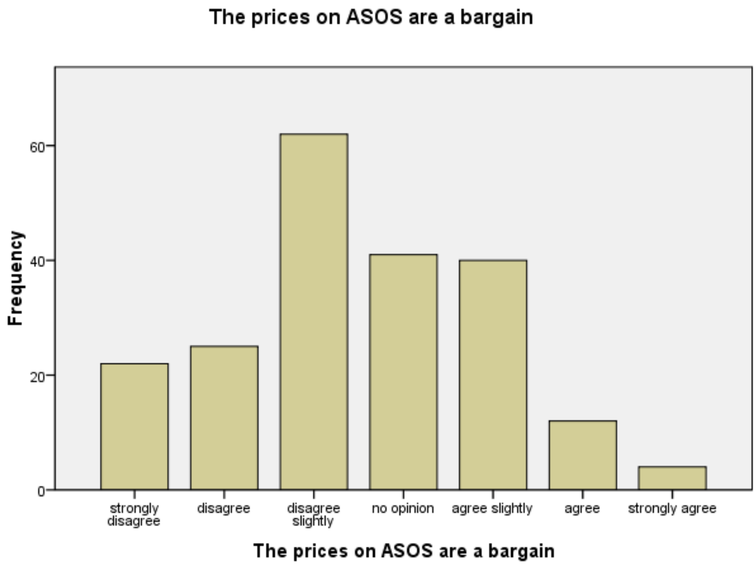
When it comes to pricing on ASOS compared to the high street the sample group show a *normal* distribution curve of responses, (Figure 6.3) showing that they do not have a strong opinion either way as to whether the prices are lower or higher than on the high street.

Figure 6.3 Prices at ASOS lower than high street



Moreover, when questioned as to whether prices on ASOS are a *bargain*, the responses received disagreed with this statement to the amount of 52.9% collectively disagreeing either strongly or slightly, (Figure 6.4).

Figure 6.4 ASOS prices a bargain



Analysis

The sample group appears to be happy with the ASOS pricing structure. ASOS appear to have offered the right level of pricing for its target consumer group, and although the pricing is considered the right level, by its customers it is certainly not considered cheap, or a bargain, which may be a strategic direction ASOS is following. The sample group is relatively undecided when it comes to how the prices compare with the high street, this could mean that the sample group has not considered comparing the prices to the high street and therefore no opinion is yet formed. However this is speculation, as the reason behind their choices of response are not known from this study.

6.4.2 **Convenience**

The sample group has relatively positive opinions over whether buying at ASOS is efficient, (Table 6.8), with 23.1% agreeing slightly with this statement and 20.7% agreeing, however 25% have no opinion.

Table 6.8 Purchasing at ASOS is efficient

Making a purchase at ASOS is an efficient way to manage my time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	2.4	2.4	2.4
	disagree	11	5.2	5.3	7.7
	disagree slightly	29	13.7	13.9	21.6
	no opinion	52	24.5	25.0	46.6
	agree slightly	48	22.6	23.1	69.7
	agree	43	20.3	20.7	90.4
	strongly agree	20	9.4	9.6	100.0
	Total	208	98.1	100.0	
Missing	System	4	1.9		
Total		212	100.0		

The sample group are somewhat split in opinion when it comes to the question of ASOS making life easier for them with 29.8% having no opinion at all, and 32.2% agreeing slightly to the proposition, (Table 6.9).

Table 6.9 Purchasing at ASOS makes life easier

Making a purchase from ASOS makes life easier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	4.2	4.4	4.4
	disagree	16	7.5	7.8	12.2
	disagree slightly	30	14.2	14.6	26.8
	no opinion	61	28.8	29.8	56.6
	agree slightly	66	31.1	32.2	88.8
	agree	16	7.5	7.8	96.6
	strongly agree	7	3.3	3.4	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

When respondents are asked their opinions on whether they can shop at ASOS at any time of the day or night, the responses show 46.6% agreeing strongly with this statement, and 16.5% agreeing slightly, with only 3% disagreeing at some level with this statement, (Table 6.10).

Table 6.10 Can shop at ASOS any time of day or night

I can shop at ASOS at any time of the day or night

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.5	.5	.5
	disagree	2	.9	1.0	1.5
	disagree slightly	3	1.4	1.5	2.9
	no opinion	14	6.6	6.8	9.7
	agree slightly	34	16.0	16.5	26.2
	agree	56	26.4	27.2	53.4
	strongly agree	96	45.3	46.6	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

The sample group also agrees mostly that they can buy from ASOS when it is difficult to buy from the high street, with 64.2% collectively agreeing with this statement, (Table 6.11).

Table 6.11 Can shop at ASOS when difficult to buy from high street

I can buy from ASOS when it is difficult to buy from the high street

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.9	2.0	2.0
	disagree	5	2.4	2.5	4.4
	disagree slightly	17	8.0	8.3	12.7
	no opinion	25	11.8	12.3	25.0
	agree slightly	78	36.8	38.2	63.2
	agree	53	25.0	26.0	89.2
	strongly agree	22	10.4	10.8	100.0
	Total	204	96.2	100.0	
Missing	System	8	3.8		
Total		212	100.0		

When asked if they shop at ASOS as a matter of convenience it offers, 38.3% agree that they do, and 19.9% agreeing and 6.8% agreeing strongly with this statement, (Table 6.12).

Table 6.12 Shop with ASOS because of the convenience

I shop online at ASOS because of the convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	1.4	1.5	1.5
	disagree	8	3.8	3.9	5.3
	disagree slightly	30	14.2	14.6	19.9
	no opinion	31	14.6	15.0	35.0
	agree slightly	79	37.3	38.3	73.3
	agree	41	19.3	19.9	93.2
	strongly agree	14	6.6	6.8	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

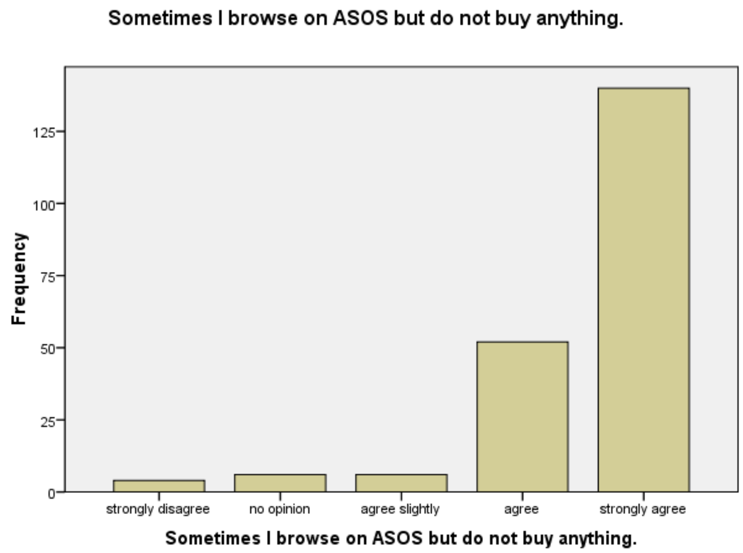
Analysis

The results suggest that the sample group clearly like to shop at ASOS when they cannot get to the high street and that they are fully in support of the proposition that ASOS is available to them for shopping at any time of the day or night. What the results also suggest is that the sample group may not connect these factors to making their lives any easier, this may be too big a statement to make. This may be something for ASOS to consider when making promotional or branding statements; not to over-promise.

6.4.3 Information Search

The sample group was asked if they browsed on ASOS without buying anything and the response was an overwhelming 67% strongly agreeing with this statement and 25% agreeing, (Figure 6.5).

Figure 6.5 I Browse but do not buy anything



32.5% consider that information search is the most important thing to consider when shopping online, however collectively 40.3% disagree with this statement, (Table 6.13).

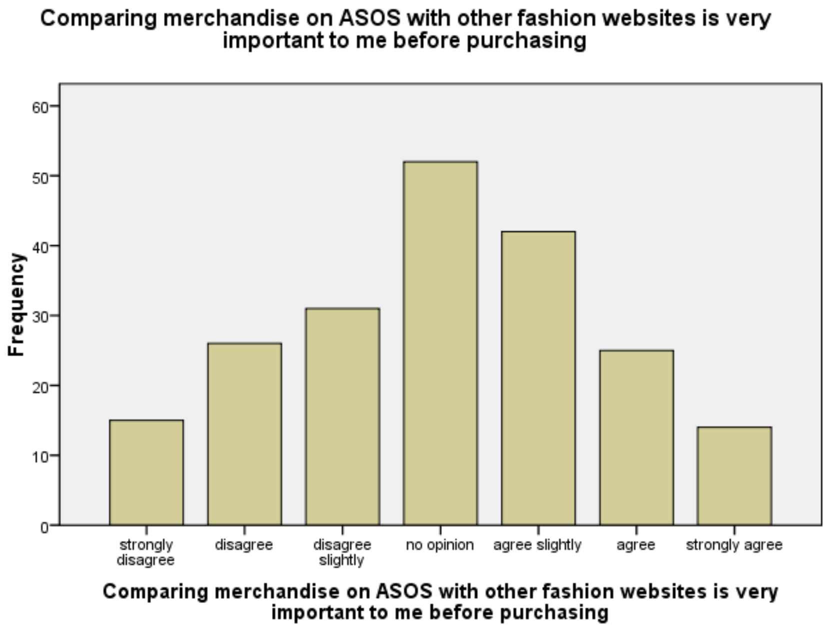
Table 6.13 Information search is the most important

Searching for information online about fashion is one of the most important things I would consider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	9.9	10.2	10.2
	disagree	23	10.8	11.2	21.4
	disagree slightly	39	18.4	18.9	40.3
	no opinion	33	15.6	16.0	56.3
	agree slightly	67	31.6	32.5	88.8
	agree	17	8.0	8.3	97.1
	strongly agree	6	2.8	2.9	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

When asked if merchandise comparison was an important part of the purchase process, the results show a relatively normal curve distribution, meaning that the opinions are somewhat equally distributed between agreeing and disagreeing with this statement, (Figure 6.6).

Figure 6.6 Merchandise comparison is very important



Respondents generally think that ASOS provides a good amount of rich information on their web site about fashion products, with 56.4% agreeing with this statement, (Figure 6.7)

Figure 6.7 ASOS provides a rich amount of information

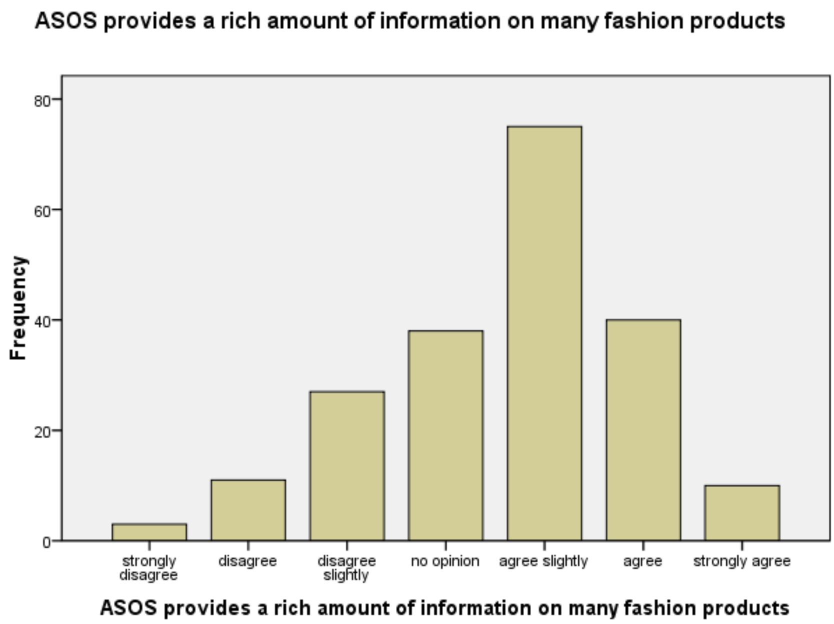


Table 6.14 highlights the responses to the statement posed as to whether respondents gather a lot of information on the latest fashions in a short amount of time. Results show that 38.5% agree slightly and 20.5% agree, and 6.8% agreeing strongly with this view; collectively 65.8% think positively about this statement.

Table 6.14 Gather a lot of information in a short time on ASOS

I can gather a lot of information on the latest fashions in a short time on ASOS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.9	2.0	2.0
	disagree	6	2.8	2.9	4.9
	disagree slightly	26	12.3	12.7	17.6
	no opinion	34	16.0	16.6	34.1
	agree slightly	79	37.3	38.5	72.7
	agree	42	19.8	20.5	93.2
	strongly agree	14	6.6	6.8	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

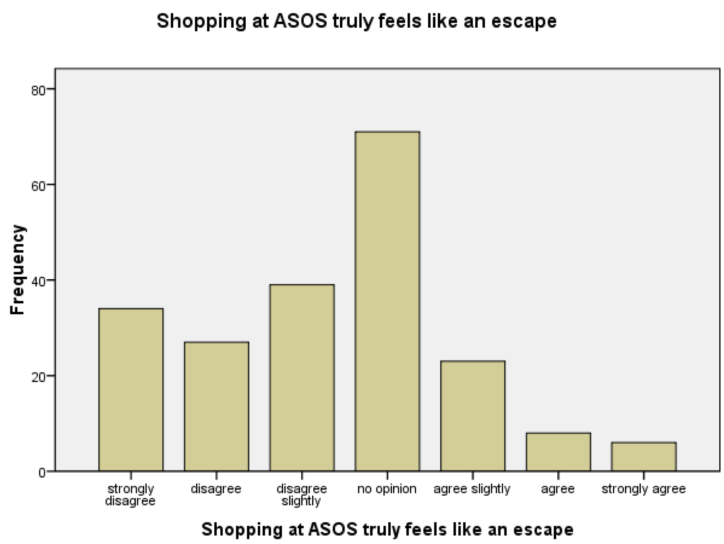
Analysis

The results suggest that the ASOS consumer considers browsing an integral part of the online purchase process and that they look to ASOS for fashion information. This *stickiness*; i.e. remaining on the site for sometime, is considered a major advantage for an online retailer, and a major aim of many e-commerce businesses as it increases the chance of purchase. The respondents agreed that browsing was something that they did without necessarily purchasing anything which supports the hedonic reasons of a fun experience for online shopping, (Hirschman and Holbrook, 1982). They do however have a neutral opinion regarding comparing this fashion information on ASOS with other sites, this may be due to the lack of good fashion information on competitors web sites and a fact ASOS can use as a competitive tool.

6.4.4 Fun and Excitement

The sample group responded either neutrally or quite negatively to the suggestion that shopping on ASOS felt like an escape, with 48.1% disagreeing with this statement and 38% having no opinion, (Figure 6.8).

Figure 6.8 Shopping at ASOS feels like an escape



In addition, with the continued questioning as to the enjoyment received when shopping on ASOS, 25% had no opinion and only 30.4% agreed slightly, (Table 6.15).

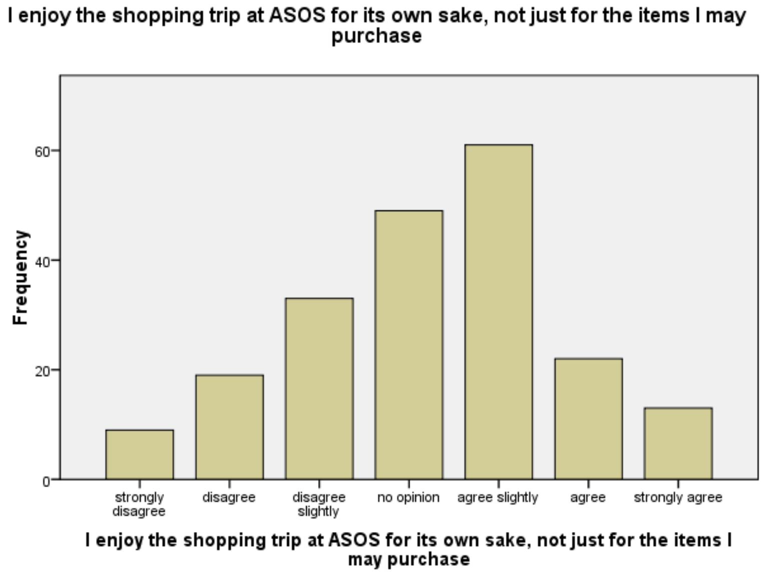
Table 6.15 Enjoy shopping on ASOS before purchasing

I really enjoy the experience of shopping on ASOS prior to making a purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	3.8	3.9	3.9
	disagree	18	8.5	8.8	12.7
	disagree slightly	31	14.6	15.2	27.9
	no opinion	51	24.1	25.0	52.9
	agree slightly	62	29.2	30.4	83.3
	agree	22	10.4	10.8	94.1
	strongly agree	12	5.7	5.9	100.0
	Total	204	96.2	100.0	
Missing	System	8	3.8		
Total		212	100.0		

29.6% of the sample group agree slightly that they enjoy the shopping experience at ASOS for its own sake; however 23.8% have no opinion on this question, (Figure 6.9).

Figure 6.9 I Enjoy the shopping trip at ASOS for its own sake



When questioned as to whether ASOS is more exciting than other fashion web sites the responses show that 26.3% have no opinion on this and only 24.9% agree with the statement, (Table 6.16).

Table 6.16 Shopping at ASOS is more exciting than other web sites

The internet shopping experience on ASOS is more exciting than other online fashion web sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	4.2	4.4	4.4
	disagree	16	7.5	7.8	12.2
	disagree slightly	35	16.5	17.1	29.3
	no opinion	54	25.5	26.3	55.6
	agree slightly	51	24.1	24.9	80.5
	agree	25	11.8	12.2	92.7
	strongly agree	15	7.1	7.3	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

In response to the question as to whether ASOS can provide a fun experience, 57.8% of respondents agree that ASOS can provide a fun experience, (Figure 6.10).

Figure 6.10 ASOS is a fun experience

Analysis

The results suggest that when asked directly using the word fun, the sample group agree that shopping online with ASOS is fun, an enjoyable experience. However when questioned as to whether ASOS was more fun than other online fashion sites the responses are quite weak which suggests the respondents have no opinion on this matter, or could suggest they have no experience of other fun sites, or in fact have not considered the fun aspect of online shopping much prior to the questionnaire. This information regarding the consumer's like to the hedonic factors of online shopping could be used by ASOS to their advantage by ensuring that the hedonic aspects of the web site as appealing as the utilitarian aspects, as their target consumer considers shopping with then fun, and does not appear to have considered others as much fun.

6.4.5 Social Aspects

When questioned as to whether social interaction with other ASOS shoppers was important, overwhelmingly 71.5% of respondents said it was not, (Figure 6.11).

Figure 6.11 Social interaction with other shoppers is important

Similarly, for the question regarding enjoying discussing fashion with others on ASOS, 71.4% of respondents disagree with this statement, (Figure 6.12). In addition 68.4% of respondents do not feel sociable when shopping with ASOS, (Figure 6.13).

Figure 6.12 Enjoy discussing fashion with others on ASOS

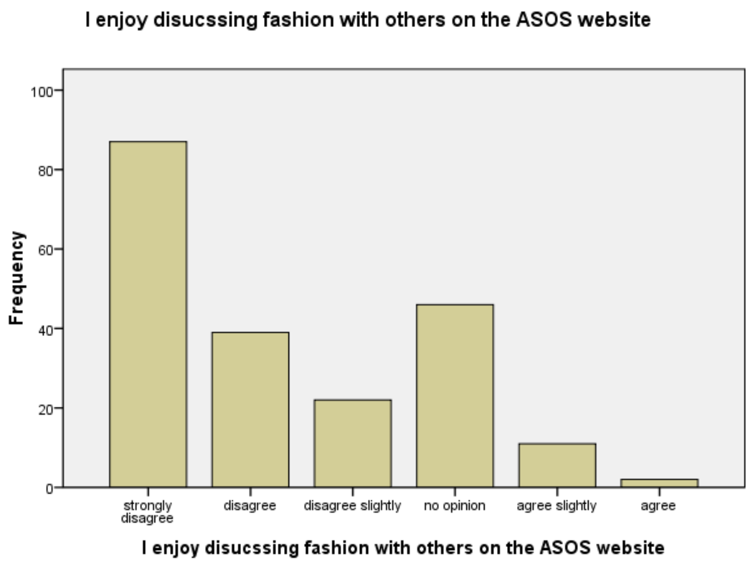
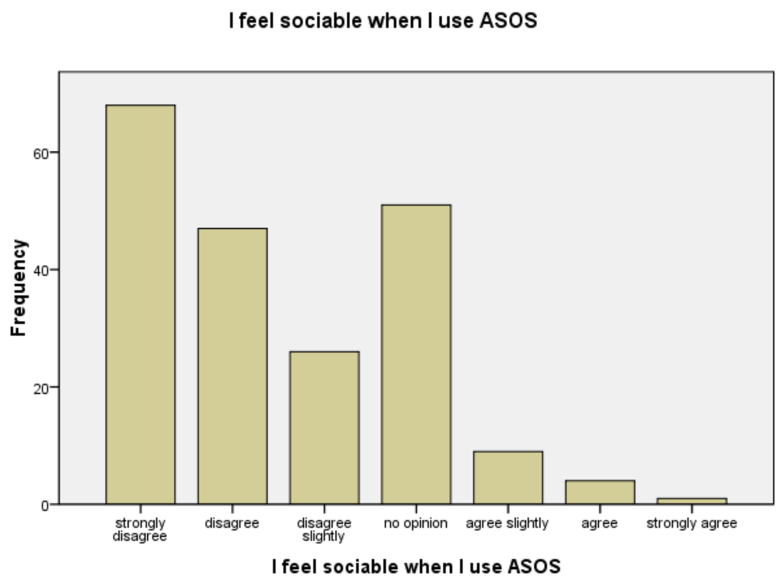
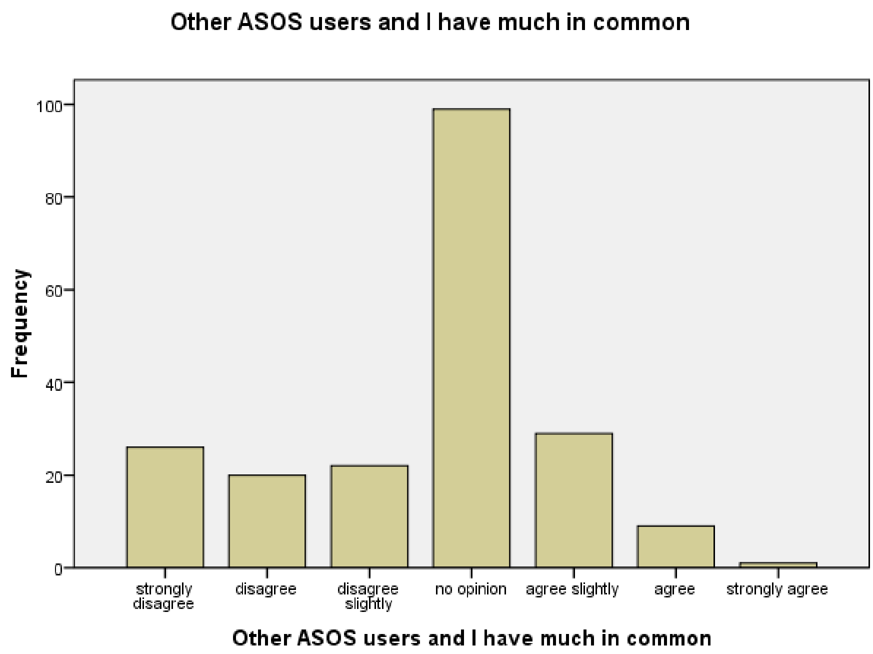


Figure 6.13 I feel sociable when I use ASOS



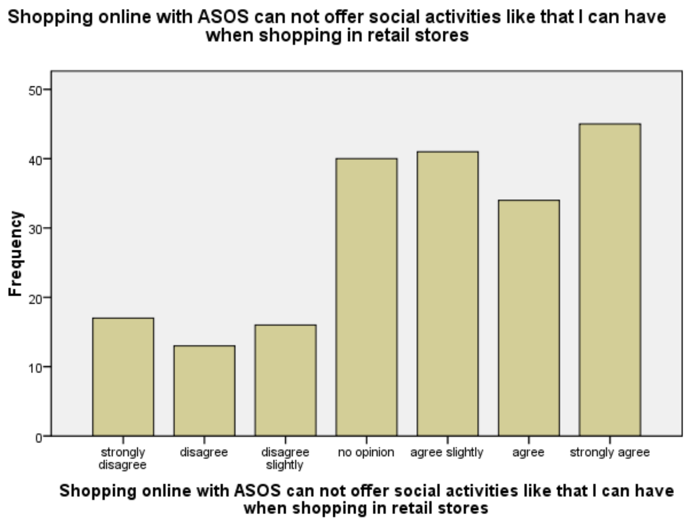
For further questions regarding the sociable aspects of shopping online with ASOS 56.7% of the respondents had no opinion on whether they had much in common with any of the other online shoppers, (Figure 6.14).

Figure 6.14 ASOS users and I have much in common



Moreover, when asked about shopping on ASOS and whether it is as sociable as shopping on the high street the respondents 58.2% do not think that online shopping can offer the social activities gained when shopping on the high street, (Figure 6.15).

Figure 6.15 ASOS is not as sociable as high street shopping



Analysis

The results suggest that the ASOS consumer is not interested in socialising with other shoppers online. They feel very strongly that the online experience cannot give them the hedonic experiences of the high street and do not consider that online shopping is a sociable activity. This is an interesting fact seeing as ASOS have recently invested time and budget in improving the social networking activities of the web site, following their success as the number 1 web site in fashion searches, (Anon, 2010b). Therefore ASOS should proceed with caution with social network development so as not to offer the consumer too much social interaction if it is not what they want. On the other hand, the results may suggest that the consumer may not categorize online shopping with being a social activity, as online activity is part of their everyday life and therefore they may not give positive responses to this type of questioning. The consumer may also be lead to think that the question may intend them to actually meet the other online shoppers personally which was not the intention of the question and could be seen to be a little misleading. Either way it is suggested that e-retailers should proceed with caution when offering online social networking possibilities, the online consumer may not visit that particular site for that social reason and efforts could be placed in other areas.

6.4.6 Fashion

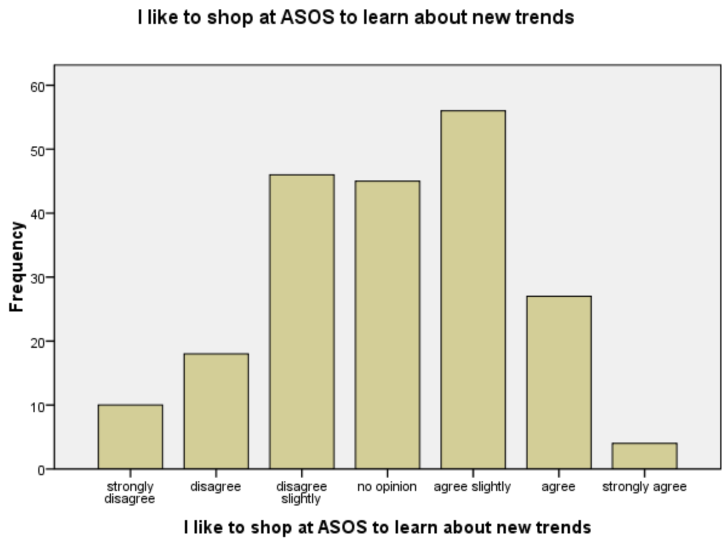
The questions regarding fashion show further insight into the target group and their fashionable interests. Collectively 76.9% of respondents answered that fashion web sites influenced what they bought, (Figure 6.16) and 71.2% of the group said that it was important to them that their clothes be of the latest style, (Figure 6.17).

Figure 6.16 Fashion web sites influence what I buy

Figure 6.17 it is important my clothes be of the latest style

Figure 6.18, shows some disagreement between the group in that when questioned about learning about new trends on ASOS the responses were somewhat equal as to whether they agreed slightly (27.2%), disagreed slightly (22.3%) or had no opinion, (21.8%).

Figure 6.18 I like to learn about new trends



However, in response to the statement *I like to shop at ASOS to learn about new trends* 75.1% of the respondents agreed with this statement, (Figure 6.19 and Table 6.17).

Figure 6.19 ASOS have the latest fashions

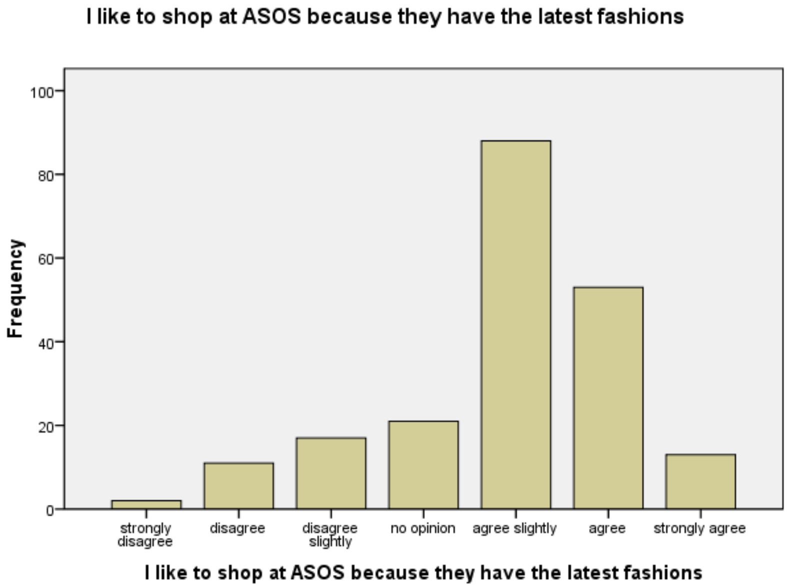


Table 6.17 ASOS have the latest fashions

I like to shop at ASOS because they have the latest fashions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.9	1.0	1.0
	disagree	11	5.2	5.4	6.3
	disagree slightly	17	8.0	8.3	14.6
	no opinion	21	9.9	10.2	24.9
	agree slightly	88	41.5	42.9	67.8
	agree	53	25.0	25.9	93.7
	strongly agree	13	6.1	6.3	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

The responses to the question on browsing for fashion information on ASOS were somewhat positive with 36.4% agreeing with this statement, but also 15.5% of the group had no opinion and 18.4% disagreed slightly, (Table 6.18).

Table 6.18 I browse for fashion on ASOS

I often browse for information on fashion products on ASOS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	5.7	5.8	5.8
	disagree	18	8.5	8.7	14.6
	disagree slightly	38	17.9	18.4	33.0
	no opinion	32	15.1	15.5	48.5
	agree slightly	75	35.4	36.4	85.0
	agree	21	9.9	10.2	95.1
	strongly agree	10	4.7	4.9	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Analysis

The information gathered from the questions relating to fashion further supported the evidence that the sample group have a high interest in fashion and having clothes of the very latest style. The results also suggest that ASOS is considered a fashionable web site that has all the latest fashions and is capable of influencing what the consumer buys as well as satisfying this strong need for fashion of their target group with their high fashion offering.

Having supported the descriptive statistic with further information on frequencies to give more insight into the sample group and their thoughts on shopping online with ASOS the author moved on to the next stage of statistical analysis.

6.5 Factor Analysis Results

Factor analysis was the next stage in the analytical process for this study. The statistical package was used to identify a smaller group of factors that showed a relationship between variables, (Pallent, 2007), thus reducing down the number of items (constructs) that emerged from the literature review and to test the hypotheses posed. The statistical analysis package used was SPSS, version 16 and the results are subsequently presented and discussed. The author deemed the data suitable for factor analysis based on the following main criteria:

1. Sample size is suitable
2. Ratio of subjects to items is appropriate
3. Suitable strength of relationships between the items

6.5.1 Sample Suitability

The suitability of the data was assessed before the factor analysis took place by reviewing the size of the sample, the ratio of subjects to the items being tested and by assessing the appropriateness of relationship between factors.

The sample size used for this study was 240, which fit with criteria set by others; 150+, (Pallent, 2007), and with at least 5 subjects for each item, (41 items x 5 = 205), (Tabachnick and Fidell, 2007).

Pallent (2007, p. 185) suggests that in order to further support the use of factor analysis it is necessary to show a suitable relationship between items by use of Bartlett's test of Sphericity, this needs to be significant at $p< 0.05$, Bartlett, (1954), and the Kaiser-Meyer-Olin (KMO) value should be 0.6 or higher, Kaiser, (1970), in addition the correlation matrix should show correlations of $r=0.3$ or greater.

The result for the KMO of 0.823, and Bartlett's test of 0.000, can be viewed in Table 6.19; showing that factor analysis was a suitable method of analysis to use. In addition correlations after factor analysis all appeared to be above the required $r=0.3$, refer to Appendix 5, *Component Matrix*.

Table 6.19 KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olin Measure of Sampling Adequacy.		.823
Bartlett's Test of Sphericity	Approx. Chi-Square	2953.681
	df	820
	Sig.	.000

6.5.2 Factor Extraction

The next stage in the process was to extract the correct number of factors in order to give an overall summary of the data, it is an important stage in the analysis process, (Zwick and Velicer, 1986). On examination of the correlations between the variates they were found to be positive, therefore the assumption is that there is a relationship between the variables, (Lawley and Maxwell, 1962); refer to Appendix 5. *Component Matrix*. In order to determine how many reliable factors to extract via the process authors recommend using Cronbach's alpha to test the reliability of the factors; (Pallent, 2007, Kaiser, 1960 and Kaiser and Caffrey, 1965), refer to Table 6.20 and Appendix 4. *Total Variance Explained*, Eigenvalues should be at least to the value of 1 or above.

Table 6.20 Eigenvalues above 1.0

Total Variance Explained

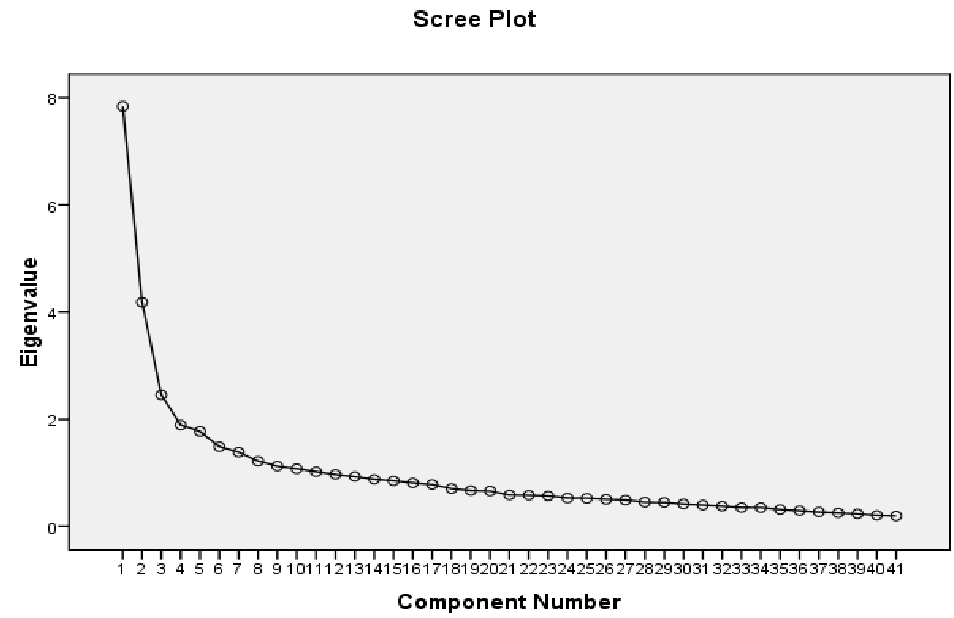
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.841	19.125	19.125	4.790	11.684	11.684
2	4.185	10.208	29.333	2.902	7.079	18.763
3	2.452	5.980	35.312	2.815	6.866	25.629
4	1.891	4.611	39.923	2.233	5.445	31.074
5	1.772	4.321	44.245	2.128	5.191	36.265
6	1.486	3.624	47.868	2.046	4.991	41.256
7	1.385	3.377	51.246	1.886	4.601	45.857
8	1.218	2.970	54.215	1.870	4.561	50.418
9	1.122	2.737	56.952	1.746	4.257	54.675
10	1.074	2.621	59.572	1.588	3.872	58.548
11	1.020	2.487	62.059	1.440	3.511	62.059
12	.969	2.362	64.421			
13	.928	2.264	66.685			

Source: Total Variance Explained, Appendix 4

Table 6.20 shows the Eigenvalues from the data, where it can clearly be seen that there were 11 factors with Eigenvalues above 1.0 with a total variance of 62.059%, with significantly factor 1 contributing 19.125 % of the total variance and factor 2 showing 10.208 % of the total variance; the full set of data showing all 41 factors and their respective Eigenvalues can be viewed in Appendix 4. All factors showing Eigenvalues of less than 1, (factors 12-41), were eliminated due to a lack of correlation or common factors between them.

In addition to this test it is suggested that a scree plot, Figure 6.20, is used in order to show where the *elbow* or bend in the plot appears this should indicate also how many factors to retain.

Figure 6.20 Scree Plot



Furthermore, on inspecting the scree plot, where the Eigenvalues are plotted refer to (Figure 6. 20), it shows that the bend in the graph where it changes significantly or where a straight line can be drawn and all under the line are thus eliminated, due to little or no correlation, (Zwick and Velicer, 1986) is at factor 11, thus supporting the extraction of 11 factors.

6.5.3 Factor Rotation

The next process step was to use factor rotation, refer to Appendix 6. *Component Matrix-Rotated*. Rotation has three main aims:

1. To reduce the number of negative loadings to a minimum
2. To reduce to zero as many loadings as possible
3. To concentrate on the loadings of variates that contrast with each other

Adapted from (Lawley and Maxwell, 1962, p. 220)

Varimax rotation was used as it was the most commonly used method with an objective to minimise the number of variables with high loadings and produce more easily interpreted results, (Malhotra and Birks, 2007). Factor rotation helped the author to interpret the data output more easily by removing certain parameters and making the data as clear as possible, resulting in the component matrix in Table 6.21 showing 11 iterations or common factors all with loadings greater than 0.3.

Table 6.21 Rotated Component Matrix – 11 iterations

Rotated Component Matrix											
Items Highlighted have a loading less than 0.5	Component										
	1	2	3	4	5	6	7	8	9	10	11
Shopping at ASOS can provide a fun experience	.767										
The internet shopping experience on ASOS is more exciting than other online fashion web sites	.708										
I often browse for information on fashion products on ASOS	.684										
I can gather a lot of information on the latest fashions in a short time on ASOS	.662										
I like to shop at ASOS because they have the latest fashions	.627					.427					
I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase	.607										
ASOS provides a rich amount of information on many fashion products	.603									.322	
I like to shop at ASOS to learn about new trends	.533										
I like to shop with ASOS because I know they will have a good variety of fashionable items to choose from	.496					.365					
Shopping at ASOS truly feels like an escape	.462	.412									
Making a purchase from ASOS makes life easier		.718									
Making a purchase at ASOS is an efficient way to manage my time.		.710									
I really enjoy the experience of shopping on ASOS prior to making a purchase	.444	.651									
I expect to find good prices when I shop at ASOS		.439		.414							
I buy more clothes at ASOS than I do from the high street.			.756								
I buy around the same amount of clothes at ASOS as I do from the high street			.678								
I buy only those products that I see on TV and in Fashion Magazines			.638								
Sometimes I browse on ASOS but do not buy anything.			.549								
I buy clothes at ASOS but buy more clothes from the High Street			495								.427
I can shop at ASOS at any time of the day or night		.312	.413		.343						
The prices of products sold online at ASOS are lower than that of products sold in high street stores				.766							
The prices on ASOS are a bargain	.307			.636							
Overall I am happy with ASOS prices.		.462		.623							
The price of products I purchase from ASOS are at the right level, given the quality		.393		.451							.447
Social interaction with other online shoppers is a very important part of my shopping experience on ASOS					.689						
I enjoy discussing fashion with others on the ASOS website					.661						
I feel sociable when I use ASOS	.356				.467			.377			
I shop online at ASOS because of the convenience						.708					

I can buy from ASOS when it is difficult to buy from the high street						.677					
Shopping online with ASOS cannot offer social activities like that I can have when shopping in retail stores						.476	.353				
.Friends and colleagues influence what I buy on ASOS							.719				
High street retailer's ads determine my brand loyalties							.690				
I like to shop with ASOS because my friends shop there					.390		.395		.319		
I buy mostly brands at ASOS								.651			
Blogs often influence the types of clothing fashions I buy								.605			
Other ASOS users and I have much in common					.326			.565			
Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing									.797		
Searching for information online about fashion is one of the most important things I would consider									.612		
When I find a good online fashion web site, I often tell my friends about it.			-.339		.310				.415	.381	
Fashion web sites sometimes influence what I buy.										.784	
It is important to me that my clothes be of the latest style											.726
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.											
Rotation converged in 11 iterations.											

Table 6.21(cont.) Rotated Component Matrix – 11 iterations, (Cont.).

The items highlighted in Table 6.21 have a loading of less than 0.6 and thus conforming to the requirements of KMO and were subsequently removed, as seen in Table 6.22 that revealed 9 iterations, or common factors.

Table 6.22 Rotated Component Matrix- 9 iterations

Variables	Category	1	2	3	4	5	6	7	8	9
Shopping at ASOS can provide a fun experience	FUN	.767								
The internet shopping experience on ASOS is more exciting than other online fashion web sites	FUN	.708								
I often browse for information on fashion products on ASOS	INFORMATION	.684								
I can gather a lot of information on the latest fashions in a short time on ASOS	INFORMATION	.662								
I like to shop at ASOS because they have the latest fashions	FASHION	.627								
I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase	FUN	.607								
ASOS provides a rich amount of information on many fashion products	INFORMATION	.603								
Making a purchase from ASOS makes life easier	CONVENIENCE		.718							
Making a purchase at ASOS is an efficient way to manage my time.	CONVENIENCE		.710							
I really enjoy the experience of shopping on ASOS prior to making a purchase	FUN		.651							
I buy more clothes at ASOS than I do from the high street.	PURCHASE			.756						
I buy around the same amount of clothes at ASOS as I do from the high street	PURCHASE			.678						
I buy only those products that I see on TV and in Fashion Magazines	PURCHASE			.638						
The prices of products sold online at ASOS are lower than that of products sold in high street stores	PRICE				.766					
The prices on ASOS are a bargain	PRICE				.636					
Overall I am happy with ASOS prices	PRICE		.		.623					
Social interaction with other online shoppers is a very important part of my shopping experience on ASOS	SOCIAL					.689				
I enjoy discussing fashion with others on the ASOS website	SOCIAL					.661				
I shop online at ASOS because of the convenience	CONVENIENCE						.708			
I can buy from ASOS when it is difficult to buy from the high street	CONVENIENCE						.677			
Friends and colleagues influence what I buy on ASOS	FRIENDS							.719		
High street retailer's ads determine my brand loyalties	BRANDS							.690		
I buy mostly brands at ASOS	BRANDS								.651	
Blogs often influence the types of clothing fashions I buy	FRIENDS								.605	
Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing	INFORMATION									.797
Searching for information online about fashion is one of the most important things I would consider	INFORMATION									.612
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.										
Rotation converged in 11 iterations.										

6.5.5 Factor Interpretation

After factor rotation the Table 6.22 shows the reduced number of variables with large loadings on the same factor, thus resulting in 9 common factors of online motivation for shoppers visiting ASOS. The author labelled each of these groups of variables with appropriate names useful for further analysis in the next section; the fun fashion experience, convenience, the purchase, price, socialising, influences of peers and Brands, and information search.

6.5.5.1 Fun Fashion Experience

The largest grouping of high loading variable, factor 1 shows 19 % variance and can be grouped into variables that describe the actual experience of shopping online from the fun factors to the browsing for information. The author labelled these variables "*FUN*", "*FASHION* " and "*INFORMATION"* and subsequently grouped them all together in a category which could be labelled the "*FUN FASHION EXPERIENCE*" of online shopping, refer to Table 6.23. It can be seen from the "*FUN FASHION EXPERIENCE*" variables that words such as *fun*, *exciting* and *enjoy* convey the experiential aspects of the shopping trip, however, the other variables grouped in the same category include *browsing for information* and looking for *fashionable* items.

Table 6.23 Fun, Fashion Experience Variables

Variables	Category		% Variance
Shopping at ASOS can provide a fun experience	*FUN*	***FUN FASHION EXPERIENCE***	**19%**
The internet shopping experience on ASOS is more exciting than other online fashion web sites	*FUN*		
I often browse for information on fashion products on ASOS	*INFORMATION*		
I can gather a lot of information on the latest fashions in a short time on ASOS	*INFORMATION*		
I like to shop at ASOS because they have the latest fashions	*FASHION*		
I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase	*FUN*		
ASOS provides a rich amount of information on many fashion products	*INFORMATION*		

The "*FUN FASHION EXPERIENCE"* variables support the findings of other studies, (Hirschman and Holbrook ,1982, Goldsmith and Goldsmith, 2002 and Scarpi, 2006), where there are both utilitarian, information processing and experiential types of in-put to the shopping experience as a whole resulting in an output of enjoyment, fun and completion of purpose. This is particularly true of fashion shoppers, (Scarpi, 2006). Similarly, Bloch, Bellenger and Korgaonkar (1980) and Dawson et al. (1990) support these findings that the retail shopper is motivated by the total shopping experience itself. This study therefore shows new findings that this same motivation also applies to the online retail environment. It can be assumed therefore that with ASOS providing both the hedonic and utilitarian benefits to their consumers this will equate to an economic benefit and increased spend, (Wolfinbarger and Gilly, 2001).

However, the results suggest that the desired outcome of the shopping trip with ASOS is more about *fun* than the actual purchase itself, thus supporting the experiential side of shopping more strongly. This factor supports the findings of Goldsmith et al., (1991), Childers et al., (2001) and Scarpi (2006) who reported that shoppers with a high interest in fashion are motivated strongly by the fun factor of the shopping experience. In addition, the results support the notion that purchase frequency and the amount spent is higher for those shoppers who have a fun and pleasurable shopping experience, (Scarpi, 2006).

Contrary to previous research by Goldsmith and Flynn (2004) the ASOS shoppers are driven online by their keen interest in fashion. The respondents were highly motivated by fashion information including *"lot of information concerning the latest fashions",* and "*rich amount of information on many fashion products,*" which support the finding by Parsons (2002). Fashion information plays a part in the key motivation for visiting the online store, however it is overwhelmingly the actual *fun experience* itself that tops the motivations list for the ASOS customer.

6.5.5.2 Convenience

The results showed that factor 2 and factor 6 both grouped "*CONVENIENCE*" variables together and thus the author reported on them as one segment, refer to Table 6.24. The convenience factor is the second highest motivator for ASOS shoppers in this study, and supports previous findings on the importance of convenience in the online shopping environment, (Rohm and Swaminathan, 2004, Kim and Kim, 2004 and Soopramanien and Robertson, 2006).

Table 6.24 Convenience Variables

Variables- Factor 2.	**Category**	**% Variance**
Making a purchase from ASOS makes life easier	*CONVENIENCE*	**Factor 2. 10.2%** **Factor 6. 3.6%**
Making a purchase at ASOS is an efficient way to manage my time.	*CONVENIENCE*	
I really enjoy the experience of shopping on ASOS prior to making a purchase	*FUN*	
Variables Factor 6.		
I shop online at ASOS because of the convenience	*CONVENIENCE*	
I can buy from ASOS when it is difficult to buy from the high street	*CONVENIENCE*	

It was previously thought that convenience was the most important factor in online shopping as it was time-saving and provided the busy consumer with efficiency and an easy route to satisfying this utilitarian goal, (Kim and Kim, 2004), however the results place it second in terms of importance for ASOS shoppers. Nonetheless this factor remains high on the list of key motivations for the online fashion shopper and should not be ignored. The findings in this study research support the suggestions made by Childers et al. (2001); that the ASOS shopper clearly wants to be able to have a successful shopping trip efficiently, as well as having fun; i.e. satisfy both the hedonic and utilitarian motives. The respondents were motivated by convenience factors when shopping on ASOS and agreed with statements that included the word *convenience*, and *making life easier*, which suggests that ASOS is providing this level of convenience and satisfying this key motivation.

6.5.5.3 The Actual Purchase

The purchase itself proved to be a key motivator for ASOS shoppers, factor 3. showed 5.98% variance and supports previous studies that suggest that satisfying the motivation to purchase is a key motivator for shopping, (Childers et al., 2001, Babin et al., 1994, Wolfinbarger and Gilly, 2001 and Howard and Sheth, 1969). Moreover, the results of this study further support the findings that online shoppers are goal oriented and driven towards making the purchase as a key motivating factor, (Lee and Overby, 2004, and To et al., 2007). The variables concerned with the actual purchase can be viewed in Table 6.25.

Table 6.25 Actual Purchase Variables

Variables	Category	% Variance
I buy more clothes at ASOS than I do from the high street.	PURCHASE	**5.98%**
I buy around the same amount of clothes at ASOS as I do from the high street	PURCHASE	
I buy only those products that I see on TV and in Fashion Magazines	PURCHASE	

The variables that factored highly in the results are all concerned with the actual purchasing of the products; "*I buy more clothes, I buy those products*", emphasising the importance of the purchase to the ASOS shopper in the online shopping experience.

6.5.5.4 Price

Price has been identified as a key motivator in this study and supports similar research findings from other authors; (Shim et al. 2001, Joines et al. 2003, Kim and Kim, 2004, Lee and Overby, 2004 and Jayawardhena et al., 2007). The variables highlighting price can be viewed in Table 6. 26.

Table 6.26 Price Variables

Variables	Category	% Variance
The prices of products sold online at ASOS are lower than that of products sold in high street stores	PRICE	**4.6%**
The prices on ASOS are a bargain	PRICE	
Overall I am happy with ASOS prices.	PRICE	

Traditionally it was believed that the utilitarian benefits of shopping on the internet including price were the main motivating factors to shop; (Brown et al, 2003, Childers, 2001 and Wolfinbarger and Gilly, 2001) and therefore the results of this study confirm that this remains the case; price is an important motivation for ASOS shoppers. The respondents agreed with statements that used words including; *"bargain"* and *"happy with ASOS prices",* and *"lower prices than on the high street",* showing their approval of ASOS pricing structure but also suggesting it is a main motivating factor to visit the online store.

6.5.5.5 Socialising

Socialising in the offline world is seen as a key motivation for shopping, (Dawson et al., 1990). With the advent of online social media sites, blogs, and instant communication tools the author was interested to discover if socializing on the web environment was a key motivating factor to shop online with ASOS. The results suggest that social aspects of shopping with ASOS are relatively important to the shopper; it is the fifth most important factor from this study and the variables can be viewed in Table 6.27.

Table 6.27 Social Variables

Variables	Category	% Variance
Social interaction with other online shoppers is a very important part of my shopping experience on ASOS	SOCIAL	**4.32%**
I enjoy discussing fashion with others on the ASOS website	SOCIAL	

The words used in the statements that the respondents agreed with include; *"enjoy discussing fashion on ASOS"*, and *"social interaction is very important part of my shopping trip",* thus proving that the ASOS shopper is interested in the social aspects of shopping with ASOS. Research suggests that companies who offer social environments through the web site to encourage group discussion about fashion products should do well and encourages purchase, (Underhill, 2009, and Parsons, 2002). Furthermore, the social aspects of fashion web sites will add to an overall positive total online shopping experience. On the other hand the social motives appeared fifth on the list in terms of important motivations for ASOS shoppers therefore it is not a key driver of online shopping behaviour, however, it must be taken in context as providing additional benefits to the overall shopping experience.

6.5.5.6 Purchasing Influencers

The findings also suggest that there are other influences including those of friends and fashion brands that play a part in online shopping decisions. The variables concerned with purchasing influences can be viewed in Table 6.28.

Table 6.28 Purchasing influencers

Variables	Category	% Variance
Friends and colleagues influence what I buy on ASOS	FRIENDS	**3.37**
High street retailer's ads determine my brand loyalties	BRANDS	
I buy mostly brands at ASOS	BRANDS	
Blogs often influence the types of clothing fashions I buy	FRIENDS	

The presence of influences from friends or brands showed a 3.37% variance and the sixth most common motivating factor resulting from the research. The findings suggest that influences from friends via the web site or offline and high street brands contribute towards motivating shoppers to shop online with ASOS. Although a relatively small 3.37% variance it does suggest that the online retailers should consider the influences of retailer brands on the high street, which will benefit the multi-channel operators and the influence of friends, which could easily be attributable to the increasing amount of blogs and social networking capabilities in the online environment, (Thomas et al., 2007) when deciding on their online offering.

6.5.5.7 Information Search

Information search was considered one of the most important factors of online motivation, (Park and Kim, 2003, Kim and Kim, 2004, Shim et al. 2001 and Park and Stoel, 2005) and this study supports this view however somewhat weakly with a variance of 2.7%; it is the ninth most motivating factor for ASOS shoppers to shop online. The information search variables can be viewed in Table 6.29. The fact that information search is not the most motivating factor is somewhat new knowledge in this area and worthy of noting.

Table 6.29 Information Search Variables

Variables	Category	% Variance
Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing	INFORMATION	**2.7**
Searching for information online about fashion is one of the most important things I would consider	INFORMATION	

With the availability of an abundance of information on the internet, (Underhill, 2009), information search tools provide a key benefit to the online shopper. However, the author speculates that from this study's findings it may now be that the consumer automatically expects to search for information and do this in an efficient way that it is no longer a key motivator or differentiator to visit one site above another. Furthermore, ASOS provides many different product groups and brands all under one virtual roof thus making it less of a necessity for the shopper to look, compare and contrast on multiple sites before making a purchase. On the other hand, information search is considered to be a key driver of consumer satisfaction, (Park and Kim, 2003), and thus it would be wise to continue to offer good information and an information search tool in order to add to a positive online total experience. In addition, the quality of the information provided has been shown to contribute towards repeat purchase intention, (Alba et. al., 1997, Park and Kim, 2003 and Xu and Paulins, 2005) by reducing the cost of time and effort in searching for alternate products. It appears from the results that ASOS are providing rich fashion information and that they should continue to do this.

6.6 Qualitative Analysis- Question 49.

The author included a qualitative aspect to the research study with the aim of allowing the respondents to answer freely and provide more in-depth information. The author acknowledges several other studies of a similar subject matter that have adopted a more qualitative approach; (Westbrook and Black, 1985, Holbrook and Hirschman, 1982, Tauber, 1972, Wolfinbarger and Gilly, 2001, Dennis et al. 2002, Parsons, 2002 and Dias, 2003) and therefore has included an open-ended question to the research survey. Question 49 can be viewed in Table 6.30.

6.6.1 Top Fashion Web Sites

Table 6.30 Question 49

49. If you like to shop at other online fashion stores in addition to ASOS please list the top 5 online stores you like to shop at and give a reason why you like to shop there.

The responses to question 49 were analysed and presented using Excel and will be presented in terms of the top online stores the respondents like to shop at, followed by the reasons for their choice and analysis. The respondents named 54 individual web sites that they like to shop at in addition to ASOS. The complete list of online fashion web sites named in the results can be viewed in Appendix 7 and the top web sites named with responses greater than 1 can be seen in Table 6.31. The results show the level of fragmentation within the online shopping market, as previously reported, (IMRG, 2010). In addition the top five named web sites (other than ASOS) account for 61.6% of respondents views suggesting that these are the key players in the current fashion market and the main competitors for ASOS.

Table 6.31 Top Fashion Web Sites

Rank	Web sites	No. Responses	%
1	Top Shop	111	37.4
2	Urban Outfitters	22	7.4
3	ebay	19	6.4
4	Net a Porter.	18	6.1
5	River Island	13	4.4
6	Boohoo	9	3.0
7	Miss Selfridge	9	3.0
8	American Apparel	8	2.7
9	Office	7	2.4
10	New Look	6	2.0
11	The outnet	6	2.0
12	French Connection	4	1.3
13	All Saints	3	1.0
14	Dorothy Perkins	3	1.0
15	Mango	3	1.0
16	My Wardrobe	3	1.0
17	Oasis	3	1.0
18	Top Man	3	1.0
19	Aldo	2	0.7
20	Amazon	2	0.7
21	brand alley	2	0.7
22	Kurt Geiger	2	0.7
23	Jack wills	2	0.7
24	Lipsy	2	0.7
25	Motel	2	0.7
26	Next	2	0.7
	Total		89.6

Interesting to note is the presence of another pureplay, Net-a-porter who services high end designer labels and predominantly a more mature consumer group than the survey sample for this study, Mintel, (2010b) and an auction site ebay, who have recently launched a full price fashion element to their online offering. Clearly the results show that the largest competitor for ASOS is Top Shop with 37.4% of responses.

6.6.2 Reasons for shopping on Alternate Fashion Websites

The reasons for shopping at alternate fashion web sites were collected and presented in Appendix 8. The individual reasons were then segmented by type and given a code by the author in order to group them for better understanding. The results shown in Table 6.32 show a summary of reasons that respondent gave to why they visited fashion webs sites other than ASOS.

Table 6.32 Summary of Reasons to Shop on Alternate Fashion Websites

Code	Number of responses	%
Price	47	19.9
Product selection	39	16.5
Fashion	25	10.6
Easy	22	9.3
Convenience	19	8.1
Unique	14	5.9
Up-to-date	12	5.1
Quality	8	3.4
Familiar	7	3.0
Innovation	7	3.0
Browse	6	2.5
Availability	**5**	2.1
Service	5	2.1
Variety	5	2.1
Fun	4	1.7
Sizes	2	0.8
Other	2	0.8
Aspiration	1	0.4
Peers	1	0.4
Personalize	1	0.4
Product comparison	1	0.4
Product information	1	0.4
Saves Time	1	0.4
Socializing	1	0.4
Total		**100.0**

The top five reasons of price, product selection, fashion, easy and convenience account for 64.4% of the responses given, showing them to be the most important motivating factors for visiting fashion websites other than ASOS.

Analysis

The purpose of the qualitative question was to elicit further findings to support the research study with more in-depth information. The results have given the author a clearer understanding of the online fashion market in the UK for the target ASOS shopper and who the major players are. The findings support reports that the online fashion market is highly fragmented with many new entrants, (IMRG, 2010). Furthermore the results provide new knowledge as to who the competitive players actually are for ASOS key target group for online fashion; Top Shop, Urban Outfitters, ebay, Net-a-Porter and River Island e-commerce sites all pose a significant threat to ASOS. In addition, the results suggest why the respondents might choose to shop at these alternate outlets on the web and these have been highlighted as price, product selection, fashion, ease of use and convenience; all elements that ASOS should take note of and possibly investigate further in order to combat these competitive offerings and retain market share. Moreover, the findings support three of the main research study results of *price, fashion* and *convenience,* highlighting the importance of these elements as key motivating factors to purchase fashion online.

6.7 Summary

In summary the initial findings gathered from the questionnaire resulted in data that suggests that there are nine common factors of motivation for online fashion shoppers when they visit ASOS; *the fun fashion experience, convenience, the purchase, price, socialising, influences of peers and brands, and information search*, each factor having at least 2 loadings*.* However, on further examination of literature research suggests that the results could be reduced down further recommending that each component have at least three substantial loadings, (Horn, 1965, Zwick and Velicer, 1986 and Velicer, 1976). Therefore, following this recommendation this further reduces the results to four of the most common factors of online shopping motivation when shopping on ASOS; *fun, fashion experience, convenience, the purchase* and *price*, as viewed in Table 6.33. This finding satisfies the first research outcome;*To develop a new framework of online fashion shopping motivations* with in the development of a framework of online shopping motivations for ASOS shoppers, as shown in Table 6.33.

Table 6.33 Framework of Online Fashion Shopping Motivations

Level of Importance	Key Online Shopping Motivations	Nature of motivation
1	Fun, fashion Experience	Hedonic
2	Convenience	Utilitarian
3	The Purchase	Utilitarian
4	Price	Utilitarian

With the presence of the utilitarian motivations of *convenience, online purchase and price,* accounting for a combined 24.3% variance *and* the hedonic motivation of *fun, fashion experience* representing 19% variance it is clear that the findings from this research study supports the view that it is necessary to satisfy both hedonic and utilitarian motivations in an online fashion shopping trip, (Lee and Overby, 2004). The key motivating factor for ASOS shoppers is the *total fun, fashion experience*, followed by *convenience, the purchase* and finally *price*.

Table 6.34 Hypotheses Outcome

	Hypotheses Tested	Outcome
H1	ASOS shoppers are motivated by ***price*** before anything else	General acceptance
H2	ASOS shoppers are motivated by ***convenience*** **before anything else**	General acceptance
H3	ASOS shoppers are motivated by ***product and information search*** **before anything else**	Rejected
H4	ASOS shoppers shop online because it is a ***fun*** experience more than anything else	***Accepted***
H5	ASOS shoppers are motivated by the ***social aspects*** on online shopping above anything else	Rejected
H6	ASOS shoppers are motivated by ***fashion*** above anything else	***Accepted***
H7	ASOS shoppers are motivated only by utilitarian factors	Rejected
H8	ASOS shoppers are motivated only by hedonic factors	Rejected
H9	ASOS shoppers are motivated equally by utilitarian and hedonic factors	***Accepted***

The outcome of the hypotheses can be viewed in Table 6.34. The results of the research show an overall acceptance for H4. ASOS shoppers shop online because it is a fun experience more than anything else, H6. ASOS shoppers are motivated by fashion above anything else and H9. ASOS shoppers are motivated equally by utilitarian and hedonic factors. The results suggest a general acceptance for hypothesis H1 *ASOS shoppers are motivated by price* before anything else, hypothesis H2 *ASOS shoppers are motivated by convenience* before anything else and a rejection of hypothesis H3 *ASOS shoppers are motivated by product and information search* before anything else. Hypothesis H5 *ASOS shoppers are motivated by the social aspects on online shopping* above anything else, hypothesis H7*ASOS shoppers are motivated only by utilitarian factors* and hypothesis H8 *ASOS shoppers are motivated only by hedonic factors* are rejected. Therefore with evidence from this research study three of the hypotheses are fully supported, two hypotheses generally supported and three hypotheses rejected.

The new knowledge emerging from this study that fills a gap in the literature currently available is that the most common factor emerging from the results is that the hedonic motivations of fun and enjoyment for the total fashion experience are the most motivating to shop for fashion online. Therefore similar to seeking pleasure in the offline shopping environment, (Hirschman and Holbrook, 1982), the key motivating factor for online shopping is enjoyment, (Dennis et al., 2004, andPark et al. 2005) and providing the shopper with feelings of excitement and fun, (Kukar-Kinney, 2009, Chiu et al. 2009 and Carpenter and Moore, 2009). Furthermore, an additional new insight learned from the study is that for the ASOS shopper the element of fashion must be included in the fun experience they seek.

6.7.1 The ASOS Experience Process Model

In order to satisfy the second research outcome; *To develop an online shopping experience model that best satisfies the online shoppers' motivation,* the author has used the findings of the study in order to develop the *ASOS Experience*

Process Model, which can be viewed in Figure 6.21. The model represents a total view of the online shopping experience expected by ASOS customers.

It is segmented into two distinct phases; P*hase 1* includes the *must have,* most important elements outlined in the framework of online fashion shopping motivations, (Table 6.33) and P*hase 2* includes the all factors identified as key motivations for the ASOS shopper from this research study. Each process step of the model has been carefully designed using the new knowledge gained from the results of this study. The model moves in a logical flow from top to bottom in terms of process, and is explained in the explanation steps numbered 1-8 that follow the process model pp.204-205 and are summarized below:

- Each of the *process steps* are categorized by using the most influential shopping motivations gathered from this research study.

- The *important factors* highlighted in each category have been also taken from the research findings appropriate to each shopping motivation and the process steps have each been given a title that encompasses the whole experience.

- The *process steps* are also explained more fully within the model explanation pp 204-205; i.e. the "how to offer a fun fashion experience" is explained within point 1of the model explanation.

Figure 6. 21 The “ASOS Experience” Process Model

Process Steps	Important Factors	Category
1. Create a total fun, fashion experience	Provide a fun experience	*Fun, Fashion Experience*
	Add Excitement	
	Include Fashion information	
	Must have the latest Trends	
	Ensure availability of the latest fashions	
	Navigation system easy to browse	
	Rich product information	
2. Make the online offering convenient & efficient	Make the process simple	*Convenience*
	Make the process efficient, add time-saving aspects	
	Make the process pleasant	
	Add elements of Convenience	
	Offer benefits not offered by the high street	
3. Encourage purchase	Loyal online shoppers-provide benefits	*Purchase*
	Support the purchasing environment with promotions and print and online advertising	
4.Offer keen pricing structure	Provide keen prices	*Price*
	Offer promotional items and sales	
	Keep pricing structure constant	

Phase 1

Process Steps	Important Factors	Category
5. Encourage social networking	Provide social networking opportunities	*Social*
	Encourage ASOS customers to chat	
	Blogs and online fashion forums	
	Provide incentives for introducing friends	
	Provide promotions on products recommended by friends	
6. Develop Brand Relationships	Collaborations with High Street Brands	*Brands*
	Ensure the right Branded merchandise available	
7. Maximize online search visibility for ASOS	Make sure web searches are maximized for ASOS products	*Information*
	Ensure present on online fashion search engines	
8. Continually Review	Continually review & up-date information for steps 1-7	

Phase 2

Explanation of the *ASOS experience process model*:

1. *Create a total fun, fashion experience for the consumer*. This is a priority as it is the key motivation for ASOS shoppers. Suggestions have been made by the author based on research findings under *important factors* to provide guidance as to what should be considered at this stage. These include providing rich fashion information and details of the latest trends, the latest fashions must be in stock and available to purchase and the overall the shopping experience must be exciting and fun. In addition, the shopping and browsing process must be easy to use, thus offering a totally enjoyable experience.

2. *Make the online offering convenient and efficient*. Convenience is high on the list of motivations that drive the ASOS consumer to the site therefore the web experience needs to be convenient for the end user. This may mean offering the service via new technologies such as mobile commerce, and adopting new delivery or pick up services on the high street. The convenience element must be able to better serve the fashion consumer at a higher level than those on the high street. In short make sure the process simple to use, include time-saving elements and ensure it is convenient for the consumer.

3. *Encourage purchase*. The ASOS shopper is motivated by buying fashion, the purchase itself is important to them and therefore ASOS needs to encourage this behaviour. There are many ways to encourage purchase via promotions and grouping items together on lists to encourage multiple purchases and outfits. The ASOS magazine supports this step and encourages loyalty and discussion amongst friends who have proven to be key influencers in the online environment. In addition, ASOS may want to further investigate loyalty schemes and memberships in order to drive repeat purchases. Furthermore, the actual purchase must be made easy for the shopper, the author suggests several tactics to support this element including *one click* purchasing, purchasing directly from catwalk video presentations, and being able to purchase an item directly from a social networking site.

4. *Offer a keen pricing structure*. ASOS shoppers appear to be happy with ASOS prices, and they consider them to be in line with the products being sold for their level of quality. It is recommended from the research that ASOS continue to offer the same level of pricing structure as it appears to be working for its consumer base. In addition it is suggested that ASOS continue to offer promotional items and sales as their customer is interested in price and is often driven to alternative fashion web sites in search of good prices.

5. *Encourage Social Networking*. There are already in existence social networking capabilities on the ASOS site that allow discussions amongst like-minded fashion consumers. The social experience of online shopping can encourage the development of a community resulting in a feeling of belonging and ultimately results in increased purchases. It is recommended that ASOS continue to provide good social networking capabilities with blogs and fashion forums however it is suggested that this is incorporated into the total *fun fashion experience* and not treated as s separate entity and that offers and incentives for recommending a friend will provide new customer acquisition opportunities. On the other hand, the author recommends caution with social networking

development, and suggests not over-investing in this area as the ASOS shopper did not consider it high on their list of motivations to shop with ASOS.

6. *Develop brand relationships.* The ASOS consumer is influenced by high street brands and therefore the strategy ASOS has taken to introduce new brands to its product offering looks to be satisfying this need. It is recommended that ASOS continue to introduce new brands as an important element of the total fashion experience.

7. *Maximize online search visibility*. This step refers to making sure the ASOS brand and other high street brands sold on ASOS are visible in general web browser searches for fashion. In addition, it is recommended that ASOS keep up-to-date on how the consumer is searching for product, whether by product type, or colour, or end use or price, and make sure this comprehensive search option is offered as part of the total online experience.

8. *Continually review*. The online fashion environment is dynamic and constantly changing, subject to seasonal fashion trends and changes in consumer motivation and brand preference. Therefore it is paramount to continually assess the online retail offering by examining steps 1 to 7 on a regular basis in order to ensure relevance to the current market situation and make necessary additions and or edit to satisfy the demands of an increasingly savvy consumer base and highly competitive environment.

The author hopes that the *ASOS Experience Process Model* will not only provide new knowledge to the area of online fashion shopping but also provide guidance to fashion retailers looking to enter this virtual environment.

This chapter has presented the results of the research study in detail, used the findings and analysis to answer the research question and resulted in the development of a *Framework of Online Fashion Shopping Motivations* and *The ASOS Experience Process Model,* which address the research outcomes. The following chapter concludes the research study with a discussion of the findings and suggested areas of future research.

Chapter 7. Discussion & Recommendations

7.0 Introduction

Chapter 6 presented the findings of the research study alongside analysis that led to the development of the *ASOS Experience Process Model* and *Framework of Online Fashion Shopping Motivations*. This chapter will present a discussion of these findings that includes theoretical and managerial implications, recommendations, limitations of the study and suggested areas for further research. In order to fully conclude this study it is necessary to re-state the initial aim and objectives of the research.

7.1 Research Aim and Objectives

The aim of this research project is to investigate why consumers shop for fashion on the internet, with particular reference to the pureplay retailer ASOS.

The Research Objectives:

1. To review the literature on fashion shopping motivations.
2. To identify emerging online shopping motivations.
3. To identify any gaps in the online fashion shopping motivation literature.

Research Outcomes:

1. To develop a new framework of online fashion shopping motivations.
2. To develop an online shopping experience model that best satisfies the online shoppers' motivations.

The author has discovered that the main reason for consumers to shop on the internet for fashion with particular reference to ASOS is for a fun experience, hedonic in nature. In addition, the literature review identified several key shopping motivations. These are price and savings, convenience and time saving, product search and information, fun and excitement, socialising and fashionability, refer to Table 7.0.

Table 7.0 Summary of Consumer Motivations to Shop Online

Motivation	Nature of Motivation
1. Price and savings	Utilitarian
2. Convenience and time saving	
3. Product search and information	
4. Fun and excitement	Hedonic
5. Socialising	
6. Fashionability	

The literature review results show that online shopping motivations are split between both the hedonic and utilitarian types of motivation. This research study identified the key online shopping motivations for ASOS shoppers as a fun, fashion experience, convenience, the purchase and price. These can be viewed in Table 7.1.

Table 7.1 Framework of Online Fashion Shopping Motivations

Level of Importance	Motivation	Nature of Motivation	Variance Factors
1	Fun, fashion Experience	Hedonic	19%
2	Convenience	Utilitarian	13.8%
3	The Purchase	Utilitarian	5.98%
4	Price	Utilitarian	4.6%

The findings from the research study further reduce the number of online motivations from 6 to 4, as viewed in Table 7.1. In addition, the results are strengthened by the fact that a level of importance has been added to the motivational factors, showing the hedonic motivation of fun, fashion experience to be at the top of the list for ASOS shoppers. Furthermore, the results have enabled the author to provide appropriate research outcomes in the form of a

Framework for Online Fashion Shopping Motivations (Table 7.1) and the *ASOS Experience Process Model* (Table 6.21, p. 204).

7.2 Theoretical Implications

The results from this research study contribute towards existing academic literature and knowledge on online shopping motivations for fashion. The findings not only give an up-to-date insight in to shopping motivations for fashion from the most influential and fashion forward consumer group of fashion purchasers, (Park et al., 2005 and Mintel, 2010b) but provides new knowledge on the most important motivations for the online fashion shopper.

7.2.1 Hedonic Aspects of Online Shopping of Prime Importance

In the first instance the results show that the hedonic motivation of having a fun experience is the most important motivation to the online fashion shopper. The ASOS shopper is motivated by the actual pleasure of the shopping experience itself rather than just the purchase, which is consistent with prior research, e.g. Tauber (1972) and Bloch and Richins (2001). The results from the research study show that hedonic motivation plays an influential role for online fashion shoppers and thus contributes new knowledge to online consumer literature.

7.2.2. Need to Satisfy Hedonic and Utilitarian Motivations

Secondly, the results support previous findings that both hedonic and utilitarian motives play a role in online fashion shopping; (Jayawardhena et al. 2007, Chiu, 2009, Chang et al., 2009 and Kang and Park-Poeps, 2010). Although it should be noted that the strongest single motivation is hedonic for online fashion shoppers it is necessary therefore for online retailers to satisfy both hedonic and utilitarian motives for the fashion consumer.

7.2.3 Online Fashion Shopper Demands Total Customer Experience

Thirdly, it was the view of traditional high street retailers that the internet may not be able to provide the total experience, (Parsons, 2002). However, the results of this study provide information to show that the online fashion shopper seeks a total experience from the web environment as a key motivating factor. In addition, the findings provide empirical confirmation of the economic need to provide a *total customer experience* at retail. Contrary to some practices providing individual elements of the service offering such, convenience or high quality web design, (Evanschitzky et al., 2004); offered in isolation these factors are not sufficient to satisfy the needs of the online fashion consumer. The research study results prove that the online fashion shopper is motivated by receiving this total experience from ASOS, suggesting a reason for their financial success to-date and supporting the theory of (Verhoef et al., 2009, p.32) that the *total customer experience* covers the total shopping process and can lead to economic gain.

7.2.4 Online Shoppers are motivated by Fashion

Other findings the research study uncovered was that the ASOS shoppers are motivated by fashion, contrary to previous work, Goldsmith and Flynn (2004), and that this is high on their list of requirements.

7.2.5 Dynamic medium Demands Current Research

E-commerce continues to grow at a fast pace, (Dennis et al., 2009) and therefore literature needs to be up-dated frequently in order to stay ahead of this dynamic business environment. The results of this study show that new information has been discovered in terms of consumer motivations to purchase fashion, however the author argues that this information will not remain current for long due to the dynamic nature of the online fashion industry (Childers et al. 2001 and Mintel, 2010) and encourages constant review.

7.3 Managerial Implications

This study offers a number of important managerial implications particularly in the light of significant growth in online retailing in the fashion sector. The key findings for industry operating in an online environment are that the consumer is in control and secondly that they demand a complete customer experience from their online shopping trip. In addition the results offer new insights in to key consumer motivations for purchasing fashion online and provide a simple business tool in the form of a process model, as presented in (Figure 6.21, p.204) for online retailers to consider using when developing their fashion e-commerce site.

7.3.1 The Consumer is in Control

In the online environment the shift in power has moved to the consumer and businesses therefore need to show interest in understanding more about the online consumer, (Rohm and Swaminathan, 2004 and Mintel, 2010). The consumers are in control, they recommend designs and fashions online to their friends via social networking and dictate the retail stores to visit, (Thomas, et al., 2007). It is increasingly more complex to attract and retain these consumers, and the market for fashion retail is highly fragmented offering the consumer many competitive opportunities. In addition, retailers should pay more attention to understanding the consumer, their shopping behaviours and understanding their motivations in order to build a relationship with them in their virtual communities and ultimately increase sales. A view supported by San Jose-Cabezudo et al. (2007); understanding the consumer and their motivations would contribute towards a successful business strategy.

7.3.2 The Online Fashion Shopper Demands a Total Shopping Experience

It would be noteworthy for managers to understand the implications of their target market motivations to shop with them. The overwhelming motive to shop online with ASOS is the demand for a total experience that combines the availability of fashion information, range of products offered and fun and enjoyment gained from visiting the site. Therefore the findings suggest that companies cannot rely on purely utilitarian aspects of the web site offering or just the hedonic aspects but in fact they must combine the two in order to be successful for this particular consumer group. The study results support work by Lee and Overby (2004) in that although consumers turn to the online environment to for predominantly utilitarian reasons the online fashion retailer needs to make sure they provide the very best package of both utilitarian and hedonic values in order to encourage purchase intention.

7.4 Recommendations

The fashion industry has highlighted four determinants of consumer online fashion store selection; *product offering and mix*, *navigation and clear and simple categorization*, *effective service* and *value for money*, (Drapers, 2010a). This research study has found that there are additional critical elements of online fashion shopping; *the total fun, fashion experience*, *convenience, the purchase* and *price*, and therefore offers these insights for consideration and recommends a strategy to manage the total customer experience.

7.4.1 Customer Experience Management Strategy

The challenge to the fashion retailer is how to control the multiple independent factors of the total customer experience. Some can be controlled including web site design, product selection, providing great brands and a rich amount of fashion information, service offerings, easy navigation, and price. However, it is the non-tangible elements of the experience that warrant further understanding such as motivations in order for the retailer to direct their customer experience management strategy accordingly. In an e-commerce environment where there is an absence of human contact it makes it more difficult to monitor the levels of consumer satisfaction, (Evanschitzky et al., 2004), therefore, this is a challenge. Furthermore, successful creative companies manage to oversee the whole customer experience instead of focusing on individual elements, (Rigby et al., 2009). This research study suggests that fashion shoppers need to have fun, another in-tangible element of the service mix; in general shoppers spend more if they are having a pleasurable time during the shopping trip, (Scarpi, 2006). Therefore it is of prime importance to the online retailer to take these non-tangible elements of online fashion shopping into consideration.

ASOS show signs of this total experience approach by merging their social media department in to their main marketing team, already bringing all the service elements together in order to provide one seamless customer experience, (Anon, 2010a). The author suggests that online fashion retailers adopt a customer experience management plan and develop their own specific customer experience strategy with the aim of providing a total, fun, fashion experience for the fashion shopper that will lead to economic benefits, “fun does pay back for fashion retailers”, (Scarpi, 2006, p. 20).

7.5 Limitations

Due to the very nature of the internet in that it is unique is a limitation in itself. It is a medium used for several very different activities including communication, search for information and shopping that all happen simultaneously, however this study focuses purely on the motivations for shopping for fashion and could be somewhat limiting in terms of relevance to other sectors or internet activities. (Joines et al., 2003) suggested that any study into consumer motivations to use the internet should be focussed towards each of these individual activities to get a complete picture. Therefore, this study has focussed on the activity of online shopping for fashion items and thus the results can not be used to generalise about consumer motivations for other internet activities. Furthermore, this research study focussed on the online channel and thus findings are appropriate for pureplay fashion retailers.

However, a similar study would be of interest in order to examine the motivations of the multi-channel shoppers.

In addition, the study was conducted within the UK which could be seen as limiting as the internet has no boundaries, it is global in reach and therefore it would be informative for the fashion industry to conduct similar studies in other geographical regions to examine the differences and explore new findings and recommend best practices for the online environment. Another limitation of the study was that the sample was a group of university fashion students, predominantly female with a high interest in fashion shopping, which could imply that they are not representative of the total general population of online shoppers for clothing and thus if the study were to be repeated with other sectors of the population the results may vary. Furthermore, with the male population of online fashion shoppers growing in importance it would be useful to understand motivations from a more male perspective.

7.6 Further Research

The literature reviews have shown that it is not purely motivations that drive shoppers online and that there are many other factors affecting the intent to purchase on the web. These other influences form the basis for further research and are outlined in the following section and identified in Figure 7.0. These areas of interest were discovered from the secondary data collection and the research study results; they have been investigated by other authors but not all in the context of online fashion shopping as an area of study focus, thus presenting future opportunities for research.

1. Product and Brand Attributes and Online Retailer Choice.
Product and Brand knowledge, (Park and Stoel, 2005 and Rowley, 2009), is an important influencer to the ASOS shopper. ASOS consumers are fashion consumers, and thus the product itself is of prime importance, including the product quality and product attributes, (Chen at al., 2002).

2. Factors Affecting Online Retailer Choice
Findings from this study support the web users search for a pleasurable experience, (Allard et al., 2009) and that product information is important to online retailer choice, (Park and Kim. 2003).

3. The Influence of Advertising on the Online Fashion Environment
The level of advertising spent by the retailer is an additional form of influence to the consumer, (Joines at al., 2003).

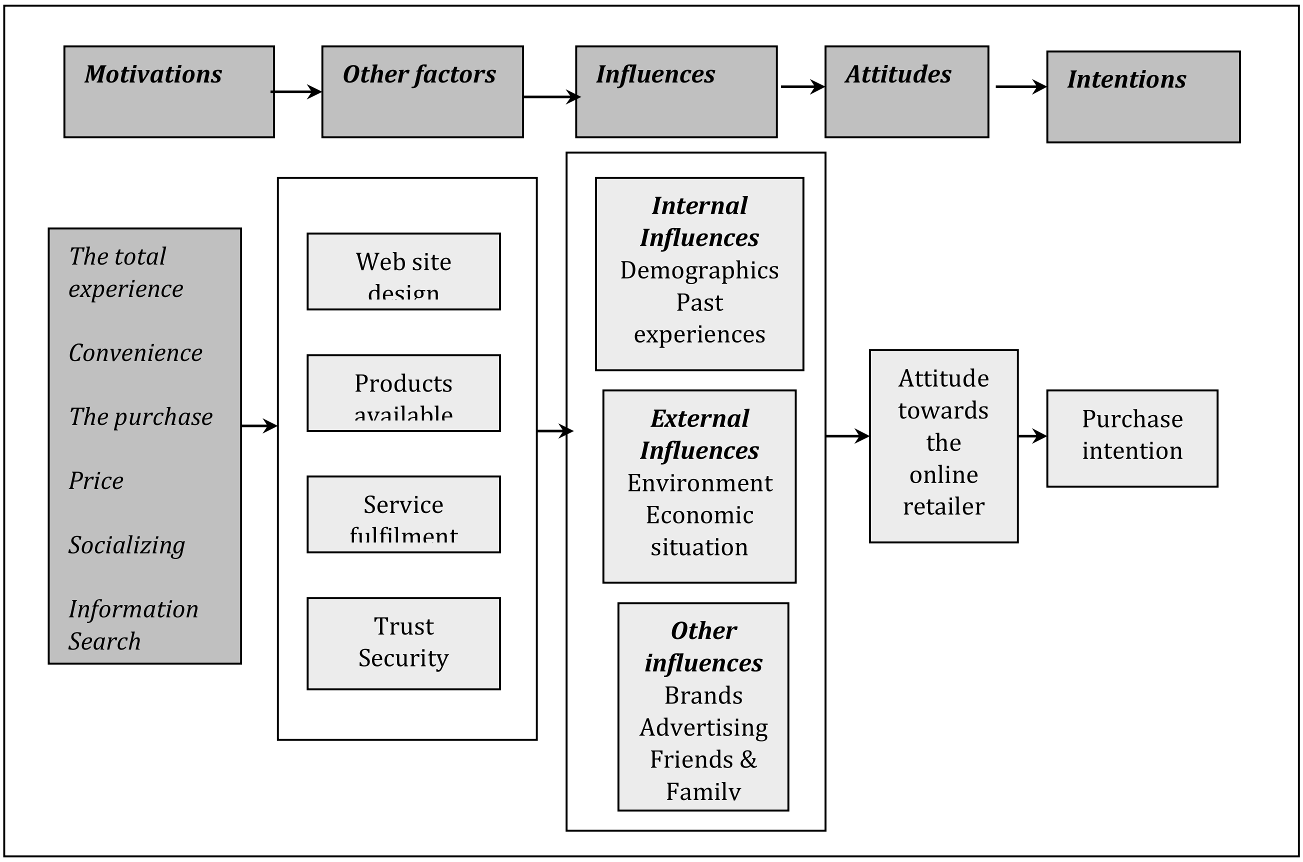
4. Privacy and Security
Fears such as privacy and security come in to play when selecting an online retailer, (Joines et al., 2003), trust and loyalty, (Kim et al., 2009).

5. Website Design and Retail Choice
Web site design, may be a key influencer of online fashion retail choice as the visual elements are so important in the virtual world, (Kim et al., 2009),

6. Demographics and Online Retail Choice
Demographics, including household income, number of children, (Donthu and Garcia 1999, Kim and Kim, 2004 and Dholakia and Uusitalo, 2002) age and sex, (Korgaonkar and Wolin, 1999) are key determinants of attitudes formed towards an online retailer and determines shopping behaviour, (Dholakia and Uusitalo, 2002).

These influences can be viewed in Figure 7.0 the Conceptual Online Purchase Intention Model which illustrates the complexity of the buying situation in the on-line environment and thus the author deems worthy of further research.

Figure 7.0 Conceptual Online Purchase Intention Model



Source: Adapted from literature review and study findings

Furthermore, it would be of interest to the author to continue to explore the model of motivations and place it more scientifically within the context of these other factors seen in Figure 7.0 in order to give more precise guidance to the fashion retailers venturing into e-commerce. The author suggests further qualitative research take place in order to continue to refine this subject area based on the current study's findings in order to gain better clarity of what truly motivates the online fashion shopper in this dynamic retail environment. Research interests that would extend the knowledge on motivations to shop online are summarised in Table 7.1.

Table 7.1 Further Research Interests

- A further in-depth qualitative investigation into motivations to shop online for fashion
- A study of alternative market segments' motivations to shop online for fashion, including menswear
- A comparative analysis between online shoppers 'motivations and multi-channel shoppers' motivations
- An in-depth investigation of motivations to shop online for other top online product categories, such as books and music and travel.
- An extensive investigation in to developing the ideal online model for fashion retailers of the future.
- An explorative investigation of new online fashion shopper typologies

7.7 End note

Consumer motivation has been the subject area of many research studies since Tauber (1972) questioned *why do people shop*? This study has shown that understanding consumer motivations can provide key insights with which retailers can devise business strategy and make business decisions, (Wagner and Rudolph, 2010). The author hopes that the *ASOS Experience Process Model* developed as a result of this study's findings will be used in the online fashion environment and offer guidance towards further success as little literature has emerged on online shopping models for pureplays, (Reynolds, 2002 and Ashworth, 2006). Fashion products continue to sell well online, they are the top performing online category, (Mintel, 2009), previously thought impossible due to the nature of the product and the need to touch or feel the garments, (Underhill, 2000 and Kim and Kim, 2004). In addition, fashion shoppers spend more than other consumers online, (Ashworth et al., 2006) highlighting the importance of this sector to the UK economy. ASOS continues to stay ahead of the crowd and is currently the most successful online only fashion retailer, (Mintel, 2010b). However, this environment is highly fragmented, dynamic and constantly evolving (Chang et al., 2009 and Mintel, 2010a), therefore ASOS should continue its strategy of constant innovation, and truly understand its consumer base to keep ahead of the competition and retain its valuable market share.

This study has shown that to do this ASOS must not only provide the consumer with the latest fashions, up-to-date trend information, high street brands, keen prices, an easy to use and convenient service but a fun, fashion experience appropriate to their lifestyles. Furthermore, these consumer-driven demands are forcing a new retail model, a complete "fashion destination", (Davidson, 2010,p. 6), that suggests competitive superiority. It offers the ASOS consumer a vast and diverse selection of fashion and fashion related products like no other bricks and mortar store could possibly emulate.

However, ASOS should not be complacent, recent reports suggest that 93% do *not* convert to a purchase whilst browsing on ASOS, (Davidson, 2010). In order to encourage customer loyalty and online store patronage the author suggests that ASOS should understand their key consumers motivations for purchasing fashion online, acknowledge their hedonic needs, embark on a strategy of total customer experience management, follow the *ASOS Experience Process Model* to further success and grab that 93% of on non-purchasers before the competition do.

Appendices

Appendix 1.

Questionnaire Online Shopping Motivations

All data collected will be completely confidential

1. Have you visited www.ASOS.com in the last 12 months?
Yes ☐ **No** ☐
If NO, then no need to continue-Thank you

2. Gender ☐Male ☐ Female

3. Age 15-24☐ 25-34☐ 35-44☐ 45-54☐ 55+☐

4. Employment
Full time ☐ Part time ☐ Unemployed ☐ Student ☐
Retired ☐ Other ☐

5. Education. Please specify the highest educational qualification you hold.
Less than GCSE level ☐ GSCE level or equivalent ☐
A level or equivalent ☐ HND or equivalent ☐
Undergraduate Degree or equivalent ☐ Masters or higher Degree ☐

6. How many years have you been using the internet?
Under 6 months☐ 6-12 months☐ 1-3 years☐ 4-6 years☐ Over 7 years☐

7. How often on average do you go online to browse for or to purchase fashion items?

Everyday☐ Once a week☐ Two or three times a week☐ Once a month ☐
Every couple of months ☐ Couple of times a year☐ Can't remember☐ Never ☐

How much do you agree with the following statements about shopping online with ASOS? Tick the most appropriate box underneath each statement.

8. I buy clothes at ASOS but buy *more clothes* from the high street.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

9.The price of the products I purchase from ASOS are at the right level, given the quality.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

10. Making a purchase from ASOS is an efficient way to manage my time.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

11. Fashion web sites sometimes influence what I buy.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

12. Sometimes I browse on ASOS but do not buy anything.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

13. Shopping at ASOS truly feels like an escape.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

14. Social interaction with other online shoppers is a very important part of my shopping experience on ASOS.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

15. I buy around *__the same amount__* of clothes at ASOS as I do from the high street.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

16. When I find a good online fashion web site, I often tell my friends about it.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

17. I expect to find good prices when I shop online at ASOS.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

18. Making a purchase from ASOS makes life easier.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

19. High street retailers' ads determine my brand loyalties.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

20. Searching for information online about fashion is one of the most important things I would consider before purchasing.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

21. I really enjoy the experience of shopping on ASOS prior to making a purchase.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

22. I enjoy discussing fashion with others on the ASOS web site.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

23. I buy only those products that I see on TV and in fashion magazines.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

24. I buy *__more__* clothes at ASOS than I do from the high street.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

25. Overall I am happy with ASOS prices.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

26. I can shop at ASOS at any time of the day or night.

Strongly Disagree ☐ ☐ ☐ No Opinion ☐ ☐ ☐ Strongly Agree ☐

27. Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

28. I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

29. I like to shop with ASOS because my friends shop there.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

30. It is important to me that my clothes be of the latest style.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

31. Blogs often influence the types of clothing fashions I buy.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

32. I buy mostly brands at ASOS.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

33. The prices of products sold online at ASOS are lower than that of products sold in high street stores.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

34. ASOS provides a rich amount of information on many fashion products.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

35. I feel sociable when I use ASOS.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

36. I like to shop with ASOS because I know they will have a good variety of fashionable items to choose from.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

37.The prices on ASOS are a bargain.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

38. I can buy from ASOS when it is difficult to buy from the high street.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

39. I can gather a lot of information on the latest fashions in a short time on ASOS.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

40. The internet shopping experience on ASOS is more exciting than other online fashion web sites.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

41. I shop online at ASOS because of the convenience.
Strongly Disagree No Opinion Strongly Agree
☐ ☐ ☐ ☐ ☐ ☐ ☐

42. I like to shop at ASOS to learn about new trends.

Strongly Disagree No Opinion Strongly Agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

43. Other ASOS users and I have much in common.

Strongly Disagree No Opinion Strongly Agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

44. I often browse for information on fashion products on ASOS.

Strongly Disagree No Opinion Strongly Agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

45. Shopping at ASOS can provide a fun experience.

Strongly Disagree No Opinion Strongly Agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

46. Shopping online with ASOS can not offer social activities like that I can have when shopping in retail stores.

Strongly Disagree No Opinion Strongly Agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

47. I like to shop at ASOS because they have the latest fashions.

Strongly Disagree No Opinion Strongly Agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

48. Friends and colleagues influence what I buy on ASOS.

Strongly Disagree No Opinion Strongly Agree

☐ ☐ ☐ ☐ ☐ ☐ ☐

49. If you like to shop at other online fashion stores in addition to ASOS please list the top 5 online stores you like to shop at and give a reason why you like to shop there.

	Online store	**Reason to shop there**
1.	……………………………………	……………………………………………..
2.	……………………………………	……………………………………………..
3.	……………………………………	……………………………………………..
4.	……………………………………	……………………………………………..
5.	……………………………………	……………………………………………..

If you have any further comments you would like to make on this subject area, or would be interested in taking part in a short interview kindly add your e-mail address here:

E-mail address: …………………………………………………….

Thank you this is the end of the questionnaire, kindly return to Heidi Benjamin

Appendix 2

Descriptive Statistics

Statistics

Have you visited www.ASOS.com in the last 12 months?

N	Valid	210.000
	Missing	2.000
	Std. Error of Mean	.009
	Std. Deviation	.137
	Variance	.019
	Skewness	7.088
	Std. Error of Skewness	.168
	Range	1.000
	Minimum	1.000
	Maximum	2.000

Have you visited www.ASOS.com in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	206	97.2	98.1	98.1
	no	4	1.9	1.9	100.0
	Total	210	99.1	100.0	
Missing	System	2	.9		
Total		212	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	6	2.8	2.9	2.9
	female	201	94.8	97.1	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

Descriptive Statistics

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-24	196	92.5	94.7	94.7
	25-34	7	3.3	3.4	98.1
	35-44	1	.5	.5	98.6
	45-54	3	1.4	1.4	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	full-time	8	3.8	3.9	3.9
	part-time	12	5.7	5.8	9.7
	student	184	86.8	88.9	98.6
	retired	3	1.4	1.4	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

Descriptive Statistics

Education. Please specify the highest educational qualification you hold

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	GCSE level or equivalent	1	.5	.5	.5
	A level or equivalent	123	58.0	60.6	61.1
	HND or equivalent	2	.9	1.0	62.1
	Undergraduate Degree or equivalent	73	34.4	36.0	98.0
	Masters or Higher Degree	4	1.9	2.0	100.0
	Total	203	95.8	100.0	
Missing	System	9	4.2		
Total		212	100.0		

How many years have you been using the internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 years	3	1.4	1.5	1.5
	4-6 years	60	28.3	29.1	30.6
	Over 7 years	141	66.5	68.4	99.0
	7	2	.9	1.0	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Descriptive Statistics

How often on average do you go online to browse for or purchase fashion items?

	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	56	26.4	26.9	26.9
Once a week	49	23.1	23.6	50.5
Two or three times a week	69	32.5	33.2	83.7
Once a month	24	11.3	11.5	95.2
Every couple of months	9	4.2	4.3	99.5
Couple of times a year	1	.5	.5	100.0
Total	208	98.1	100.0	
System	4	1.9		
Total	212	100.0		

Statistics

	Have you visited www.ASOS.com in the last 12 months?	Gender	Age	Employment	Education. Please specify the highest educational qualification you hold	How many years have you been using the internet?	How often on average do you go online to browse for or purchase fashion items?
Valid	210	207	207	207	203	206	208
Missing	2	5	5	5	9	6	4
Mean	1.02	1.97	1.09	3.78	3.78	4.70	2.44
Std. Error of Mean	.009	.012	.029	.052	.071	.038	.080
Std. Deviation	.137	.168	.421	.741	1.011	.547	1.157
Variance	.019	.028	.177	.550	1.022	.299	1.340
Range	1	1	3	4	4	4	5
Minimum	1	1	1	1	2	3	1
Maximum	2	2	4	5	6	7	6

Appendix 3. Frequency Data

Frequency Tables – Price

The price of products I purchase from ASOS are at the right level, given the quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	7	3.3	3.4	3.4
	disagree slightly	30	14.2	14.4	17.8
	no opinion	32	15.1	15.4	33.2
	agree slightly	58	27.4	27.9	61.1
	agree	66	31.1	31.7	92.8
	strongly agree	15	7.1	7.2	100.0
	Total	208	98.1	100.0	
Missing	System	4	1.9		
Total		212	100.0		

I expect to find good prices when I shop at ASOS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.5	.5	.5
	disagree	9	4.2	4.3	4.8
	disagree slightly	13	6.1	6.3	11.1
	no opinion	29	13.7	14.0	25.1
	agree slightly	62	29.2	30.0	55.1
	agree	66	31.1	31.9	87.0
	strongly agree	27	12.7	13.0	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

Overall I am happy with ASOS prices.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.5	.5	.5
	disagree	9	4.2	4.3	4.8
	disagree slightly	22	10.4	10.6	15.5
	no opinion	29	13.7	14.0	29.5
	agree slightly	90	42.5	43.5	72.9
	agree	41	19.3	19.8	92.8
	strongly agree	15	7.1	7.2	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

Frequency Tables – Price

The prices of products sold online at ASOS are lower than that of products sold in high street stores

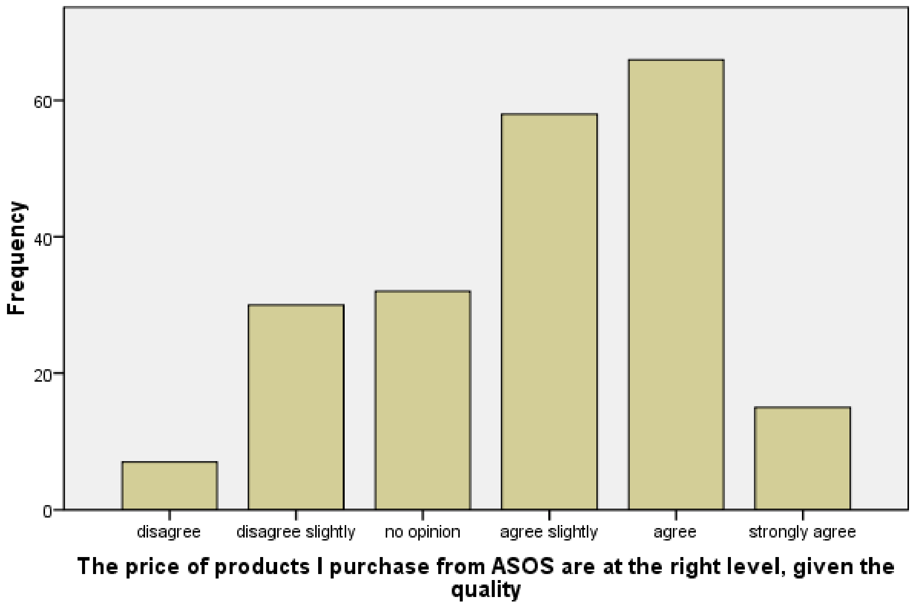
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	5.7	5.9	5.9
	disagree	25	11.8	12.2	18.0
	disagree slightly	45	21.2	22.0	40.0
	no opinion	63	29.7	30.7	70.7
	agree slightly	41	19.3	20.0	90.7
	agree	16	7.5	7.8	98.5
	strongly agree	3	1.4	1.5	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

The prices on ASOS are a bargain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	22	10.4	10.7	10.7
	disagree	25	11.8	12.1	22.8
	disagree slightly	62	29.2	30.1	52.9
	no opinion	41	19.3	19.9	72.8
	agree slightly	40	18.9	19.4	92.2
	agree	12	5.7	5.8	98.1
	strongly agree	4	1.9	1.9	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

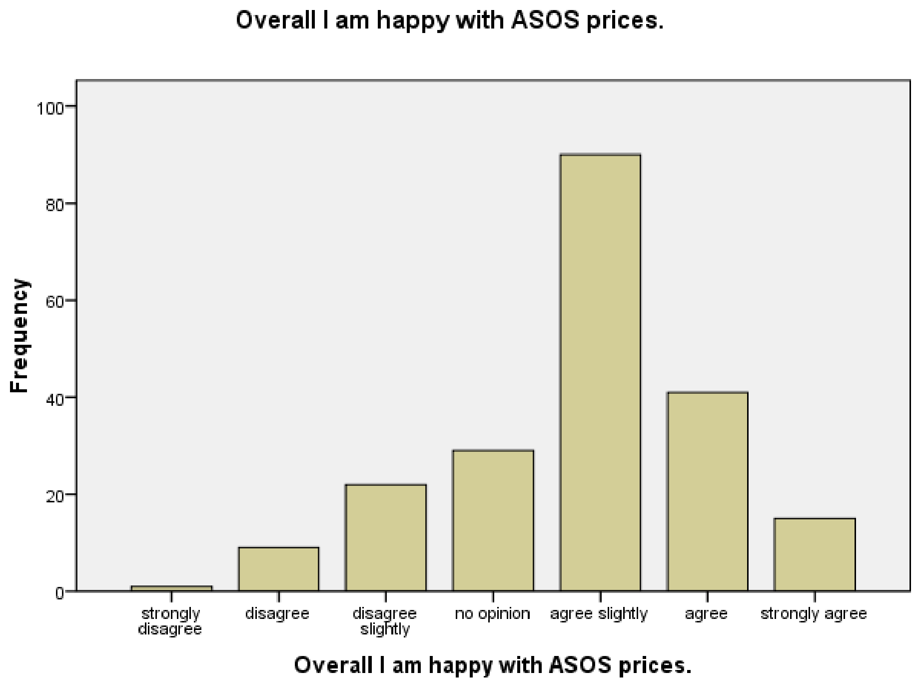
Frequency Charts- Price

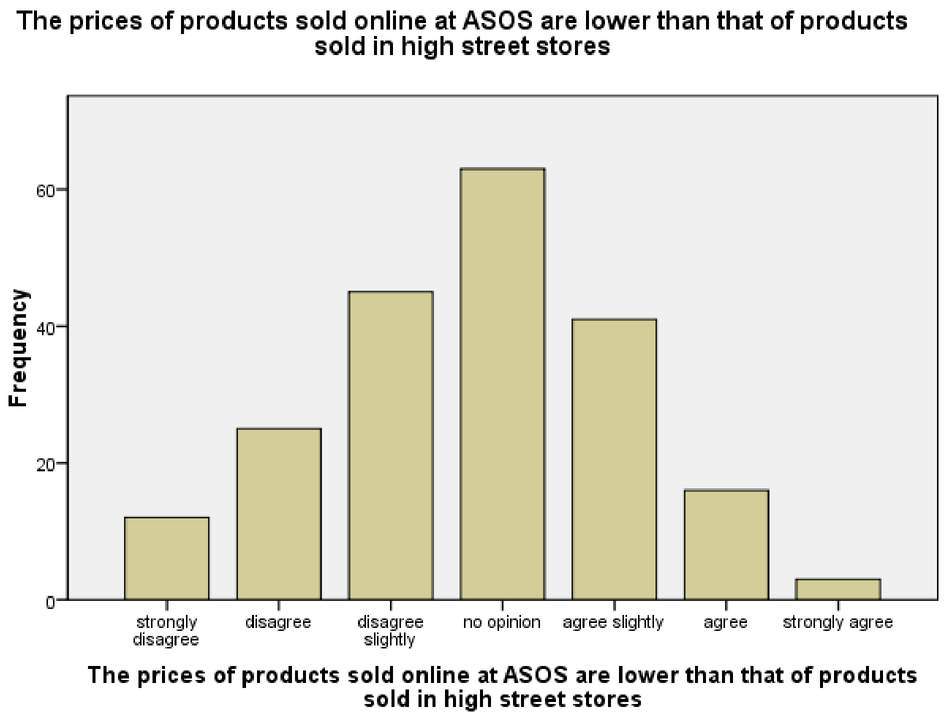
The price of products I purchase from ASOS are at the right level, given the quality



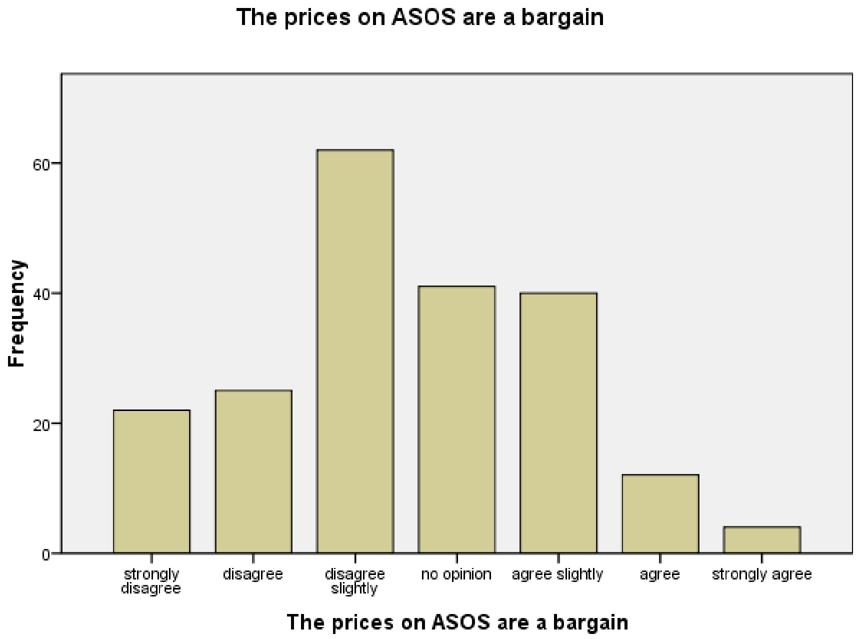
I expect to find good prices when I shop at ASOS

Frequency Charts- Price





Frequency Charts- Price



Frequency Tables – Convenience

Statistics

		Making a purchase at ASOS is an efficient way to manage my time.	Making a purchase from ASOS makes life easier	I can shop at ASOS at any time of the day or night	I can buy from ASOS when it is difficult to buy from the high street	I shop online at ASOS because of the convenience
N	Valid	208	205	206	204	206
	Missing	4	7	6	8	6
	Mean	4.62	4.15	6.06	5.03	4.72
	Std. Error of Mean	.101	.093	.080	.091	.091
	Std. Deviation	1.457	1.335	1.146	1.299	1.310
	Variance	2.122	1.782	1.314	1.688	1.715
	Minimum	1	1	1	1	1
	Maximum	7	7	7	7	7

Making a purchase at ASOS is an efficient way to manage my time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	2.4	2.4	2.4
	disagree	11	5.2	5.3	7.7
	disagree slightly	29	13.7	13.9	21.6
	no opinion	52	24.5	25.0	46.6
	agree slightly	48	22.6	23.1	69.7
	agree	43	20.3	20.7	90.4
	strongly agree	20	9.4	9.6	100.0
	Total	208	98.1	100.0	
Missing	System	4	1.9		
Total		212	100.0		

Frequency Tables – Convenience

Making a purchase from ASOS makes life easier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	4.2	4.4	4.4
	disagree	16	7.5	7.8	12.2
	disagree slightly	30	14.2	14.6	26.8
	no opinion	61	28.8	29.8	56.6
	agree slightly	66	31.1	32.2	88.8
	agree	16	7.5	7.8	96.6
	strongly agree	7	3.3	3.4	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

I can shop at ASOS at any time of the day or night

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.5	.5	.5
	disagree	2	.9	1.0	1.5
	disagree slightly	3	1.4	1.5	2.9
	no opinion	14	6.6	6.8	9.7
	agree slightly	34	16.0	16.5	26.2
	agree	56	26.4	27.2	53.4
	strongly agree	96	45.3	46.6	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Frequency Tables – Convenience

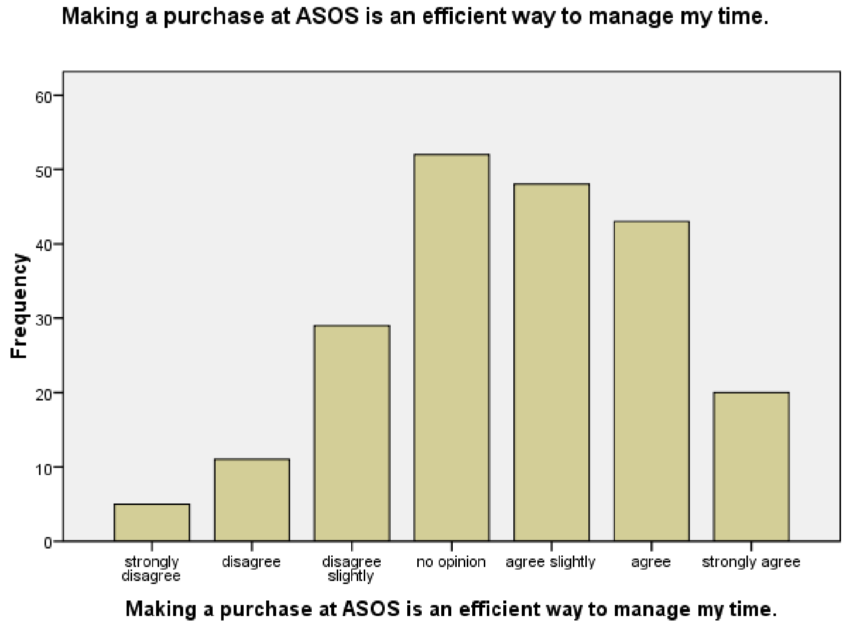
I can buy from ASOS when it is difficult to buy from the high street

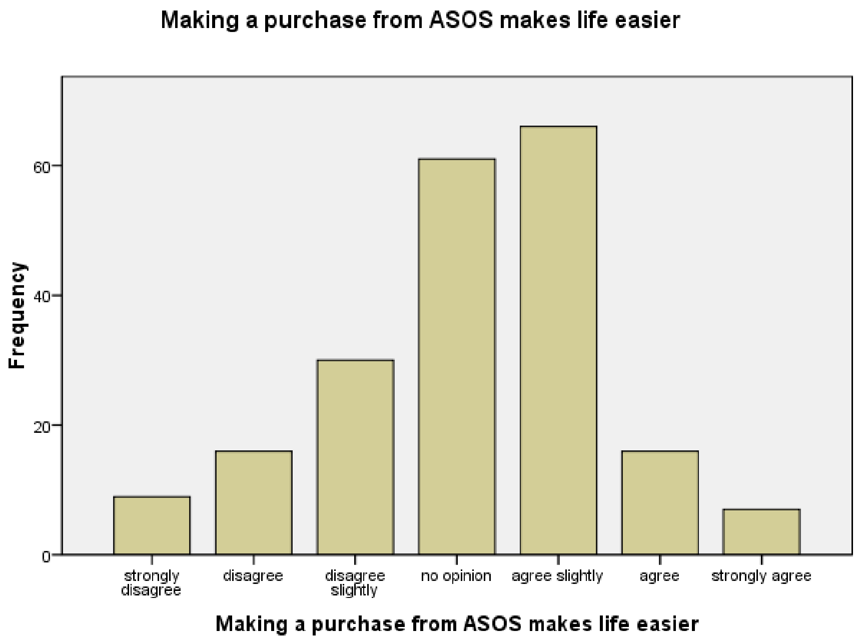
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.9	2.0	2.0
	disagree	5	2.4	2.5	4.4
	disagree slightly	17	8.0	8.3	12.7
	no opinion	25	11.8	12.3	25.0
	agree slightly	78	36.8	38.2	63.2
	agree	53	25.0	26.0	89.2
	strongly agree	22	10.4	10.8	100.0
	Total	204	96.2	100.0	
Missing	System	8	3.8		
Total		212	100.0		

I shop online at ASOS because of the convenience

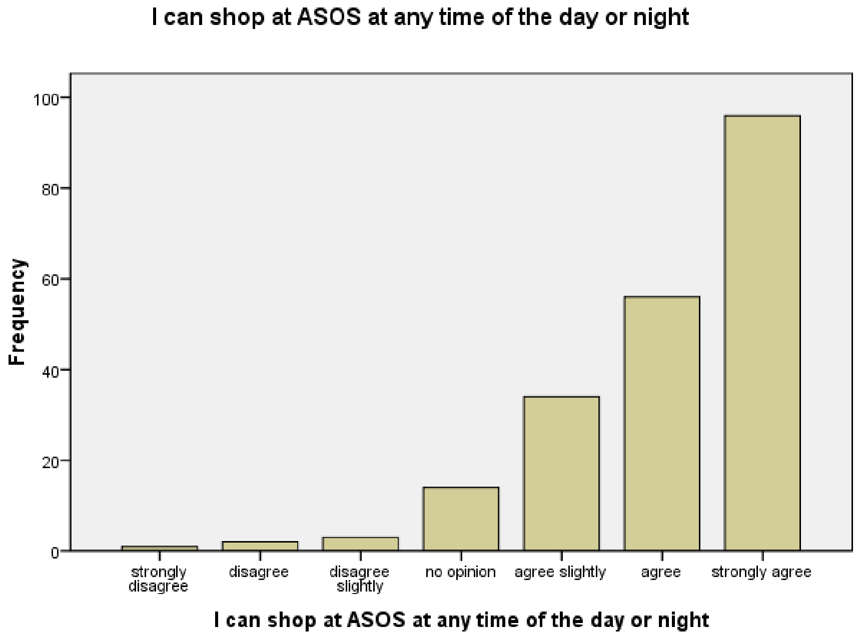
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	1.4	1.5	1.5
	disagree	8	3.8	3.9	5.3
	disagree slightly	30	14.2	14.6	19.9
	no opinion	31	14.6	15.0	35.0
	agree slightly	79	37.3	38.3	73.3
	agree	41	19.3	19.9	93.2
	strongly agree	14	6.6	6.8	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

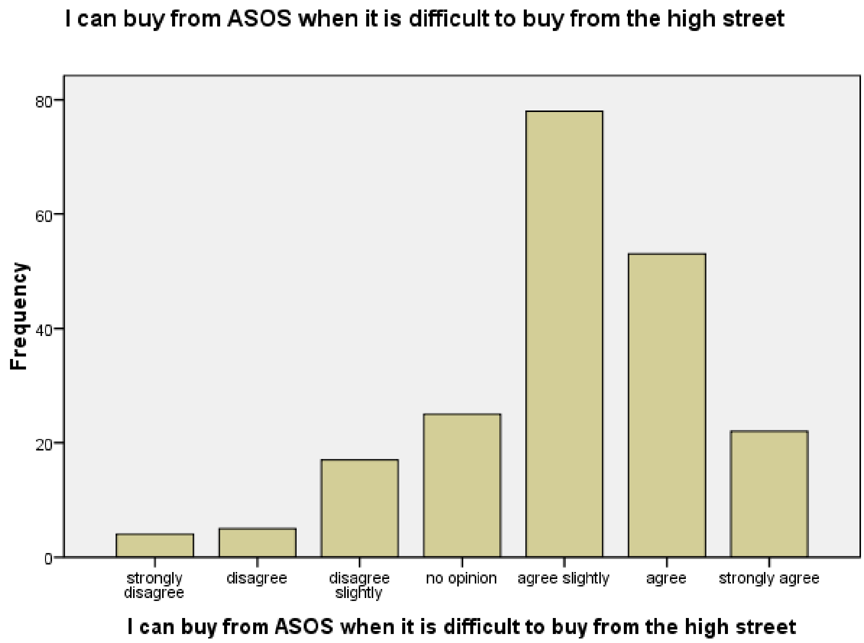
Frequency Charts – Convenience





Frequency Charts – Convenience





Frequency Charts – Convenience

Frequency Tables – Information Search

Statistics

		Sometimes I browse on ASOS but do not buy anything.	Searching for information online about fashion is one of the most important things I would consider	Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing	ASOS provides a rich amount of information on many fashion products	I can gather a lot of information on the latest fashions in a short time on ASOS
N	Valid	208	206	205	204	205
	Missing	4	6	7	8	7
	Mean	6.49	3.86	4.03	4.62	4.76
	Std. Error of Mean	.071	.109	.113	.091	.090
	Std. Deviation	1.031	1.569	1.624	1.302	1.294
	Variance	1.063	2.463	2.636	1.694	1.676
	Range	6	6	6	6	6
	Minimum	1	1	1	1	1
	Maximum	7	7	7	7	7

Sometimes I browse on ASOS but do not buy anything.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.9	1.9	1.9
	no opinion	6	2.8	2.9	4.8
	agree slightly	6	2.8	2.9	7.7
	agree	52	24.5	25.0	32.7
	strongly agree	140	66.0	67.3	100.0
	Total	208	98.1	100.0	
Missing	System	4	1.9		
Total		212	100.0		

Frequency Tables – Information Search

Searching for information online about fashion is one of the most important things I would consider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	9.9	10.2	10.2
	disagree	23	10.8	11.2	21.4
	disagree slightly	39	18.4	18.9	40.3
	no opinion	33	15.6	16.0	56.3
	agree slightly	67	31.6	32.5	88.8
	agree	17	8.0	8.3	97.1
	strongly agree	6	2.8	2.9	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	15	7.1	7.3	7.3
	disagree	26	12.3	12.7	20.0
	disagree slightly	31	14.6	15.1	35.1
	no opinion	52	24.5	25.4	60.5
	agree slightly	42	19.8	20.5	81.0
	agree	25	11.8	12.2	93.2
	strongly agree	14	6.6	6.8	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

Frequency Tables – Information Search

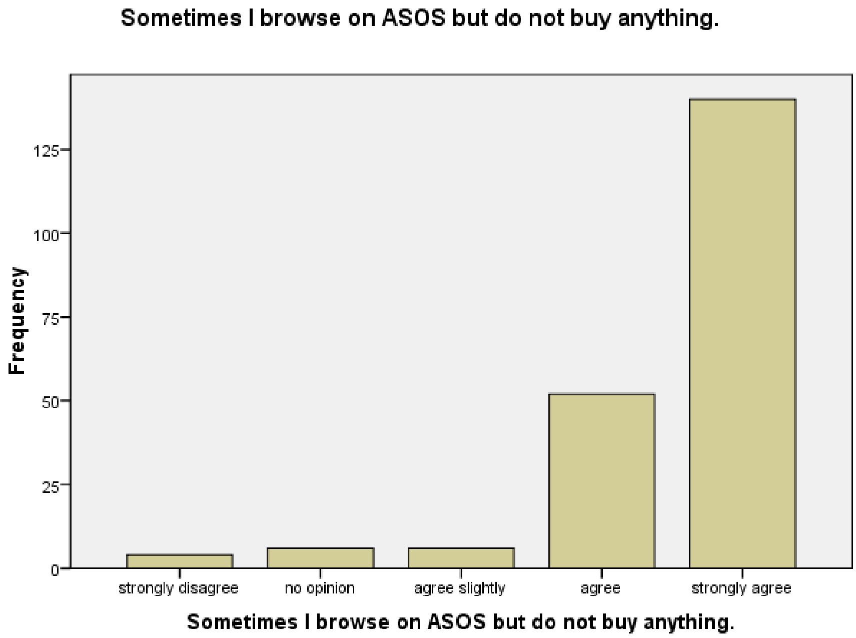
ASOS provides a rich amount of information on many fashion products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	1.4	1.5	1.5
	disagree	11	5.2	5.4	6.9
	disagree slightly	27	12.7	13.2	20.1
	no opinion	38	17.9	18.6	38.7
	agree slightly	75	35.4	36.8	75.5
	agree	40	18.9	19.6	95.1
	strongly agree	10	4.7	4.9	100.0
	Total	204	96.2	100.0	
Missing	System	8	3.8		
Total		212	100.0		

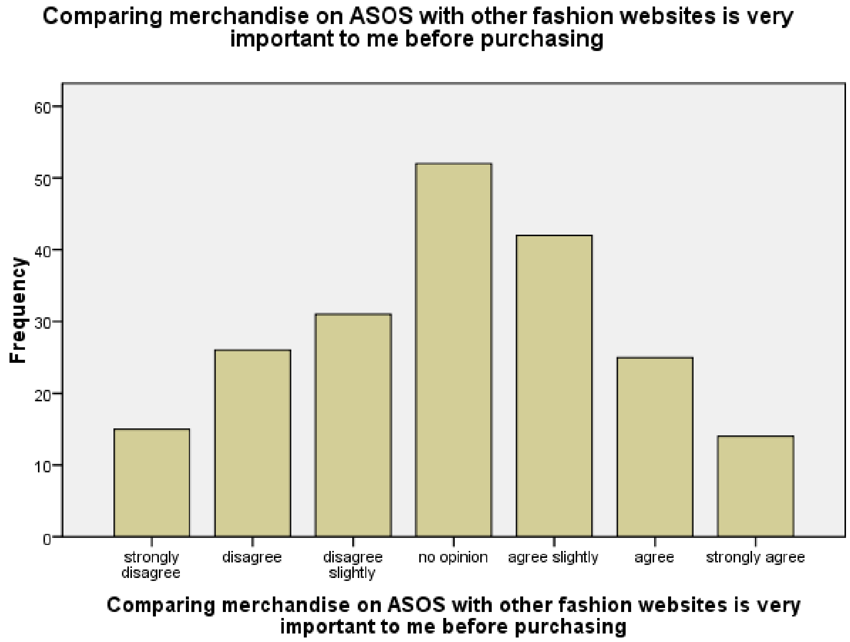
I can gather a lot of information on the latest fashions in a short time on ASOS

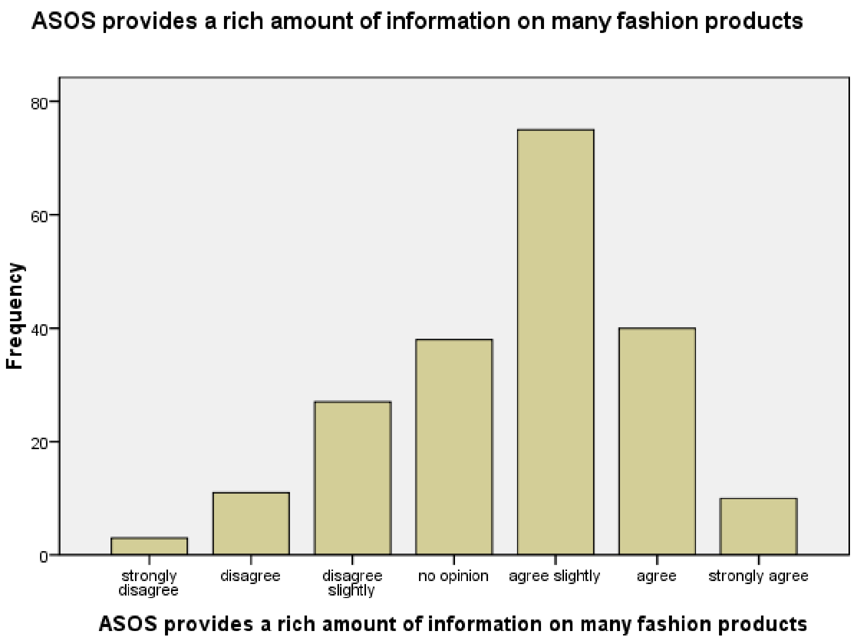
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.9	2.0	2.0
	disagree	6	2.8	2.9	4.9
	disagree slightly	26	12.3	12.7	17.6
	no opinion	34	16.0	16.6	34.1
	agree slightly	79	37.3	38.5	72.7
	agree	42	19.8	20.5	93.2
	strongly agree	14	6.6	6.8	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

Frequency Charts – Information Search



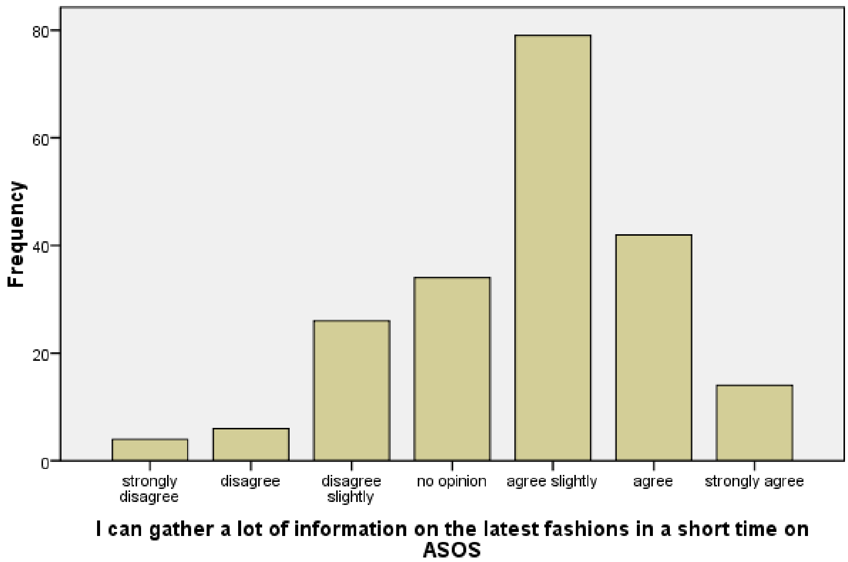
Frequency Charts – Information Search





Frequency Charts – Information Search

I can gather a lot of information on the latest fashions in a short time on ASOS



Frequency Tables – Fun Experience

Statistics

		Shopping at ASOS truly feels like an escape	I really enjoy the experience of shopping on ASOS prior to making a purchase	I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase	The internet shopping experience on ASOS is more exciting than other online fashion web sites	. Shopping at ASOS can provide a fun experience
N	Valid	208	204	206	205	206
	Missing	4	8	6	7	6
	Mean	3.34	4.25	4.22	4.25	4.47
	Std. Error of Mean	.105	.101	.103	.104	.091
	Std. Deviation	1.508	1.439	1.475	1.490	1.305
	Variance	2.273	2.070	2.174	2.220	1.704
	Range	6	6	6	6	6
	Minimum	1	1	1	1	1
	Maximum	7	7	7	7	7

Shopping at ASOS truly feels like an escape

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	34	16.0	16.3	16.3
	disagree	27	12.7	13.0	29.3
	disagree slightly	39	18.4	18.8	48.1
	no opinion	71	33.5	34.1	82.2
	agree slightly	23	10.8	11.1	93.3
	agree	8	3.8	3.8	97.1
	strongly agree	6	2.8	2.9	100.0
	Total	208	98.1	100.0	
Missing	System	4	1.9		
Total		212	100.0		

Frequency Tables – Fun Experience

I really enjoy the experience of shopping on ASOS prior to making a purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	3.8	3.9	3.9
	disagree	18	8.5	8.8	12.7
	disagree slightly	31	14.6	15.2	27.9
	no opinion	51	24.1	25.0	52.9
	agree slightly	62	29.2	30.4	83.3
	agree	22	10.4	10.8	94.1
	strongly agree	12	5.7	5.9	100.0
	Total	204	96.2	100.0	
Missing	System	8	3.8		
Total		212	100.0		

I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	4.2	4.4	4.4
	disagree	19	9.0	9.2	13.6
	disagree slightly	33	15.6	16.0	29.6
	no opinion	49	23.1	23.8	53.4
	agree slightly	61	28.8	29.6	83.0
	agree	22	10.4	10.7	93.7
	strongly agree	13	6.1	6.3	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Frequency Tables – Fun Experience

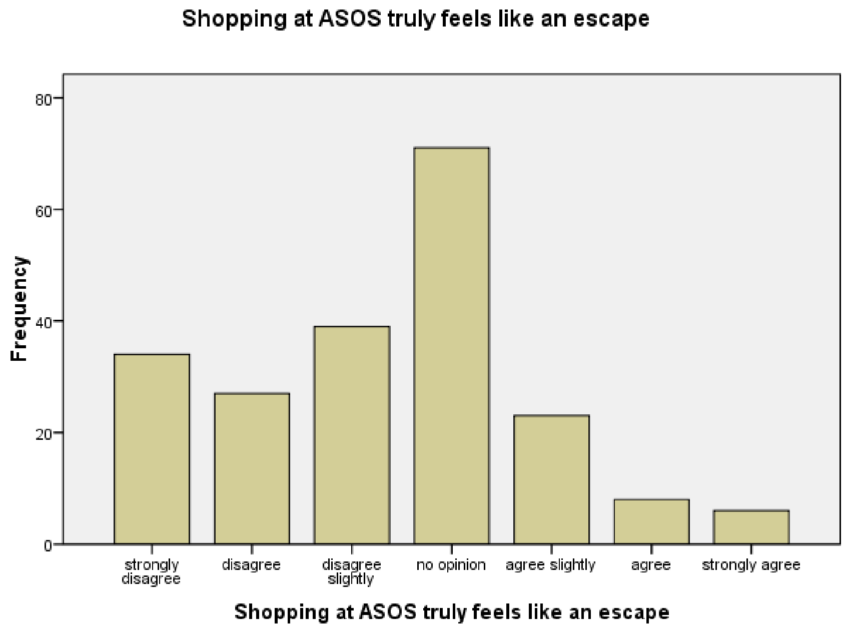
The internet shopping experience on ASOS is more exciting than other online fashion web sites

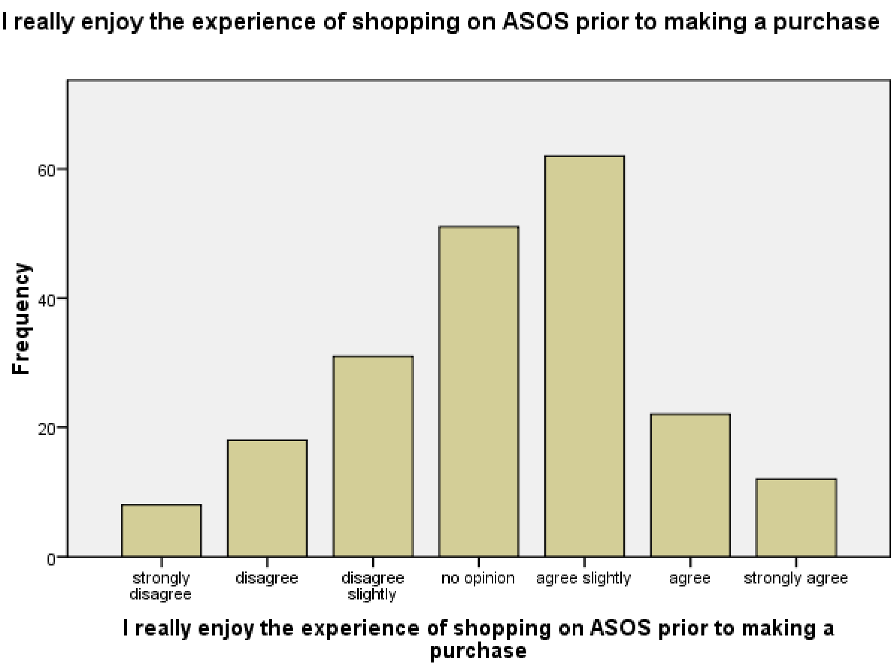
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	4.2	4.4	4.4
	disagree	16	7.5	7.8	12.2
	disagree slightly	35	16.5	17.1	29.3
	no opinion	54	25.5	26.3	55.6
	agree slightly	51	24.1	24.9	80.5
	agree	25	11.8	12.2	92.7
	strongly agree	15	7.1	7.3	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

. Shopping at ASOS can provide a fun experience

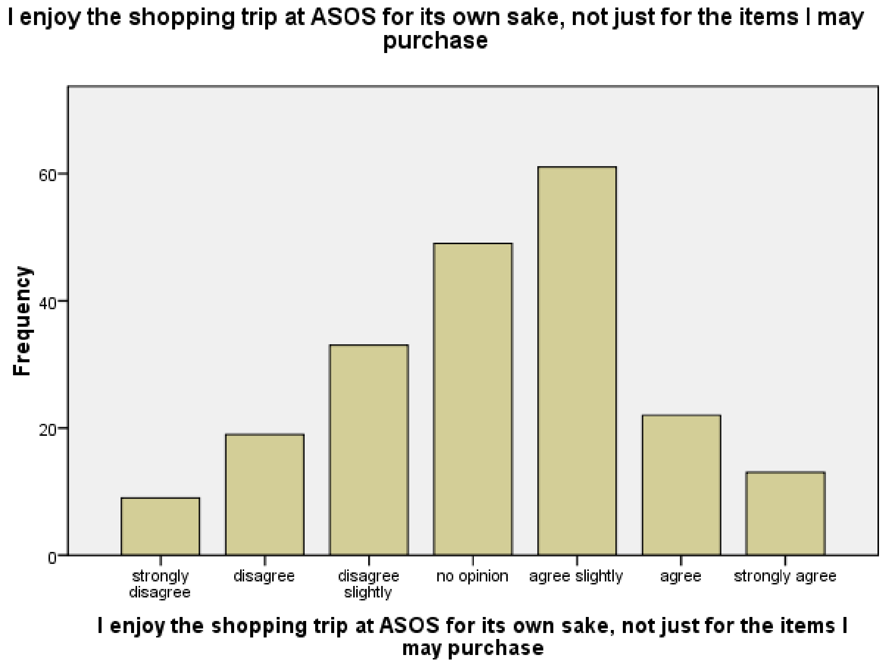
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	2.8	2.9	2.9
	disagree	12	5.7	5.8	8.7
	disagree slightly	24	11.3	11.7	20.4
	no opinion	45	21.2	21.8	42.2
	agree slightly	86	40.6	41.7	84.0
	agree	23	10.8	11.2	95.1
	strongly agree	10	4.7	4.9	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

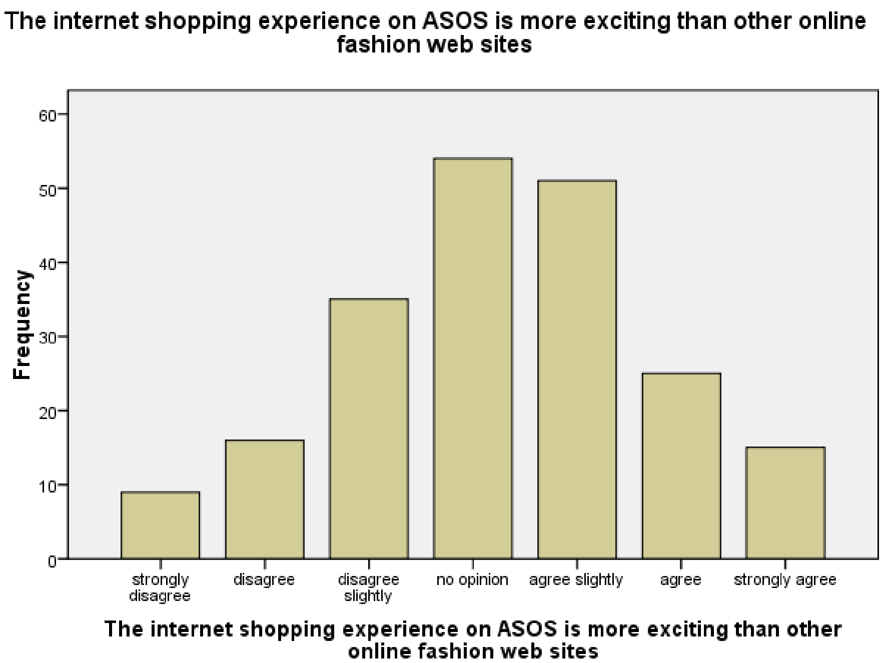
Frequency Charts – Fun Experience



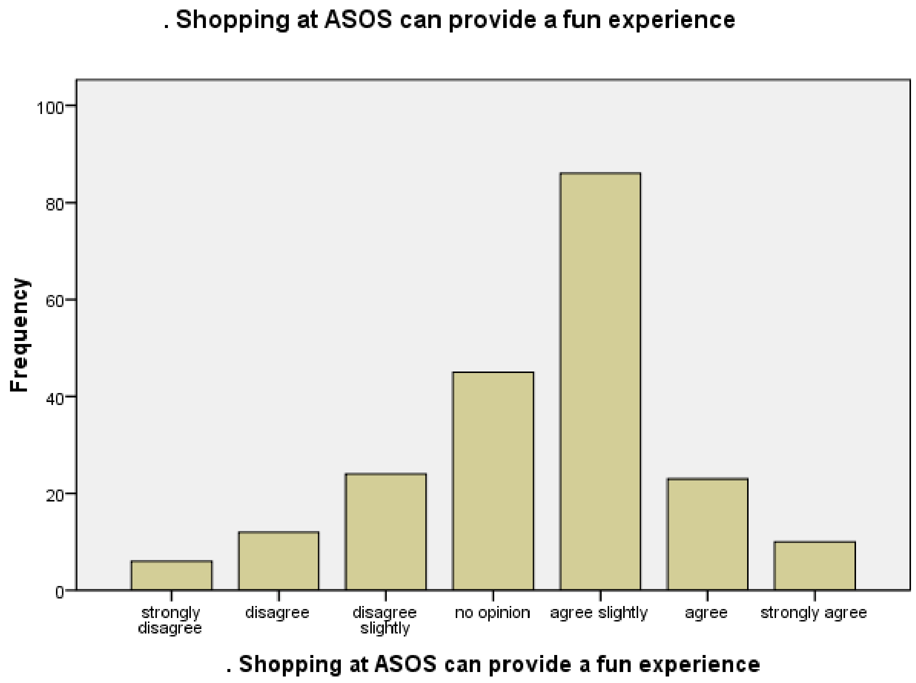


Frequency Charts – Fun Experience





Frequency Charts – Fun Experience



Frequency Tables – Social

Statistics

		Social interaction with other online shoppers is a very important part of my shopping experience on ASOS	I enjoy disucssing fashion with others on the ASOS website	I feel sociable when I use ASOS	Other ASOS users and I have much in common	Shopping online with ASOS can not offer social activities like that I can have when shopping in retail stores
N	Valid	207	207	206	206	206
	Missing	5	5	6	6	6
	Mean	2.35	2.33	2.52	3.56	4.73
	Std. Error of Mean	.098	.097	.099	.094	.128
	Std. Deviation	1.409	1.396	1.417	1.345	1.838
	Variance	1.987	1.950	2.007	1.808	3.377
	Range	6	5	6	6	6
	Minimum	1	1	1	1	1
	Maximum	7	6	7	7	7

Social interaction with other online shoppers is a very important part of my shopping experience on ASOS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	86	40.6	41.5	41.5
	disagree	37	17.5	17.9	59.4
	disagree slightly	25	11.8	12.1	71.5
	no opinion	46	21.7	22.2	93.7
	agree slightly	11	5.2	5.3	99.0
	agree	1	.5	.5	99.5
	strongly agree	1	.5	.5	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

Frequency Tables – Social

I enjoy discussing fashion with others on the ASOS website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	87	41.0	42.0	42.0
	disagree	39	18.4	18.8	60.9
	disagree slightly	22	10.4	10.6	71.5
	no opinion	46	21.7	22.2	93.7
	agree slightly	11	5.2	5.3	99.0
	agree	2	.9	1.0	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

I feel sociable when I use ASOS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	68	32.1	33.0	33.0
	disagree	47	22.2	22.8	55.8
	disagree slightly	26	12.3	12.6	68.4
	no opinion	51	24.1	24.8	93.2
	agree slightly	9	4.2	4.4	97.6
	agree	4	1.9	1.9	99.5
	strongly agree	1	.5	.5	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Frequency Tables – Social

Other ASOS users and I have much in common

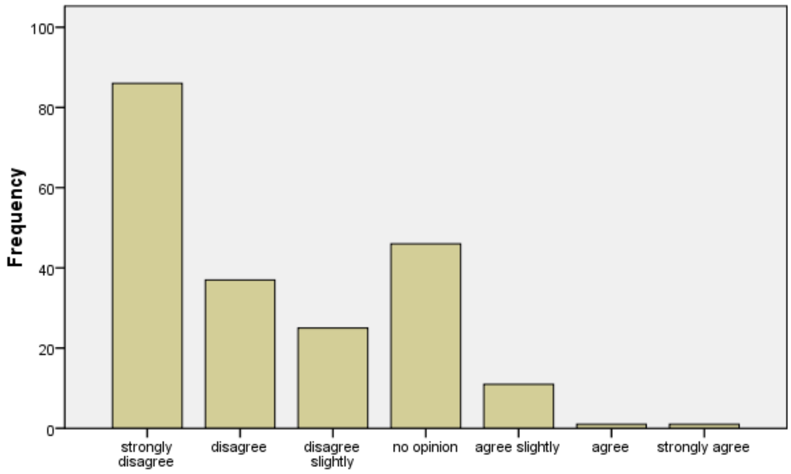
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	26	12.3	12.6	12.6
	disagree	20	9.4	9.7	22.3
	disagree slightly	22	10.4	10.7	33.0
	no opinion	99	46.7	48.1	81.1
	agree slightly	29	13.7	14.1	95.1
	agree	9	4.2	4.4	99.5
	strongly agree	1	.5	.5	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Shopping online with ASOS can not offer social activities like that I can have when shopping in retail stores

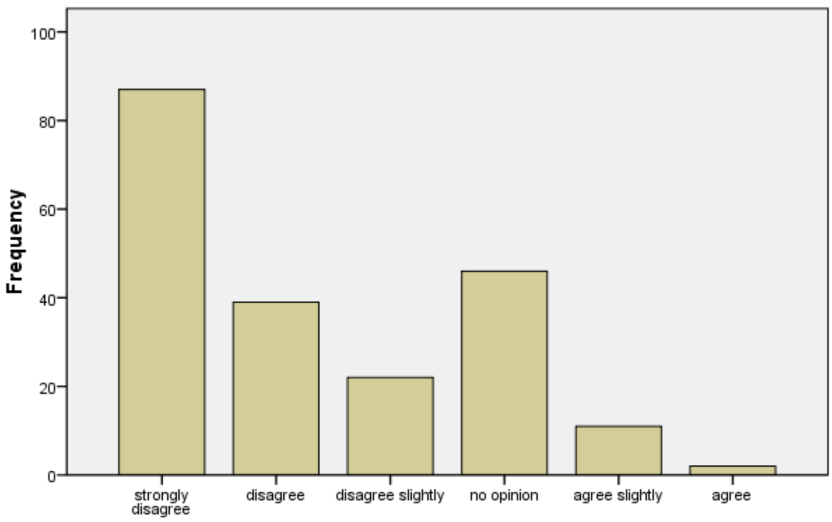
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	17	8.0	8.3	8.3
	disagree	13	6.1	6.3	14.6
	disagree slightly	16	7.5	7.8	22.3
	no opinion	40	18.9	19.4	41.7
	agree slightly	41	19.3	19.9	61.7
	agree	34	16.0	16.5	78.2
	strongly agree	45	21.2	21.8	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Frequency Charts – Social

Social interaction with other online shoppers is a very important part of my shopping experience on ASOS

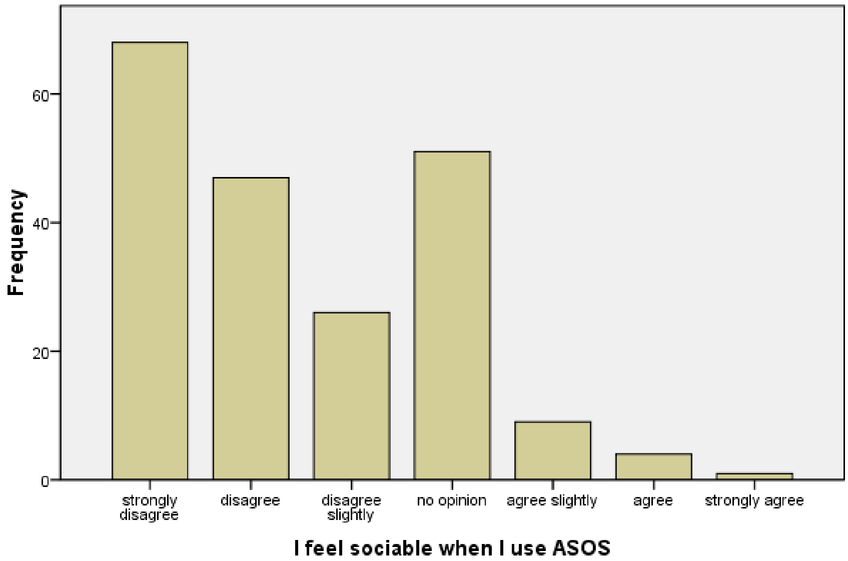


I enjoy disucssing fashion with others on the ASOS website

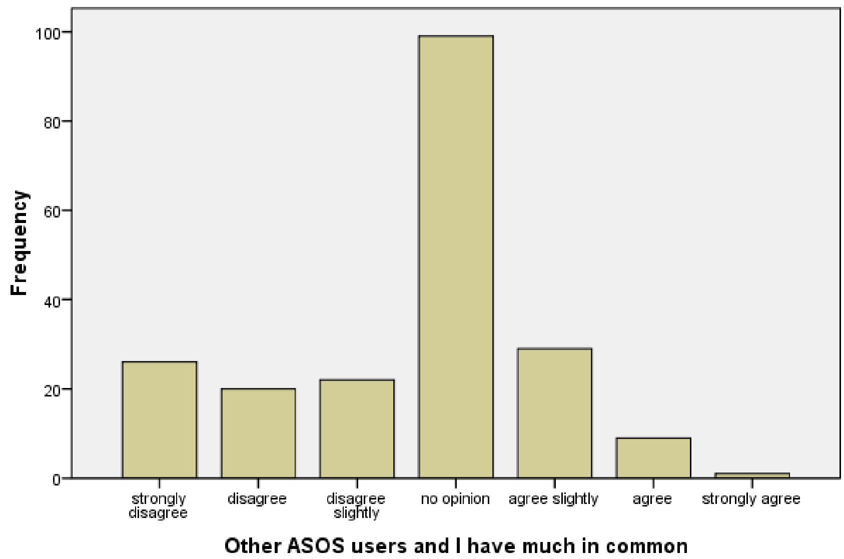


Frequency Charts – Social

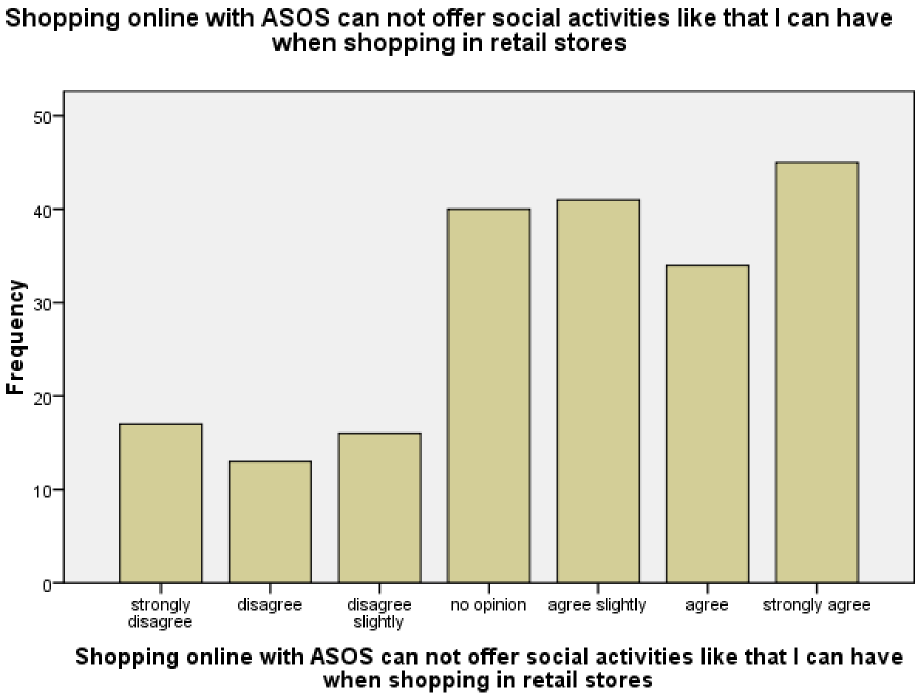
I feel sociable when I use ASOS



Other ASOS users and I have much in common



Frequency Charts – Social



Frequency Tables – Fashion

Statistics

		Fashion web sites sometimes influence what I buy.	It is important to me that my clothes be of the latest style	I like to shop at ASOS to learn about new trends	I often browse for information on fashion products on ASOS	I like to shop at ASOS because they have the latest fashions
N	Valid	208	205	206	206	205
	Missing	4	7	6	6	7
Mean		5.09	4.96	4.05	4.18	4.92
Std. Error of Mean		.103	.106	.098	.104	.088
Std. Deviation		1.482	1.521	1.410	1.499	1.259
Variance		2.195	2.312	1.988	2.246	1.586
Range		6	6	6	6	6
Minimum		1	1	1	1	1
Maximum		7	7	7	7	7

Fashion web sites sometimes influence what I buy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	3.8	3.8	3.8
	disagree	8	3.8	3.8	7.7
	disagree slightly	17	8.0	8.2	15.9
	no opinion	15	7.1	7.2	23.1
	agree slightly	62	29.2	29.8	52.9
	agree	73	34.4	35.1	88.0
	strongly agree	25	11.8	12.0	100.0
	Total	208	98.1	100.0	
Missing	System	4	1.9		
Total		212	100.0		

Frequency Tables – Fashion

It is important to me that my clothes be of the latest style

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	3.8	3.9	3.9
	disagree	8	3.8	3.9	7.8
	disagree slightly	23	10.8	11.2	19.0
	no opinion	20	9.4	9.8	28.8
	agree slightly	55	25.9	26.8	55.6
	agree	68	32.1	33.2	88.8
	strongly agree	23	10.8	11.2	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

I like to shop at ASOS to learn about new trends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	10	4.7	4.9	4.9
	disagree	18	8.5	8.7	13.6
	disagree slightly	46	21.7	22.3	35.9
	no opinion	45	21.2	21.8	57.8
	agree slightly	56	26.4	27.2	85.0
	agree	27	12.7	13.1	98.1
	strongly agree	4	1.9	1.9	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Frequency Tables – Fashion

I often browse for information on fashion products on ASOS

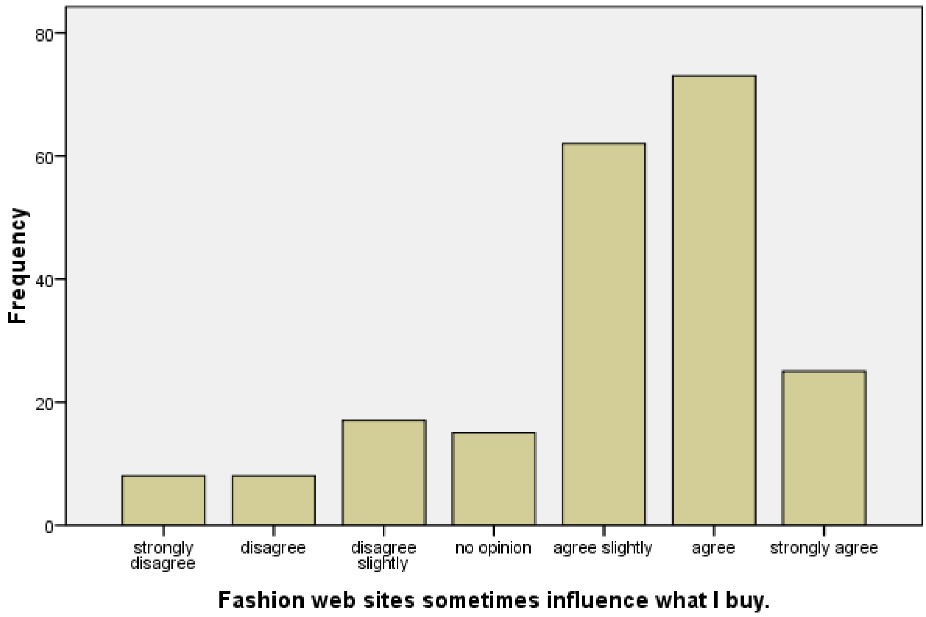
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	5.7	5.8	5.8
	disagree	18	8.5	8.7	14.6
	disagree slightly	38	17.9	18.4	33.0
	no opinion	32	15.1	15.5	48.5
	agree slightly	75	35.4	36.4	85.0
	agree	21	9.9	10.2	95.1
	strongly agree	10	4.7	4.9	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

I like to shop at ASOS because they have the latest fashions

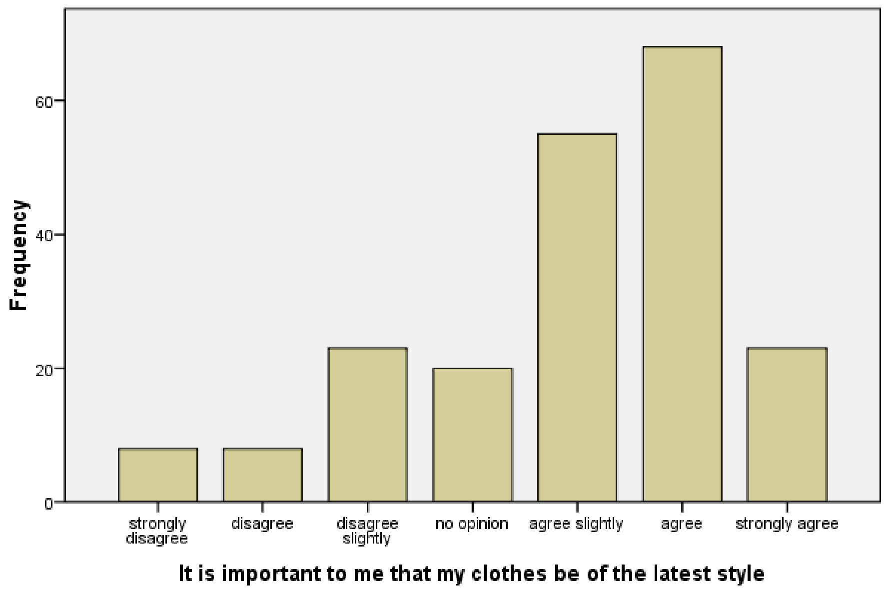
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.9	1.0	1.0
	disagree	11	5.2	5.4	6.3
	disagree slightly	17	8.0	8.3	14.6
	no opinion	21	9.9	10.2	24.9
	agree slightly	88	41.5	42.9	67.8
	agree	53	25.0	25.9	93.7
	strongly agree	13	6.1	6.3	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

Frequency Charts – Fashion

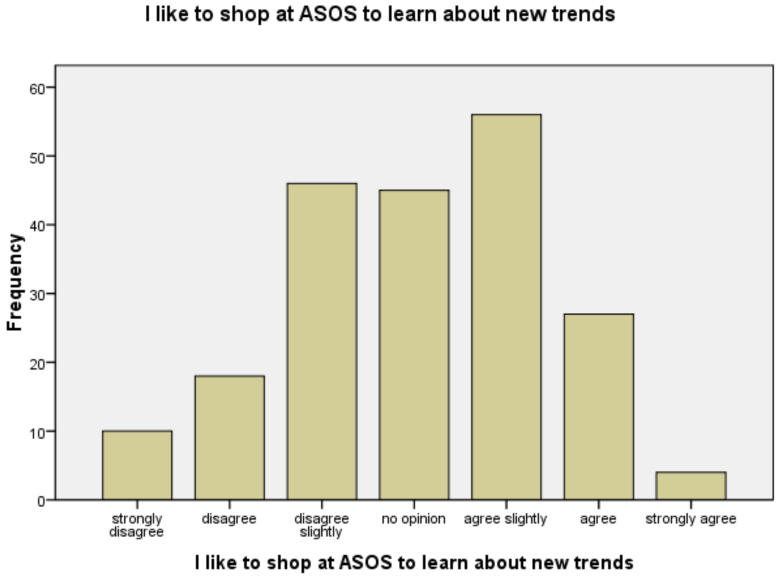
Fashion web sites sometimes influence what I buy.

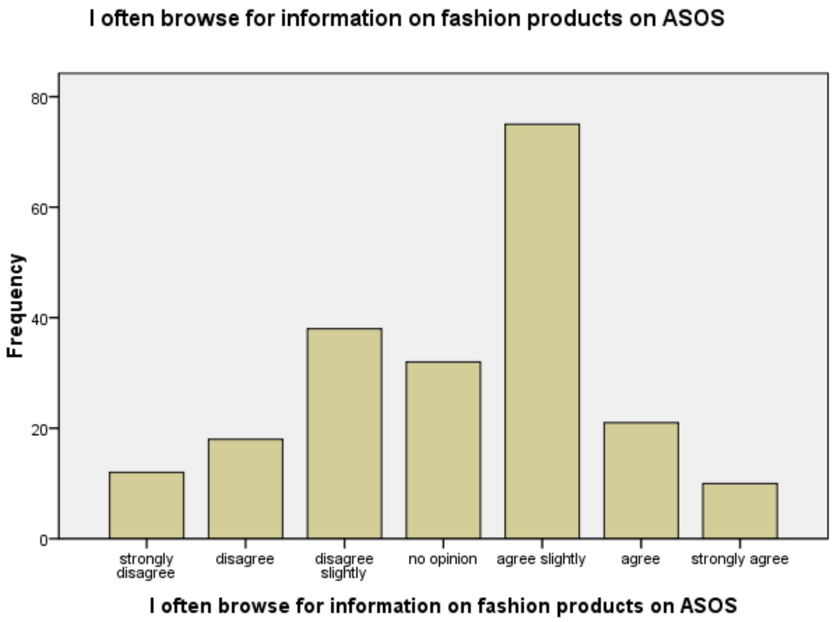


It is important to me that my clothes be of the latest style

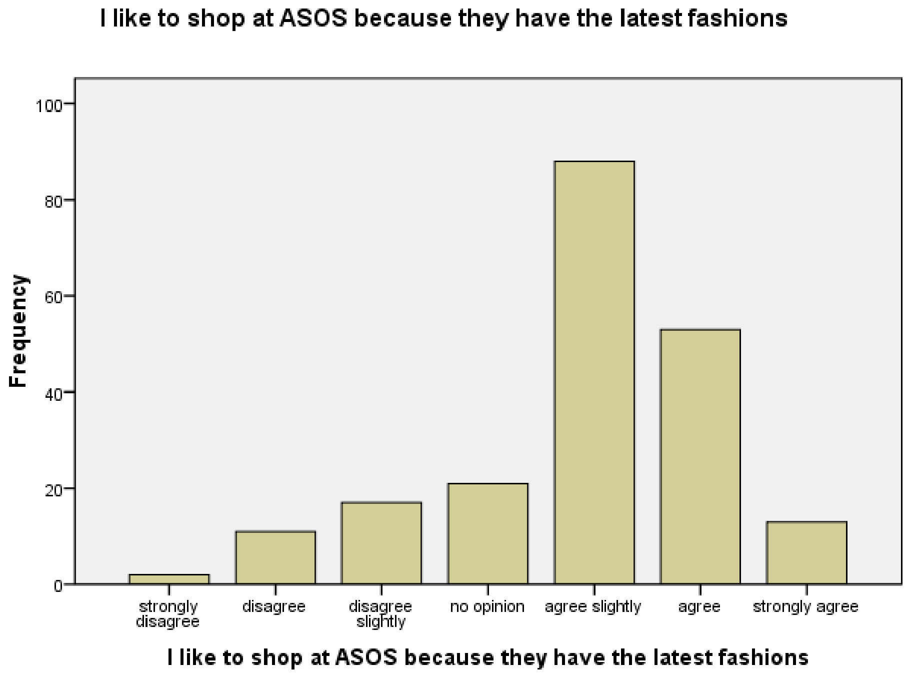


Frequency Charts – Fashion





Frequency Charts – Fashion



Frequency Tables – Online vs High Street

Statistics

		I buy clothes at ASOS but buy more clothes from the High Street	I buy around the same amount of clothes at ASOS as I do from the high street	High street retailer's ads determine my brand loyalties	. I buy more clothes at ASOS than I do from the high street.	I buy mostly brands at ASOS
N	Valid	208	207	206	207	205
	Missing	4	5	6	5	7
Mean		5.88	1.90	3.69	1.63	3.06
Std. Error of Mean		.115	.093	.092	.086	.121
Std. Deviation		1.665	1.331	1.317	1.231	1.729
Variance		2.773	1.771	1.735	1.516	2.991
Skewness		-1.519	1.635	-.105	2.206	.481
Std. Error of Skewness		.169	.169	.169	.169	.170
Range		6	6	6	6	6
Minimum		1	1	1	1	1
Maximum		7	7	7	7	7

I buy clothes at ASOS but buy more clothes from the High Street

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	3.3	3.4	3.4
	disagree	8	3.8	3.8	7.2
	disagree slightly	8	3.8	3.8	11.1
	no opinion	18	8.5	8.7	19.7
	agree slightly	14	6.6	6.7	26.4
	agree	37	17.5	17.8	44.2
	strongly agree	116	54.7	55.8	100.0
	Total	208	98.1	100.0	
Missing	System	4	1.9		
Total		212	100.0		

Frequency Tables – Online vs High Street

I buy around the same amount of clothes at ASOS as I do from the high street

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	116	54.7	56.0	56.0
	disagree	45	21.2	21.7	77.8
	disagree slightly	18	8.5	8.7	86.5
	no opinion	14	6.6	6.8	93.2
	agree slightly	8	3.8	3.9	97.1
	agree	5	2.4	2.4	99.5
	strongly agree	1	.5	.5	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

High street retailer's ads determine my brand loyalties

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	13	6.1	6.3	6.3
	disagree	23	10.8	11.2	17.5
	disagree slightly	52	24.5	25.2	42.7
	no opinion	62	29.2	30.1	72.8
	agree slightly	40	18.9	19.4	92.2
	agree	14	6.6	6.8	99.0
	strongly agree	2	.9	1.0	100.0
	Total	206	97.2	100.0	
Missing	System	6	2.8		
Total		212	100.0		

Frequency Tables – Online vs High Street

. I buy more clothes at ASOS than I do from the high street.

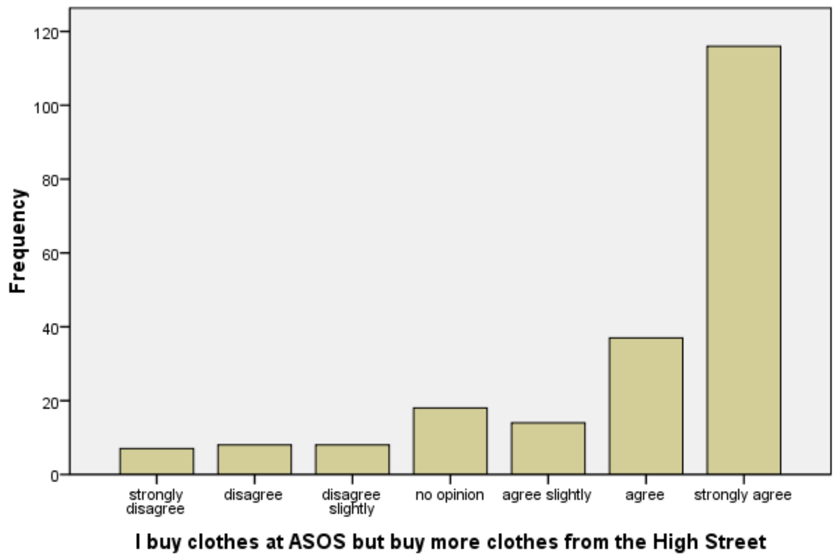
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	148	69.8	71.5	71.5
	disagree	25	11.8	12.1	83.6
	disagree slightly	14	6.6	6.8	90.3
	no opinion	9	4.2	4.3	94.7
	agree slightly	6	2.8	2.9	97.6
	agree	4	1.9	1.9	99.5
	strongly agree	1	.5	.5	100.0
	Total	207	97.6	100.0	
Missing	System	5	2.4		
Total		212	100.0		

I buy mostly brands at ASOS

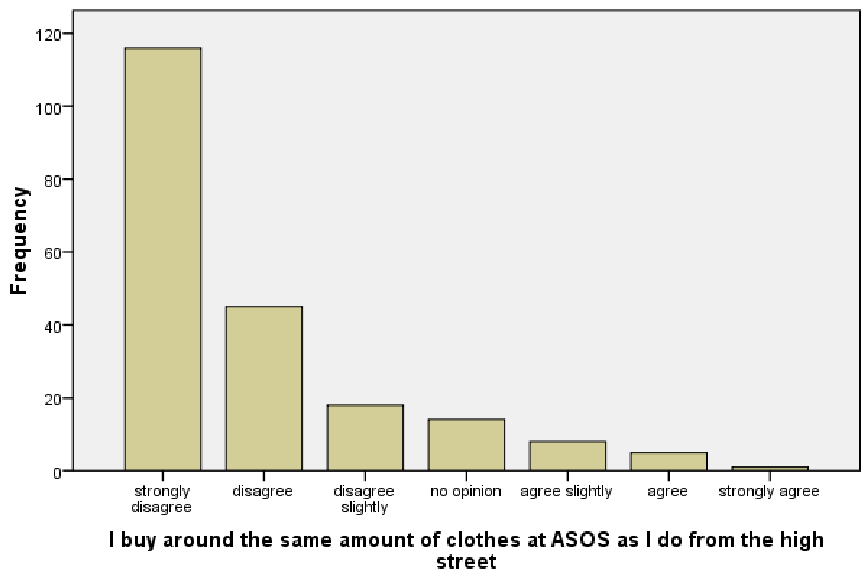
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	50	23.6	24.4	24.4
	disagree	40	18.9	19.5	43.9
	disagree slightly	36	17.0	17.6	61.5
	no opinion	33	15.6	16.1	77.6
	agree slightly	25	11.8	12.2	89.8
	agree	14	6.6	6.8	96.6
	strongly agree	7	3.3	3.4	100.0
	Total	205	96.7	100.0	
Missing	System	7	3.3		
Total		212	100.0		

Frequency Charts – Online vs High Street

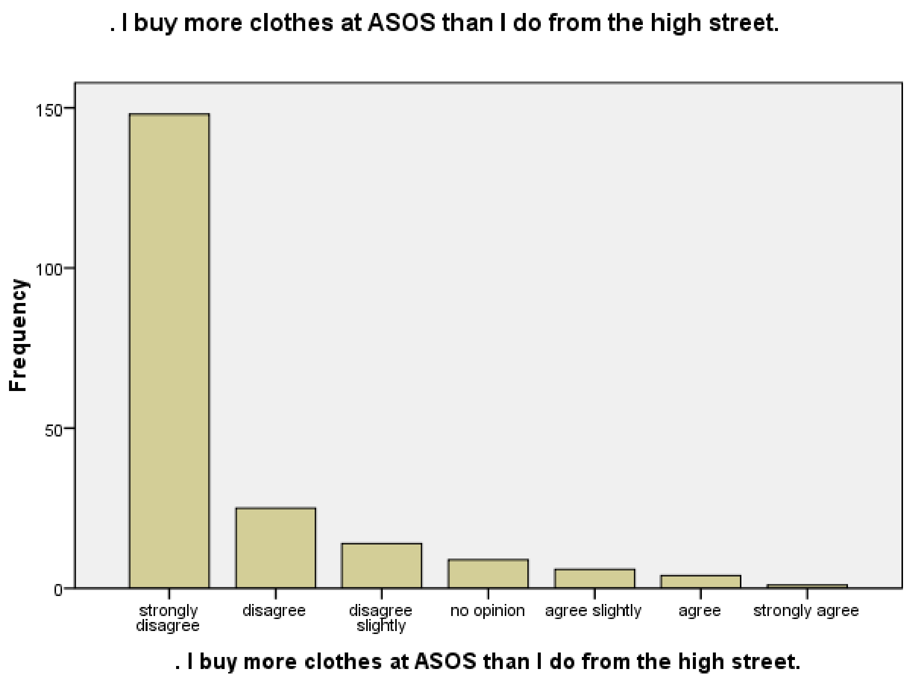
I buy clothes at ASOS but buy more clothes from the High Street



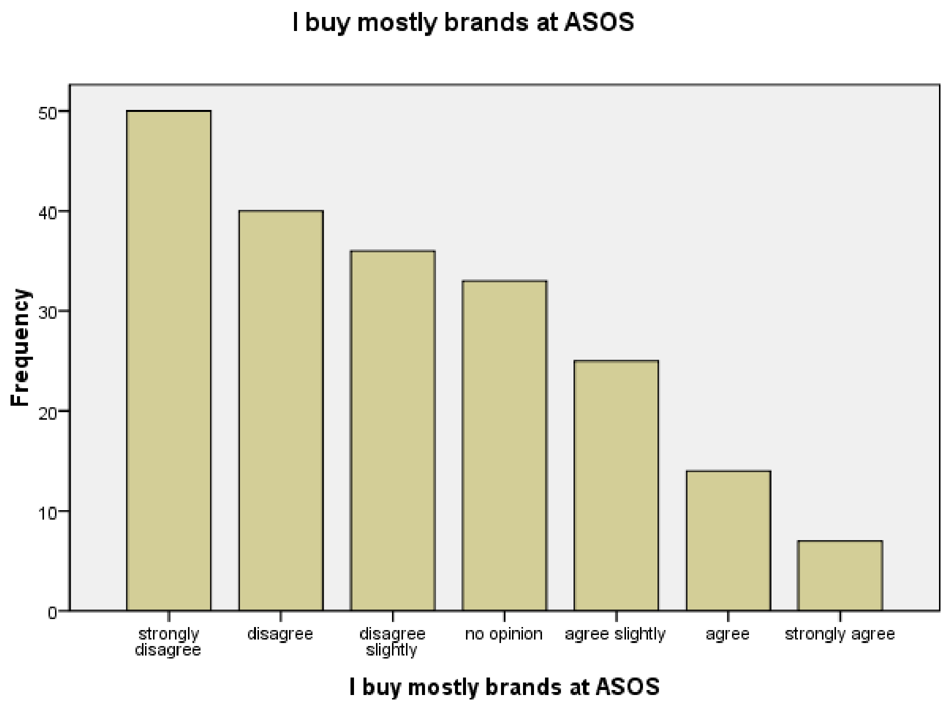
I buy around the same amount of clothes at ASOS as I do from the high street



Frequency Charts – Online vs High Street



Frequency Charts – Online vs High Street



Appendix 4. Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.841	19.125	19.125	7.841	19.125	19.125
2	4.185	10.208	29.333	4.185	10.208	29.333
3	2.452	5.980	35.312	2.452	5.980	35.312
4	1.891	4.611	39.923	1.891	4.611	39.923
5	1.772	4.321	44.245	1.772	4.321	44.245
6	1.486	3.624	47.868	1.486	3.624	47.868
7	1.385	3.377	51.246	1.385	3.377	51.246
8	1.218	2.970	54.215	1.218	2.970	54.215
9	1.122	2.737	56.952	1.122	2.737	56.952
10	1.074	2.621	59.572	1.074	2.621	59.572
11	1.020	2.487	62.059	1.020	2.487	62.059
12	.969	2.362	64.421			
13	.928	2.264	66.685			
14	.878	2.141	68.826			
15	.849	2.071	70.897			
16	.810	1.976	72.874			
17	.779	1.901	74.775			
18	.704	1.717	76.491			
19	.667	1.627	78.119			
20	.659	1.609	79.727			
21	.585	1.427	81.155			
22	.581	1.416	82.570			
23	.568	1.385	83.955			
24	.528	1.289	85.244			
25	.523	1.275	86.519			
26	.504	1.229	87.748			
27	.490	1.194	88.942			
28	.449	1.096	90.038			
29	.445	1.085	91.122			
30	.416	1.016	92.138			
31	.395	.962	93.100			
32	.376	.917	94.017			
33	.351	.857	94.874			
34	.349	.851	95.724			
35	.313	.764	96.488			
36	.292	.711	97.199			
37	.267	.650	97.850			
38	.251	.612	98.462			
39	.232	.565	99.027			
40	.205	.501	99.528			
41	.193	.472	100.000			

Extraction Method: Principal Component Analysis.

Appendix 5. Component Matrix

Component Matrix[a]

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Shopping at ASOS truly feels like an escape	.682										
I like to shop at ASOS because they have the latest fashions	.677										
. Shopping at ASOS can provide a fun experience	.669			-.413							
I like to shop at ASOS to learn about new trends	.664										
The internet shopping experience on ASOS is more exciting than other online fashion web sites	.636			-.332							
I really enjoy the experience of shopping on ASOS prior to making a purchase	.612					-.373					
I can gather a lot of information on the latest fashions in a short time on ASOS	.606			-.336							
I often browse for information on fashion products on ASOS	.599			-.336							
I like to shop with ASOS because I know they will have a good variety of fashionable items to choose from	.578	-.392									
ASOS provides a rich amount of information on many fashion products	.533										
Making a purchase from ASOS makes life easier	.507		-.352	.383							
Making a purchase at ASOS is an efficient way to manage my time.	.492		-.313		.322						
I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase	.490					-.329					
The prices on ASOS are a bargain	.474				-.458						
Other ASOS users and I have much in common	.459	.374					.375				
I can buy from ASOS when it is difficult to buy from the high street	.450	-.316				.376					
I expect to find good prices when I shop at ASOS	.416	-.376		.334	-.321						
I shop online at ASOS because of the convenience	.364					.342		-.356			
I buy only those products that I see on TV and in Fashion Magazines		.627									
Sometimes I browse on ASOS but do not buy anything.		-.575	.318								
I can shop at ASOS at any time of the day or night		-.523									
I enjoy disucssing fashion with others on the ASOS website		.522									
Social interaction with other online shoppers is a very important part of my shopping experience on ASOS		.497									-.414
. I buy more clothes at ASOS than I do from the high street.		.488	-.420								
I feel sociable when I use ASOS	.400	.454									
I buy around the same amount of clothes at ASOS as I do from the high street		.451	-.437								
Overall I am happy with ASOS prices.	.435	-.448	-.327								
I like to shop with ASOS because my friends shop there	.416	.434						-.368			
High street retailer's ads determine my brand loyalties		.433					-.312		-.393		
The price of products I purchase from ASOS are at the right level, given the quality	.372	-.376									
It is important to me that my clothes be of the latest style			.515			.334		.309		.377	
When I find a good online fashion web site, I often tell my friends about it.	.419		.310	.444		-.311					
The prices of products sold online at ASOS are lower than that of products sold in high street stores	.310				-.631	.306					
Blogs often influence the types of clothing fashions I buy			.315				.420				
I buy mostly brands at ASOS		.365				.330	.404				
Fashion web sites sometimes influence what I buy.			.406	.337				.406			
Shopping online with ASOS can not offer social activities like that I can have when shopping in retail stores							-.328	-.375			
. Friends and colleagues influence what I buy on ASOS	.470								-.489		
Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing	.358										.448

Searching for information online about fashion is one of the most important things I would consider	.400		.359								.401

Extraction Method: Principal Component Analysis.

a. 11 components extracted.

Appendix 6. Component Matrix-Rotated

Rotated Component Matrix[a]

	Component										
	1	2	3	4	5	6	7	8	9	10	11
. Shopping at ASOS can provide a fun experience	.787										
The internet shopping experience on ASOS is more exciting than other online fashion web sites	.715										
I often browse for information on fashion products on ASOS	.675										
I can gather a lot of information on the latest fashions in a short time on ASOS	.628										
I like to shop at ASOS because they have the latest fashions	.625					.434					
I enjoy the shopping trip at ASOS for its own sake, not just for the items I may purchase	.623								-.316		
ASOS provides a rich amount of information on many fashion products	.572			.302						.393	
I like to shop with ASOS because I know they will have a good variety of fashionable items to choose from	.511					.366					
I like to shop at ASOS to learn about new trends	.500										
Shopping at ASOS truly feels like an escape	.474		.372								
. I buy more clothes at ASOS than I do from the high street.		.777									
I buy around the same amount of clothes at ASOS as I do from the high street		.702									
I buy only those products that I see on TV and in Fashion Magazines		.638									
Sometimes I browse on ASOS but do not buy anything.		-.546									
I can shop at ASOS at any time of the day or night		-.442	.323								
Making a purchase at ASOS is an efficient way to manage my time.			.740								
Making a purchase from ASOS makes life easier			.725								
I really enjoy the experience of shopping on ASOS prior to making a purchase	.475		.595								
The prices of products sold online at ASOS are lower than that of products sold in high street stores				.770							
Overall I am happy with ASOS prices.			.429	.632							
The prices on ASOS are a bargain				.622							
The price of products I purchase from ASOS are at the right level, given the quality			.354	.507							.358
I expect to find good prices when I shop at ASOS			.410	.451							
Social interaction with other online shoppers is a very important part of my shopping experience on ASOS					.718						
I enjoy disucssing fashion with others on the ASOS website		.330			.620						
I feel sociable when I use ASOS	.361				.543						
I shop online at ASOS because of the convenience						.707					
I can buy from ASOS when it is difficult to buy from the high street						.682					
Shopping online with ASOS can not offer social activities like that I can have when shopping in retail stores						.480	.365				
. Friends and colleagues influence what I buy on ASOS							.716				
High street retailer's ads determine my brand loyalties							.688				
I like to shop with ASOS because my friends shop there							.412	.347			
Comparing merchandise on ASOS with other fashion websites is very important to me before purchasing								.783			
Searching for information online about fashion is one of the most important things I would consider								.613		.321	
When I find a good online fashion web site, I often tell my friends about it.		-.322			.341			.425		.360	
I buy mostly brands at ASOS									.699		
Other ASOS users and I have much in common					.424				.516		
Blogs often influence the types of clothing fashions I buy					.434				.471		.330
Fashion web sites sometimes influence what I buy.										.774	

It is important to me that my clothes be of the latest style											.802
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.											

Appendix 5. Top Fashion Websites

Web sites	Responses	%
Top Shop	111	37.4
Urban Outfitters	22	7.4
ebay	19	6.4
Net a Porter.com	18	6.1
River Island	13	4.4
Boohoo	9	3.0
Miss Selfridge	9	3.0
American Apparel	8	2.7
Office	7	2.4
New Look	6	2.0
The outnet	6	2.0
French Connection	4	1.3
All Saints	3	1.0
Dorothy Perkins	3	1.0
Mango	3	1.0
My Wardrobe	3	1.0
Oasis	3	1.0
Top Man	3	1.0
Aldo	2	0.7
Amazon	2	0.7
brand alley	2	0.7
Kurt Geiger	2	0.7
Jack wills	2	0.7
Lipsy	2	0.7
Motel	2	0.7
Next	2	0.7
Accessorize	1	0.3
Brown	1	0.3
Coggles	1	0.3
Debenhams	1	0.3
Desire	1	0.3
Discounts online	1	0.3
Farfetch	1	0.3
Fashion Union	1	0.3
Hervia Bazaar	1	0.3
Iupria	1	0.3
Joy	1	0.3
Levis	1	0.3
Matchesfahsion.com	1	0.3
Me and Yu	1	0.3
Moda in Pele	1	0.3
Monsoon	1	0.3
Motel Rocks	1	0.3
M & S	1	0.3
Not just a label.com	1	0.3
Noway.co.uk	1	0.3
Oli	1	0.3
Other	1	0.3

Appendix 5. Top Fashion Websites (cont.).

Pepe Jeans	1	0.3
Pro-direct soccer	1	0.3
Reiss	1	0.3
Secret sales	1	0.3
Sconty.co.uk	1	0.3
Vivian Westwood	1	0.3
Yahoo auction	1	0.3
zara	1	0.3
only ever use asos	1	0.3
Total	297	100.0

Appendix 6. Reasons for Shopping on Alternate Websites

Reasons	Number of Responses	%
Cheap prices/bargain	17	7.2
Convenience	12	5.1
Easy to use, web site	11	4.7
Fashionable	7	3.0
Trends	7	3.0
Favourite/favourite store	6	2.5
Like the clothes/styles	6	2.5
Reasonable/good prices	6	2.5
Quality	5	2.1
Up to date	5	2.1
Find things can not be found in stores	4	1.7
Good selection of latest products	4	1.7
Latest trends	4	1.7
More convenient	4	1.7
Bargains	3	1.3
Good quality	3	1.3
Large choice/range	3	1.3
Price	3	1.3
A bit different	2	0.8
Brands I can't find anywherer else	2	0.8
Browse the latest before shop in store	2	0.8
Discount	2	0.8
Discount designer	2	0.8
Easier than visiting the shop	2	0.8
Discount labels	2	0.8
Fun	2	0.8
Product offering	2	0.8
Reliable Delivery	2	0.8
Sale items	2	0.8
To obtain stryles that may not be available in store	2	0.8
unique items of clothing	2	0.8
Variety	2	0.8
Vintage	2	0.8
Well laid out web site	2	0.8
Allows me to create my own shop space	1	0.4
All have styles I like	1	0.4
Amazing store	1	0.4
Aspiration	1	0.4
Availability	1	0.4
Before there were any physical stores	1	0.4
Bidding	1	0.4
Bigger range of sizes	1	0.4
Can return to the store	1	0.4
Cant get to a store often	1	0.4
Choice	1	0.4
Cheaper	1	0.4
Cheap clothes	1	0.4
Comparison easy	1	0.4
Convenient when I can't get to the store	1	0.4
Designer brands	1	0.4
Different Brands, not so commercial	1	0.4
Don't really shop online	1	0.4
Easy	1	0.4
Easier to look through than shop	1	0.4
Easy to view the products	1	0.4
Easy layout of web site	1	0.4
Easier than going in to town	1	0.4
Exclusive items online	1	0.4
Delivery times	1	0.4

Designer labels	1	0.4
Fast Delivery	1	0.4

Appendix 6. Reasons for Shopping on Alternate Websites, (cont.)

Reasons	Number of Responses	%
Fashionable clothes available before in store	1	0.4
Fashion information	1	0.4
Find bargains	1	0.4
Friends recommendation	1	0.4
Frequently up-dated	1	0.4
Get brands not available on the high street	1	0.4
Getting sizes not in store	1	0.4
Good for basics	1	0.4
Good for going out clothes	1	0.4
Good for occasion wear	1	0.4
Good US brands	1	0.4
Good shoes	1	0.4
Good bargains	1	0.4
Good sales	1	0.4
Good prices	1	0.4
Good selection	1	0.4
Good Value	1	0.4
Great cheap shoes	1	0.4
Has all the product range	1	0.4
I don't buy from this site I just enjoy browsing	1	0.4
I love fashion	1	0.4
Interesting Web site	1	0.4
Its entertaining	1	0.4
If the product has sold out on the gihg street I find it online	1	0.4
In stock	1	0.4
Individual	1	0.4
Innovative site	1	0.4
Know the site	1	0.4
Location-store not available in my hoome town	1	0.4
Lots of things to be found	1	0.4
Lots of high fahsion products	1	0.4
Lots of Variety	1	0.4
Look for stuff can't afford	1	0.4
latest fashions	1	0.4
Navigation	1	0.4
New products	1	0.4
New site	1	0.4
New Music	1	0.4
New trends	1	0.4
Nice summer collection	1	0.4
Nice basics	1	0.4
Niche	1	0.4
On trend	1	0.4
Often have more sizes than in store	1	0.4
Product information	1	0.4
products not available in store	1	0.4
Range	1	0.4
Regular updates of new products	1	0.4
Returns Easy	1	0.4
See what they have available in store	1	0.4
Saves time	1	0.4

Appendix 6. Reasons for Shopping on Alternate Websites, (cont.)

Reasons	Number of Responses	%
see new stock quickly	1	0.4
Sends great e-mail newsletters	1	0.4
Something special	1	0.4
Sometimes items are not available in store	1	0.4
Student Discount	1	0.4
Thrill	1	0.4
To see what I like before visiting the store	1	0.4
To look	1	0.4
To get something that no longer is on the market	1	0.4
Trend led	1	0.4
Unusual Brands	1	0.4
Unusual finds	1	0.4
Wide variety	1	0.4
Wide range	1	0.4
Wider range than in store	1	0.4
Total	236	100.0

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