Online vs. Offline Shopping and the Consumer in the Fast-Fashion Industry

How have online shopping opportunities and marketing practices affected the consumer behaviour of offline shoppers in the fast-fashion industry?

Dissertation by Valerie Krisman
Class: ES4-C | Student ID: 13052462
Supervisor: Mr. L. J. Harris
Date of completion: 04-01-2017
European Studies
The Hague University of Applied Sciences

THE HAGUE

UNIVERSITY OF
APPLIED SCIENCES

1 Executive summary

The consumer has the choice to either purchase clothing in brick-and-mortar stores, offline, or in webstores, online. Yet, this was not the case 15 years ago, when online shopping began to rise. The term was not yet well known, and not all the wanted products were available online. Now, the consumer has the opportunity to choose between offline and online, although they do not favour one over the other all the time. What the shopping situation will look like in 15 years is still a mystery, yet it can be speculated about with the help from several sources.

A central research question was formulated in order to research to what extent the online shopping world and marketing practices have affected the offline shopper in the fast-fashion industry: **How have online shopping opportunities and marketing practices affected the consumer behaviour of offline shoppers in the fast-fashion industry?**

The details of online- and offline shopping, the consumer behaviour, the fast-fashion companies, Zara, H&M and Primark, and online marketing were identified. It was now clear what the definitions in the central question mean. Subsequently, thirty years of shopping was introduced. Over the past 15 years a lot has changed in shopping behaviour and most likely will change over the next 15 years. In addition, an online survey was conducted on Facebook to support the information in 30 years of shopping. The survey is completed by a total of 215 respondents from the Netherlands with different genders, age and opinions. The survey confirmed and supported a lot of findings.

This report concludes that the online shopping opportunities and marketing practices have made it easier for the consumer to shop. Their shopping behaviour is affected by the possibility to easily compare prices of both on- and offline clothing on their smartphone at any time and from any place.

Retailers should start, or keep selling their products online and that they adjust to the future of shopping. The marketing communication strategy has changed drastically over the past 15 years and should keep changing to keep up with the changing shopping world. The fast-fashion company Primark should start selling online in order to satisfy a big group of online shoppers. And to be able to help the consumer at all times, Twitter is a fast and easy medium to answer questions of the consumer and should be used by the fast-fashion companies H&M and Primark.

Table of Contents

3 Introduction

Since the introduction of online shopping, the consumer shopping behaviour has changed. Due to the Internet, there is a generation gap. The digital immigrants are from before the 1980s, this generation lived in times without the Internet and mobile phones. Somewhere in their lives they encountered with the Internet, e-mail and texting. The iGeneration is from after 1995, who grew up with WhatsApp, YouTube and Snapchat. The Millennials are from after 2000, who grew up with iPads, smartphones and videogames. The 'onlife' generation is from after 2007, they go 'onlife' at a very young age (W. Jongen, 2016).

It is unthinkable for the 'onlife' generation to live without a smartphone, computer and access to the Internet. It is very usual to order clothing online instead of visiting an offline brick-and-mortar store for this generation. This is different for the digital immigrants, who have lived for a long or short time without Internet. Though, this generation is slowly vanishing and yet the 'onlife' generation continues to grow. Several studies have proven that the evolution of e-commerce has led to the decline of offline shopping. Yet, there are different motivations why consumers choose to avoid the offline stores and choose for the online stores, or the other way around.

This dissertation can be divided into three parts. The first part concerns general information and includes chapters two to five. In these chapters, information such as the definitions, offline shopping, online shopping, the consumer behaviour, the fast fashion companies and online marketing is discussed.

The second part of this dissertation, chapters 6 to 9, contains the theoretical portion. These chapters describe the antecedent of offline and online shopping 15 years ago, the current situation of offline and online shopping, and the future situation in 15 years. Yet again, the reason to research over a period of about 30 years is, that since the beginning of online shopping, a lot has changed.

The 'Journal of Electronic Commerce Research, VOL 8, NO. 1, 2007' shows that around 2000, when online shopping was starting to grow, the consumer was scared and did not trust buying products online. It is also mentioned that men, rather than women, shop online, due to the fact that what women need is not available on the Internet. At this moment, there is enough evidence to show that the consumer is not scared anymore to shop online and that women have caught up with the men, which will be proven in this dissertation.

The future is unclear for now, though consumers can share their expectations in the survey based on their own experiences. Yet, in 2005 around 3,350 thousand consumers visited

shopping areas on Saturdays, where in 2015 only 2, 725 visited shopping areas (ABN Amro, 2016). If these numbers continue to drop in the future, offline stores will be forced to close. The third part of this dissertation are chapters 10 to 14. These chapters include the survey results, final conclusions and recommendations. The survey covers topics about 15 years ago, today, the future as well as some additional topics. The survey was completed by 215 respondents in the Netherlands. There are several important conclusions that can be drawn from the survey data. First more than fifty percent of the respondents have bought something online, when it was only just introduced. Secondly, online shopping is very accessible and the respondents prefer offline shopping over online shopping, due to the reason they want to try and feel the products. Finally, the majority of the respondents believes that brick-and-mortar stores will not disappear in 15 years (V. Krisman, 2016).

4 Methodology and Research Question

For this research, qualitative and quantitative research methods were used. The research methods used were desk research and field research. The biggest part of this dissertation is based on desk research. Since online shopping is a recent phenomenon, many sources were found online on Google Scholar. Additionally, information about marketing was found in books used in previous European Studies courses. A lot of information about offline shopping was found in newspapers.

In order to support the desk research, field research was conducted in the form of an online survey. The survey was held among a variety of respondents of different age groups and genders. There was a total of 215 respondents to the survey.

The central research question for this dissertation is the following**: 'How have online shopping opportunities and marketing practices affected the consumer behaviour of offline shoppers in the fast-fashion industry?'**

To answer the general question there are several sub questions, which are:

I. Details of Offline and Online Shopping
II. Thirty Years of Shopping
III. The Antecedent of Offline and Online Shopping 15 Years Ago
IV. The Current Situation of Offline and Online Shopping
V. The Future of Offline and Online Shopping in 15 years
VI. Survey Results
VII. Recommendations

5 Details of shopping and marketing

In order to fully understand this dissertation, it is necessary to provide information regarding offline and online shopping, including definitions of common terms used. Additionally, both offline and online shopping descriptions and their history will be explained. Shopping in brick-and-mortar stores is the traditional way of shopping, while online shopping a relatively new concept. To fully understand online shopping, the driving factors for why it might be more attractive than offline shopping will be explained. The consumer behaviour will explain why consumers make certain decisions in buying products and choosing between online and offline shopping. The fast fashion companies Zara, H&M and Primark: about those companies and what their missions, visions, strengths, weaknesses, opportunities and threats are. Finally, in order to attract the consumer to shop online, companies utilize online marketing. The route to start online marketing and successfully reach the consumer, will be explained carefully.

5.1 Definitions

Online shopping

Online shopping is a form of electronic commerce (see e-commerce). It allows consumers to buy goods or services directly from a seller on the Internet using a website.

Consumer Behaviour

"Consumer Behaviour is the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer Behaviour focuses on how consumers make decisions to spend their available recourses (time, money, effort) on consumption related items" (L. G. Schiffman, L. Lazar Kanuk and H. Hansen, 2008).

Offline shopping

The buying of goods or services in physical 'brick-and-mortar' shops.

The fast-fashion industry

"A fast fashion industry combines quick response production capabilities with enhanced product design capabilities to both design "hot" products that capture the latest consumer trends and exploit minimal production lead times to match supply with uncertain demand" (Cachon, G. P. and R. Swinney, 2009).

Other fashion industries are: slow-fashion industry and high-fashion industry.

Brick-and-mortar stores

This are real, physical retail outlets, which the consumer can visit to buy products.

E-commerce

"Business conducted through the use of computers, telephones, fax machines, barcode readers, credit cards, automated teller machines (ATM) or other electronic appliances (whether or not using the Internet) without the exchange of paper-based documents" (Business Dictionary, n. d.).

Internet strategy/ online strategy

"The process by which a business adopts a web-based approach to marketing and engaging its customers through a proprietary website. Includes tactical web-based applications for increasing its competitive advantage, improving customer and employee communications, and increasing marketing efficiencies" (Business Dictionary, n. d.).

SWOT

A SWOT analysis is a process that identifies the strengths, weaknesses, opportunities and threats of an organization.

5.2 Offline shopping

Shopping, as we know it, has existed in society for hundreds of years. Offline shopping, in brick-and-mortar shops, has been a necessity for ages in order to survive.

5.2.1 History of offline shopping

Shopping already existed in 75-125 AD. The first proof of shopping that was found was an ancient Roman shopping list written in wax on a wooden tablet. During this period, products were sold at a marketplace, not in set locations (A. Salleh, 2001). Shopping developed into an important cultural activity in the 18th century. This originated in England as a reaction to the Industrial Revolution. Due to the improvements of many things, such as transport and manufacturing technology, selling and buying became faster and more efficient than ever before. It was at this time that not only rich members of society were able to shop, but also the poor. This made shopping a social event in society. The consumer was attracted to the stores due to the interesting shopping windows. Also, stores became more intricate by not

only offering basic clothing, but also jewellery, books, wigs and expensive fabrics from all over the world. The brick-and-mortar shops were a place for consumers to feel the fabrics, try on the jewellery and relax on the furniture (M. White, n. d.). At the beginning of the 19th century, the next step of shopping was introduced: shopping malls or department stores. In 1817, the first mall was opened in London, called the Western Exchange. Independent merchants were able together in one place to rent booths and sell their products (Y. Forsling, n. d.). The first modern shopping centre, called the Country Club Plaza, was opened in the 20th century in 1922, Kansas City, USA. The construction of malls peaked in the late 1980s and early 1990s (Encyclopedia, n. d.). Shopping was seen as a social event and a way to meet with people. The consumer planned to go shopping as part of a daytrip and in order to make these trips successful, certain neighbourhood stores had to be present to succeed For example clothing stores, shoe stores, food shops, dairies, café's, etc. Consumers had the ability to buy clothing, have lunch, buy groceries and have a nice day out. In order to make these stores available and reachable, centres had to have parking facilities, a mix of activities, a good atmosphere and a wide range of retailers (Dr. P. Felicity and Dr. A. Allen, 2009).

5.3 Online shopping

Nowadays, online shopping is part of many lifestyles. Instead of visiting the offline 'brick-and-mortar' retail outlets, the consumer orders its products easily online via the Internet. However, this concept has only existed for a relatively short period of time, compared to offline shopping.

5.3.1 History of online shopping

In 1982, the precursor to the Internet was launched in France, called Minitel. Telephone subscribers had the access to a computing network. In 1991 Minitel peaked, however, the introduction of the Internet it slowly faded away (Miva, 2011). In the year 1994, around 98 million consumers made $60 billion worth of purchases from home. However, this was not with use of only the Internet. The orders were most commonly made through phone orders prompted by mail catalogues and TV shopping channels (Tuttle, 2011). The term 'teleshopping' was already invented in the year 1979, by English inventor Michael Aldrich.

The first 'WorldWideWeb' was launched August 6th, 1991. In 1995, the NSF (public health and safety company) began charging a fee for registering domain names. It began with 120,000 registered domain names, which grew beyond 2 million within 3 years (Miva, 2011).

One of the first and biggest e-commerce companies in the world was, and still is, Amazon, founded in 1994 by Jeff Bezos in Seattle, USA (Ecommerce-Land, 2004). Wehkamp was one of the first and biggest e-commerce companies in the Netherlands. Wehkamp was founded by Herman Wehkamp in Slagharen, the Netherlands, in 1952, and started its own auction website in 1995. Customers could bid on a limited number of products. Since 1999 all of their products are available online (Wehkamp, n. d.).

5.3.2 Driving factors for online shopping

To understand why the consumer buys products online, it has to be clear what the driving factors are to not visit offline stores. The 'Walker Sans' 2014 Future of Retail Study' gives a clear insight of certain driving factors to shop online. Walker Sands conducted a survey with more than 1,000 U.S. consumers. The following ◊ **Figure 5.1** shows nine important driving factors:

Reasons for consumers to more likely purchase products online

◊ **Figure 5.1**, source: Walker Sands' 2014 Future of Retail Study

Free shipping is a great motive for consumers to shop online. It means that the products they buy online, have the same price as the products in offline stores, without the travel time and costs. Free returns and exchanges support this even more, there are also no costs attached. While free shipping can be costly for retailers, it could be wise to consider - as the study demonstrates - that consumers are motivated to shop more online. Another high percentage is the one-day shipping, which means the consumer can order a product before midnight and receive it the day after. The free shipping and one-day shipping combined could save much more time and money compared to visiting a brick-and-mortar store.

Another way that online retailers can differentiate themselves from the rest is by providing the possibility of easy access to their web shop on multiple devices. Most webstores are

designed for just the desktop computer. Though, today many consumers visit online stores via their smartphones and tablets. A way to adapt is by making sure the website is available on smartphones and tablets or by making the site reactive or creating an app. According to the study by Walker Sands, 64 percent of the respondents have used their mobile in a traditional brick-and-stone store to research products. Retailers need to provide a seamless experience between mobile device, offline stores and computers. Personalization is of great value to customers. The study shows that 44 percent of consumers value recommendations based on their past purchases of products. The consumer may have doubts when buying certain products, therefore, recommendations from other customers can convince them to buy the product due to their personal experience (Walker Sands, 2014).

The survey 'Our shopping behaviour: online vs. offline shopping' shows that there are several motivations for online shopping. One of the questions was 'why do you only buy clothing online?' The possible offered answers were: I do not like offline ('real') stores because of: the fuss, distance, limited collection); it is quicker/time saving; I like it more/it is easier; I can compare prices optimally and other. There was a total response to this question of 88 (V. Krisman, 2016).

Why do you only purchase clothing online?
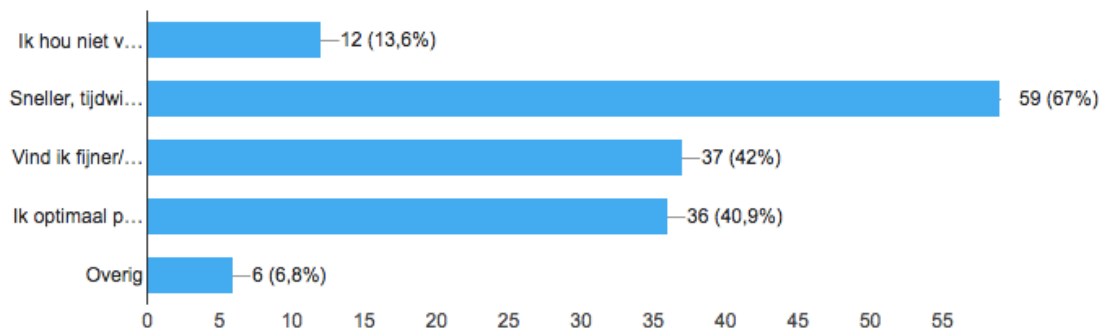
◊ *Figure 5.2, source: survey 'Our shopping behaviour: online vs. offline shopping'.*

The ◊ **Figure 5.2** shows that 59 of the respondents of the survey, 67 percent, reply that their biggest motivation is that it is quicker.

5.4 The Consumer Behaviour

"Consumer Behaviour is the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer Behaviour focuses on how consumers make decisions to spend their available recourses (time, money, effort) on consumption related items" (Consumer Behaviour, P:2, 2008).

5.4.1 Decision Making Behaviour

The decision making of a consumer is the motivation for the consumer to buy a certain product and is dependent on various reasons. They buy products based on questions, such as: do I need this product? How expensive is the product? Am I in the mood to buy this product?

The level of consumer decision-making can be distinguished on three specific levels: routinized responsive behaviour, suggests that the consumer has experience with the product and barely needs more information before buying the product. Limited problem-solving, which means that the consumer has already established the basic criteria for evaluating the product, but needs more information to be convinced. Finally, extensive problem-solving, which means that the consumer has not established criteria for evaluating the product. The products requiring extensive problem-solving are most likely to be expensive or technically complicated. Companies can approach the consumer best when they know their own products and know what kind of information or advice a consumer might need to be convinced in buying the product.

In the following model, shown as ◊ **Figure 5.6**, the ideas on consumer decision-making and consumption behaviour are tied together.

Model of Consumer Decision-Making
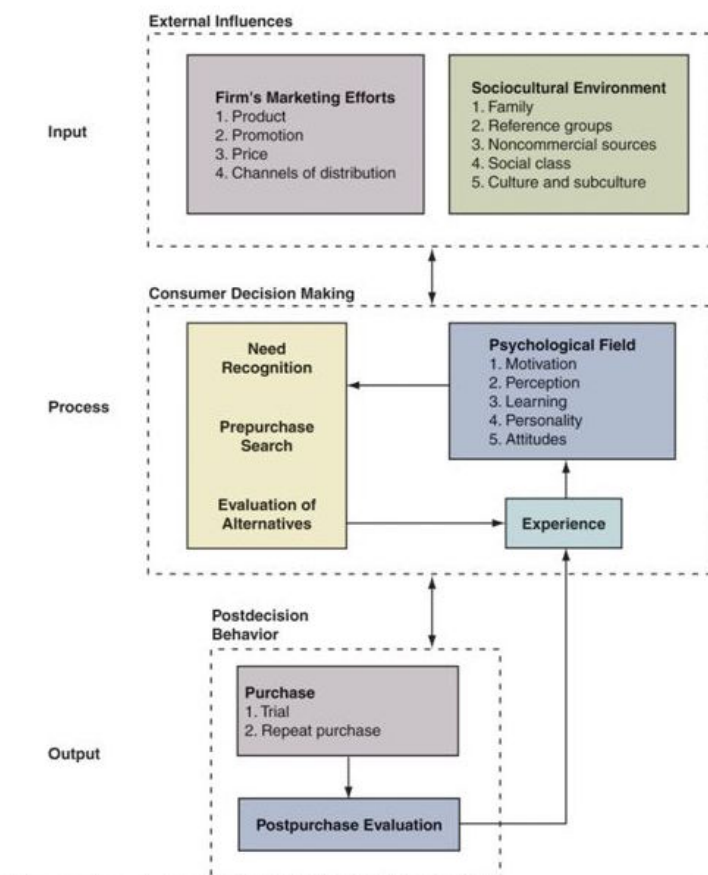
◊ *Figure 5.6, 'Model of Consumer Decision-Making.' Source: book consumer behaviour by L. G. Schiffman, L. Lazar Kanuk and H. Hansen, 2008).*

The model has three major components: input stage, process stage and output stage.

During the input stage, the consumer can be influenced by different sources of information. The sources can be marketing inputs and/or sociocultural inputs, which will be explained in **5.4.2 Influence Power and 5.5.3 Bloggers, Vloggers and YouTubers**.

The process stage is concerned on how consumers make decisions. The psychological field represents the internal influences that affect consumers' decision-making processes. The act of making a consumer decision consists of three stages: need recognition, pre-purchase search and evaluation of alternatives. Consumers can be faced with a problem of needing a product. For this reason, consumers search for a product to help them clear the problem. When finding multiple products or brands, the consumer has to evaluate which product will fulfil their needs entirely.

When making a choice, during the output stage, consumers have to experience if this product fulfils their needs and otherwise find a different product or brand. The consumer evaluates its performance in the light of their own expectations (L. G. Schiffman, L. Lazar Kanuk and H. Hansen, 2008).

5.4.2 Influence Power

"Influence is the power to have an important effect on someone or something. If someone influences someone else, they are changing a person or thing in an indirect but important way" (Vocabulary, n. d.). Being able to influence a consumer making a decision, is very valuable, especially for companies. The consumer can be influenced in two different ways: by marketing inputs or by sociocultural inputs.

The marketing inputs are performed by the companies. They are a direct attempt to reach, inform and persuade consumers to buy and use its products. Different ways to reach the consumer are: personal selling, mass-media advertising and direct marketing. These ways can be performed using: social media, email marketing, television, online advertisement, offline advertisement, etc. Back in the days, the marketing inputs were the most powerful ways to reach the customer, since there was no Internet yet.

The sociocultural inputs consist of non-commercial influences, for example: the comments of a friend, an editorial in the newspaper, blogs, family members, etc. Sociocultural inputs are very valuable for the customer as well as for the companies (L. G. Schiffman, L. Lazar Kanuk and H. Hansen, 2008). Consumers tend to be very critical in who they believe when looking to buy a product. ◊ **Figure 5.7**, shows the 'No budget marketing' pyramid of Jos Burgers.

No Budget Pyramid

◊ **Figure 5.7**, *No budget marketing pyramid, source: Jos Burgers, no budget marketing*

This pyramid shows which level of marketing is the most convincing for consumers to believe (T. van Manen, 2016).

Companies use social influencers to put recognizable faces to brand names. Think about celebrities, bloggers and vloggers. These social influencers have a lot of followers on the Internet and spread their pictures and videos on social media accounts such as Facebook, Instagram, Vine, YouTube and Twitter (N. Sharma, 2016). More information will be provided in **5.5.3 Bloggers, Vloggers and YouTubers.**

5.4 The Fast-Fashion Companies

According to survey 'Our shopping behaviour: online vs. offline shopping', many consumers shop at the fast-fashion companies used in this dissertation. From a total of 214 respondents: 117 shop at Zara, 151 shop at H&M and 104 shop at Primark (V. Krisman, 2016).

"A fast-fashion company combines quick response production capabilities with enhanced product design capabilities to both design "hot" products that capture the latest consumer trends and exploit minimal production lead times to match supply with uncertain demand" (Cachon, G. P. and R. Swinney, 2009).

5.4.1 Zara

Zara is one of the most popular fast-fashion retailers of the 21st century. Zara was founded in 1975 in Spain and is part of the fashion giant Inditex. When Zara opened a store in Oporto, Portugal, in 1988, Zara started an international expansion (Z. Mo, 2015). Nowadays, Zara has 2,048 stores in leading cities across 88 countries (Inditex, n.d.). But all these stores did not appear all at once. The expansion process of Zara can be divided into three stages: Domestic Market (1975-1987), Slow Expansion (1988-1997) and Aggressive Expansion (1998-present). During the first period, Domestic Market, Zara only had retail stores in major Spanish cities and was focusing on the expansion of the domestic market. During the second period, Zara opened its first international store in Portugal. By the end of this period, Zara had stores in nine European countries, the United States and Israel. During the third period, Zara added a lot of stores in new countries. Since 2004, Zara began to focus on Asia and its expansion there (Z. Mo, 2015). Zara launched its Internet sales September the first, 2010, in Spain, Germany, France, Italy, Portugal and the United Kingdom. All of their products are now available on a webpage accessible from computers and mobile devices. By November 2010, Zara was operative online in eleven countries (Annual Report 2010, 2010). Nowadays, Zara has 43 online stores for 43 countries (Zara, 2016).

5.4.2 Vision & Mission Zara

"Zara is always striving to meet the needs of its customers at the same time as helping to inform their ideas, trends and tastes. The idea is to share responsible passion for fashion across a broad spectrum of people, cultures and ages" (Inditex, 2015).

5.4.3 Online Marketing Practices

The online marketing practices are one of the various ways of channels Zara uses to reach their consumer. Zara runs a website, which is carefully localized for the various countries in which it operates. Furthermore, Zara uses different channels of socials media.

   I.   Facebook: 25 million followers and is used to promote new products, new collections and to show when the sales start.

  II.   Instagram: 15.2 million followers and is used to promote new products and new collections.

 III.   Twitter: 1.2 million followers and is used to answer questions of the consumer.

 IV.   Pinterest: 300,000 followers and is used for different look books for men, women and children.

  V.   YouTube: 30,000 followers and is used to show their seasonal campaigns.

5.4.4 SWOT Zara

<u>Strengths</u>

SI: Zara has 2,048 brick-and-mortar stores and 43 online stores

With 2,048 brick-and-mortar stores all over the world and 43 online stores, Zara has a great reach to their consumer worldwide.

SII: Part of Inditex, biggest Spanish retailer in the world

With the power of Inditex, Zara has been able to be this successful all over the world.

SIII: Trendy, well-designed clothing

In order to stay interesting for the consumer, Zara does it well by selling trendy and well-designed clothing.

SIV: Fast delivery

Fast delivery is a strength which is very much appreciated by the consumer and highly recommended.

SV: Well established brand name worldwide

A well-established brand name provides awareness and publicity with the consumer.

<u>Weaknesses</u>

WI: No advertisements

No advertisement could mean that some consumers do not know about Zara and their products.

WII: Limited products available online

Zara does not sell all of the products they sell in-store, online.

<u>Opportunities</u>

OI: Improve the online marketing and e-commerce

By stimulating online marketing and advertising, Zara could grow in e-commerce as well as in physical stores.

OII: More global markets and more online markets

Zara has 43 online stores and could expand this number in the future.

<u>Threats</u>

TI: High-end-fashion can be a major threat

The consumer tends to spend more money on clothing and high-end-fashion clothing of better quality.

TII: Large amount of consumer switching

Nowadays, the consumer tends to switch between different fashion stores, instead of staying loyal to one. Zara has to respond to this.

5.4.5 Conclusion SWOT Zara

By comparing strengths and weaknesses with each other, it can be stated that Zara is a big company, which is doing well. However, Zara could improve the sales by putting more afford in their online marketing practices. To start, they could add all of their products to their online web store and begin advertising their campaigns.

By comparing opportunities and threats with each other, it can be stated that the future of an improved Zara is online. In order to keep the consumer close, Zara should go along with the high-end-fashion clothing style to ensure the consumer wants to keep returning to their stores, on and offline.

5.4.6 Hennes & Mauritz (H&M)

In 1947, H&M started with selling womenswear from a single store in Västerås, Sweden. H&M has developed into a global retailer offering fashion for the whole family and their home. In 1964, H&M started international expansion by opening a store in Norway (Z. Mo, 2015). Nowadays, H&M has over 4,300 stores in 64 fast-fashion markets and e-commerce in 35 markets (About H&M, 2016). This enormous company did not grow this large overnight. The expansion process of H&M can also be divided into three stages: Domestic Market (1947-1964), Slow Expansion (1965-1998) and Fast Expansion (2000-present). During the first period H&M focused, just like Zara, on its domestic market. During the second period, H&M began expanding internationally, though it took much longer than Zara. By the end of the second period, H&M had stores in 12 European countries. During the third period, H&M started opening stores outside of Europe (Z. Mo, 2015) and launched its internet sales in Sweden. H&M's online market opened in 1998, Twelve years earlier than Zara. Nowadays, H&M has 35 online stores for 35 countries (About H&M, 2016).

5.4.7 Vision & Mission H&M

H&M has a sustainability vision, which means that H&M aims to be run in a way that is economically, socially and environmentally sustainable. Besides, the purpose is to offer their consumers fashion and quality at the best price (Sustainability, n. d.).

5.4.8 Online Marketing Practices

The online marketing practices are one of the various ways of channels H&M uses to reach their consumer. H&M runs a website, which includes an online web shop. H&M also uses social media channels to promote their products.

I.   Facebook: 30 million followers and is used to promote new products, new collections and to show when the sales start.

I.   Instagram: 18 million followers and is used to promote new products, new collections and to show when the sales start.

II.   Twitter: 8 million followers and is used to promote products.

III.   Pinterest: 300,000 followers and is used for different look books for men, women and children.

IV.   YouTube: 225,000 followers and is used to show their seasonal campaigns.

V.   Google+: 6.5 million followers and is used for product promotions.

5.4.9 SWOT H&M

Strengths

SI: One of the largest global clothing retailers

Since 1947 H&M has grown its business to become one of the largest global clothing retailers in the world. Being a household name gives H&M a strong position.

SII: H&M has 4,300 brick-and-mortar stores and 35 online stores

Their numerous brick-and-mortar stores around the world serve as a constant reminder of their brand to their consumers. The H&M online stores give shoppers easy access to their products.

SIII: Clothing lines with guest designers and celebrities

H&M collaborates with guest designers and celebrities, which attracts an even more broad spectrum of consumers. The products designed by H&M, together with the collaborator adds an exciting and new collection to their classic H&M style. This entices their regular consumer while attracting new ones to their brand.

SIV: Quality and trendy clothing at affordable price

In order to remain relevant to the consumer, H&M stays up-to-date with fashion trends while still producing quality clothing.

SV: New collections every 12 weeks

By continuously updating their collections every 12 weeks H&M stays up-to-date with all the current clothing trends.

SVI: Well-known brand with powerful financial resources

Due to their success in retail sales they benefit from large revenues. This makes H&M a powerful brand with the resources for expansion.

Weaknesses

WI: The large volume of new collections produced may lead to overstocking

In order to keep up with trends, H&M produces a new collection every 12 weeks. Despite their good intentions this can be a weakness because a collections leftover items will be sold at a lower price. This means a sale every 12 weeks, and a surplus of clothing left will lead to overstocking.

WII: Consumer waits for the prices to drop instead of buying the new collection

Due to the continuous rotation of new collections, consumers have begun to catch on to the pattern. This can lead to consumer waiting for the 12-week sale instead of paying full-price for the products.

WIII: Not innovative in their products

High-end fashion brands create trends and produce original fashion items. Consumers could state that H&Ms products are not original, but simply copies of the high-end luxury brands.

Opportunities

OI: Online shopping is getting more important

Since online shopping is on the rise due to its convenience for consumers worldwide. Considering this growth, H&M should invest more in their online webstore in order to give their customers the best experience possible.

OII: Environmentally conscious products

H&M designs the Conscious Collection, which is a sustainable and environmentally friendly line of clothing. By expanding this line, they can attract more consumers concerned with fast-fashions effect on the global environment.

Threats

TI: Weak competitive situation as the luxury brands increase

The demand for high-end-fashion has risen over the years leading consumers away from fast-fashion. As the value of designer labels increases it leaves the only major competitors of H&M as Zara and Primark.

TII: The H&M collections have no defined style

The new collections of fashion with varying style and design introduced every 12 weeks can leave the consumer confused. The consumer does not know what to expect when entering their store on- or offline. This can make the H&M brand seem unreliable to their shoppers.

5.4.10 Conclusion SWOT H&M

By comparing strengths and weaknesses with one another, it can be stated that H&M is a well-known, powerful and thriving international brand. However, most companies H&M could make improvements to grow their sales. One improvement would be limiting the new collections and frequency of their production. This would encourage the consumer to buy products for their full value and not wait for the sale. Additionally, this would allow more time for H&M to innovate and design original new products.

By comparing opportunities and threats with one another, it can be stated that H&M is in a position to expand even more as a global brand. They should focus on their environmentally conscious efforts and defining their own brand. With the online shopping trend on the rise it would be wise for H&M to invest in their virtual shopping experience.

5.4.11 Primark

In 1969 Primark opened its first store in Dublin, Ireland. Four years later Primark expanded by opening a location in the UK. In order to focus on their UK market, Primark did not open a store in another country until 2006. Today Primark has 554 stores in 11 countries with the most recent store opening in Amsterdam in December 2016. However, their biggest accomplishment was breaking into the US market by opening a store in Boston, MA. Primark's mission is now to expand its presence in the United States by opening more locations. Although their offline business is expanding, Primark still does not have an online webstore (About Primark, n. d.). The main reason for this is because e-commerce is not a profitable distribution channel for them. Primark strives to give their customers the best price possible for their clothing, which makes the selling price-points very low. In many cases, the shipping costs would be more expensive than the products themselves. Additionally, Primark maintains very large brick-and-mortar locations in order to attract a large number of customers. This is how they compensate for having no online presence, and by starting e-commerce their store sizes could become obsolete due to less foot-traffic. (J. Riley, 2015).

5.4.12 Vision & Mission of Primark

Primark's mission statement is 'to supply clothing at prices perceived to offer real value' (K. Brownjohn, 2015). Through an extremely aggressive price strategy, Primark attempts to differentiate itself from other big fast-fashion retailers, such as H&M and Zara. Their vision is to provide quality products and services to its customers and continue to do this with competitively low prices (Primark, 2011).

5.4.13 Online Marketing Practices

The online marketing practices are one of the various ways of channels Primark uses to reach their consumer. Primark maintains a website called Primark.com, though it is not an online webstore. The main purpose for their website is to display featured products and market their low prices. This allows consumers to preview Primark's inventory online, but they have to buy them instore.

Primark uses several social media channels to promote their products.

I. Facebook: their page has 5 million followers and growing. This outlet is used mainly to promote new products, collections and alert customers when sales begin. Primark manages several different pages for their locations in multiple countries around the world.

II. Instagram: 3.8 million followers and is used to promote new products and collections. This also gives Primark the opportunity to show customers how to wear their items.

III. Twitter: 185,000 followers and is used to promote their products by posting pictures and updating followers on the latest Primark information.

IV. Pinterest: 60,000 followers and is used for different look books for men, women and children.

V. YouTube: 20,000 followers and is used to share videos of their customers modelling and promoting their products.

VI. Google+: 3,000 followers and used to promote store locations, upcoming sales and featured products.

5.4.14 SWOT Primark

<u>Strengths</u>

SI: 50,000 employees worldwide

Primark is providing job opportunities for employees with a wide range of experience levels around the world.

SII: Extensive product range

With an extensive product range there is plenty of choice for every consumer. Primark's large store sizes allows them to sell an extensive number of products featuring multiple trends.

SIII: Ethical trade and sustainability programs

The fast-fashion industry today has a huge impact on the environment. Primark stands out by implementing programs that regulate ethical trade and sustainable production.

SIV: No advertising costs

Advertisements are not a priority in Primark's Marketing Strategy, which saves them money.

SV: Annual sales increase

Due to the growing number of brick-and-mortar locations, Primark's annual profit increases every year.

SVI: Fast-fashion at competitive pricing

Primark sells the same trends and item types of fast-fashion clothing as Zara and H&M, but at significant lower prices.

SVII: Strong presence

Primark has established a strong presence with its 554 store locations worldwide.

Weaknesses

WI: No online shop

As the online fashion marketplace grows, more and more consumers are beginning to shop exclusively online. Due to their lack of online presence, it is challenging for Primark to reach the optimum amount of consumers.

WII: No advertisement

Primark's lack of advertising is listed as both a strength and weakness. While it may save them money, choosing not to advertise can also limit customers' knowledge of their brick-and-mortar stores or products.

WIII: Negative image

Primark's negative image is influenced by its poor product quality and questionable production circumstances.

WIV: Poor quality of products due to low prices

In order for Primark to keep its low prices, the material used to produce their clothing is often of very poor quality.

Opportunities

OI: Opening more locations all over the world

Primark's breakthrough into the US marketplace provides them with the opportunity to further grow their business outside of Europe.

OII: Growing segment of sportswear

Customers demand for sportswear has been increasing over the past years. Primark could take advantage of this trend by increasing this segment in their collections.

OIII: Open an online shop

By opening an online webstore, Primark would be able to reach a larger group of customers. A web shop could also help American consumers shop with Primark because they only have one location in the US.

Threats

TI: Negative influence of media

Primark's negative image due to its poor product quality and questionable production circumstances provides the media with fuel to spread negative news about the company.

TII: Less sales due to online shoppers

Primark does not have an online store, here as other retailers, such as Zara and H&M, do. Since a lot of consumers shop online, Primark loses consumers to other fast-fashion companies with online webstores.

5.4.15 Conclusion SWOT Primark

By comparing the strengths with the weaknesses, it can be stated that Primark is a fast-growing company. However, Primark only grows in offline stores, not in online stores. In order to reach the consumer worldwide, Primark should open an online webstore. Furthermore, products of Primark can be of poor quality, where competitors H&M and Zara sell higher quality products.

By comparing the opportunities and threats, it can be stated that Primark can open more stores worldwide both offline and online. Yet, as mentioned before, Primark does not have an online webstore and also no advertising.

5.5 Online Marketing

Online marketing is the fastest growing form of direct marketing. The Internet now has a massive impact on consumers and the marketing professionals who tailor their strategies to them.

5.5.1 Set up Online Marketing

In order for the retailers to reach their customers in the most effective way, they need to have an online marketing presence. Companies conduct online marketing in any, or all these five ways: creating websites, placing ads and promotions online, setting up or participating in online social networks, sending email, or using mobile marketing.

The first step for most companies to increase their online marketing presence is to create a website. The site must be visually appealing, responsive on both computer and mobile devices, easy to use, and have a high consumer return rate (G. Armstrong and P. Kotler, 2013). Some examples of fast-fashion websites would be H&M and Zara. It is important that visitors of the webpage are able to easily navigate it all the way until checkout. They must also feel like they are informed with the latest deals and promotions.

As consumers begin to spend an increasing amount of time on the Internet, companies need to build their online brands and attract more visitors to their websites by online advertising. The most effective way to advertise online is using cookies, which track an users' online searches and product-clicks. Using this information, companies are able to market products that the user would be most interested in.

Currently one of the biggest online marketing practices is called Viral Marketing. This form of online marketing involves creating a website, video, email, mobile message, or other marketing tool specifically designed for consumers to view the advertisement and pass it along their network (G. Armstrong and P. Kotler, 2013). H&M provides us with a great example of how Viral Marketing can reach a large number of customers. They often make videos and advertisements with the well-known brands and names they collaborate with on special collections. These lures a wider market of consumers to the H&M website. (H&M - adbrands, 2015).

In order to promote the website, retailers need to use online social media networks. In today's society, almost everyone is using social media channels such as Facebook, Twitter, Instagram, Google+, Pinterest and YouTube. These networks provide a place for consumers to congregate and discover new products online. Marketing professionals should monitor and analyse where their company's consumers spend most of their time online. By doing this, companies can reach their customers not only by their website, but through apps,

video's, short messages and platforms for discussions (G. Armstrong and P. Kotler, 2013). The following ◊ **Figure 5.3**, shows the increase of social media users worldwide from the year 2010 to 2020.

Increase of Social Media Worldwide
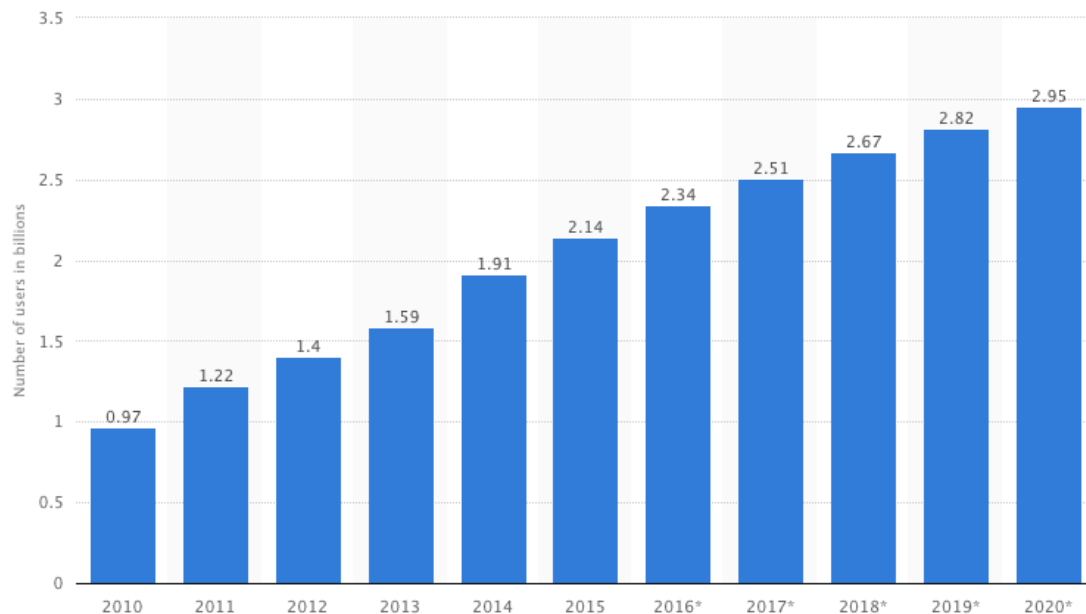
◊ **Figure 5.3,** *source: Statista, 2016*

This figure demonstrates that it is important for current and future retailers to continue using social media for their online marketing in order to reach a large number of consumers. Email marketing is an important, growing online marketing tool and can be used as the ultimate direct marketing medium. The advantage of email marketing is that it can be used for highly targeted, personalized and relationship-building messages (G. Armstrong and P. Kotler, 2013). Fashion e-commerce brands can use email marketing in various ways. When a consumer subscribes by providing their email address, in most cases they will receive a welcoming email. This is to confirm the customers email and encouraging a purchase by offering discount. By leaving an email address it will be most likely that the customer will continuously receive information about upcoming sales, discounts and special announcements. Furthermore, when the consumer shops online, stores which they are subscribed, but do not make a purchase, companies can send an email to remind them about the items in their basket to facilitate a purchase (C. Ratcliff, 2014).

Mobile marketing features marketing messages and promotions delivered to on-the-go consumers through their mobile devices. This is a great way to reach these customers is

through apps from the Apple App Store, Google Play Store or Windows Store (G. Armstrong and P. Kotler, 2013). To increase the reach of consumers through mobile marketing companies must optimise their mobile app, mobile site and full website to be reactive on mobile devices. When customers use mobile marketing, they can use their smartphone or tablet. The following ◊ **Figure 5.4** shows the preferred way of online shopping on a smartphone or tablet throughout the Netherlands in 2015.

When shopping on your smartphone or tablet, from which format do you prefer to purchase?
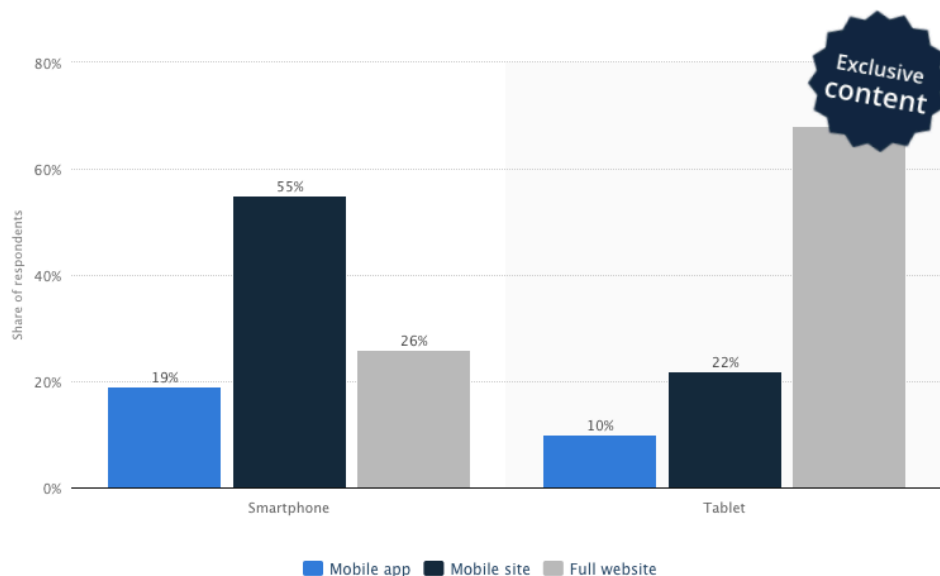
◊*Figure 5.4, source: Statista 2015*

This figure shows that it is imperative to adjust all possible ways of browsing a products of a company's online shop through a mobile device to satisfy the consumer.

In order to reach the younger generation of mobile users, more companies are using videos as advertisement. In this way, the consumer does not have to read, only watch and listen (T. van Manen, 2016).

5.5.2 Online Marketing Domains

Online Marketing Domains are illustrations to explain how consumers and businesses find one another online and continue to interact.

There are four online marketing domains: business-to-consumer (B-to-C), business-to-business (B-to-B), consumer-to-consumer (C-to-C) and consumer-to-business (C-to-B). ◊ **Figure 5.5** explains the Online Marketing Domains. They can be classified by who initiates it and to whom it is targeted.

Four Online Marketing Domains

◊ **Figure 5.5**, *source: the book 'Marketing an Introduction', G. Armstrong and P. Kotler, 2013*

Business-to-consumer online marketing, means that a business sells goods and services online to end customers. However, in the online exchange process, customers initiate and control the contact with the business. The traditional marketing approaches no longer apply here.

Business-to-business online marketers use websites, email, product catalogues, online trading networks, mobile apps, and other online resources to reach new business customers, sell to current customers, and serve customers more efficiently and effectively. Companies are able to not only sell products using the Internet, but build a stronger relationship with business customers.

Consumer-to-consumer online marketing and communication occurs between interested parties with similar interests in a wide range of products & subjects (G. Armstrong and P. Kotler, 2013). An example in the Netherlands is a website called 'Marktplaats.nl', which is an auction website that gives consumers the opportunity to sell their own products online to other consumers. Furthermore, blogs allow people to post their thoughts on specific topics that can connect customers.

Consumer-to-business online marketing is the final online marketing domain. To improve their websites and apps, companies ask for the opinion and feedback of their consumers. Companies can also ask consumers to fill in a survey on their experience, and when the outcome is negative, ask what they can do to improve this (G. Armstrong and P. Kotler, 2013).

5.5.3 Bloggers, Vloggers and YouTubers

As the reach of social media and sociocultural influences increases to consumers, companies have the opportunity to promote their brand with or without encouragement.

Today, when making overall purchase decisions or searching for inspiration, the consumer ranks blogs third behind retail and brand sites. Bloggers influence the consumer by writing about topics such as new purchases of clothing, and add pictures to model.. The consumer is able to see what the clothing looks like and how the blogger styles it. The blogposts help the consumer in their decision-making process, due to the fact that bloggers give their opinion, even when the item is a disappointment. Most bloggers promote their new posts on social media accounts Facebook and Twitter (Trending Topics, 2013). However, Instagram attracts since there can only be posted pictures and short videos. At Instagram, bloggers have the freedom to post their outfit and promote it with hashtags and company tags. In this case, the consumer is able to see where to buy the items. Great bloggers can have millions of followers. The following pictures show a blogpost and the items used in the pictures.
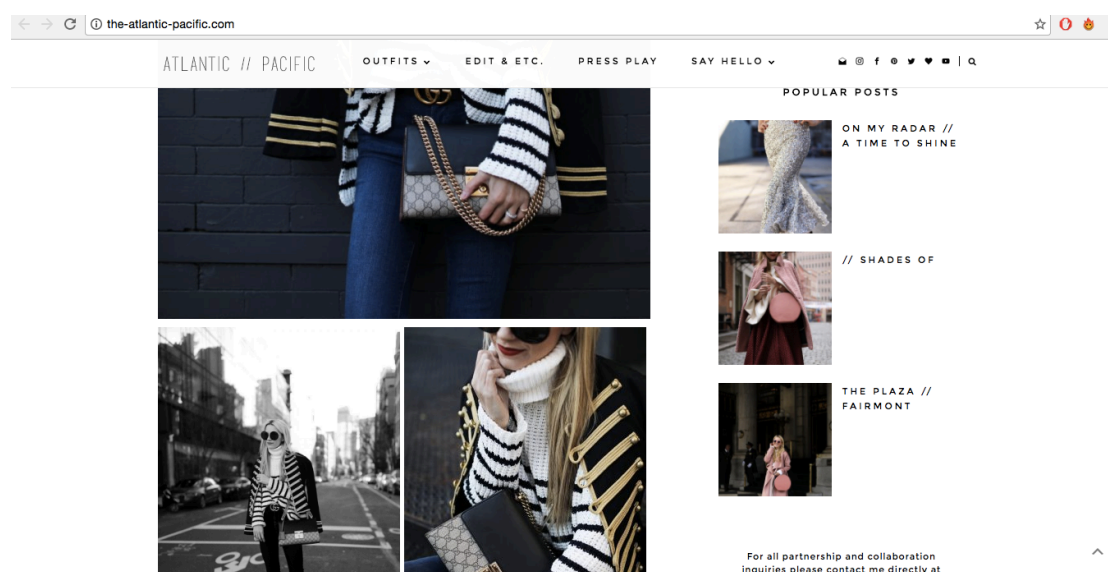
http://the-atlantic-pacific.com/

The following pictures show two social influencers via Instagram.

This picture shows that 'tags' are used to show which brands these items are.
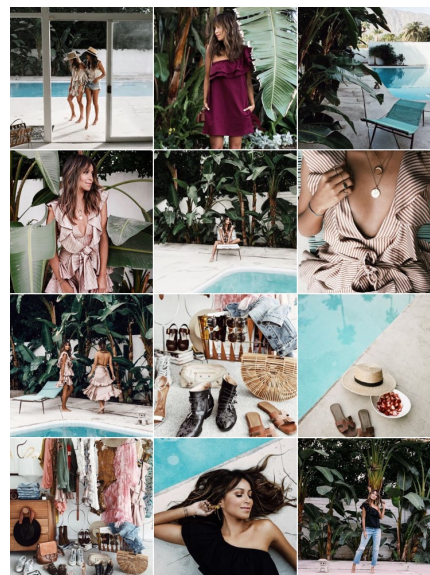
This blogger has 4.2 million followers on her Instagram account.

Vloggers or video bloggers film about their daily life and post these videos on YouTube. Beauty vloggers for instance, can film while shopping. In the vlogs, the viewer and potential consumer, is able to follow the vloggers' shopping trial. Which products are available, which products fit well and which do not (Wikker, n. d.). The following image shows a shopping vlog, with 38, 121 views.

Shopping Vlog and Try On! | Zara, H&M, Urban & More!

Harrison Nevel

5 maanden geleden • 38.121 weergaven

Hope you guys enjoy this random shopping vlog! Picked up a couple of dope pieces, and got to show you a little bit of try ons!

4K

A YouTuber can post all sorts of videos, also clothing hauls. In these kind of videos, the YouTuber shows which products he/she bought, where it was bought, how much the product costs and sometimes also with a try-on shot. The following pictures show clothing hauls.

BACK TO SCHOOL CLOTHING HAUL 2016-17♡

Kianna Naomi

5 maanden geleden • 1.288.291 weergaven

like, comment, subscribe♡ Okay guys I get it, the leggings were expensive. I bought them because I liked them and I don't need ...

Fall 2016 Clothing Haul & Try On + ZARA + H&M + ALDO + Forever 21

Ashley Brooke

2 maanden geleden • 403.147 weergaven

JEWELRY http://bit.ly/2dNjXLE http://bit.ly/2dNkm0h http://bit.ly/2dNjh8I http://bit.ly/2e2urBI http://bit.ly/2dNk6yG ...

WINTER CLOTHING HAUL 2017!!

speakingofsarah

Abonneren 103.889
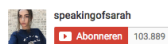
30.888 weergaven

Some of these videos are watched over a million times. The products shown in these sorts of videos, have a great change they will be bought more.

To make sure their products are promoted, companies often collaborate with bloggers, vloggers and YouTubers. Retail companies send free clothing to influencers, and in return the influencers write, film or make a picture about it. Another way is a sponsored post, a blogger for example is paid to publish content about the brand, but in her own voice, this makes the advertisement unique. However, all these sponsored and free clothing raises the question if the promoting is real and if the influencers truly like the items. Yet, the influencers have built a bond over a long period of time with their followers, they relate to them and respect their opinions (T. Weinberg, 2015).

6 Thirty Years of Shopping

As mentioned in chapter 5, there are two ways of shopping: offline shopping (5.2) and online shopping (5.3). In today's society, shopping through both outlets can be a daily activity. It is important to understand the reasoning behind why people choose to shop online or offline. In 1994, one of the first e-commerce stores, Amazon was founded, and by 2000 the online shopping trend was on the rise. (Ecommerce-Land, 2004). During this period, many of the people in the writers' surrounding were already old enough to know what shopping was, including parents and grandparents. The grandparents were born in a period without computers, and had to be introduced to the newest technologies. However, the parents are from a period where computers and technologies were starting to be a normal part of the daily lifestyle. The writers' generation, from 1996, and the generation born from 2000 onwards cannot imagine life without these technologies and the Internet.

When online shopping was first introduced it was new and undeveloped. Today, everyone knows what online shopping is and many do it on a daily basis. Shopping in brick-and-mortar stores is at risk of becoming completely replaced by online shopping. Around 2030, current technologies will have developed even more. This raises the question if brick-and-mortar stores will survive the continuing development of these technologies.

7 The antecedent of offline and online shopping 15 years ago

Traditionally, it was women who did a majority of the shopping and who favoured shopping as an activity over men as well. Today they still account for over 70 percent of all purchases made in traditional offline stores. However, since the appearance of online shopping men were found to make more purchases and spend more money online than women. The shopping trend changes due to the online world have been explained by the use of models and surveys, for example "Gender and E-Commerce: An Exploratory Study" by S. Rodgers and M. Harris. It is found that shopping can also be a social activity, though when doing so online it is considered a weakened experience compared with shopping in traditional stores. At the beginning of e-commerce, the most targeted market were men. The products made available online were male-oriented, for example: hardware, software electronics and disks. While traditionally females were more interested in food, beverages and clothing. Additionally, contrary to men, women feel the need to try or touch a product before buying it. Although women tend to make most of their purchases offline, they have potential to dominate online shopping in the future. (L. Zhou, L. Dai, D. Zhang, 2007).

7.1 The start of online shopping

When e-commerce was first introduced, the users of online shopping were those more accepting of new technologies, primarily the middle-aged and younger who possessed minimal purchase power. This resulted in the age difference of online and offline shoppers we see today. Online shoppers tend to be younger and offline shoppers older (L. Zhou, L. Dai, D. Zhang, 2007).

The survey 'Our shopping behaviour: online vs. offline shopping' shows that between 1995 and 2000, when online shopping was introduced, 12 of the 24 men between the age of 26 and higher, have bought something online. Additionally, 27 of 52 women of age 26 or higher had bought products online between the same time period (V. Krisman, 2016).

7.2 Consumers' fears for online shopping

It is no secret that when online shopping began to rise, consumers had their hesitations towards the online shopping world. In 2002, a survey was conducted by T. S. H. Thompson of the National University of Singapore about perceived risk of online shopping. There was a total of 1,133 responses to the survey. When asked about the perceived risk, 40 percent of respondents were concerned about financial losses from online purchases. Also, about 25 percent of the respondents were concerned about the product itself, scared that the

product might not perform properly or that the quality would not be as expected. Further research on consumer perceived risk shows that the use of Internet is also a concern of respondents. About 65 percent of the respondents were concerned with the costs of Internet access and the response time. Furthermore, 52 percent of the respondents were concerned about the security of financial transactions (T. S. H. Thompson, 2002).

The survey 'Our shopping behaviour: online vs. offline shopping' questions if consumers did or did not trust online shopping between the period of 1995 and 2000. Of the 43 respondents, 6 (14 percent), confirmed they did not trust online shopping (V. Krisman, 2016).

8 The current situation of offline and online shopping

Online shopping, also known as e-commerce, is a relatively new concept and it is still challenging to define. Consumers can visit an offline store only to find that the product they are looking for is out of stock, and arrange that the product will be shipped from another location to this store or even to their home. Furthermore, consumers can visit an offline store and look for their product while checking the same product on their smartphone to discover a lower price, and order it online.

When the survey 'Our shopping behaviour: online vs. offline shopping' asked the question 'When you purchase clothing, do you visit the store or do you purchase it online?', there was a total response of 214, with 12 (6 percent) who said to only shop online, 48 (22 percent) who said to only to shop in stores and 154 (72 percent) who said to shop through both channels. The biggest motivation for online shopping is that the consumer sees what suits them best at the moment (129 respondents, 82 percent). Though, the second and third biggest motivations have to do with the convenience that online shopping brings. Around 44 respondents (28 percent), search for online deals and base their purchase choice around this. The third biggest motivation, according to 40 of the respondents (26 percent), is that consumers check what they can buy online, but visit the store to fit it (V. Krisman, 2016).

8.1 Online Shopping

Online shopping brings advantages, such as easy access to different websites. The possibility to compare products and prices on different websites is endless. There is no need to be in one location, such as the offline store, to purchase products. If there is access to a smartphone or computer with Internet, there is an opportunity to go shopping. Also, there is no travel time to the store, which saves money in travel expenses such as gasoline or public transport. Additionally, a lot of web shops deliver products for free and also have a free return, which saves money and time (K. D. Rigby, 2011). Due to competitive prices, online consumers can shop a product, not a specific store. This ensures that an online shop will make the best possible deal for their consumers to encourage a purchase.

When the survey 'Our shopping behaviour: online vs. offline shopping' asked the question 'Why do you only purchase clothing online?', 88 respondents gave their opinion. The biggest motivation, with 59 responses (67 percent), is that it is quicker and time saving. The second and third biggest motivations almost have an even result. Of the respondents, 37 (42 percent) like it more and think it is easier and 36 (41 percent) think they can compare prices optimally (V. Krisman, 2016).

8.2 Offline Shopping

Shopping in brick-and-mortar stores is with a different motivation than shopping online. In the Netherlands, shoppers enjoy easy access to stores. The density of the Netherlands makes it very easy for Dutch consumers to reach stores close to their homes. Despite this convenience, offline shopping has become less attractive (McKinsey&Company, 2016).

128 of the respondents in survey 'Our shopping behaviour: online vs. offline shopping' prefer to only shop offline in stores. The biggest and common known reason for this is that they want to feel and try on the products, 113 respondents (88 percent) selected this option (V. Krisman, 2016).

8.2.1 Vacancy of brick-and-mortar stores

Due to the easy access to products online, consumers tend to stay in and order their products on the Internet. When consumers choose this option, and order their products online, offline stores sell fewer products and are not able to maintain their retail outlet. When a large number of brick-and-mortar stores disappear from a shopping area, it becomes less attractive for consumers to visit. Due to declining store visit, new vacancy can arise. The issue of vacant properties is greater in small shopping areas than in the cities. During the first quarter of 2016, 18 percent of the consumer spending has been on clothing ordered online. In the year 2009 5 percent of the retail outlets were empty and over the years this has risen to 7 percent in 2016. At sale Saturdays, there used to be around 3.4 million shoppers in 2004, at the beginning of 2016 only 2.7 million: that is a fall of 21 percent. ◊ **Figure 8.1**, shows the vacancy in central shopping areas (ABN AMRO, 2016).

The Vacancy in Central Shopping Areas
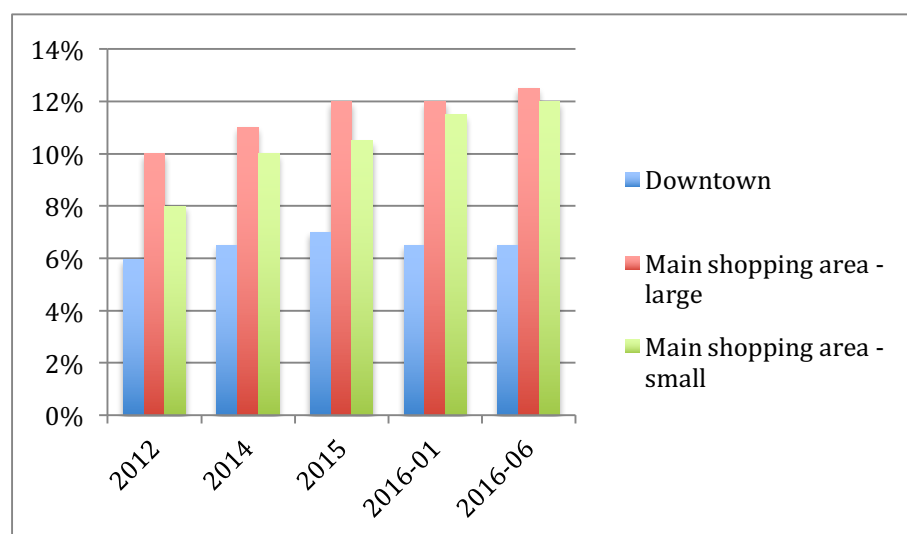
◊ *Figure 8.1*, *The Vacancy in Central Shopping Areas, source: ABN AMRO*

Due to the shoppers' expectation of constant availability from retailers, fast-fashion industry chains continuously improve their online stores. This means that it is imperative for retailers to have online strategies. Having an online strategy does not mean that retailers necessarily need to sell their products online, but it is the most important way to interact with the customers. Ways to apply your online strategy can be done through social media and platforms like blogs and websites from partners who refer to your website (Rabobank, 2016).

8.3 Men vs. Women

In contrast to 15 years ago, there are women who shop just as much if not more online in various categories than men. However, this is dependent on the category or website and if they tend to attract men or women to shop online. At Amazon, 70 percent of the buying consumers is male. However, at Etsy, est. in 2005 in Brooklyn, NY, US, a shop selling handmade wares, 80 percent of the customers is women (Payment Sense, n. d.).

8.3.1 Infographic

The following infographic form Payment Sense ◊ **Figure 8.2**, shows men vs. women in online shopping. The infographic shows 6 key findings: women shop more online than men, women are bargain hunters, women go for handmade and vintage items, technology is not only for men, women love apps and social media and women.

"Men are from Reddit, Women are from Pinterest"

MEN vs WOMEN
ONLINE SHOPPING

General Behaviour

SHOPPED ONLINE within the past 30 days.

Found their most recent online purchase in a marketing **EMAIL FROM A STORE.**

68% MEN **72%** WOMEN **8%** MEN **14%** WOMEN

Men are more likely to find a product when browsing around without a clear destination in mind...

33 per cent of men, versus 26 per cent of women, first saw their most recent purchase this way.

33% MEN **26%** WOMEN

Women may also be more likely to search for brands, rather than looking for a product directly.

Women take an average of 14 mins to complete a purchase, vs. just 10 mins for men.

Men may also be more likely to leave reviews for the items they have purchased. 70 per cent of top Amazon reviewers surveyed were male.

Spending patterns

Men are more likely to buy **EXPENSIVE ITEMS**

The majority of men said their most costly purchase over the past six months was between **$1,000 and $2,500,** compared to a range of **$100 and $500** for women.

WOMEN ARE MORE LIKELY TO ACTIVELY HUNT FOR...

Women are also more likely to **USE COUPONS** with 34 per cent of women using them vs. 26 per cent of men. (online behaviour survey).

BARGAINS AND DEALS

71% WOMEN say the item they last purchased online was on sale compared to **57% MEN**

26% MEN **34%** WOMEN

Women compromise a majority of the U.S. audience on Groupon (**62 per cent**).

Other Behaviour Insight

More than half (**51.8 per cent**) admitted to spending money **IN A BID TO IMPROVE THEIR MOOD**

MEN **39.8%** WOMEN **63.9%**

RETAIL THERAPY
The number one item women buy when indulging in retail therapy is clothes (57.9 per cent). However, men prefer to splash out on food (28.1 per cent).

28.1% MEN **57.9%** WOMEN

More than half (**66.6 per cent**) prefer to conduct their **RECREATIONAL SHOPPING ONLINE,** citing the convenience, and privacy, which online purchasing provides.

Online Purchasing channels

Both men and women were most likely to list Amazon as their favourite shopping site. Likewise the division of eBay users is fairly equal at **47 per cent female 53 per cent male.** However **80 per cent** of Etsy customers are women.

AMAZON EBAY ETSY

Types of item purchased

The favoured online shopping category for men is computers, while women prefer books. Both have the same second choice of CDs.

COMPUTERS CDs BOOKS

Men are also more likely to purchase **TRAVEL RELATED SERVICES** than women.

Studies show that British women will still spend around three times as much on clothing than men over the course of their lifetime, but male British shoppers now appear to spend more **ON SHOES** than women.

Conversely, women appear to have overtaken men on purchases of **ELECTRONIC ITEMS** buying an average of 4.7 devices in 2010 against an average of 4.2 products for men. Meanwhile, **88 per cent of women** purchased at least one tech-related item, compared to **83 per cent of men.**

Mobile devices and apps

Women install 40 per cent more apps than men, buy 17 per cent more paid apps, and pay almost twice as much for them.

INSTALL **40%** PAID APPS **17%** PAY **200%** MORE THAN MEN

Use shopping apps provided by **RETAIL STORES**

Men take the lead in only a couple of categories: **mobile games** and **in-app spending.**

18% MEN **14%** WOMEN

Men are more likely to **"SHOWROOM"** than women, by looking at items in store and then buying online, with **65 per cent of male** respondents to a survey confessing to the activity, compared with **51 per cent of women.**

Social Media

SOCIAL DEMOGRAPHICS

Men Women

80%
60%
40%
20%
0%

Twitter Facebook Pinterest Zynga Reddit Google + Linkedin

55% of WOMEN report that they are more likely to buy from the brands that they interact with on social media.

Women are also more likely to **RECOMMEND A BRAND,** product or service to others over a **SOCIAL NETWORK** with **35 per cent** reporting having done so, compared to just **28 per cent of men.**

62% MEN **50%** WOMEN

Use social media channels when **COMPARING PRODUCTS**

Twice as many women as men said they frequently **SHARE PURCHASING ACTIVITIES** on Facebook, MySpace and Twitter.

28% MEN **35%** WOMEN

payment sense.

REFERENCES
http://www.nielsen.com/us/en/newswire/2011/in-u-s-men-are-shopping-more-than-ever-while-women-are-watching-more-tv.html
http://smallbiztrends.com/2013/08/male-vs-female-shopping-behavior-survey.html
http://www.practicalecommerce.com/articles/3222-Behavioral-Differences-Between-Men-and-Women-Influence-Shopping
http://www.extrabux.com/blog/2011/07/why-do-men-and-women-shop-online-differently/
http://www.i-programmer.info/news/155-social-media/2922-amazon-customer-reviews-can-we-trust-them.html
http://www.empathica.com/consumer-insights/market-specific-reports/empathica-consumer-insights-panel-retail-luxury-report/
http://www.themarketingbit.com/marketing-tools/internet/how-women-use-the-web-and-social-networking/
http://www.businesswire.com/news/home/20130402005600/en/Ebates-Survey-51.8-Americans-Engage-Retail-Therapy%E2%80%94#.Utah2lZ1F8F
http://www.prnewswire.com/news-releases/men-and-women-have-different-online-spending-preferences-72606272.html
http://pics.ebay.com/aw/pics/pdf/us/sellercentral/buyers.pdf
http://blog.silverdropsdesigns.com/2010/11/why-men-don%E2%80%99t-shop-on-etsy/
http://uk.finance.yahoo.com/news/what-a-lifetime-of-clothes-costs-you.html
http://www.theguardian.com/fashion/sharpened-lead/2013/aug/15/men-spend-more-shoes-women
http://mashable.com/2012/01/09/women-and-technology/
http://venturebeat.com/2013/04/28/battle-of-the-mobile-sexes-women-install-40-more-apps-spend-87-more-than-men/
http://madmobilenews.com/men-use-mobile-shopping-apps-more-than-women-1631/#.UvJ2HZ1F8F
http://mobilemarketingmagazine.com/older-people-are-more-likely-showroom/
http://www.huffingtonpost.com/2012/07/09/women-facebook-twitter-pinterest_n_1655164.html
http://mashable.com/2012/08/01/social-media-marketing-women/
http://www.practicalecommerce.com/articles/3222-Behavioral-Differences-Between-Men-and-Women-Influence-Shopping
http://www.forbes.com/2010/04/26/popular-social-networking-sites-forbes-woman-time-facebook-twitter.html

◊ **Figure 8.2**, infographic from Payment Sense. Men vs. Women in online shopping.

The infographic shows conflicting outcomes. Today, more women (72 percent) than men (68 percent) shop online. Women are also more likely to actively hunt for bargains and compare prices. Women tend to use online shopping to improve their mood, where a men shop online with a clear destination (Payment Sense, n. d.).

8.3.2 Survey Results about the Current Situation

	Clothing	Electronics	Tickets	Cosmetics
Total of men	48	48	48	48
Total of men that shops this product online	38 = 79 percent	6 = 13 percent	45 = 94 percent	5 = 10 percent
Total of women	167	167	167	167
Total of women that shop this product online	140 = 84 percent	15 = 10 percent	148 = 89 percent	50 = 30 percent
Men vs. Women	84 percent vs. 79 percent	13 percent vs. 10 percent	94 percent vs. 89 percent	10 percent vs. 30 percent

(V. Krisman, 2016).

These survey results show, that today women order just as many, and sometimes even more products online than men.

9 The future of offline and online shopping in 15 years

What the future will bring in 15 years in connection to the offline and online shopping world is still a mystery. However, there are several speculations about what the future might look like.

9.1 Offline Shopping Future

According to McKinsey&Company, the retail sector needs to be restructured as future shopping behaviours will require less brick-and-mortar store space and an adjusted work force. What is already happening is that retailers use smaller stores as 'showrooms'. Consumers can order their products online, but if they want to try products and get advice, they can visit these showrooms.

In order for the brick-and-mortar shops to keep existing, retailers must create a more attractive in person shopping experience all together. Retailers need to "get the essentials right", such as: diversity in stores, easy access and parking, trained personnel in shops and cleanliness. In order to tempt shoppers to travel further, the shopping experience should be worth the effort. Due to the great expectations of consumers, retailers should differentiate. An example is the "Negen Straatjes" in Amsterdam, which contains: a mix of small retailers and many bars and restaurants in the midst of the canals and 17th-century houses, which creates a luminous atmosphere.

Many regulations for the offline stores were adopted before online shopping existed. With online shopping, there is 24/7 shopping access, retailers should look into the opening and closing times, which are overall not in line with the busy schedule of today's consumer (McKinsey&Company, 2016).

9.1.1 The Mall of the Netherlands

Although many shopping centres and brick-and-mortar stores are closing due to the online shopping world, Leidsenhage, the Netherlands, will open a 116,000 m2 shopping centre expectedly in 2019. The "Mall of the Netherlands", will be a unique shopping centre like no other in the Netherlands. The mall will contain: 4,000 parking spaces, 280 retail units, 20 restaurants, 10 cinema screens and an expected visitor number of 12-14 million in 2019 (C. van Reijn, 2016). The reason, according to city councillor Stemerdink, is: "With the new shopping centre we restore the old regional shopping function of Leidsenhage. The renewal of Leidsenhage is good for employment: there are about 500 new jobs. Also for people with a distance to the labour market, for that I am grateful" (Leidsenhagevernieuwt, 2016).

9.1.2 The Mall of America

The biggest shopping mall is located in Bloomington, Minnesota, US, and contains 400 stores and many attractions. In order to tempt the consumer in the US to visit a shopping mall, the mall has to offer more than just stores. There must be excitement. In the past ten years, 800 malls closed their doors in the US due to the fact that there were only stores. Now, in the Mall of America, you can visit the movies, golfing, skydiving or laser gaming all in one location (H. Klis, 2016).

9.2 Online Shopping Future

According to the book "The end of online shopping", by Wijnand Jongen, online and offline is so fused with one another, that the online shopping we know today, will disappear. Many stores, such as Amazon, Alibaba and Bol.com, are only online webstores, but only a webstore is not enough anymore. Consumers require personal attention and involvement. Wijnand Jongen also sketches a few examples of the 'new way of online shopping'. Firstly, there are apps for the 'smart shopping streets', which follow customers and seduce them to enter the stores on that street. For example, if you use the Starbucks app, it makes sure your coffee is ready when you enter their store and the app will help you find a parking spot. In addition to apps, Jongen discusses the 3D-printer. In the near future, not only companies, but consumers will be able to print products they need at home. For example, according to the chairman of Nike, consumers will be able to print their own shoes from home. The third point he makes is the delivery of a package at home by a drone. This makes delivery faster, cheaper and easier. For example, Amazon is already experimenting with drones in order to deliver a package at home within 30 minutes. Furthermore, there are new techniques, such as: virtual reality, augmented reality and holograms. In the future, the consumer will be able to try on clothing via holograms, or confirm if a couch fits in their living room. Finally, web shops like Apple or Coolblue, open brick-and-mortar retail outlets in order for consumers to touch and feel the products, but also for faster delivery from the locations nearby (W. Jongen, 2016).

9.3 Survey Results about the Future

When the survey 'Our shopping behaviour: online vs. offline shopping' asked the question 'Do you think that in 15 years, around 2030, there will still be offline ('real') stores?' the great majority of the respondents, with 84 percent, answered 'yes'. Only 16 percent thinks that by 2030, offline stores will be gone. Overall, consumers are determined that offline

stores will thrive, which is supported with several answers. On the question 'Why do you think that in 15 years, around 2030, there will still be offline ('real') stores?', which received a response of 165. Some common responses from participants were 'I want to try on clothing and feel the fabrics.', 'People like it to go shopping for a day and make it a day out.', 'People like to helped and advised during shopping.' and 'It is fun.'

10 Survey Results

To support the content in this dissertation, an online survey was conducted. The survey itself was conducted in Dutch for the convenience of the respondents, which was a total of 215. Significant research was done prior to conducting the survey to ensure optimal result, especially with 'Valkuilen in Marktonderzoek' (Drs. P. van Westendorp and Dr. L. Olivier, 2014). It was specifically designed to work with questions where respondents only had to click on the answers. By using this strategy, respondents could fill in the survey in only three minutes. If open questions had been used to conduct the survey, it would have taken the respondents much more time and possibly lose their interest. The only two open questions are 13 and 15. The survey itself was made with Google Documents, which was a convenient tool. When a respondent filled in the survey, the answers were transported automatically into Excel.

The English translation of the questions is presented in 14.2.

Question 1: Are you a man or a woman?
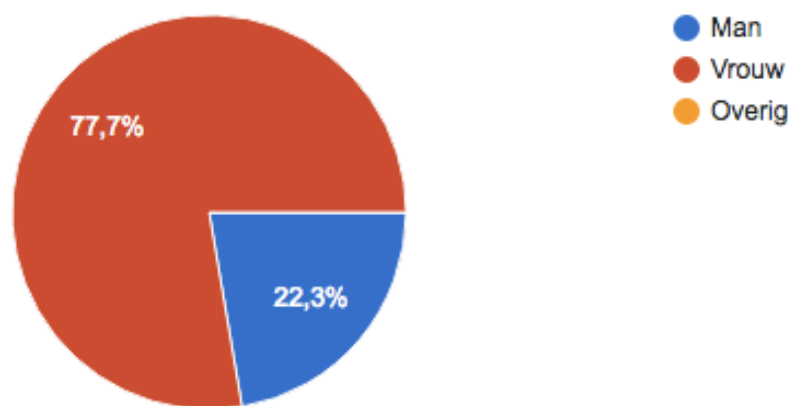
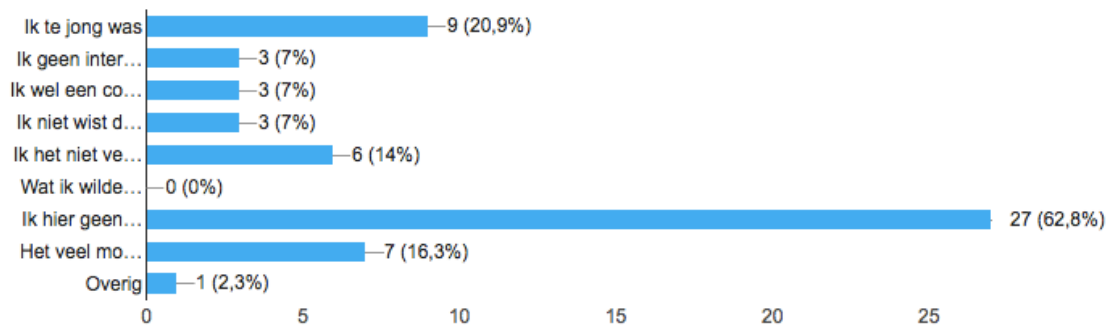◊ *Figure 10.1*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question one is displayed in ◊ **Figure 10.1** and shows that the majority of the respondents, with 77.7 percent, are female. The reason for this is, perhaps, that the title of the survey contained the term 'shopping' and men were not interested in filling in this survey.

Question 2: How old are you?

2. Hoe oud bent u? (215 reacties)

- 16-25 (ga verder naar vraag 5)
- 26-40 (ga verder naar de volgende vraag)
- 41-65 (ga verder naar de volgende vraag)
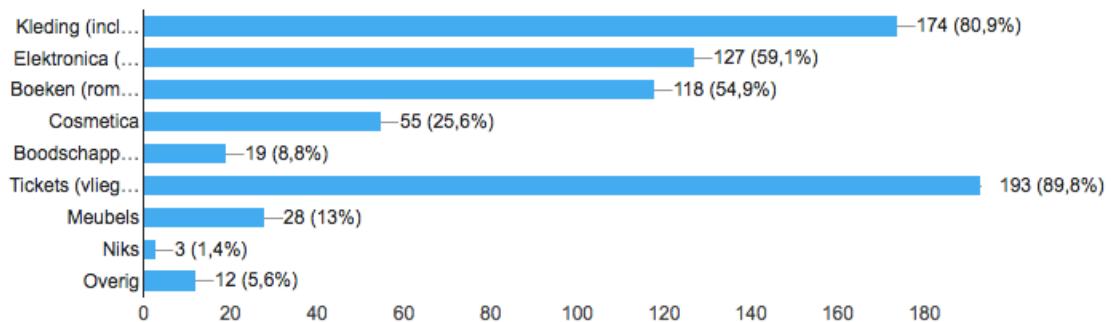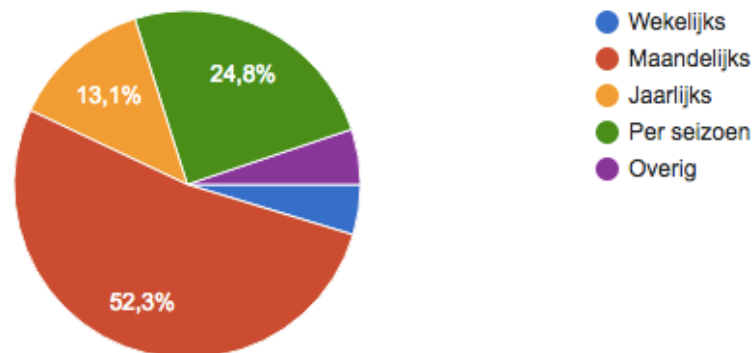- 66+ (ga verder naar de volgende vraag)
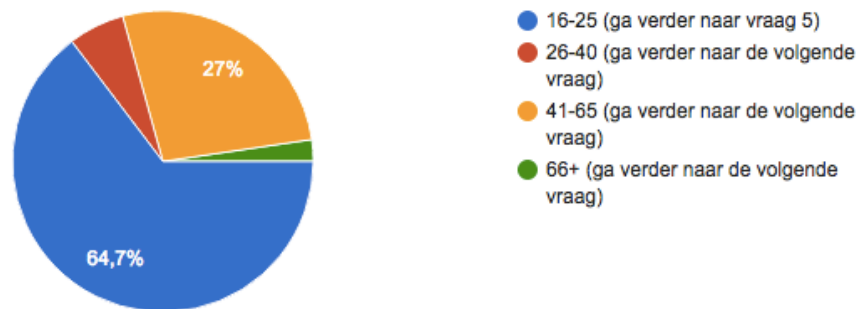
◊ *Figure 10.2*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question two is displayed in ◊ **Figure 10.2** and shows that the majority of the respondents, with 64.7 percent, is between 16 and 25 years old. The reason for this is that the survey was spread on Facebook, and the majority of Facebook friends fall into this age category. In order to reach the 66+ category, they were personally approached to fill in the survey.

Question 3: Between 1995 and 2000, online shopping grew; did you buy anything at that time, for example at: eBay, Amazon, Wehkamp or H&M?

3. Tussen 1995 en 2000 is online winkelen groot geworden, heeft u in die periode iets gekocht bij bijvoorbeeld: Ebay, Amazon, Wehkamp of H&M?
(83 reacties)

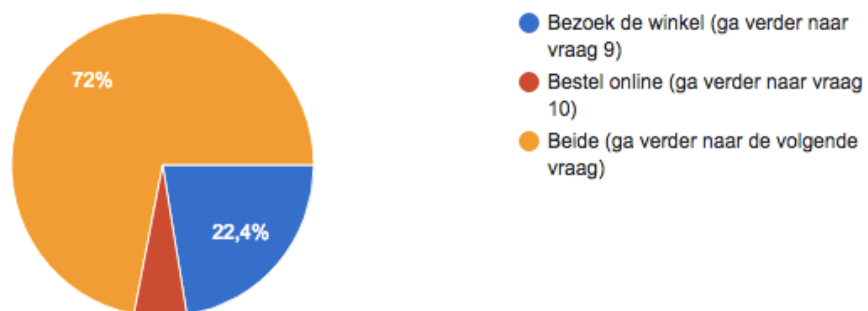- Ja (ga verder naar vraag 5)
- Nee (ga verder naar de volgende vraag)
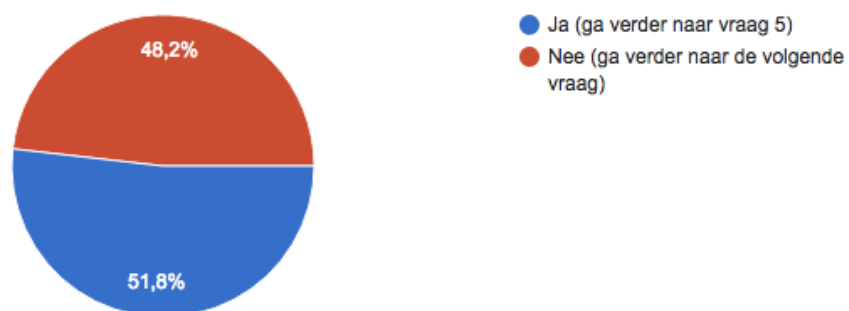
◊ *Figure 10.3*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question three is displayed in ◊ **Figure 10.3** and shows that both the answers 'yes' and 'no' are almost equal.

Question 4: Between 1995 and 2000, I did not buy anything online because (multiple answers possible):

4. Tussen 1995 en 2000 heb ik niks online gekocht omdat (meerdere antwoorden mogelijk):
(43 reacties)

◊ *Figure 10.4, source: survey 'Our shopping behaviour: online vs. offline shopping'*

The answer to question four is displayed in ◊ **Figure 10.4** and shows that the biggest motivation to not shop online, with 62.8 percent, was: 'I had no need for it'.

Question 5: What do you purchase online nowadays? (multiple answers possible):

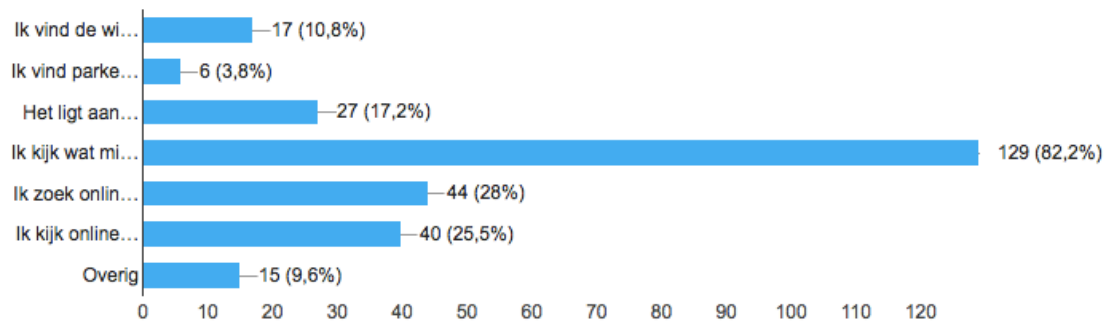## 5. Wat schaft u tegenwoordig online aan (meerdere antwoorden mogelijk):
(215 reacties)

◊ *Figure 10.5, source: survey 'Our shopping behaviour: online vs. offline shopping'*

The answer to question five is displayed in ◊ **Figure 10.5** and shows that the most common purchase online are tickets, with 89.8 percent. Clothing also ranks very high with 80.9 percent.

Question 6: How often do you purchase clothing (offline and/or online)?

6. Hoe vaak schaft u kleding aan (offline en/of online)? (214 reacties)

◊ *Figure 10.6*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question six is displayed in ◊ **Figure 10.6** and shows that the majority purchases clothing on a monthly basis.

Question 7: When you purchase clothing, do you visit the store of purchase it online?

7. Wanneer u kleding koopt, gaat u dan naar de winkel of bestelt u online?
(214 reacties)

◊ *Figure 10.7*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question seven is displayed in ◊ **Figure 10.7** and shows that the large majority, 72 percent, purchases clothing in both the offline and online stores. It is interesting that just a small percentage, 5.6 percent, buys clothing only in online stores.

Question 8: Why did you choose both? (multiple answers possible)

8. Waarom heeft u voor beide gekozen? (meerdere antwoorden mogelijk)
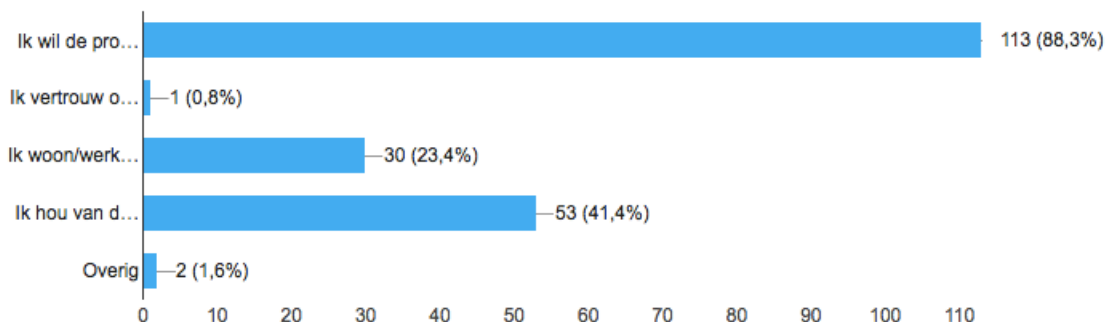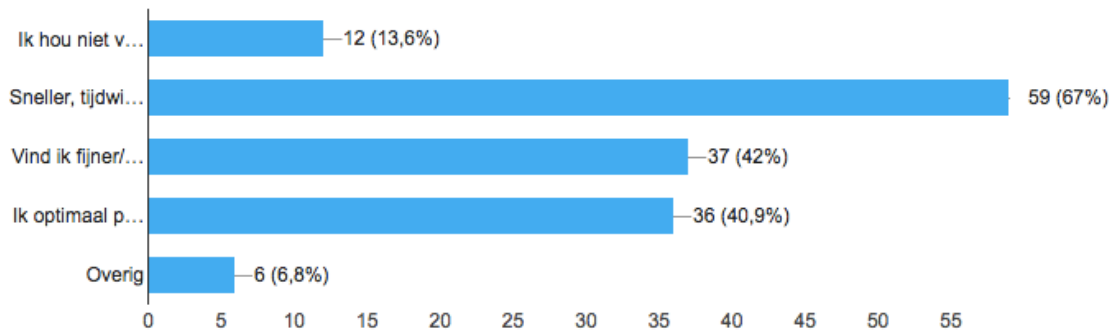(157 reacties)

◊ *Figure 10.8*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question eight is displayed in ◊ **Figure 10.8** and shows that the majority, 88.2 percent, looks at what suits them best at that time.

Question 9: For offline: why do you only purchase clothing in store? (multiple answers possible).

9. Voor offline: waarom koopt u alleen kleding in de winkel? (meerdere antwoorden mogelijk); ga daarna verder naar vraag 11.
(128 reacties)

◊ *Figure 10.9*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question nine is displayed in ◊ **Figure 10.9** and shows that the biggest motivation for offline shopping, with 88.3 percent, is: 'I want to feel/try on the products'. Yet, the respondents also like the atmosphere of shopping in 'real stores', which you do not experience when shopping online.

Question 10: For online: why do you only purchase clothing online? (multiple answers possible).

10. Voor online: waarom koopt u alleen kleding online? (meerdere antwoorden mogelijk)
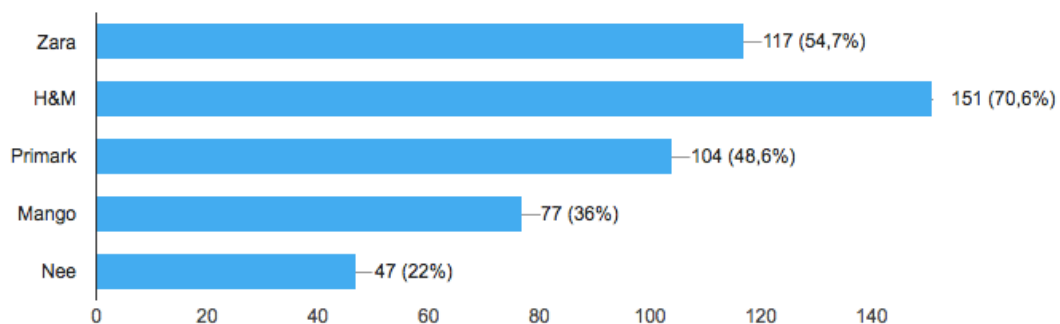(88 reacties)

◊ *Figure 10.10*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question ten is displayed in ◊ **Figure 10.7** and shows that the biggest motivation to shop online, with 67 percent, is: 'It is quicker, time saving'.

Question 11: Do you purchase clothing in the stores mentioned below? (multiple answers possible)

11. Koopt u kleding in de hieronder genoemde winkels? (meerdere antwoorden mogelijk)
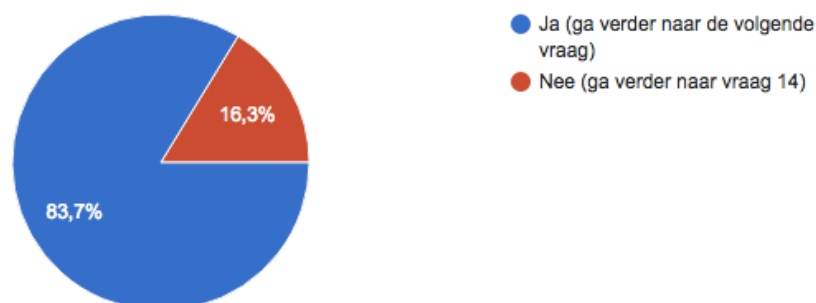(214 reacties)

◊ *Figure 10.11*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question eleven is displayed in ◊ **Figure 10.11** and shows that many respondents purchase clothing at fast fashion companies, which is very relevant for this dissertation.

Question 12: Do you think that in 15 years, around 2030, there will still be offline ('real') stores?

12. Denkt u dat over 15 jaar, rond 2030, er nog offline ('echte') winkels zullen zijn?
(215 reacties)

◊ *Figure 10.12*, source: survey 'Our shopping behaviour: online vs. offline shopping'

The answer to question twelve is displayed in ◊ **Figure 10.12** and shows that the great majority, 83.7 percent, is convinced that there will still be brick-and-mortar stores in 15 years.

Question 13: Why do you think that in 15 years, around 2030, there will still be offline ('real') stores? Proceed to question 15 after this question.

13. Waarom denkt u dat over 15 jaar er nog offline ('echte') winkels zijn? Ga daarna verder naar 15.
(165 reacties)

◊ *Figure 10.13*, source: survey 'Our shopping behaviour: online vs. offline shopping'

Since question thirteen is an open question, there are many different responses. There was a total of 165 responses, which are displayed in the appendices.

Question 14: Why do you think offline ('real') stores will disappear?

14. Waarom denkt u dat offline winkels zullen verdwijnen? (58 reacties)
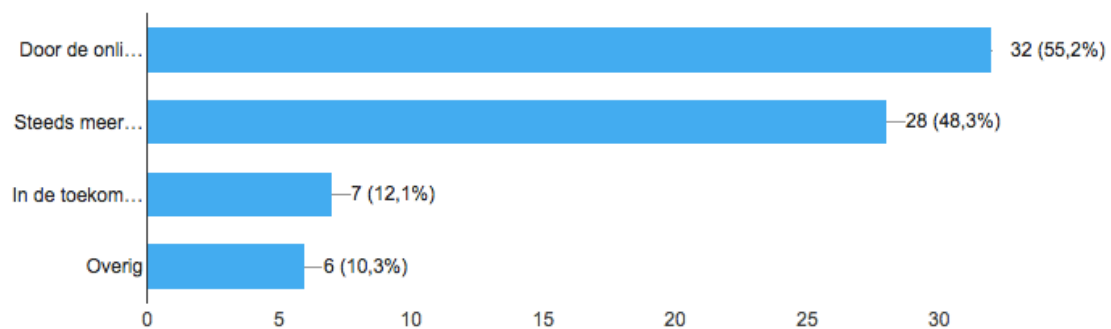
◊ *Figure 10.14, source: survey 'Our shopping behaviour: online vs. offline shopping'*

The answer to question fourteen is displayed in ◊ **Figure 10.14** and shows that 55.2 percent believes that 'Because of the increase of online stores, offline stores will not make it'. Yet, a high percentage, 48.3 percent, thinks that more and more new stores will start online instead of offline.

(Question) 15: Thank you for your participation, feedback is always welcome! Are you curious about the results, please enter your email below.

A total of 40 respondents left their email or feedback.

11 Conclusion

This report investigated the following central research question: **How have online shopping opportunities and marketing practices affected the consumer behaviour of offline shoppers in the fast-fashion industry?**

Shopping as we know it as long as we can remember exists for hundreds of years. Offline shopping, in brick-and-mortar stores, has been a necessity for ages in order to survive. Instead of visiting the offline brick-and-mortar stores, consumers order their products easily online via the Internet. Yet, this concept has only existed for a relatively recent period. The consumer shops online for various reasons such as: no travel costs or time, not affected by bad weather, being able to find the best deals on products, shops are too far from home or they simply do not like shopping. The consumer behaviour is the behaviour consumers display when searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. The decision making of a consumer depends on various reasons and can also be influenced by various ways. The influence can be performed by companies through marketing or by sociocultural influence by friends or social media, like blogs. The consumer can buy clothing by different levels of fashion companies: slow-fashion, fast-fashion and high-fashion. Fast-fashion companies produce "hot" clothing quickly, in order that the consumer can wear the latest trends and the retailers exploit minimal production lead times to match supply with uncertain demand. Three well-known fast-fashion companies are Zara, H&M and Primark. All three companies have different strengths, weaknesses, opportunities and threats explained in a SWOT, to better understand these companies. These three companies use online marketing practices to promote their clothing. An effective way these three companies use to promote are social media channels, such as: Facebook, Instagram, Twitter, YouTube, Google+ and Pinterest. Other ways for these companies to reach the consumer are email marketing or mobile marketing.

In order to see the influence of online shopping, shopping is investigated 15 years ago, now and 15 years in the future. Fifteen years ago, online shopping was not in favour with everyone, yet now almost everyone orders products online and this will continue to grow in the future. By means of an online conducted survey, much information is obtained. To prevent brick-and-mortar stores from vanishing, the retail sector needs to adjust to the modern times.

Overall, the online shopping opportunities and marketing practices have made it easier for the consumer to shop. Their shopping behaviour is affected by the possibility to easily compare prices of both on- and offline clothing on their smartphone at any time and from any place.

12 Recommendations

These recommendations are based on the first and second part of this dissertation, where the general information is discussed.

12.1 Online products

According to the survey, 212 of the 215 respondents purchase products online. This shows that for almost every consumer, there is a sought-after product available online. Even quite unusual stores, such as Albert Heijn and Bloomon, have decided to sell their products online, for the reason that there is demand for it. Therefore, it is recommended for retailers, to keep selling their products online or even start selling their products online, cause even online there will be demand for the products.

12.2 Change in the Marketing Communication Strategy

The consumer has to be persuaded in some way to buy certain kind of clothing. Advertisement from business to customer is not particularly efficient anymore. The consumer is no longer convinced by models wearing clothing. However, a great part of consumers does follow up advice or do believe the outfits of people from their surroundings, for example: friends, family, bloggers, vloggers and YouTubers. The consumer can choose the information he or she wants to be exposed to. In order for the fast-fashion companies to persuade the consumer to buy new clothing, they need to cooperate with people closer to the consumer. H&M already uses celebrities to seek their attention, such as: Doutzen Kroes, Katy Perry and David Beckham. It is recommended for the fast-fashion companies Zara, H&M and Primark, to work together with bloggers and YouTubers. These persons are even closer to the customer, in a way that they are being chosen to be watched. No one forces the consumer to watch new videos, read new blogposts or follow them on Instagram. The consumer choses to do these activities, and if the companies want to react to this, they should cooperate with those social-media celebrities.

12.3 Offline shops should adjust to the future

It is proven by the survey 'Our shopping behaviour: online vs. offline shopping', that consumers will continue to shop in brick-and-mortar stores. Still, many offline stores are disappearing from shopping areas, due to the rise of e-commerce. It is the job of the retailers to make sure consumers still get the possibility to fit clothing in stores before buying. In order for brick-and-mortar stores to keep competing with the online webstores,

they should adjust to the modern times. Online shops are open 24/7, but offline stores rarely are. The offline retailers could adjust by changing opening and closing times of their stores. Furthermore, they should give consumers a reason to visit their stores, by for example offering drinks and snacks, to give them the complete shopping experience.

12.4 Retail companies should keep their offline store

According to the survey, question 7, around 70 percent shop both offline and online. Responses to question 12 shows that around 84% is convinced there will still be offline stores in 2030 and answers to 13 show the reasons. The most frequent reason, is that the consumer wants to touch, feel and try on the clothing. To continue, some of the respondents like to make it into a daytrip. Some are convinced that it is a healthy, social activity. It is recommended for the fast-fashion companies to keep their offline stores in the future.

12.5 Primark should start selling online

Primark is one of the few fast-fashion companies with no online store. Their motive for not having an online store, is because their products are rather cheap and e-commerce is not a profitable distribution channel for them. They suspect that in many cases, the shipping costs would be more expensive than the products. But, not selling products online, means that Primark misses out on a big group of the shoppers: the only online shoppers. According to the survey 'Our shopping behaviour: online vs. offline shopping', 12 (5.6 percent) of the 215 respondents only shops in online stores (V. Krisman, 2016). This can be seen as a small percentage, but this would be a different number compared to for example the 17 million citizens of the Netherlands. Primark misses out on this group of the shoppers. Even though Primark claims this would not be profitable and that the shipping costs could exceed the costs of the products, this is still a choice the consumer makes him/herself. To shop or not shop online for any amount of money. Furthermore, the competing companies of Primark, such as Zara and H&M, do have an online webstore. This means that they can sell their products to both the online- and offline shoppers.

In addition to recommendation 12.3, Primark should start selling online, Primark could also let the consumer shop online and have them pick the product up instore a few hours later. This way the consumer is sure that the item is available and waiting for him and Primark avoids additional shipping costs adding to the costs of the purchase itself. Furthermore, the

consumer has to visit the store to pick up their products, and because of this, could be tempted to purchase even more.

12.6 Like Zara, H&M and Primark should use Twitter for communicating with the consumer

The three fast-fashion companies Zara, H&M and Primark, all make use of social media to promote their products online. All three use the social media accounts primarily for promoting new products, campaigns and when the sale starts. Though, Zara uses Twitter in a different way. Twitter is a way for Zara to communicate with the consumer. When the consumer has a question regarding anything related to the company, they can call or send an email. Yet, when calling or emailing, it can take a while to get an answer. When calling, it is possible that you have to wait a long time before being helped. But, when you can use Twitter to send a question, it is an easy and fast way to get a response.

13 List of References

ABN AMRO (2016). *Thema update – Leegstand in de winkelstraat.* Retrieved November 16,
2016, from the ABN AMRO website:
https://insights.abnamro.nl/2016/06/89753/

About H&M (2016). *Markets & Expansion.* Retrieved December 8, 2016, from the
H&M website:
https://about.hm.com/en/about-us/markets-and-expansion.html

About Primark (n. a.), (n, d). *About us.* Retrieved December 8, 2016, from the Primark
website:
https://www.primark.com/en/about-us/about-primark

Annual Report 2010 (n. a.), (2010). *Inditex Annual Report 2010.* Retrieved November 15,
2016, from the Inditex webite:
https://www.inditex.com/documents/10279/18789/Grupo_INDITEX_An
nual_Report____INDITEX_10.pdf/6a118e14-c3bc-4b48-a6f4-____cd41c00c9cd8

Armstrong, G. and P. Kotler (2013). *Chapter 14: Direct and Online Marketing: Building
Direct Customer Relationships.* P: 460, 461, Marketing an Introduction. London: Pearson
Education. Retrieved November 15, 2016.

Brownjohn, K (2015). Primark – Ethical Issues. Retrieved December 16,   2015, from Business
Ethics Katie Brownjohn Web Site:
http://businessethicskatiebrownjohn.blogspot.nl/2015/02/primark-ethical-
issues.html

Cachon, G. P. and R. Swinney (2009). *The Value of Fast Fashion: Quick Response,
Enhanced Design, and Strategic Consumer Behavior*. Management Science*.
778-795. Retrieved November 15, 2016.

Definition Internet Strategy. (n. a.), (n. d). Retrieved November 15, 2016, from   the

Business Dictionary website:

http://www.businessdictionary.com/definition/internet-strategy.html

Definition of electronic commerce (E-commerce) (n. a.), (n. d.). Retrieved November 15,

2016, from the Business Dictionary website

http://www.businessdictionary.com/definition/electronic-commerce-E-

Commerce.html

Definition of Influence (n. a.), (n. d.). Retrieved December 8, 2016, from the Vocabulary

website:

https://www.vocabulary.com/dictionary/influence

Dr. Felicity P. and Dr. A. Allen (2009). *Successful neighbourhood shopping centres: What are

the important features for independent retailers?* Retrieved December 11, 2016,

from the Bay of Plenty Regional Council Toi Moana website:

https://www.boprc.govt.nz/media/90690/2c_successful-   neighbourhood-

shopping-   centres.pdf

Drs. van Westendorp P. and Dr. L. Olivier (2014). *Valkuilen in Marktonderzoek.* Retrieved

December 4, 2016, from the Center for Information Based Decision Making &

Marketing Researach (MOA) website:

http://moa04.artoo.nl/clou-moaweb-

images/images/bestanden/pdf/Studenteninformatie/WESTENDORP_OLI

VIER_Valkuilen_in_marktonderzoek_2014.pdf

Ecommerce-Land. (2004). *History of Ecommerce.* Retrieved December 6, 2016, from the

Ecommerce-Land website:

http://www.ecommerceland.com/history_ecommerce.html

Encyclopedia (n. d.). *Shopping Center.* Retrieved December 11, 2016, from the Encyclopedia

website:

http://www.encyclopedia.com/literature-and-arts/art-and-

architecture/architecture/shopping-center#1-1E1:shopping-full

Forsling, Y. (n. d.). *Regency Shopping, Shopping Malls.* Retrieved December 11, 2016, from
the Hibiscus-Sinensis website:
http://hibiscus-sinensis.com/regency/shoppingmalls.htm

H&M (2015). *H&M: Hennes & Maurtiz (Sweden).* Retrieved December 7, 2016, from the Ad
Brands website:
http://www.adbrands.net/se/hennes_se.htm

Inditex (n. a), (n. d.). *Zara.* Retrieved December 8, 2016, from the Inditex website:
https://www.inditex.com/brands/zara

Jongen, W. (2016). *Er is geen verschil meer tussen offline en online.* Algemeen Dagblad,
November 28, 2016. Retrieved November 28, 2016, from the newspaper Algemeen
Dagblad (AD).

Klis, H. (2016). *De Mall wordt een pretpark.* Retrieved December 30, 2016, from the NRC
website:
https://www.nrc.nl/nieuws/2016/11/04/15de-mall-wordt-een-pretpark-5138251-
a1530031

Krisman, V. (2016). *Ons Winkelgedrag: Offline vs. Online winkelen.* Retrieved December 5,
2016, from the Google Documents website:
https://docs.google.com/forms/d/1mRSW9X1X4b2htize2mU2qJk_SvwV8Y-
jpmjD4pP-Lhs/edit

Leidschenhagevernieuwt (n. a.), (2016). *Nieuwbouw Mall of the Netherlands van
start.* Retrieved December 19, 2016, from leidsenhagevernieuwt website:
http://leidsenhagevernieuwt.nl/nieuwbouw-mall-of-the-netherlands-van-
start/

van Manen, T. (2016). *Marketingfacts Jaarboek 2016-2017.* Werkendam: Damen
Drukkers. Retrieved December 7, 2016.

McKinsey&Company (2016). *Rewriting retail: a sector in acceleration towards 2025.*Retrieved November 16, 2016, from the Detaihandel website: http://www.detailhandel.nl/images/K20161101_Retail%20vision%202020 25_EN%20FIN   AL[1].pdf

Miva (2011). *The History of Ecommerce: How Did It All Begin?* Retrieved December 6, 2016, from the Miva website: https://www.miva.com/blog/the-history-of-ecommerce-how-did-it-all-   begin/

Mo, Z. (2015). *Internationalization Process of Fast Fashion Retailers: Evidence of H&M and Zara.* Retrieved December 8, 2016, from the Canadian Center of Science and Education website: http://www.ccsenet.org/journal/index.php/ijbm/article/viewFile/4329   8/24889

Payment Sense (n. d.). *Do men and women shop differently online?* Retrieved November 28, 2016, from the Payment Sense website: https://www.paymentsense.co.uk/men-vs-women-online/

Primark, 2011. *Primark Reclaimed – New design and business model for sustainable consumption*. Retrieved December 16, 2016 from the Primark website: https://innovatingsustainablefashion.files.wordpress.com/2011/08/group-1_primark_small.pdf

Rabobank (2016). *Rabobank Cijfers&Trends: Detaihandel in mode.* Retrieved November 16, from the Rabobank website: https://www.rabobank.nl/bedrijven/cijfers-en-   trends/detailhandel/?intcamp=be-cijfers-en-trends&inttype=link-   detailhandel&intsource=bedrijven.cijfers-en-trends

Ratcliff, C. (2014). *How fashion e-commerce brands use email marketing.* Retrieved December 7, 2016, from the Econsultancy website: https://econsultancy.com/blog/65115-how-fashion-ecommerce-brands-use-email-marketing/

Reijn, van C. (2016). *Mall of the Netherlands.* Retrieved December 19, 2016, from

Mall of the Netherlands website:

http://mallofthenetherlands.com/en/

Rigby, D. K. (2011). *The Future of Shopping.* Retrieved December 5, 2016, from the Harvard

Business Review website:

https://hbr.org/2011/12/the-future-of-shopping

Riley, J. (2015). *Primark Doesn't Do E-Commerce.* Retrieved November 19, 2016, from Tutor

2U website:

http://www.tutor2u.net/business/blog/primark-doesnt-do-e-commerce

Roberts, M. L. and D. Zahay (2012). *Internet Marketing: Integrating Online and Offline*

Strategies. Cengage Learning, 3rd edition. Retrieved December 16, 2016.

Salleh, A. (2001). *Roman shopping list deciphered.* Retrieved December 11, 2016, from the

News is Science website:

https://web.archive.org/web/20080303020753/http://www.abc.net.au

/science/new　　s/stories/s253805.htm

Schiffman, L. G., L. Lazar Kanuk, and H. Hansen (2008). *An Introduction to the Study of*

Consumer Behaviour. Consumer Behaviour*.* London: Pearson Education.

Sharma, N. (2016). *The Power of Social Media Influencers.* Retrieved December 8,

2016, from the Social Factor website:

https://socialfactor.com/social-media-influencers/

Statista (2016). *Number of social media users worldwide from 2010 to 2020 (in billions).*

Retrieved December 7, 2016, from the Statista website:

https://www.statista.com/statistics/278414/number-of-worldwide-　　social-

network-　　users/

Statista (2015). *When shopping on your smartphone or tablet, from which format do you prefer to purchase?* Retrieved December 7, 2016, from the Statista website: https://www.statista.com/statistics/416426/preferred-method-of-   online-shopping-   on-mobile-devices-in-the-netherlands/

Sustainability (n, d.). *Vision & policy.* Retrieved December 19, 2016, from the H&M sustainability website: http://sustainability.hm.com/en/sustainability/about/governance/vision-and-policy.html

Thompson, T. S. H. (2002). *Attitudes toward online shopping and the Internet.* Retrieved December 11, 2016, from the Research Gate website: https://www.researchgate.net/publication/220208729_Attitudes_toward_online_shopping_and_the_Internet

Trending Topics (2013). *The Impact of Blogging and Social Influencers.* Retrieved January 4, 2017, from the Vertical Response website: http://www.verticalresponse.com/blog/the-impact-of-blogging-and-online-influencers/

Tuttle, B. (2014). *8 Amazing Things People Said When Online Shopping Was Born 20 Years Ago.* Retrieved November 15, 2016, from the Time website: http://time.com/money/3108995/online-shopping-history-anniversary/

Walker Sands (2014). *Reinventing Retail: What Businesses Need to Know For 2014.* Future of Retail. Retrieved December 6, 2016, from the Walker Sands website: http://www.walkersands.com/images/files/file/Future%20of%20Retail   %20Whitepap   er(1).pdf

Wehkamp (n, d.). *Geschiedenis.* Retrieved December 6, 2016, from the Wehkamp website: https://www.wehkamp.nl/Klantenservice/Informatie.aspx?IHC=OVE .

Weinberg, T. (2015). *12 Ways Brands Can Collaborate With Influential Bloggers.* Retrieved January 4, 2017, from the Hubspot website: https://blog.hubspot.com/agency/collaborate-influential-bloggers#sm.0001lhy8523t4f0mt8822igexzx1a

White, M. (n. d.). *The rise of consumerism.* Retrieved December 11, 2016, from the British Library website: http://www.bl.uk/georgian-britain/articles/the-rise-of-consumerism

Wikker (n. d.). *Wat is een vlogger? Met voorbeelden.* Retrieved January 4, 2017, from the Wikker website: http://www.wikker.nl/wat-is-een-vlogger/

Zara (n. a.), (2016). *Zara official website.* Retrieved December 8, 2016, from the Zara website: http://www.zara.com/

Zhou, L., L. Dai, D. Zhang (2007). *Online Shopping Acceptance Model – Article Survey of Consumer Factors in Online Shopping.* Retrieved November 16, 2016, from the California State University Long Beach website: http://web.csulb.edu/journals/jecr/issues/20071/paper4.pdf

14 Appendices

The appendices present the survey in Dutch and English, as well as the results presented with Excel.

14.1 The survey in Dutch (original)

1. Bent u een man of een vrouw?

○ Man

○ Vrouw

○ Anders: _____

2. Hoe oud bent u?

○ 16-25 (ga verder naar vraag 5)

○ 26-40 (ga verder naar de volgende vraag)

○ 41-65 (ga verder naar de volgende vraag)

○ 66+ (ga verder naar de volgende vraag)

3. Tussen 1995 en 2000 is online winkelen groot geworden, heeft u in die periode iets gekocht bij bijvoorbeeld: Ebay, Amazon, Wehkamp of H&M?

○ Ja (ga verder naar vraag 5)

○ Nee (ga verder naar de volgende vraag)

4. Tussen 1995 en 2000 heb ik niks online gekocht omdat (meerdere antwoorden mogelijk):

☐ Ik te jong was

☐ Ik geen internet had

☐ Ik wel een computer maar geen internet had

☐ Ik niet wist dat online winkelen bestond

☐ Ik het niet vertouwde

☐ Wat ik wilde kopen niet beschikbaar was online

☐ Ik hier geen behoefte aan had

☐ Het veel moeite was met betalen (bijvoorbeeld met cash in dollars)

☐ Anders: _____

5. Wat schaft u tegenwoordig online aan (meerdere antwoorden mogelijk):

☐ Kleding (inclusief: schoenen, tassen, sieraden, etc.)

☐ Elektronica (computers, camer's, cd's, telefoons)

☐ Boeken (romans, foto-albums)

☐ Cosmetica

☐ Boodschappen (Albert Heijn)

☐ Tickets (vliegtickets, festival/concert tickets, treinkaartjes, bioscoopkaartjes)

☐ Meubels

☐ Niks

☐ Anders: _____

6. Hoe vaak schaft u kleding aan (offline en/of online)?

○ Wekelijks

○ Maandelijks

○ Jaarlijks

○ Per seizoen

○ Anders: _____

7. Wanneer u kleding koopt, gaat u dan naar de winkel of bestelt u online?

○ Bezoek de winkel (ga verder naar vraag 9)

○ Bestel online (ga verder naar vraag 10)

○ Beide (ga verder naar de volgende vraag)

8. Waarom heeft u voor beide gekozen? (meerdere antwoorden mogelijk)

☐ Ik vind de winkels te ver

☐ Ik vind parkeren met de auto te duur

☐ Het ligt aan de weersomstandigheden

☐ Ik kijk wat mij het beste uitkomt

☐ Ik zoek online naar deals en baseer hierop mijn aankoopkeuze

☐ Ik kijk online wat er te koop is en wil het nog passen in de winkel

☐ Anders: _____

9. Voor offline: waarom koopt u alleen kleding in de winkel? (meerdere antwoorden mogelijk); ga daarna verder naar vraag 11.

☐ Ik wil de producten voelen/passen

☐ Ik vertrouw online winkelen niet (ivm: geld/levering)

☐ Ik woon/werk/studeer dichtbij de winkels waar ik kleding koop

☐ Ik hou van de sfeer tijdens het winkelen

☐ Anders: [＿＿＿＿＿＿＿]

10. Voor online: waarom koopt u alleen kleding online? (meerdere antwoorden mogelijk)

☐ Ik hou niet van offline ('echte') winkels, ivm: drukte, afstand, beperkte collectie

☐ Sneller, tijdwinst

☐ Vind ik fijner/makkelijker

☐ Ik optimaal prijzen kan vergelijken

☐ Anders: [＿＿＿＿＿＿＿]

11. Koopt u kleding in de hieronder genoemde winkels? (meerdere antwoorden mogelijk)

☐ Zara

☐ H&M

☐ Primark

☐ Mango

☐ Nee

12. Denkt u dat over 15 jaar, rond 2030, er nog offline ('echte') winkels zullen zijn?

○ Ja (ga verder naar de volgende vraag)

○ Nee (ga verder naar vraag 14)

13. Waarom denkt u dat over 15 jaar er nog offline ('echte') winkels zijn? Ga daarna verder naar 15.

[＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿]

14. Waarom denkt u dat offline winkels zullen verdwijnen?

☐ Door de online toename zullen de offline winkels het niet redden

☐ Steeds meer nieuwe winkels zullen online in plaats van offline starten

☐ In de toekomst hebben we geen tijd meer om naar de winkels te gaan

☐ Anders: [＿＿＿＿＿＿＿]

15. Bedankt voor uw deelname, feedback is altijd welkom! Bent u benieuwd naar de resultaten, vul dan hieronder uw email in.

[Verzenden]

Verzend nooit wachtwoorden via Google Formulieren.

Mogelijk gemaakt door
Google Forms

Deze content is niet gemaakt of goedgekeurd door Google.
Misbruik rapporteren - Servicevoorwaarden - Aanvullende voorwaarden

Our shopping behaviour: online vs. offline shopping

1. Are you a man or a woman?

    - Man

    - Women

    - Other

2. How old are you?

    - 16-25 (proceed to question 5)

    - 26-40 (proceed to the next question)

    - 41-65 (proceed to the next question)

    - 66+ (proceed to the next question)

3. Between 1995 and 2000, online shopping grew, did you buy anything at that time, for example at: eBay, Amazon, Wehkamp or H&M?

    - Yes (proceed to question 5)

    - No (proceed to the next question)

4. Between 1995 and 2000, I did not buy anything online because (multiple answers possible):

    - I was too young

    - I did not have Internet

    - I did have a computer, but no Internet

    - I did not know online shopping existed

    - I did not trust it

    - What I wanted to buy was not available

    - I had no need for it

    - I was trouble with paying (for example dollars in cash)

    - Other

5. What do you purchase online nowadays (multiple answers possible):

    - Clothing (including: shoes, bags, jewellery, etc.)

    - Electronics (including: computers, camera's, cd's and phones)

    - Books (novels, photo albums)

- Cosmetics

- Grocery's (Albert Heijn)

- Tickets (airline tickets, festival/concert tickets, train tickets, movie tickets)

- Furniture

- Nothing

- Other

6. How often do you purchase clothing (offline and/or online)?

- Weekly

- Monthly

- Yearly

- Per season

- Other

7. When you purchase clothing, do you visit the store or purchase it online?

- Visit the store (proceed to question 9)

- Order online (proceed to question 10)

- Both (proceed to the next question)

8. Why did you choose both? (multiple answers possible):

- I think the stores are too far away

- I think parking by car is too expensive

- It has to do with the weather

- I will see what suits me best

- I search for online deals and base my purchase choice around this

- I check what I can buy online and visit the store to fit it

- Other

9. For offline: why do you only purchase clothing in the store? (Multiple answers

    possible); after this, continue to question 11

- I want to feel/try on the products

- I do not trust online shopping (because of money/delivery)

- I work/live close to the stores where I purchase my clothing

- I like the atmosphere while shopping

- Other

10. For online: why do you only purchase clothing online? (multiple answers possible)
    - I do not like offline ('real') stores because of: the fuss, distance, limited collection)
    - Quicker, time saving
    - I like it more, it is easier
    - I can compare prices optimally
    - Other

11. Do you purchase clothing in the stores mentioned below? (multiple answers possible)
    - Zara
    - H&M
    - Primark
    - Mango
    - No

12. Do you think that in 15 years, around 2030, there will still be offline ('real') stores?
    - Yes (proceed to the next question)
    - No (proceed to question 14)

13. Why do you think that in 15 years, there will still be offline ('real') stores? Proceed to 15 after this question.
    - Open question -

14. Why do you think offline ('real') stores will disappear?
    - Because of the online increase, offline stores will not make it
    - More and more new stores will start online instead of offline
    - In the future, we do not have time to visit the offline stores
    - Other

15. Thank you for your participation, feedback is always welcome! Are you curious about the results, please enter you email below.

14.3 Results of the Survey

The following pages contain all of the results of the survey. There have been some adjustments to make the results easier to read. These adjustments will be explained now.

I. The time and date that the survey was completed has been removed.

II. In question two, seven and twelve, respondents are referred to which question they should go next, this has also been removed.

III. In question five, the options respondents could choose were being explained in the answers. But, this is already explained in '14.2 The Survey in English'. Therefore, these explanations have been removed also.

IV. Fifteen gives the respondents the opportunity to leave their feedback and/or email address, due to privacy this (question) has been removed in total.