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**“Testing shopping experience and behavior for distant shopping
by focus on communication between web shops and consumer”**

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Abstract:

Planet earth is shrinking due to the virtual world. Internet applications all over the world have now made it necessary for the people to make internet a part of daily life. This advent is leaving its impression on all industries and especially the clothing industry. E-commerce is a business application of internet all over the world. The companies which are operating in apparel business are developing their web shops. In order to create loyal customers and meeting the consumer demand it is important to do necessary communication of the products with the consumers. Otherwise the products might be a surprise at the time of delivery to the consumers. Every consumer has his/ her own way of evaluating a product. So it is important for a web shop to address to every kind of consumer in order to meet the consumer demand and create more customers. The virtual world has its own complications and deviation from the usual world. So the thesis is focused on testing of shopping experience for an online purchase and to do the analysis of the communication between the web shop and the consumer.

The studies are done on the basis of evaluation of feedback collection from consumers and information search of the various products online. The focus was more on the customers who do careful information search before doing a purchase and also some random customers who purchase a product without deep evaluation of the products. Traditional consumer behavior and the consumer behavior for online shopping were compared analytically and the results have been discussed in the end.

Need for improvement in existing systems is the base for this thesis. Studies showed that the e-commerce systems are still unable to understand the new customer segment for online shopping and there is a great need of improvement in this area to get more customers. The results from this study are significant for the web shops which are operating the Scandinavian countries.

Acknowledgement:

This written report is the resultant of thesis work for Masters in Applied Textile Management at Högskolan i Borås, Borås.

The aim of project was to identify the change in the traditional supply chain due to the influence of distant shopping on the traditional customers. During this work the authors have learned the different techniques to understand the consumer behavior and significance of understanding the consumers for a better e-commerce system in future. That is also helpful in management of supply chain.

We would like to thank Klas Hjort for his efforts and guidelines to conduct this thesis work. His guidelines helped us to identify the problems, in conducting the studies and analysis of the results. We are also thankful to Håkan Torstensson the head of Applied Textile Management program for referring us for this thesis work. We are also thankful to our examiner Heikki Mattila for his support in organizing the report and further presentation.

TABLE OF CONTENTS:

Abstract:	2
Acknowledgement:.....	3
1 Background:	6
1.1 Purpose:	6
1.2 Thesis objectives:	7
1.3 Methodology:.....	7
1.4 Delimitations:	7
1.5 Online shopping of Clothing:	7
2 Why do people do online shopping?	8
2.1 Convenience:	8
2.2 Cheaper price:	8
<u>2.3 No any local restriction.....</u>	<u>8</u>
2.4 Communication between web shop and consumer:.....	9
3.1 Why do people return the product?	9
4 Purchase plan for study:	10
4.1 Online Web shops:	10
4.1.1 Preference to the local web shops for this study:.....	10
4.1.2 Selection of the Products:	10
4.2 Selected web shops:	11
4.2.1 H&M:	11
4.2.2 Nelly.com:.....	11
4.2.3 Ellos.com:	11
4.2.4 Zoovillage.com:	12
4.2.5 Bubbleroom.com:.....	12
4.3 Hit rate of the websites according to the product search:	12
4.4 Selected Products for purchase:	16
4.4.1 H&M:	16
4.4.2 Payment options:.....	16
4.4.3 Delivery Period:	17
4.4.4 Return Policy of the products for H&M:	17
4.5 Nelly.com:	17
Jeans:	17
4.5.1 Payment Terms:	17
4.5.2 Online Payment:.....	18
4.5.4 Cash on Delivery:	18

4.5.5 Shipping costs:	18
4.5.6 Delivery:.....	18
4.5.7 Return policy:	18
4.5.8 Payments & Refunds:	18
4.6 Ellos.com:.....	19
4.6.2 Payment options:.....	19
4.6.3 Return policy:	20
4.6.4 Ellos different charges:.....	20
4.7 Zoovillage.com.....	20
4.7.1 Payment methods:.....	21
4.7.2 Return policy:	21
4.7.3 Consumer wants to return an item:	21
4.8 Bubbleroom.com:	21
4.8.1>Returns.....	22
4.8.2 Refunds for returns:	22
4.8.3 Delivery.....	22
4.8.4 Payment by credit card:.....	22
4.9 Steps of purchase for study:	23
4.9.1 Purchase plan for study:	24
4.10 Consumer Behavior for store shopping:	25
5 Purchase, delivery and feedback procedures:	28
5.1 Purchase Process for H&M:	28
5.1.1 Feedback from Customers:	30
5.2 Purchase Process Nelly.com:	30
5.2.1 Feedback for Products from Nelly.com:	32
5.3 Purchase process for Zoovillage.com:	32
5.3.1 Feedback from the customers:.....	34
5.4 Purchase process for Ellos.com:	34
5.4.1 Feedback from customers:	36
5.5 Purchase process for bubbleroom:	36
5.5.1 Feedback from the customers:.....	38
5.6 Discussions and Analysis:.....	38
5.7 E-Commerce and new Consumer segment:	42
5.8 Conclusions and Recommendations:	44
Reference:.....	45
Appendix:	46

1 Background:

The cutting edge for any business now a day is Ecommerce. Generally defined Ecommerce is an up to date business methodology that fulfill the needs of organizations, merchants, and consumers to decrease costs as well as improving the quality of goods and services by shorter lead times. As we know, e-commerce is linked with the buying and selling of information, products, and services via computer networks today.¹

The most important advantage of e-commerce is that it allows the business companies or individuals to reach the global market without any restriction of geographical boundaries. Through electronic commerce even small enterprises can reach the global market for selling and purchasing products or services. Without any time limit and non existing boundaries while conducting businesses, e-commerce authorizes one to execute business transactions 24 hours a day and even during holidays and weekends.²

After the globalization era it has become too hard for a company to stay in this competitive market. Consumers have a lot of options for purchasing one product. To stay in the competition every company is focusing on understanding the consumer behavior. Now a day consumer's assists firms and organizations to improve their marketing strategies by understanding consumers thinking, feeling, reasoning, and selection between different alternatives like brand and products. Limitations in consumer knowledge or information about the products or services influence decisions and marketing outcome in ecommerce business.³

Ecommerce and consumer behavior are closely attached to each other. All the stakeholders in a value chain for online shopping have huge responsibility of maintaining product's quality at reasonable price. Most important factor is the time of action. The systems which are used for communication between the retailer and the consumers are of much importance. So companies are more focused to understand the customers and the medium of communication.

1.1 Purpose:

Conventional supply chain is under continuous change with the change in the global business. E-commerce implementation in different businesses has changed the shopping behavior of the consumer. This change in shopping behavior is connected with the supply chain of the traditional supply chain. Therefore this changed shopping behavior is creating a new challenge to cope up with the new demand of distance shopping. Companies are still unable to understand that this consumer segment is same as it was in traditional shopping or this change in shopping behavior have created a new consumer segment. Or consumer behavior has changed slightly.

In conventional retail supply chain there are different customers with different characteristics. Some end users check the fitting, sizes and everything very carefully. Before purchasing they

¹ <http://www.ecommerceeducation.com/>

² <http://www.buzzle.com/articles/advantages-and-disadvantages-of-electronic-commerce-e-commerce.html>

³ <http://www.consumerpsychologist.com/index.html>

want to try the product. There is another type of consumers that just take a product simultaneously and then they try them at home.

For such consumers with different characteristics, is there any e-commerce system which can address them properly? A web shop is providing them the means to check the sizes are all guidelines that must be there to understand the characteristics of the actual product. As in e-commerce the physical existence of product isn't there. What is the hit rate for the careful customer and how does it differ from the less careful one that order by chance? To get the answers of these questions this study is conducted.

1.2 Thesis objectives:

The key objectives of study are to analyze the existing systems of e-commerce for clothing, whether they are successful in addressing their consumer segment. To understand whether the consumers have same attitude toward the online shopping as it was in traditional shopping or they is a new consumer segment formed. If yes then what are the characteristics of that segment and how hit is the existing e-commerce system according to that segment? Are they successful in communication with careful and simultaneous customers?

1.3 Methodology:

The methodology for the thesis work will define how the problem was approached, how data collected and they were way that data was analyzed towards conclusions.

Our research strategy was hypothetical deductive approach in which the hypothesis was used to test in real life and the conclusions were drawn on the basis of that hypothesis.⁴

Research technique used in this thesis work is explorative. Explorative studies are done when more studies are to be done to understand the problem. Method in explorative studies can be qualitative or quantities.⁵

Data collection technique used in this project is Qualitative data collection techniques. The data was collected through interviews, analysis, and feedback collection through verbal communication.⁶

1.4 Delimitations:

The study is based on the web shops which are operating inside Sweden for the sales of clothing. As the approach of the thesis work is more practical so it was hard to cover the web shops operating outside Sweden.

1.5 Online shopping of Clothing:

There has been a significant growth in retail activity via the World Wide Web (Web) over the last decade or so years. Some unique aspects of the textile and apparel business create challenges in execution of ecommerce. The most important factor is the difficulty of exactly

⁴ <http://philosophy.hku.hk/think/sci/hd.php>

⁵ <http://www.uiah.fi/projects/metodi/177.htm>

⁶ <http://www.socialresearchmethods.net/kb/qualdata.php>

characterizing the product online. Many parameters of the garment that are essential to the consumer decision making process like color, feel, fit are difficult to communicate online. However, it is easy to deal online with product like books, music, and consumer electronics. Although for online purchases, like catalog purchases, brand names help consumers to understand certain aspects of quality or fit, especially for consumers making repeat purchases in the clothing.

Garments purchasing decisions have strong affection to personal's feelings about themselves. As clothing is the skin one picks to project his/her self-image to the society and hence is closely tied to one's sense of self. So the decision can be attached with emotional factors that are less important in decisions to buy books, music and electronics.

Sufficient evidence advocates that present B2C sites are incapable to characterize their products effectively to allow consumers to make effective choices. Due to these reasons there is high return rate for apparel products purchased online.⁷

1.6 Why do people do online shopping?

By clicking only with mouse one can buy nearly any product online like garment, book and electronics product. As e-commerce allow consumers to shop at thousands of online stores and pay for their buying without leaving the comfort of home. So consumers buy from online shop because of following reasons.

1.6.1 Convenience:

Online shopping makes a revolution on people conventional ways of shopping. Ecommerce is changed shopping into an easy way human have never done that ever. As we know what consumer want to go to shopping through website, just add the most wanted products into the shopping cart, finish the online payment and the purchase will be coming in a certain period to the desire place. That is too easier. So there is no need to go to the mall if someone do not like crowd, looking for parking and a long line waiting for a cashier. Also one can stay at home and do comparison by shopping at a number of online stores which carry the same products. In this way one can become a smart shopper.

1.6.2 Cheaper price:

Another significant reason to go online shopping is a cheaper price. Online stores don't need to pay exclusive rent in the shopping malls. They don't have to maintain large inventories. The store rent is a large part of the merchandise cost and the cost also includes customer service employee salary. If someone searches online, could find an online shopping website which carries the same product at a cheaper price or much more. Now more people are getting used to the shipping fee. It is not an extra cost when considered that one drive to the shopping mall from one place to other, especially when the gasoline price is really expensive.

⁷ <http://hbswk.hbs.edu/archive/2883.html>

1.6.3 Communication between web shop and consumer:

Consumer behavior for basic and fashion apparels is different for online purchasing. During this study it is noticed that basic products are selling well online. These products have different characteristics that make them easier for online purchasing. Basic garments are relatively less expensive so consumer buys it and don't have high risk of loss of money. They are quite well known products and their descriptions are easy to understand. Online shops sell their garments two times. First time when the customer orders online, and the second time when he/ she opens the package to evaluate the product after delivery

On other hand during interviews with consumer, consumers perceive more fashionable products as a risk to purchase online. Fashionable items purchase decision is more important because of the increased significance of touch and feel, color and cost, and also emotional element which is related with more fashionable clothing. These fashionable products are often purchased for special events.

Due to the penetration of internet in the daily life, it has become easier for the consumer to order some products which are not available nearby. So communication between the web shops and consumer is of most importance. The information provided on web shop creates expectations for the consumer for a product. If the product fails to meet those expectations then it causes returns or loss of loyal customers. Efficient consumer response is a key to business success in the competitive market. To be efficient is important to understand when and which information should be provided to the consumer to make it easier for him/ her to do online purchases.

1.7 Why do people return the product?

There are innumerable reasons for returning a product which varies on the basis of individuals, regions, income, society and services. Some people have very high expectation or involvement in a particular purchase and vice versa. If the product is not up to the expectations they return it. Sometimes the services of the company selling those goods causes a return, sometimes an unexpectedly good quality creates a loyal customer. So one product can be perfect for one person and the same product can be the useless for the other.

As discussed before people always have more sensual attachment in the purchase process. Therefore the expectation from a retailer who is selling online is relatively high. That is why the clothing products have more returns.

Here are some general reasons for return of a product

Return reason table 1.1:

Return Reasons				
1-Too Big	2- Too Small	3-Too Long	4-Too short	5-poor Quality
6-Style doesn't suit	7-Arrival Too Late	8-Not As Expected	9-Item Faulty	10- Incorrect delivery

2 Purchase plan for study:

2.1 Online Web shops:

During initial studies following online shops were recommended by the people who do online shopping in Sweden. The list is in ascending from the most frequently used to the least one

- 1- www.hm.com
- 2- www.nelly.com
- 3- www.ellos.com
- 4- www.zoovillage.com
- 5- www.bubbleroom.com

2.1.1 Preference to the local web shops for this study:

It is also noticed that people prefer the local web shops instead of international or distant web shops because

- Local styles and designs
- Ease of delivery
- Less freight charges
- Less complexities

2.1.2 Selection of the Products:

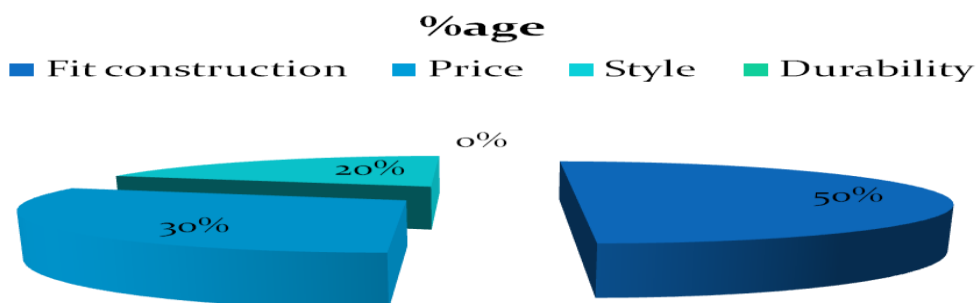
Before selection of the products some interviews were conducted to study the consumer's attitude towards purchase of a product.

After the interviews following results were received

For online shopping of clothing general trend for evaluation of a product is

Selection of product table 1.2:

Fit Construction	50%
Price	30%
Style	20%
Durability	0%



Regarding post purchase decisions people said that they don't prefer to return the product until it is too hard to use. The reason behind returns is wastage of time and complex return procedures.

Based on above results and evaluations we have decided to study on following two products

- 1- Tight fit Jeans
- 2- Casual fitted shirt

Reason behind selection of these products is

- ✓ For online shopping people avoid to purchase jeans
- ✓ It is more problematic when the fitting is ultimate requirement of the product
- ✓ There is less flexibility in the construction of these products
- ✓ Careful customer is more concerned about these products
- ✓ These products need more information search and high level of involvement during online shopping
- ✓ Low price jeans and shirt have been selected because consumer claimed that in low price products there is always some problem with measurements.

2.2 Selected web shops:

2.2.1 H&M:

H&M was established in Sweden in 1947. It is well known as fast fashion clothing offerings for women, men and children. H&M has 2000 stores in 37 countries with 76000 employs. Today H&M is the 21st best global brand in the world and Europe second largest clothing retailer. It is value between \$12-16 billion. H&M explain its mission as Fashion and quality at the best price⁸

2.2.2 Nelly.com:

Nelly.com was formerly known as Nelly.se is a US based firm. It jumped into mail order business in 2004 at Boras. It is operating in fashion industry with an e-commerce interface. The customer segment for nelly.com is people aged between 18 and 35. Nelly.com has the shortest lead time in delivery among its competitors in Sweden. They are dealing with over 400 well known brands. Nelly.com has recently opened its first retail store in Boras.⁹

2.2.3 Ellos.com:

Ellos.com is a part of Redcats group in Nordic region. It was started from Boras and then bought by different companies like ICA and Indtri Kapital. In 1997 it became a part of Redcats which is a French based mail order company. Ellos is a mail order house and quite famous in Nordic region.¹⁰

⁸ <http://en.wikipedia.org/wiki/H%26M>

⁹ <http://www.nelly.com>

¹⁰ <http://investing.businessweek.com/research/stocks/private/snapshot.asp?privcapId=429245>

2.2.4 Zoovillage.com:

Zoovillage claims to be the first web shop for clothing. They are working with around 350 different brands. They are offering around 4500 products online. Collection is having streets wear to sportswear and also luxury clothing. They are operation globally and have a good system for delivery of the products.¹¹

2.2.5 Bubbleroom.com:

Bubbleroom is Swedish fastest growing fashion web shop in clothing. This web shop is planned for everyone who likes clothes and fashion. Its head office is in central Stockholm and warehouse is in the Boras. Uniqueness of Bubbleroom is big range of basic and fashion cloth with low to high price.¹²

2.3 Hit rate of the websites according to the product search:

Hit rate term is used as when a customer enters a website and find the product and purchase it, it is a hit for the website. So hit rate is the rate with which a web shop is doing its sales.

To test the communication between the suppliers and customers are study was done at start in which the some parameters for a product were defined and then some random people were asked to search for those products on the web shops. This activity was done to evaluate the hit rate of a website in generating a sale. The more the web shop have user friendly interface, greater will be chances for the getting more orders online. Following are the results of the study. The result is based on the calculation of time for search of different parameters. The following calculations are done in seconds.

Hit rate for a regular customer is more as he/ she is already familiar with the procedures, payment methods and somewhat about the collections. For a new user it is always difficult to find the information, developing a trust and it also depends upon the decision making attitude of the person.

Product searching is the base for a sale and if a website has too many options for products then it also makes it hard for a customer to make a final decision. Customization in the searching also makes it easier for a customer find what he or she is looking for. However this study showed consumers found it easier to search a specific product on bubbleroom.com and for H&M they took more time. Further investigation of results lead us to some facts about these web shop

¹¹ <http://www.zoovillage.com>

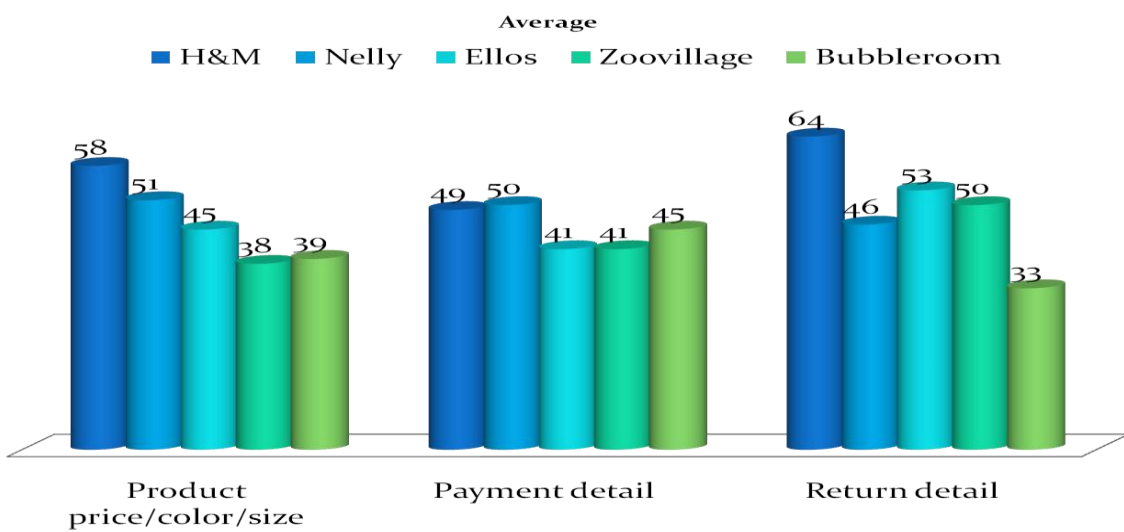
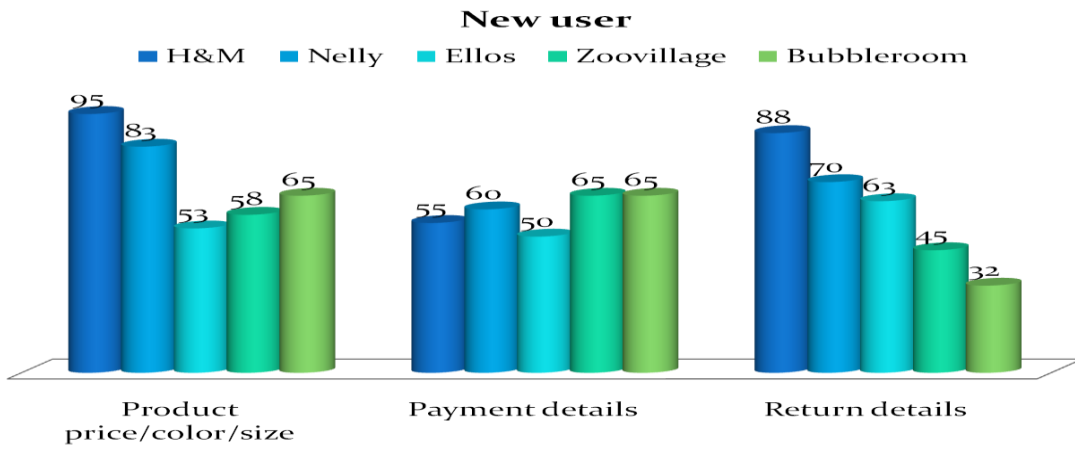
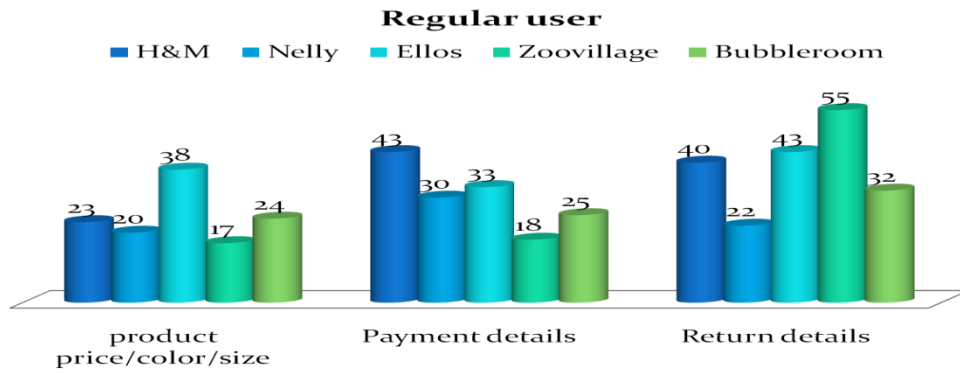
¹² <http://www.bubbleroom.com>

Hit rate table 1.3:

Consumer #1	Regular user			
Website	Product/price/ color/size	Payment details	Return Details	Total Time
www.hm.se	20	45	15	80
www.nelly.com	20	35	20	75
www.zoovillage.com	20	15	65	100
www.bubbleroom.com	15	25	40	80
www.stayhard.se	100	30	35	165
www.ellos.se	25	30	35	90
Consumer# 2	Regular user			
www.hm.se	25	40	65	130
www.nelly.com	20	25	23	68
www.zoovillage.com	15	20	45	80
www.bubbleroom.com	10	25	25	60
www.stayhard.se	65	75	90	230
www.ellos.se	50	35	50	135

Consumer#3	New user	Payment details	Return Details	Total Time
www.hm.se	100	80	75	255
www.nelly.com	60	60	45	165
www.zoovillage.com	65	60	50	175
www.bubbleroom.com	40	50	30	120
www.stayhard.se	45	40	35	120
www.ellos.se	65	60	60	185
Consumer#4	New user	Payment details		
www.hm.se	90	30	100	220
www.nelly.com	105	80	95	280
www.zoovillage.com	50	70	40	160
www.bubbleroom.com	90	80	35	205
www.stayhard.se	80	30	20	130
www.ellos.se	40	40	65	145

Web shops	Average	Average	Average	Average total time
www.hm.se	58,75	48,75	63,75	171,25
www.nelly.com	51,25	50	45,75	147
www.zoovillage.com	37,5	41,25	50	128,75
www.bubbleroom.com	38,75	45	32,5	116,25
www.stayhard.se	72,5	43,75	45	161,25
www.ellos.se	45	41,25	52,5	138,75



- 1- H&M is not categorizing the products properly on the website like others do. If someone is searching for jeans he/she will also find tops in jeans section. When make it difficult to take some decisions about purchase.
- 2- As discussed above too many options also make it difficult to make decisions. For example in jeans section there were about 1500 products in nelly.com, 200 in zoo village.com and only 100 in the bubble room.
- 3- Information about the products in front of the product is also crucial. H&M is giving good size guidelines but there are not satisfactory images of the products at the website. Ellos is not giving detailed information about sizes of the tops.
- 4- Payment terms and return details also involves in sale of a product. For H&M payment details take more time. While in bubble room they are mentioning return period at many places in the website.

Hit rate for an initial sale doesn't counts until the product is having same attributes which are mentioned on the web shop. So the further studies will be helpful to understand the whole purchase process. It is suggested that the customization options and the information interface should be simple and user friend so that a customer do less clicks and get more information.

3 Selected Products for purchase:

3.1 H&M:

3.1.1 Jeans

Five pocket jeans with slim fit and narrow leg. Low waist and button fly. 100% cotton. Selected size is Medium 32" Slt according to the table. This size is more common in the gents



Fig:1.1

Which will make the studies easier? Price of the product is 400 Kr.¹³

3.1.2 Shirt:

Button down shirt. 100% cotton. Selected size is Medium. Price is 250 Kr.¹⁴

3.1.3 Payment options:

Consumer can choose how he/she want to pay for goods. one can use one of these payment methods:

- 1- Cash on Delivery: Payment on receiving of delivery
- 2- Invoice: The package sent by A-Letter is an invoice / bill. Payment terms are 30 days unless otherwise indicated. H&M gives monthly Invoice giving up to 45 days credit. When consumer buys in a month company gather on an invoice that send the following months.
- 3- Debit Card: Money is withdrawn directly from account. It is a safe trade short in H&M shop online. No delivery fee in this case and one can save 50 SEK. Money

¹³ http://shop.hm.com/se/shoppingwindow?dept=HERR_NED_DENIM&shoptype=S

¹⁴ http://shop.hm.com/se/shoppingwindow?dept=HERR_NED_DENIM&shoptype=S

only deducted when package is sent from company. Consumer can use the H & M Club Account and most cards with MasterCard, Euro card and Visa credit card. Unfortunately you cannot deal with electron card.

3.1.4 Delivery Period:

For H&M delivery period is one week and freight charges 40 SEK per order.

3.1.5 Return Policy of the products for H&M:

No purchase is complete until one have seen and approved goods. Therefore, one has full right to cancel in 14 days after received package. One may want to switch to another color or simply send it back because someone is not satisfied with what he/she ordered. Company only requirement is that the goods are unused, but of course one can try them first. All packages from H&M containing a return address label, which one use when return the goods. Then return shipping costs only 36 SEK - No matter how much you are sending back.

3.2 Nelly.com:

3.2.1. Jeans:

Fitted Jeans by Cheap Monday with a high waist and straight fit. Material 98% cotton, 2% spandex. Price is 400 Kr.¹⁵



Fig: 1.2

3.2.2 Shirt:

Multi-colored checkered shirt with buttons in front and cuffs. Made of 100% Cotton. Size medium. Price 399.¹⁶

3.2.3 Payment Terms:

Consumer can choose which payment method that suits best. NELLY offers four different ways to pay your purchase. Online Payment, Invoice, COD and money Nelly / discount.

¹⁵ <http://nelly.com/productInfo.asp>

¹⁶ <http://nelly.com/productInfo.asp>

3.2.4 Online Payment:

Nelly currently accepts only VISA and MasterCard. Shy away from one to pay by credit card/debit card so there will no extra charge expect for a shipping cost of 39 SEK.

3.2.5 Invoice:

When consumer chooses to pay by invoice is a credit to one social security number. In addition to shipping cost of 39 SEK in order to come even billing fee of 29 SEK for all invoice orders. Payment terms 30 days.

3.2.6 Cash on Delivery:

Orders placed on COD cash when customer downloads the package in mail delivery. He /She pick up package with a paper-AVI with which customer can then redeem the package. When consumer orders by mail to come 59 kr.

3.2.7 Shipping costs:

A shipping fee of 39 SEK is payable on all orders, except if consumer placed an order and adds an additional 14 days for in that case one will get free shipping on the second order.

3.2.8 Delivery:

All products shown on nelly.com in stock for immediate delivery. Company reserve the right to end sales and for stock at suppliers, and for the possible involve an additional cost that may arise. Sometimes it happens that any of the goods customers have ordered is not in stock and will be backordered. It sent a mail to consumer within 1-3 days. If one chooses to pay cash on delivery is the delivery time 2-5 days. Some products may be in the season or the peak to have slightly longer delivery time, be notified when the e-mail.

3.2.9 Return policy:

Nelly obviously want customer to be happy a lot. Therefore, Nelly'll always return policy for 14 days. The only condition is that the goods will be returned in original condition is that it is not used. Always enclose the original packaging. No replacement on underwear.

On the delivery note sent with every packet is a return note that one can fill in and send with a return. There is also a preprinted return address that customer put the package in return. If someone lost these, one can write own. The packages add a note with information about what consumer send back and why. The address is prepaid with return postage to 35 SEK, so one can add yellow package on the nearest mailbox or leave at any post office.

3.2.10 Payments & Refunds:

a) If consumer paid by card, the money sent back for replacement goods are refunded to consumer card approximately 10 days after company received trade goods.

b) If someone ordered by invoice, he/she pull of the returned merchandise and send billing fee on the first invoice and then pay the balance due. Consumer will receive a return email when company receives the return which this invoice balance is clear. Customer will then receive a new invoice with the new supply, that one pay separately.¹⁷

¹⁷ <http://nelly.com/se/betalningsvillkor/>

3.3 Ellos.com:

Jean:

Jean with regular fit and slim legs and 100% cotton.¹⁸



Fig: 1.3

3.3.1 Shirt:

This is a short sleeve shirt with tough stitching and sewn on application with 100% cotton. Snap Tampa on the shoulders and short sleeves with slits and button. This shirt has chest pockets with flaps and button.¹⁹

3.3.2 Payment options:

One has four payment options to choose from:

1st Cash payment: One can pay cash on delivery cash on delivery with cash on delivery fee and handling charge is included.

2nd Ellos Invoice: With Ellos Invoice gets free credit. Billing fees and handling charges apply. If the invoice is not paid on time invoice amount automatically transferred to an Ellos Account..

3rd Ellos Account: If one want to pay them in installments over a maximum 36 months can apply for Ellos Account.

4th Credit Cards Accepted: If one choose to pay by credit card, save the COD fee. Expedition fee applies. For any returns the money is paid back to your card. Ellos accept Visa and MasterCard.

¹⁸<http://www.ellos.se/DetailPages/DetailPage.aspx?categoryid=23538&productId=255767&SellingFlag=SearchText&SearchBackLink>

¹⁹http://www.ellos.se/DetailPages/DetailPage.aspx?CategoryId=23490&ProductId=274280&intcmp=ES_SS10_splash_herr_prod1

3.3.3 Return policy:

If someone is not satisfied, then Ellos give consumers have 14 day cooling-off period after received the goods. One is entitled to free of charge to open the packaging to verify that the product functions. One always has the right to cancel purchase. Fill in the return form attached to packet and write what one returned. Use the adhesive return address label that is included on the packing slip. When company got back the goods and found that it is not damaged company will pay, within 30 days, return the amount one paid, and fees if the entire order is returned.

3.3.4 Ellos different charges:

Return 40.00 SEK

Web Return 30.00 SEK

Home delivery tonight at 95.00 SEK 17-21

Packages picked up 149.00 SEK

Home delivery days DHL 195.00 SEK

Home delivery DHL evening SEK 595.00

3.4 Zoovillage.com

3.4.1 Jeans:

This is a zoovillage Cheap Monday pants that have become a classic in just a few years. Tough drainpipe jeans, but those pockets made entirely of cotton with a zip fly. Long narrow waist and legs.²⁰



Fig:1.4

3.4.2 Shirt:

Short sleeve shirt in a straight model. Quality / Color the boxes are in two different shades of green and black. The shirt has a button down collar and is made of 100% cotton.²¹

²⁰<http://se.zoovillage.com/store/productdetail.asp?DisplayItemID=52931&Position=5&ListType=1&BrandID=265&CategoryID=0/0&Gender=0&SizeID=9>

²¹<http://se.zoovillage.com/store/productdetail.asp?DisplayItemID=49552&Position=52&ListType=1&BrandID=0&CategoryID=8/11&Gender=0&SizeID=0>

3.4.3 Payment methods:

PayPal is a secure online payment method, which allows consumer to pay or get paid quickly and easily without sharing any of financial information. PayPal remember and safeguard consumer bank, credit or debit card details, so you don't have to. To be able to pay with PayPal one has to start an account at PayPal. Then one can transfer money into PayPal account from credit card or bank account. Then one can pay Zoovillage order by choosing PayPal as a payment method in the check out process. When consumers do that the money for the order will be transferred from your PayPal account to Zoovillage.

3.4.4 Return policy:

One may return an item and get a full refund or exchange the item within 14 days from delivery. Please note that the item must be in the same condition when returning it.

3.4.5 Consumer wants to return an item:

1. Please fill return form.
2. Send the item back together with the return form to us.
3. When item is received and approved, company will credit the account one submitted in the return form.

3.4.6 Payment and delivery

Delivery charge is SEK 20 for orders under SEK200. One order is paid by PayPal and company ship all packages with UPS. Consumer order will be delivered to the address you supply company. It is also possible to pick up order at the local UPS pick-up point, which will also be the option if one is not at home the first two times the courier tries to deliver at your door. The courier will leave information about the address to the local UPS pick-up point. Normal delivery time is 4-12 working days. The delivery time vary within each article. In Order Confirmation consumer will find information on the delivery time of one order. If due to any reason the delivery time will vary from the time promised time then company will contact customer as soon as possible.²²

3.5 Bubbleroom.com:

3.5.1 Jean:

Fresh jeans in dark blue denim with straight leg and five pockets. It length is 79 cm in size 30/32.

3.5.2 Shirt:

Two chest pockets with flaps and button. Short sleeves with strap and button at the bottom. 100% cotton with length 80cm in size 41/42.²³

²²http://europe.zoovillage.com/cs/v3/kopvillkor_usa.asp

²³<http://www.bubbleroom.com/product/jackjones/29943/tim-comfort.aspx>



Fig:1.4

3.5.3. Returns

Consumers have a right to return the goods within 14 days from when one receive order. But returned products in their original packaging, unused and with all labels attached. If someone wish to return any products you can take advantage of free return shipping by using the address label included in package. Consumer can also download the address label from the website for returns free of shipping charges. A handling charge is payable for returned goods is **9,90€**.

3.5.4 Refunds for returns:

Refunds on returns are made to the card one used for the purchase. Company refunds the full value of the goods, minus return handling charge. Refunding within one week when company receive product from consumer return.²⁴

3.5.5 Delivery

At present company deliver outside Sweden, to all EU-countries. Company delivery time vary from 7-10 days.

3.5.6 Payment by credit card:

Bubbleroom uses a payment exchange supplied by DIBS. Consumer can pay via VISA, MasterCard, Visa Electron and Maestro. Bubbleroom does not charge any additional fee when consumers use this payment method.²⁵

²⁴

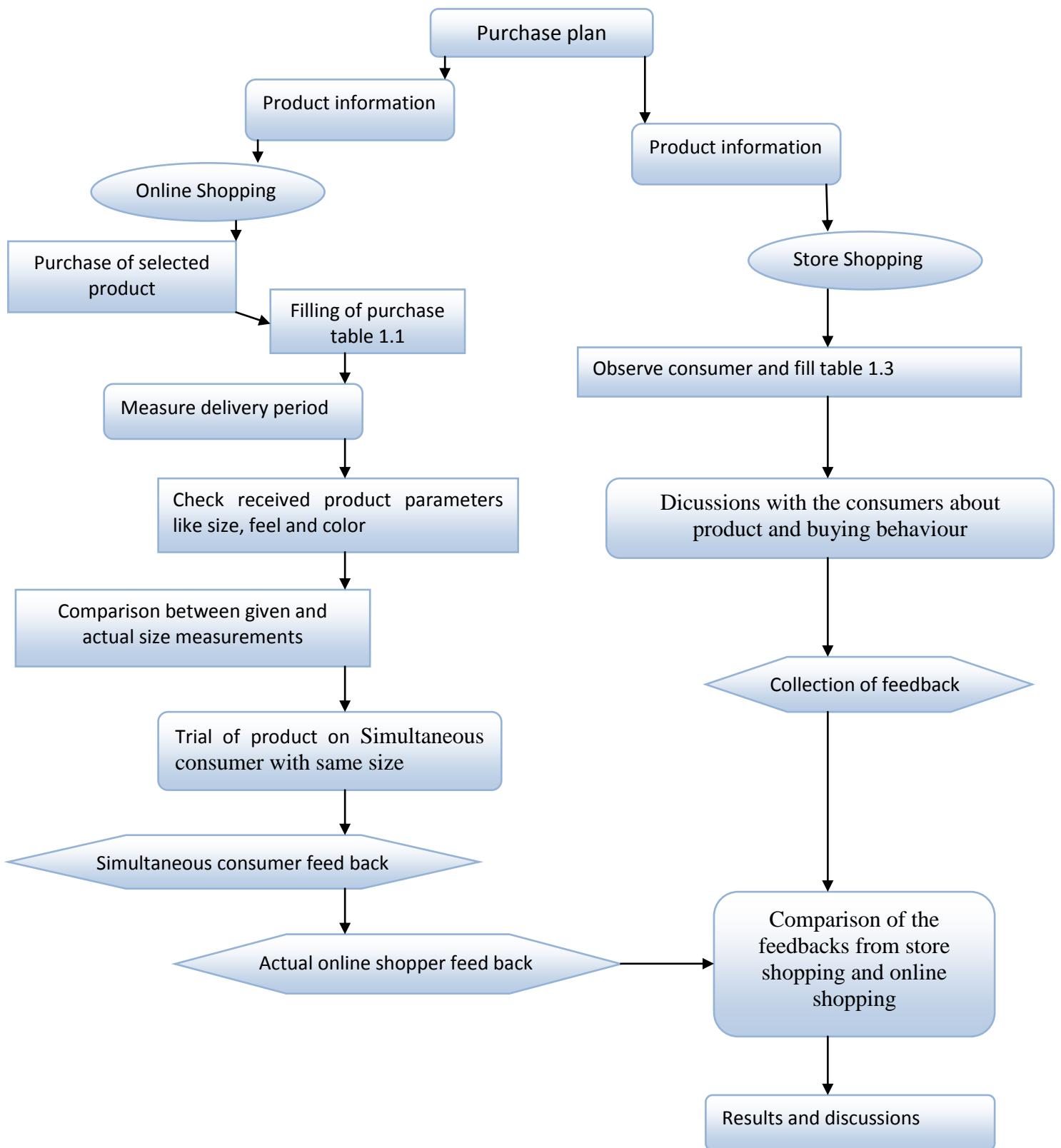
<http://www.bubbleroom.com/info.aspx?intId=22>

²⁵ <http://www.bubbleroom.com/info.aspx?intId=18>

3.6 Steps of purchase for study:

- 1- Selection of the products and information search
- 2- Trial of the products in the store by some random consumers and collection of feedback.
- 3- Purchase of the selected products online and filling of the purchase format table 1.1
- 4- Calculations of the delivery period
- 5- Measurements of the products in comparison to the information provided during online purchase
- 6- Trial of the products by different consumers (Simultaneous consumer) under same size category.
- 7- Discussions with the consumers to get the feedback.
- 8- Comparison of the feedbacks from store shopping and online shopping to study the hit rate for the products under study
- 9- Discussion of the results with the thesis supervisor

3.6.1 Purchase plan for study:



Purchase plan flow chart 1.1

3.7 Consumer Behavior for store shopping:

Based on the consumer behavior study some random customers were interviewed in different stores to check the relationship between a customer in the store and the customer in the web shop. A questionnaire was also prepared to collect the feedback. To collect feedback questionnaire was introduced at later stage of the interview. 10 random consumers were interviewed and the feedback is as follows

- a) For the tops 70% consumers tried only once. 20% didn't try them before purchase and 10% of the people tried more than one shirts before making final decision of purchase
- b) For bottoms 80% people tried more than one product before making final decision of the purchase. 10% people tried only once and the rest bought the product without any trial
- c) 90% people said that they prefer store shopping for purchase of the products because they want to try the product before purchasing for the 1st time.
- d) Consumers normally don't check the measurements after purchase
- e) Fit of the product is the major reason for returning a product from store shopping
- f) Consumers are mostly influenced by the advertisements and celebrities for store shopping
- g) Some consumers also revealed that if they have tried some products in the store and find same product on the web shop on cheaper price they purchase that product from internet



Purchase format for online shop

1.4a:

Purchase format for Top:							
Brand							
Product name							
Season							
Fiber contents							
Price							
size detail							
	Given size	Actual size					
Neck							
Chest							
Waist							
Order date			Receive date				
Available return period				14 Days			
Payment method				1- Cash on Deliver			
				2- Invoice			
				3- Debit Card			

Purchase format for Bottom:							
Brand							
product name							
season							
Fiber contents							
Price							
size detail							
	Given size	Actual size					
Waist							
Seat							
Inside leg length							
Order date			Receive date				
Available return period				14 Days			
Payment method				1- Cash on Deliver			
				2- Invoice			
				3- Debit Card			

Purchase format for store 1.4b:

Purchase format for Top:					
Brand					
Product name					
Season					
Price					
#of tries					
size detail					
Neck					
Chest					
Waist					
Available return period					
Payment method			1- Cash		
			2- Debit Card		
			others		

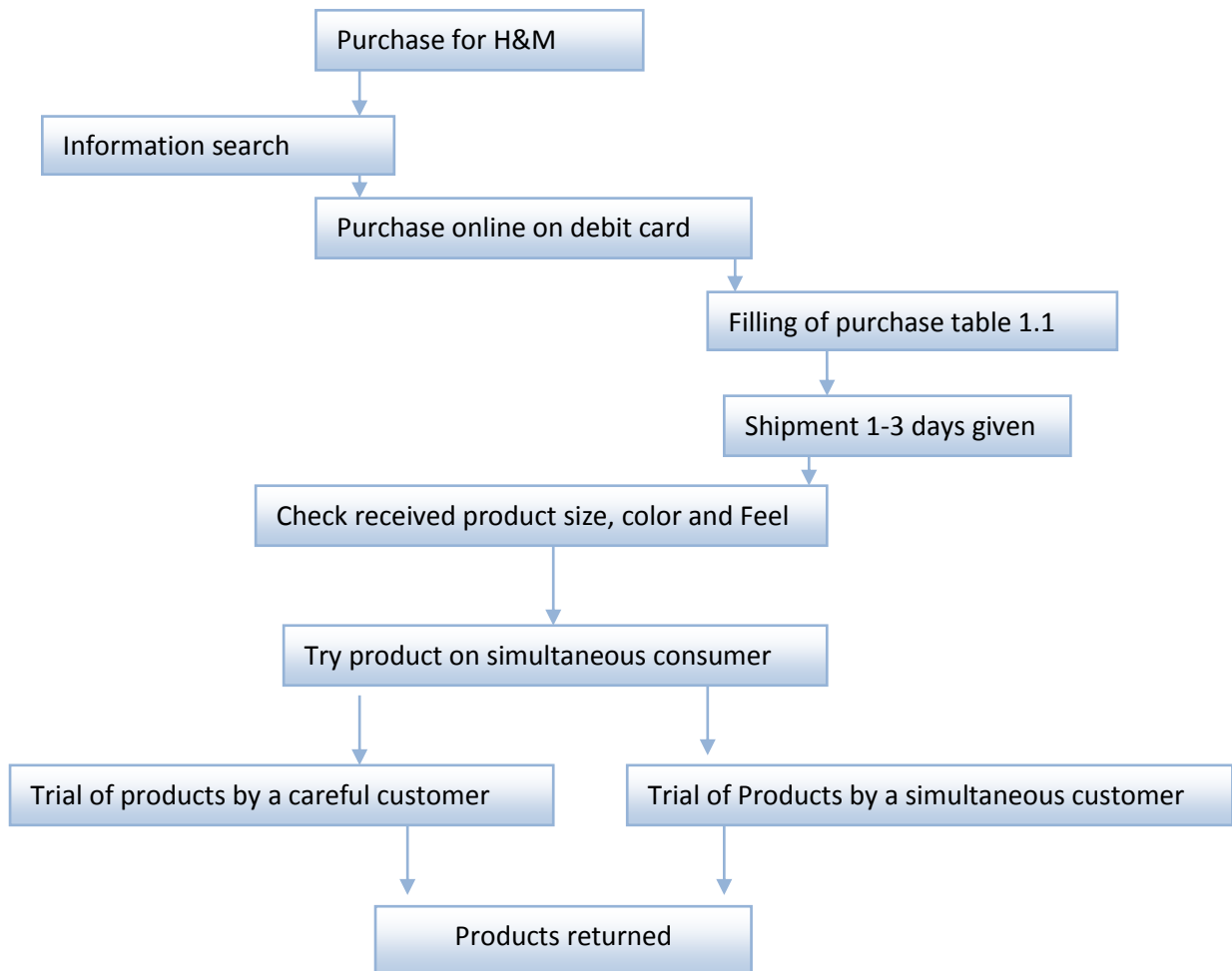
Purchase format for Bottom:								
Brand								
product name								
season								
Price								
# of tries								
size detail								
Waist								
Seat								
Inside leg length								
Available return period								
Payment method				1- Cash				
				2- Debit Card				
				others				

4 Purchase, delivery and feedback procedures:

All the purchasing was done on one day. It took around 1.5 hours to complete the process. All the payment except H&M was done through bank account.

4.1 Purchase Process for H&M:

Purchase process for H&M is a bit difficult. They don't sell online to the person who don't have a personal number.



Purchase plan flow chart 1.2

Purchase format for H&M 1.5

Purchase format for Top:					
Brand		H&M			
Product name		Shirt			
Season		summer 2010			
Fiber contents		100% cotton			
Price		249 SEK			
size detail					
	Given size	Actual size			
Neck	42cm	42cm			
Chest	90cm	91cm			
Waist	78cm	80cm			
Order date	2010-05-17		Receive date	2010-05-24	
Available return period			14 Days		
Payment method			1- Cash on Deliver		
			2- Invoice		
			3- Debit Card		

Purchase format for Bottom:					
Brand		H&M			
product name		Jean			
season		summer 2010			
Fiber contents		100% cotton			
Price		399 SEK			
size detail					
	Given size	Actual size			
Waist	86cm	86cm			
Seat	102cm	103cm			
Inside leg length	82.5cm	83cm			
Order date	2010-05-17		Receive date	2010-05-24	
Available return period			14 Days		
Payment method			1- Cash on Deliver		
			2- Invoice		
			3- Debit Card		

4.1.1 Feedback from Customers:

a) Feedback from Careful customer:

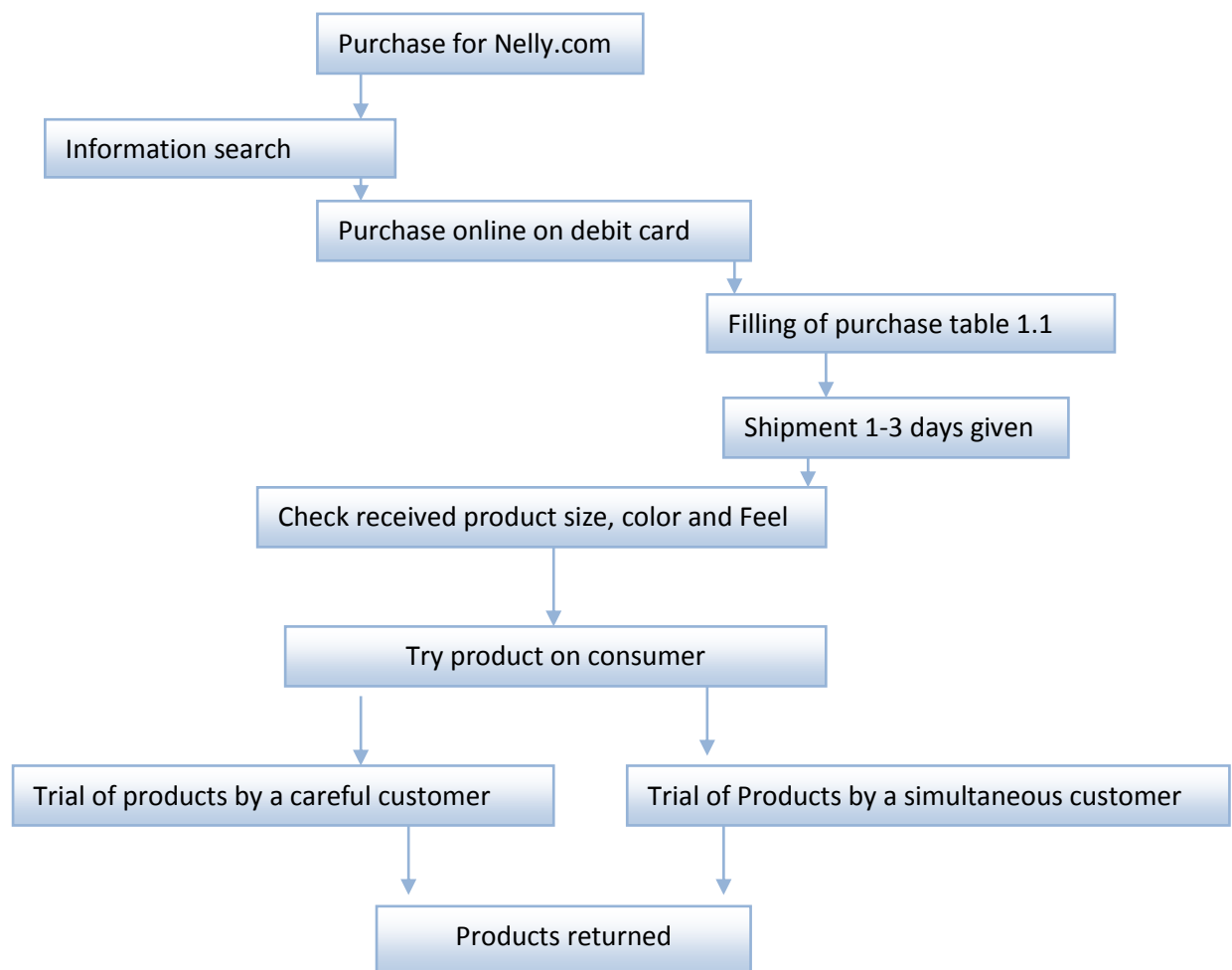
Delivery of the products was in time. Careful customers examined the products and found that the measurements were quite accurate. In shirt it was noticed that the quality of the fabric was good, color variation was negligible. Fiting of the shirt was also satisfactory. Whereas jeans was noticed as having some color variation. The color was darker. Fiting and the fabric quality were close to the expectations.

b) Feedback from simultaneous customer:

Simultaneous customers didn't report any deviation from the information provided on the web shop. The color, quality and fitting of the shirt was noticed as good. For bottom only color variation was the problem. Other features were satisfactory for the customers.

4.2 Purchase Process Nelly.com:

Purchase process at Nelly.com was quite easy. Just select the product and do the payment. Nelly.com committed the shipment in 1-3 working days.



Purchase plan flow chart 1.3

Nelly.com purchase formate 1.6:

Purchase format for Top:							
Brand				Jack Jones(Nelly.com)			
Product name				Shirt			
Season				summer 2010			
Fiber contents				100% cotton			
Price				269SEK			
size detail							
	Order size	Actual size					
Neck		44cm					
Chest		50cm					
Waist	50cm	50cm					
Height	80cm	79cm					
Order date	2010-05-17		Receive date	2010-05-19			
Available return period				14 Days			
Payment method				1- Cash on Deliver			
				2- Invoice			
				3- Debit Card			
Purchase format for Bottom:							
Brand				Cheap Monday (Nelly.com)			
product name				Jean			
season				summer 2010			
Fiber contents				98.5%cotton and 1.5% lyc tight original unwashed			
Price				359SEK			
size detail							
	Order size	Actual size					
Waist	41.5cm	41cm					
Seat	45.5cm	45cm					
Inside leg length	83cm	79cm					
crotch length	25cm	25cm					
Order date	2010-05-17		Receive date	2010-05-19			
Available return period				14 Days			
Payment method				1- Cash on Deliver			
				2- Invoice			
				3- Debit Card			

4.2.1 Feedback for Products from Nelly.com:

a) Careful customers:

The products were delivered in time. Measurements were checked which are given in table () above

Expected fit, size and colors were close to expectations. The products were tried and they were found as good by the careful customers. The service provided by nelly.com is found as satisfactory and the information provided for the products is appropriate. This sale produced a loyal customer to nelly.com

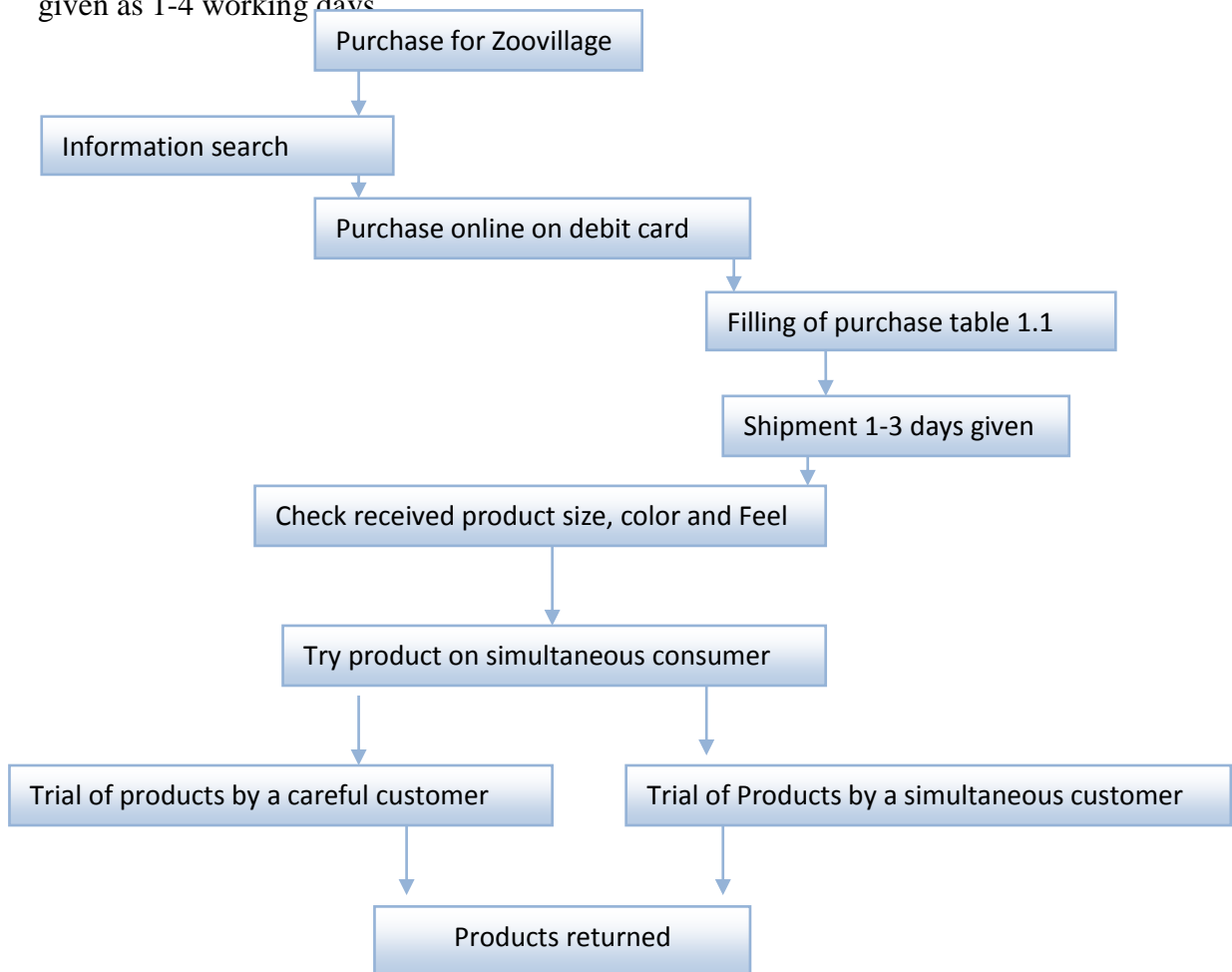
b) Simultaneous Customers:

Almost all simultaneous customers said that the shirt from Nelly.com don't have any reality shock. That seemed to be same it was mentioned at the website. The feedback for the shirt was very good.

For pant most of the simultaneous customers complained about the stitching of waist band. That was not comfortable during trial. Color variation was also observed during trial.

4.3 Purchase process for Zoovillage.com:

Purchase process for Zoovillage.com was easy. The shipment days for the order was given as 1-4 working days



Purchase plan flow chart 1.4

Purchase formate for Zoovillage.com 1.7

Purchase format for Top:							
Brand				Dr.Denim (Zoovillage)			
Product name				Shirt			
Season				summer 2010			
Fiber contents				100% cotton			
Price				360 SEK			
size detail							
	Order size	Actual size					
Neck							
Chest	102cm	102cm					
Waist	102cm	102cm					
length	72cm	73cm					
Order date	2010-05-17		Receive date	2010-05-20			
Available return period				14 Days			
Payment method				1- Cash on Deliver			
				2- Invoice			
				3- Debit Card			
Purchase format for Bottom:							
Brand				Dr. Denim (Zoovillage)			
product name				Jean			
season				summer 2010			
Fiber contents				100% cotton			
Price				499 SEK			
size detail							
	Order size	Actual size					
Waist	82cm	82cm					
Seat							
Inside leg length	81cm	88cm					
out seam	109cm	111cm					
Order date	2010-05-17		Receive date	2010-05-20			
Available return period				14 Days			
Payment method				1- Cash on Deliver			
				2- Invoice			
				3- Debit Card			

4.3.1 Feedback from the customers:

Careful Customer:

Service of Zoo village was not as good as nelly.com. But it was satisfactory. The delivery of the products was done in the given period. The package was also attractive. The shirt was not upto the expectations due to feel and stitch quality. Fit of the shirt was as per commitment. For the bottom it is noticed that the length of the garment is longer than it was defined at the website. The website is not also providing the proper measurement table. Which is not user friendly. Color and material was upto the expectations. Fiting of the jeans was average.

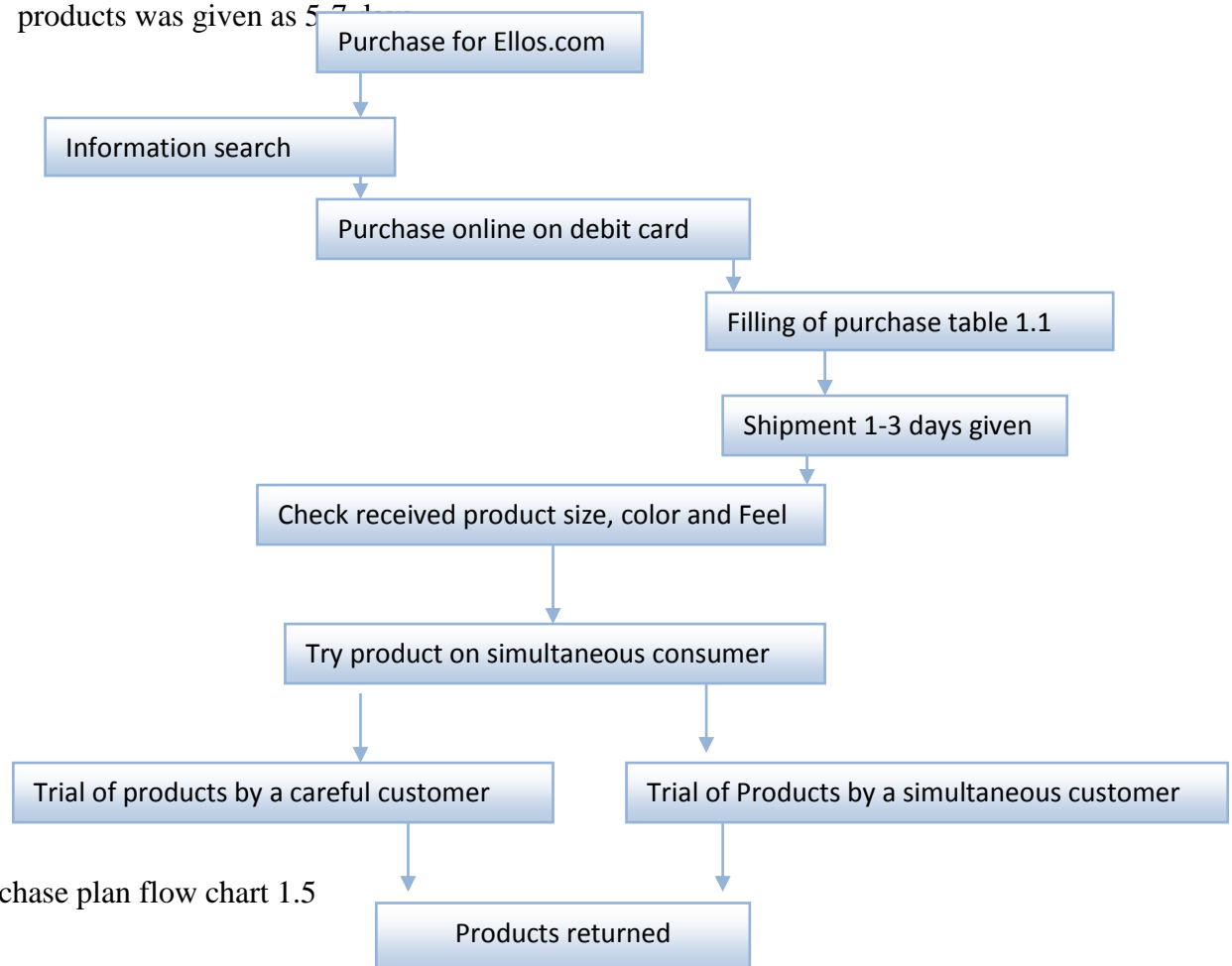
Feedback from Simultaneous Customers:

Simultaneous customers said that fitting for the shirt from Zoovillage was good, but the picture was brighter than the original shirt. Colors were not satisfactory for the customers. There was a white linning in the placket of the shirt which was annoying for the customers as it was not visible in the pictures.

Almost all trials for the jeans showed that the color variation was quite visible between the original and the shown product. In description the product was having bluish effect, but in actual the product was having blackish tone. Slub effect in the picture was quite visible but in actually garment there was very small and invisible slub effect.

4.4 Purchase process for Ellos.com:

Purchase process for ellos didn't show any complexity however the delivery period for products was given as 5-7-1



Purchase plan flow chart 1.5

Purchase formate for Ellos.com 1.8:

Purchase format for Top:									
Brand					Ellos				
Product name					Shirt				
Season					summer 2010				
Fiber contents					100% cotton				
Price					299 SEK				
size detail									
	Given size	Actual size							
Neck									
Chest									
Waist									
length	73cm	73 cm							
Order date	2010-05-17			Receive date					
Available return period					14 Days				
Payment method					1- Cash on Deliver				
					2- Invoice				
					3- Debit Card				
Purchase format for Bottom:									
Brand					Ellos				
product name					Jean				
season					summer 2010				
Fiber contents					100% cotton unwashed				
Price					175 SEK				
size detail									
	Given size	Actual size							
Waist	32"	32"							
Inside leg length	87cm	86cm							
Order date	2010-05-17			Receive date	2010-05-24				
Available return period					14 Days				
Payment method					1- Cash on Deliver				
					2- Invoice				
					3- Debit Card				

4.4.1 Feedback from customers:

Feedback from careful customers:

The product was delivered as per commitment. The measurements for the shirt wasn't enough on the website, only length was given and the actual product have same length. The other information like neck, waist and chest was absent at the webshop. However the shirt was upto the expectations. No communication defect was noticed during trials. Fitting, quality and color of the shirt was found satisfactory.

The style of the Jeans was quite different from the information provided. Stitching of the jeans was done from self color however in the photgraps it was having contract colors. The fitting of the jeans wasn't good, style of the pocket was different in actual garment. Overall this product have more chances of rejection as it has a lot of deviation from provided information.

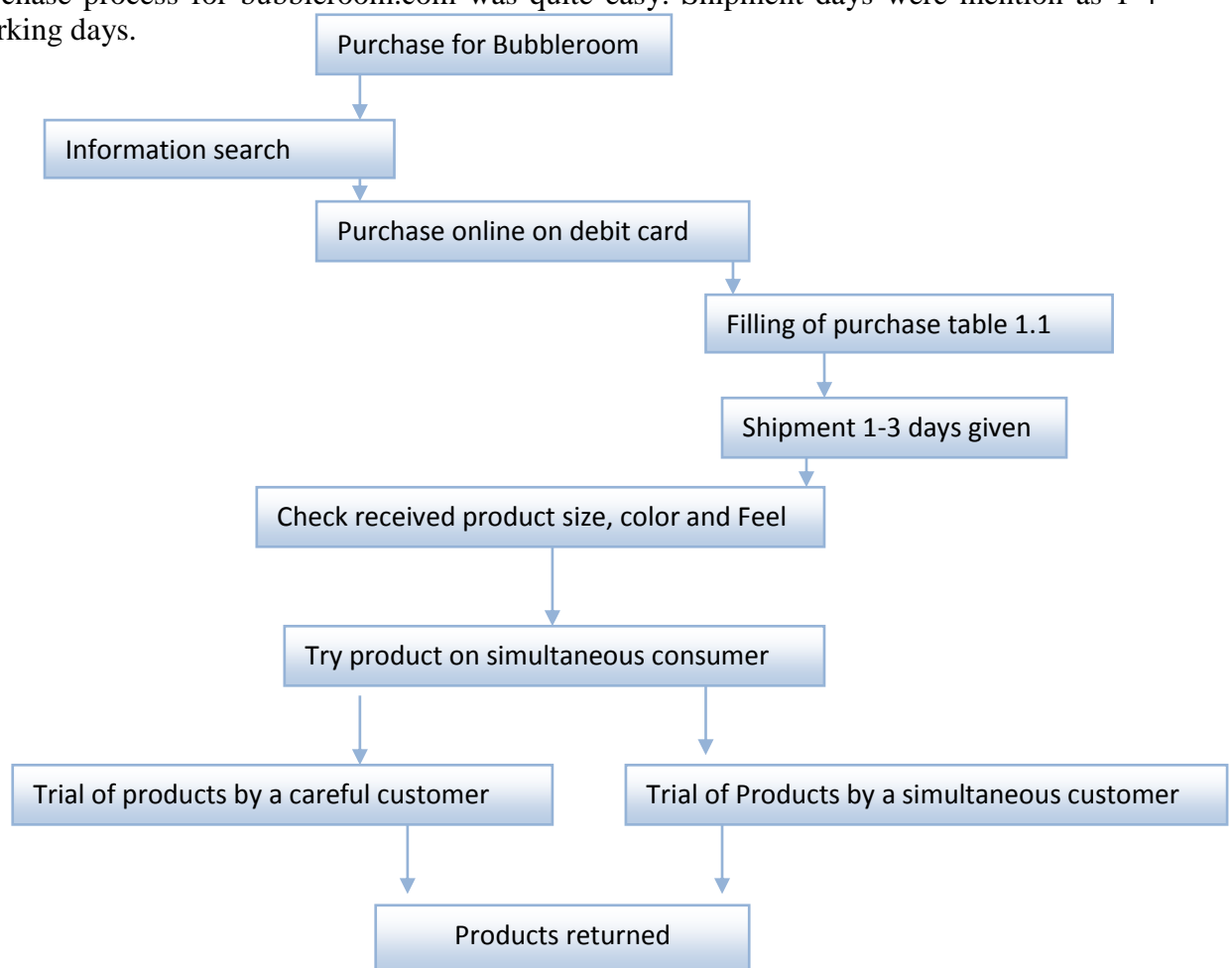
Feedback from simultaneous customers:

Simultaneous customers showed positive behavior towards the shirt from Ellos. The informtion wasn't enough but the product was good.

Trials of Jeans showed negative behavior. There was deviation from the information for style, color and espacially stitching of the garment. Simultaneous customers wanted the product to be returned.

4.5 Purchase process for bubbleroom:

Purchase process for bubbleroom.com was quite easy. Shipment days were mention as 1-4 working days.



Purchase plan flow chart 1.6

Purchase formate for bubbleroom 1.9:

Purchase format for Top:					
Brand			Bubbleroom		
Product name			Shirt		
Season			summer 2010		
Fiber contents			100% cotton		
Price			99 SEK		
size detail					
	Given size	Actual size			
Delicate	42cm				
Chest					
Waist					
length	80cm				
Order date	2010-05-17		Receive date	2010-05-21	
Available return period			14 Days		
Payment method			1- Cash on Deliver		
			2- Invoice		
			3- Debit Card		

Purchase format for Bottom:								
Brand				Dr. Denim (Bubbleroom)				
product name				Jean				
season				summer 2010				
Fiber contents				100% cotton unwashed				
Price				299SEK				
size detail								
	Given size	Actual size						
Waist	32"	40cm						
Seat	34"	50cm						
Inside leg length	79cm	79cm						
Order date	2010-05-17			Receive date	2010-05-21			
Available return period				14 Days				
Payment method				1- Cash on Deliver				
				2- Invoice				
				3- Debit Card				

4.5.1 Feedback from the customers:

Feedback from Careful customers:

Shopping experience with the zoovillage.com was worst of all web shops. They didn't inform the stock out before delivery. The consumer got a surprise of one product missing and a note that shirt is not available.

For bottom the color was a bit darker than it is available on the web shop. However the measurements which were given on the web shop matched with the actual product. No proper measurements about the sizes are given on the web shop.

Feedback from simultaneous customers:

As mentioned above only Jeans for this web shop was available that was tested on simultaneous customers. Feedback wasn't in the favor of the web shop. Customers complained about color variation, low stitching quality and low fabric quality. Looks of the jeans was quite different. Information about the color was light blue, however originally it was dark. There was some layer effect in the picture, but it was not in the actual garment. Information about the products wasn't satisfactory for the customer.

4.6 Discussions and Analysis:

For a careful customer there are always more chances of rejection but it depends upon the priorities of the specific customer. Some people take price as first priority and some consider Quality as leading parameter for selection. Some think that the fitting is an important parameter for selection of garments. Similarly some companies still think that they must be market leader in price or they must have some differentiate products. A modern approach is to give best quality price ratio. So it is difficult to make a final statement about the hit rate of a product or service for a specific person. So the following calculations can give an idea of the overall performance of products and services of a specific web shop in a number of customers.

Similarly for a simultaneous customers some parameters matters more than any other parameter for selection of a product. However 1st impression stays longer. So a good product or service can create a loyal customer on long term basis.

Following are the calculations of hit rate of sale of products from web shops to a number of different customers from different backgrounds.

As discussed above hit rate is the chances of sales of a product online. Following are the ratings that were received during interviews. Number of careful customers was two, as they did all the searching before buying. The number of simultaneous customers was ten. As it is easier to find a customer randomly to take an interview without having any prior knowledge of the products, but it was a time taking process to search some careful customers. All the customers were aged between 21-35 years, having different nationalities, different cultures but same physique. So that the dresses fit on them. Details of these customers and questionnaire are given in Appendix B.

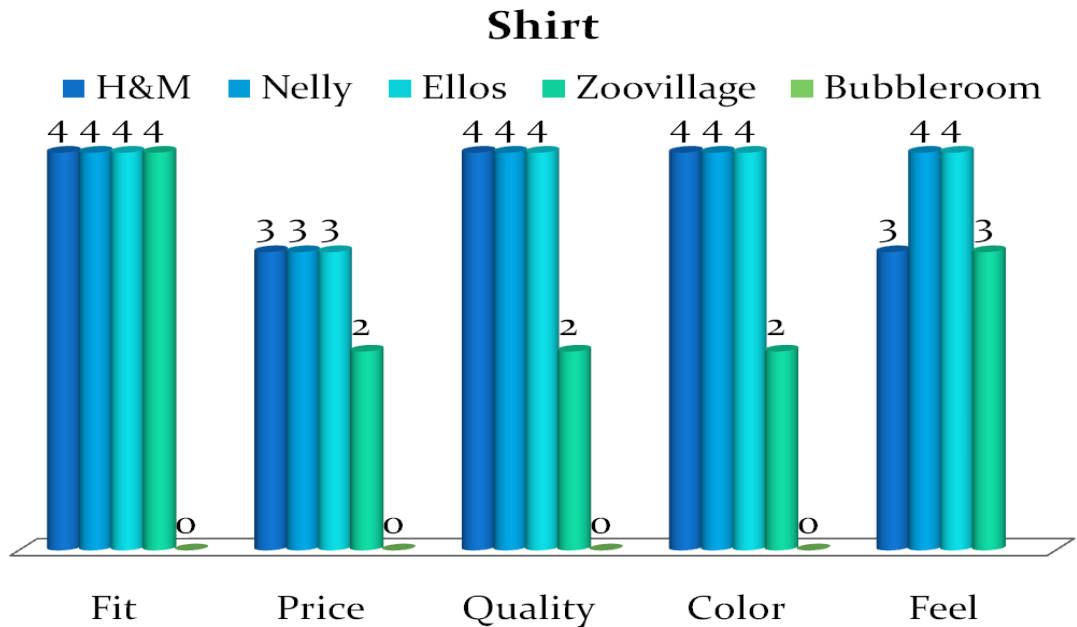
Ratings below are given from 1-5. 1 is for poor and 5 is for the best. Average rating given by all customers is mentioned in the tables below.

Careful Customers table 1.10a

Shirts:

Parameters	H&M	Nelly	Ellos	Zoovillage	Bubbleroom
Fit	4	4	4	4	0
Price	3	3	3	2	0
Quality	4	4	4	2	0
Color	4	4	4	2	0
Feel	3	4	4	3	0
Total	18	19	19	13	0
Hit rate	72%	76%	76%	52%	0

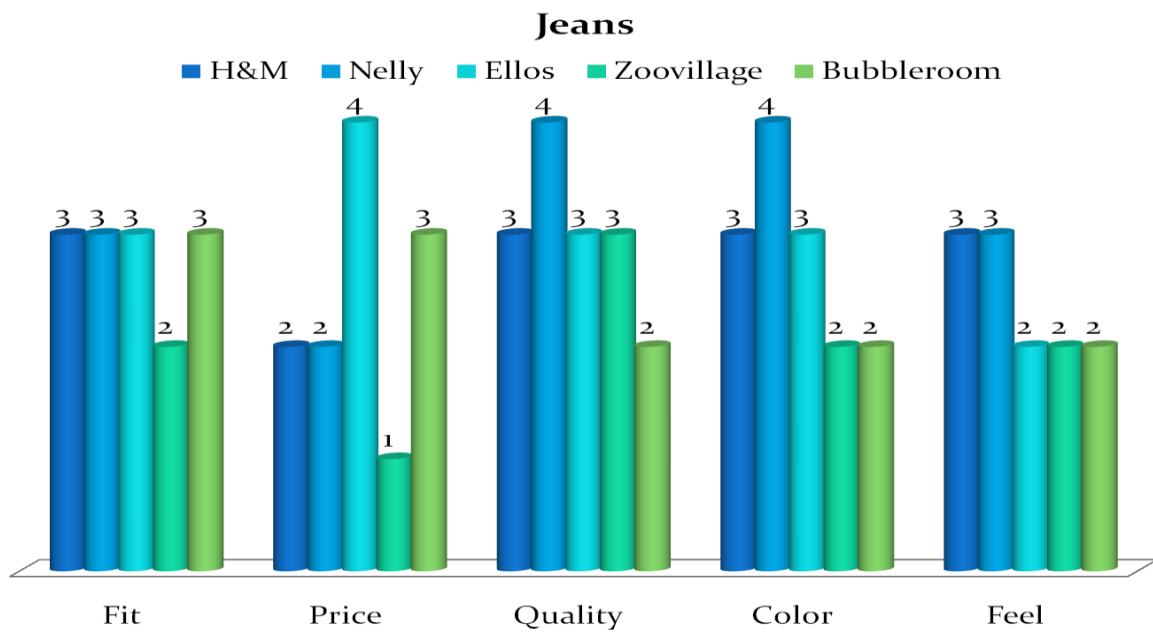
Following is the graphical representation of the ratings



Jeans:

Parameters	H&M	Nelly	Ellos	Zoovillage	Bubbleroom
Fit	3	3	3	2	3
Price	2	2	4	1	3
Quality	3	4	3	3	2
Color	3	4	3	2	2
Feel	3	3	2	2	2
Total	14	16	15	10	12
Hit rate	56%	64%	60%	40%	48%

Following is the graphical representation of these ratings

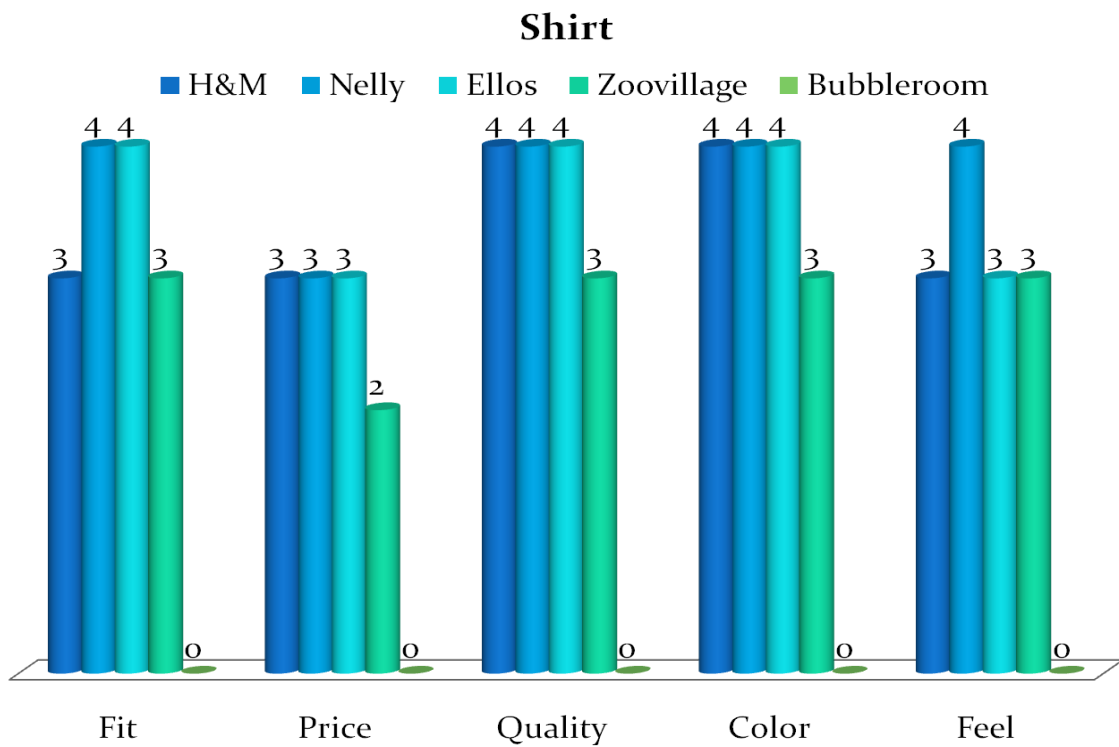


Simultaneous Customers table 1.10b:

Shirts:

Parameters	H&M	Nelly	Ellos	Zoovillage	Bubbleroom
Fit	3	4	4	3	0
Price	3	3	3	2	0
Quality	4	4	4	3	0
Color	4	4	4	3	0
Feel	3	4	3	3	0
Total	17	19	18	14	0
Hit rate	68%	76%	72%	56%	0

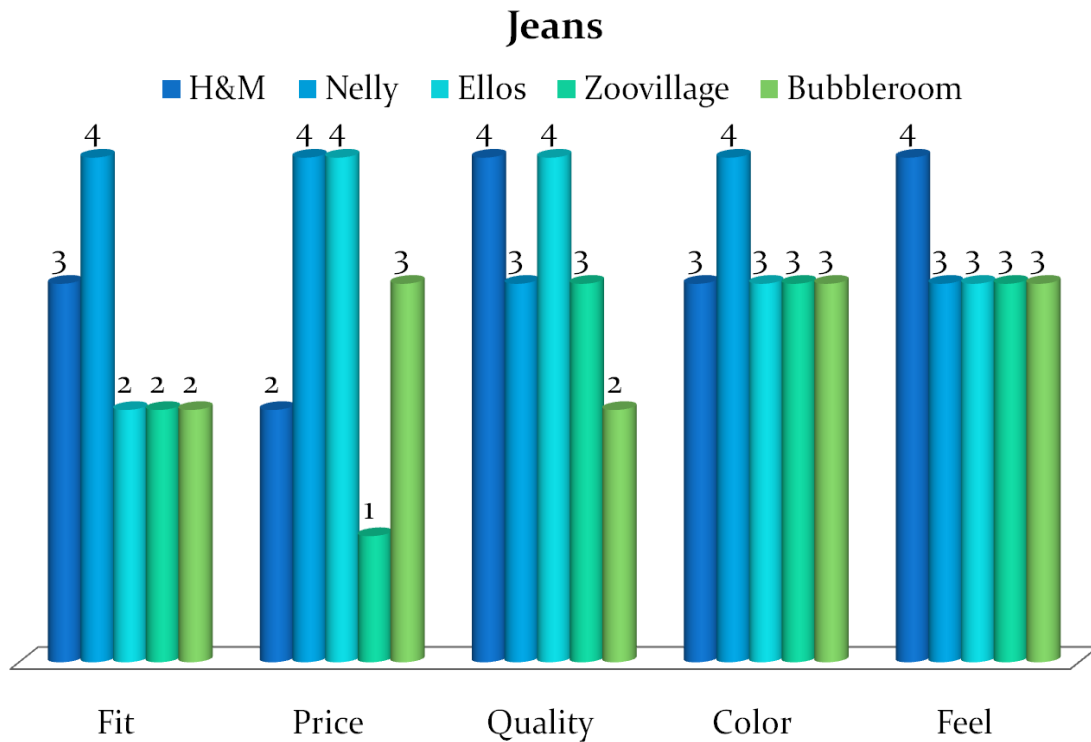
Following is the graphical representation of these ratings



Jeans:

Parameters	H&M	Nelly	Ellos	Zoovillage	Bubbleroom
Fit	3	4	2	2	2
Price	2	4	4	1	3
Quality	4	3	4	3	2
Color	3	4	3	3	3
Feel	4	3	3	3	3
Total	16	18	16	12	13
Hit rate	64%	72%	64%	48%	52%

Following is the graphical representation of these ratings



4.7 E-Commerce and new Consumer segment:

On comparison of the results from different consumers that do store shopping and the consumers relying somewhat on online shopping it was observed that store shopping have its great influence on online shopping.

Web shops must understand that during purchase the product is not physical available in front of the customer, so this is a critical matter during online shopping. Most of the consumers were found unsatisfied from the bottom in case of online shopping and the same situation was observed during store shopping. However the result for shirts was almost same for online as well as store shopping.

Some consumers check for the measurement after ordering online just because in store they can easily try that product on them, but at home it is a difficult thing to make some decision. One has to calculate his/ her own sizes and compare those sizes at the web shop. Matching also takes time, sometimes a product is selected by a customer but he/ she don't get the product in his size range. Size guidelines are also a major problem. Most of the consumers complained about the less information on the web shops.

Tailoring is quite expensive, so standard sizes are followed by the web shops. But the size guidelines are not properly provided. That creates some unusual expectations from the actual product.

Consumer behavior in online shopping is also more careful because there are lead times involved between an order and the receipt of the product. So the services of the web shop also play leading role in making a success story. In case of bubbleroom.com it was an unusual shock for the consumer that the shirt wasn't there at the time of delivery and it wasn't informed to the consumer before. Such steps are also a barrier between the trust development of a customer and web shop.

Color physics have its role on the whole supply chain. Traditionally there are a lot of standards which are used all over the world for the communication of colors between the suppliers and the retailers for different products. However some color physics experts can be used by the web shops to explain the color variation from the picture or there must be some practical tips for checking the color in different light sources. It was the most common complaint that all consumers did for online shopping.

If the above discussions are summarized than it can be concluded that the new customer segment has been formed due to e-commerce and it is creating a lot of challenges for the supply chain which is running the old customer segments. The emerging challenges are

- a) Information handling about creation of an image of the product.
- b) Color communication is the biggest challenge for web shops
- c) Lead times management for the deliveries and returns
- d) Quality assurance at each step throughout the whole value chain according to the provided information
- e) Better service level than store, because the relationship between the web shop and the consumer is quite weak and no delivery after acceptance of order affects it badly.
- f) Better size guidelines, not too much information but the necessary information must be there.
- g) Some relaxation in return or exchange for the some products like Jeans. Like shipment weaver in case of exchange.
- h) Easy guidelines for the purchase process, like zoovillage.com is giving some practical tips everywhere.
- i) Better customization options for searching.
- j) H&M is mixing the assortment for shirts and pants in the web shop; it is not done practically in stores. So this mixing is not creating a positive impression over the consumers. It must be avoided.

5. Conclusions and Recommendations:

E-commerce have entered new customer segment that has some influence of traditional shopping experience. Some products in the existing e-commerce systems are performing well but for some products they need better actions. There isn't much difference in the opinions of the careful as well as random customers after receipt of the product. Before purchase the careful customers want more information and it is general impression that the provided information has great deviation from the actual products. Customer segment for e-commerce still have less trust in the products and service. They expect from the web shops to be more flexible towards payment, exchange and return methods. As customer waits more for the product so if there is any problem in the services, it must be informed before delivery. Surprises at delivery always loose customers.

It is recommended that the products which need more trials in traditional shopping must have some relaxation in return or exchange procedures in online shopping. Jeans is the perfect example, 80% of the people try more than one pair of Jeans before purchasing, and that is why they prefer to purchase it from store than web shop.

Information from the inventories must be updated in the web shop, because this customer segment is waiting for the product after purchase and later on if there is no delivery due to stock outs, it shakes the trust level of the customers.

Search options must be more customized to make product search easier. There must be limited and good quality products instead of too many options. Size guidelines must be made easier to understand. Important information about the payments and returns must be available with the products.

Color communication is the most critical thing and it is recommended that further research on this issue must be done to ensure the better customer value.

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APPENDIX A

Pre- Interviews for selection of Web shops and products

These interviews conducted to find web shops and to know about what types of product consumers bought from these web shops. There was not any questionnaire for these interviews. It was an open discussion and the feedback is given below.

Interview for selection of Web shops and other parameter:

1st interview

Zoovillage

Nelly.com

Bubbleroom

H&M

Stayhard

Name: Malin Age: 23 student

Products: Tops only

Online check

Checking before

Purchase designs

One shirt happy with purchase

Top

It's complicated to buy jeans online (size variation problem go to store)

Return

Cheaper to buy online

Mane a mind that not buy jean online (still go on store)

2nd interview

Lejla Imamovic 26 year

H&M.com

Ellos

Frills & co

Clothing and shoes Ellos home accessories

Bagged shoes (accessories)

Shopping online

Cheaper

Sales online

Trying problem

1 out of 10 (shoes are returned)

Fitting (quality colors)

Expensive provided

Returning cost does not make because everybody wants to have

Tailoring is quite expensive (but customers want to have this product)

Online shopping has increased

Out of country

Price takes more decision making time (price)

Membership offers

Free time, re sale online also

Satisfied with information from H&M

3rd interview

Elis Hansen 20 years

H&M.se

Asos

Products

Dresses only

No pants online due to fitting issues

20% online shopping

Accessories

H&M discounts

No customization (expensive)

Modern fits

1 out of 10 (less return) (satisfy with buying)
Tried out of Sweden ASOS (much expensive)
Expensive out of Europe
Sometimes it takes more time
Color variation fitting is up to the thinking
Expensive cloths from shapes
Lead times more searching options(wants)
Payment after delivery
No problem in fitting

4th interview

Funny Irasson 22 year
Hm.com
Nelly.com
Online
Time in two month
Tops some tines pants and skirts
Pants jeans(fifty)
Jeans (it was same)
6 out 10 times (fitting problem, variation in picture)
Pants are returned often
20% purchases are online
Returning does not matter much
Never tried from shop
Swedish brands due to accessibility
No fear of purchasing by credit card
Measurements are same
Sometimes products are delayed
Payment after getting products

For some brands pay after delivery

Enough information

Tailoring is expensive

5th interview

Linda 21 years

Hm.com

Nelly.com

Ellos.com

Tops fits

No Bottom no fitting

Does not return (satisfied) time is problem

Some time prefer

Tailored products never seem

Sometimes

Only Swedish companies

Appendix B:

Interview spot _____ Date _____

*Company means (H&M, Nelly.com, Zoovillage.com, Ellos.com, and Bubbleroom.com) on which study conducted.

Interviews from simultaneous customers:

Simultaneous customer:

Name: Nationality: Age:

Education: Occupation: Sex:

Interests:

Income (/month):

1. Do you do online shopping? Yes No

2. What mode of shopping do you prefer for tops?

a. Store

b. Online

c. Catalogue

2. What mode of shopping do you prefer for bottoms?

a. Store

b. Online

c. Catalogue

3. How many times do you try before purchasing tops?

4. How many times do you try before purchasing bottoms?

5. How often do you return a product?

6. What are the reasons behind the return?
 - a. Fit
 - b. Quality
 - c. Appearance
 - d. Color

7. Have you ever checked the sizes after receiving the product?

8. Do you think that the specifications like color, size and quality mentioned in the website are correct?

9. Do you receive the online purchased product in time?

10. Do you purchase expensive clothing online?

11. If yes then please mention about the product?

12. Which online shop do you prefer for purchasing clothing?

13. Please give reasons for purchasing from that website.

14. Do you want some more information other than the available one?

15. Do you order more than one size?

16. What do you do after placement of an online order?

a. Wait impatiently

b. Just relax and do the things normally

c. Order

17. Why don't you return the product even if it is faulty?

a. Complex return procedure

b. Return cost

c. Time

d. Others

How do you rate these products parameters?

Fit	1	2	3	4	5
Price	1	2	3	4	5
Quality	1	2	3	4	5
Color	1	2	3	4	5
Feel	1	2	3	4	5

General Questions

1. How important of the following factors during the shopping, please sort_____

- a. Comfortable
- b. Good-look
- c. Price-value
- d. Brand identity
- e. Ready-to-wear
- f. Latest trend
- g. Quality

2. What is your fashion style?

- a. Casual
- b. Sexy
- c. Urban modern
- d. Sporty
- e. Elegant
- f. Street / punk

3. You prefer to go shopping_____

- a. Alone
- b. With your friends
- c. With your family

4. What kinds of factors make you choose company....?

- a. Family
- b. Friend's
- c. Advertisement
- d. Others_____

5. Where do you get the fashion information?

- a. Magazine
- b. Newspaper
- c. TV show
- d. Internet
- e. Others

6. How regularly you go to buy company..... products?

- a. Twice a week
- b. Once a week
- c. Twice a month
- d. Once a month
- e. Others_____

7. Comparing with other brands, what makes company distinguished?

- a. Price level
- b. Style
- c. Service
- d. Brand image
- e. Others_____

8. During the purchasing process, what make you final decide to buy the products?

- a. I love it.
- b. I need it.
- c. Friends said it fits well.

d. Shop stuff strongly recommends.

e. It's ok but on discount.

f. Others____

9. Do you have specific perception before you go shopping? Yes No

10. Will you try to look for similar ones from media when you are shopping? Yes
No

11. Have you any passion for collecting fashion garments? Yes No

12. When you are consuming, do you consider if it is a Swedish brand? Yes No

Do you consider about "made in"? Yes No

13. Will you buy much more during sale season? Yes No

14. Do you need to wear more formal cloths during work time? Yes No

15. What do you think about the brand image of company.....?

16. Please describe the latest shopping experience in company....., and how do you feel that?

Interviews from simultaneous customers:

Simultaneous customer 01:

Name: Blenda Nationality: Swedish Age: 30

Education: BSc Occupation: Engineer Sex: male

Interests: swimming

Income (/month): 20000 SEK

Simultaneous customer 02:

Name: Alf Nationality: Swedish Age: 27

Education: Master Occupation: Student Sex: male

Interests: Internet surfing

Income (/month): 10000 SEK

Simultaneous customer 03:

Name: Daniel Nationality: Poland Age: 30

Education: high school Occupation: shop Sex: male

Interests: boxing

Income (/month): 22000SEK

Simultaneous customer 04:

Name: Fredrick Nationality: Swedish Age: 33
Education: High school Occupation: office work Sex: male
Interests: football
Income (/month): 20000 SEK

Simultaneous customer 05:

Name: Gastav Adolf Nationality: German Age: 30
Education: Master Occupation: student Sex: male
Interests: ice Hockey
Income (/month): 18000SEK

Simultaneous customer 06:

Name: Gudmar Nationality: Swedish Age: 35
Education: high school Occupation: company Sex: male
Interests: football
Income (/month): 25000SEK

Simultaneous customer 10:

Name: Helmer Nationality: Swedish Age: 27

Education: high school Occupation: shop Sex: male

Interests: swimming

Income (/month): 27000SEK