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CONSUMER PERCEIVED BENEFITS AND VALUE IN
APPAREL M-RETAIL

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PhD

2016

CONSUMER PERCEIVED BENEFITS AND VALUE IN
APPAREL M-RETAIL

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A thesis submitted in partial fulfilment of the requirements of the
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ABSTRACT

Within the UK retail sector, fashion shopping via mobiles is one of the fastest developing forms of online retail, yet recent research has shown that apparel retailers have been slow to implement appropriate mobile platforms into overall marketing strategies, thereby failing to satisfy consumer expectations and missing opportunities emerging through this channel.

This research analyses mobile apparel retail from the consumer's perspective. The aim is to understand fashion shopping experiences via smartphones. Research questions relate to the benefits fashion consumers are seeking through mobile shopping channels, how consumers shop, why they use smartphones and what influences their decision-making process. Consequently, a theory of interactive relationship between m-retail and consumer purchase behaviour has been developed.

A mixed methods approach was adopted guided by Grounded Theory methodology complemented by experimental work. It applied 200 questionnaires, 1,313 mobile app reviews, 23 eye tracking experiments involving websites, mobile apps and mobile websites, 6 focus group discussions and 8 case studies.

A conceptual model of Essential Features of Mobile Channel (EFMC) was developed by triangulating data gathered from a range of sources: eye tracking experiments, mobile app reviews and focus groups. Case studies of commercial platforms, implementing 43 features of EFMC, were used to evaluate mobile websites and apps developed by apparel retailers.

This research contributes to knowledge by developing a Benefits-Value Theory (BVT), which addresses the relationship between levels of benefits and their influence on shopping involvement, by examining the ways consumers perceive mobile platforms and respond with distinctive behaviours and attitudes. This conceptual framework devotes what companies are doing on mobile and what consumers think about it. BVT provides a base for fashion consumer segmentation. Consumer profiles have been developed to account for shifts in consumer behaviour led by mobile technologies.

This research proposes a model for diagnosing the strengths and weaknesses of mobile platforms. Shopping journey and behaviour models establish how to segment the consumer base, capturing a complexity of their behaviours, by assigning value to fashion retail. This research helps apparel retailers to develop appropriate marketing strategies in m-retail focusing on maximizing customer benefits and satisfaction by fulfilling retailers' value creation and delivery.

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LIST OF ABBREVIATIONS

Android OS	An open source operating system used in mobile devices.
BVT	Benefits Value Theory
DOI	Diffusion of Innovation
EDA	Exploratory Data Analysis
EFMC	Essential Features of Mobile Channel
EU5	Top Europe's countries with highest smartphone ownership include France, Germany, UK, Spain and Italy.
FS-F	Follow up Survey - Females, 18-34 years old, iOS and Android OS users
FS-F-E	Follow up Survey Extra data collected - Females, 18-34 years old, iOS and Android OS users
GPS	Global Positioning System
GT	Grounded Theory
HTML5	A mark-up language used for structuring and presenting content on the World Wide Web. The fifth and current version of the HTML standard
iOS	An operating system used for mobile devices manufactured by Apple Inc.
MC	Mobile Channel
MDGT	Mixed Design Grounded Theory
MDs	Mobile Devices
MNO	Mobile Network Operator
Mobile App	Mobile Application
MSC	Mobile Shopping Channel
n	Number of participants
OS	Operating System
P1	Participant 1
P5	Participant 5
PC	Personal Computer
PERSB	Personality Benefit
PERSV	Personality Value
PFS-F	Merged PS-F and FS-F datasets
PFS-F-E	Merged PFS-F and FS-F-E datasets
PROCB	Process Benefit
PROCV	Process Value
PRODB	Product Benefit
PRODV	Product Value
PS	Primary Survey
PS-F	Primary Survey dataset extracted Females, 18-34 years old, iOS and Android OS users
Q12	Question 12
Q9	Question 9
QR code	Quick Response Code
SMS	Short Message Service
TAM	Technology Acceptance model
TFG	Theoretical Focus Group
TFG	Theoretical Focus Group
TTF	Task-Technology Fit
UK	United Kingdom
URL	Uniform Resource Locator (the address of a World Wide Web page)
US	United States
VAS	Value Added Services

CHAPTER 1 – INTRODUCTION

1.1. Introduction

This chapter introduces the research context, gaps in the literature, highlights the need for research in this area, and sets the research aim with objectives and related research outcomes.

1.2. Research Context

Clothing accounted for 68% of products bought online in 2015 (ONS/Mintel, 2015), and £42.6 billion was spent on clothing in the UK alone (Verdict, 2016a). Population of smartphone users in the UK is rapidly expanding, but only 59% of retailers have developed mobile apps (eDigitalResearch, 2015). By 2024 UK consumers are expected to spend £53.6bn a year using their mobile devices (Econsultancy, 2015). According to Econsultancy report (2015), apparel is the top retail category searched for on mobile devices in the UK, accounting for 65% of smartphone users in 2015. Whereby, only quarter of marketers have implemented seamless customer experience through their mobile channels, highlighting a need for research into how apparel retailers' sales and value could be enhanced through improvement of consumer shopping experience on mobile devices.

A majority of smartphone users (54%) report that they are shopping more frequently on the device than they were a year ago, and smartphones have seen the largest increase, followed by tablets (48%), laptops (45%), desktops (36%) and wearables (30%) (Bronto, 2016b). Total online sales grew by 12% during the month, while sales made using a mobile device increased by 42% (Drapers, 2016a). Mobile will account for 55% of all e-commerce purchases in 2021 (Just-Style, 2016b). "The smartphone is now rated as the preferred device by 65% of our research base and tablets by 52%. Desktops have dropped from second preference to fourth in a year! This really is a move to shop anytime, anywhere and on the move" (Internet Retailing, 2016b).

Android OS smartphones dominate the market in the UK, accounting for 59% of the volume share in 2015 (Euromonitor International, 2016). Whereby, iOS smartphones, leading in the market in 2010, account for half of Android OS share (29%) (Euromonitor International, 2016).

Although, Android OS dominates the UK market in mobile usage, but the vast majority of the traffic comes via iOS mobile devices (RetailWeek, 2016).

UK customers are the most digitally active in the world, accounting for 77% (TNT/Google, 2014). The trend of mobile traffic increase was observed since 2010 with only 8% of total sales, and as early as 2014 it overtook desktop (eDigitalResearch, 2015). Pure-play fashion retailer Boohoo.com announced that 65% of sessions were conducted via mobile devices (Internet Retailing, 2015). According to Millward Brown Digital (2015b) only 25% of marketers properly contemplated a seamless consumer experience through their resources. In regards to shopping platforms used by retailers, only 59% of top retailers in the UK have a mobile app, and the majority either use classic website or mobile optimised website (eDigitalResearch, 2015).

1.3. Research Literature

The rapid development of mobile technologies has amplified the need for research into the influence of mobile devices on modern day lives and consumer behaviour. In recent years researchers have investigated a variety of topics related to mobile, namely mobile shopping adoption and mobile app design. Until recently, there has been little interest in consumers' shopping behaviour in m-retail. Most studies in the area of mobile have only been carried out with a focus on mobile shopping adoption (Aldás-Manzano et al., 2009; Zhou, 2011; Zhou & Lu, 2011; Eze & Poong, 2013; Shih & Chen, 2013; Zhou, 2013; Lu, 2014; Arvidsson et al., 2014; Groß, 2015a), and surveys have made use of technology acceptance models. However, these models have been developed for desktop and online environments, and were adopted to examine mobile adoption or shopping behaviours using mobile devices. The survey by Ding and Chai (2015) used a framework based on expectancy disconfirmation theory (Oliver, 1980) and discrepancy-arousal theory (Cappella and Greene, 1982). The framework of the survey was used to examine the 'emotions and continued usage of mobile applications', which was developed in 'before the digital era'. Up to now, research has tended to focus on mobile apps and mobile app design elements (Tung et al., 2014; Zhao and Balagué, 2014; Smith et al., 2015; Zhao and Balagué, 2015) implemented through case studies adopting 7Cs framework. Research to date has tended to focus on adopting existing models and theories, rather than looking into how mobile is changing user behaviours and developing new frameworks based on consumer data.

1.4. Research Aims and Objectives

This research is concerned with understanding fashion shopping experiences via smartphone. Research questions relate to perceived benefits fashion consumers seek through mobile shopping channels. Key questions relate to: How do consumers shop on mobile? Why do they use smartphones? What influences their decision-making process? Overall, this thesis sets out to achieve five aims which are presented and discussed in this section.

The first aim of the research is:

To analyse mobile apparel retail in the UK.

In order to fulfil the first aim, the following objectives have been identified:

- *To review literature concerning mobile apparel retail in the UK;*
- *To examine the way individual apparel retailers adapted the mobile channel.*
- *To evaluate the UK apparel retailers' mobile apps and websites.*

There is a need to analyse mobile commerce and apparel retail to develop an understanding of technologies, processes and applications of mobile apparel retail. The research reviews available literature from published and electronic sources, gathers statistical data and reports on mobile apparel retail in the UK. The sample studied covers eight of the UK's major clothing retailers with mobile web sites and apps. Mobile apparel retail is analysed in terms of technological developments, trends and drivers adopted in consumer-retailer relationships. The case study of the UK retailers provides information about the way individual companies adapt the mobile channel. Longitudinal research methods help understand the changing landscape of m-commerce and the rising demand of mobile channel for the UK apparel retail. The case studies of apparel retailers mobile platforms provides information about the level apparel retailers satisfy mobile fashion consumers' needs. The framework based on a novel EFMC model help to evaluate current apparel retailers' mobile shopping platforms, namely mobile apps and websites.

The second aim of the study is:

To evaluate mobile apparel retail consumers' experience, their perspectives and behaviour.

The specific objectives to achieve the second aim of this research can be summarised as follow:

- *To describe mobile apparel consumers in the UK.*
- *To analyse consumers' feedback of purchasing from apparel retail mobile apps.*
- *To analyse the actual mobile consumers' behaviour on apparel mobile apps and websites through application of eye tracking technology on smartphones.*
- *To identify and explore (understand) what perceived benefits sought influence mobile apparel consumers' use of m-commerce platforms for shopping.*

The UK fashion consumers' experiences of fashion mobile shopping are evaluated by assessing and analysing consumer feedback of purchasing from apparel retail companies, by collecting observation data and monitoring mobile user-generated content. The research was supported by the use of eye tracking technology and experimental research methods. Eye tracking technology method provided information about what users are looking at on an interface, enabling meaningful visualizations and statistical data. Mobile gaze tracking device by SMI SensoMotoric Instruments helped to capture consumer behaviour including frustrations in navigation and other issues facing consumers. Consumer opinions of the mobile shopping environment were assessed and analysed using qualitative research.

The third aim of the PhD research is:

To develop a theory of the interactive relationship between apparel m-retail and its consumers.

To achieve this aim the following objective is set:

- *To understand the way mobile shopping platforms constrain or support mobile apparel consumers' decision-making process.*
- *To analyse the influence of benefits sought and value on mobile apparel consumers' decision-making process.*

The research used case studies and the Grounded Theory (Glaser, 1967) methodology in order to establish theoretical underpinnings of factors influencing strategy development and implementation of mobile apparel retail channel. The theory of the interactive relationship between mobile apparel retail and its consumers was developed by analysing the data from focus groups and the findings from the case studies of mobile apparel retail, interactions with

the consumers and mobile apparel marketing concepts. The mobile apparel retail marketing map was created and new theory was evaluated for further use by mobile apparel retailers. Benefits-Value Theory (BVT) has been developed accounting for a range of shopping channels had impact on the way mobile consumers make decisions when shopping. Mobile consumers do not follow a linear path as postulated in past studies. Their decision-making process, influenced by the level of goal-orientation, affects what benefits sought they want to satisfy first. According to BVT theory benefits sought are not independent, and consumers sequentially undergo through three distinct stages in order to achieve value from shopping involvement, which reflects a complexity of mobile consumers' expectations.

The fourth aim of the research is:

To develop a conceptual framework for consumer-oriented mobile apparel channel.

The fourth aim encompasses two objectives as follow:

- *To identify which features of mobile shopping platforms are required on apparel mobile apps and websites from consumers' perspective.*
- *To develop a model for diagnosing the strengths and weaknesses of apparel mobile shopping platforms and to develop recommendations for apparel retailers regarding the design of their mobile apps and websites.*

The development of the conceptual framework of mobile apparel channel makes use of triangulated data gathered from different sources: eye tracking experiments, mobile app reviews and focus groups. Case studies of UK technology-driven retailers, building their retail in online and mobile channels, provided a comprehensive list of elements employed within marketing communications strategy for mobile apparel commerce. The content of the UK apparel companies' mobile web sites and apps was analysed in terms of environment, manner of presentation, path finding and interacting, using a qualitative coding structure and mapping consumers' experience. The potential differences between standard fashion and fast fashion need to be identified, because it has a great impact on impulse-buying, which could be associated with the development of mobile retail, whereby consumers have 24 hour access to search and purchase.

The fifth aim and the main contribution to knowledge of this PhD thesis is:

To develop a framework for mobile fashion marketing strategy.

The number of objectives to achieve the final aim of this research are as follow:

- *To develop a model of mobile apparel consumer segmentation.*
- *To tailor mobile fashion marketing approach accounting for differences between mobile consumer segments.*
- *To integrate/incorporate the essential features of mobile channel to achieve benefits sought from mobile shopping and maximise customer satisfaction.*

A novel framework for mobile fashion consumer segmentation was developed based on the BVT theory, and provided a base for identifying heterogeneous consumer groups in apparel m-retail by implementing cluster analysis based on personality and product benefits sought and consumer value. Four distinct consumer clusters have emerged within the same socio-demographic consumer group: Fashion Therapists, Responsible Shoppers, Fashion Forward and Reserved Shoppers. Consumer clusters were compared, and the most important benefits consumers seek were defined. Identifying distinct differences between consumer helped in tailoring mobile marketing strategy. Finally, a mobile marketing strategy was proposed by applying a combination of theoretical frameworks together: BVT theory, consumer segments based on personality and product benefits and value, mapping against EFMC model, in order to develop appropriate mobile marketing strategy for target consumer group.

A clear understanding of how young female consumers interact with apparel product presentations in mobile fashion retail is crucial in designing effective mobile websites and native apps that will deliver customer satisfaction and engagement.

1.5. The Research Problem

Rapid technological changes, especially with m-retail, add another dimension to fashion marketing, and retailers need to be aware of the compound impacts mobile has on fashion retail. Moreover, apparel retailers need to understand changing consumer behaviour in the mobile shopping environment and to implement changes quickly in order to maximise customer benefits, which will add value to the business. The conventional 4Ps marketing theory needed to be revised, particularly in relation to 'Place'. It is important to understand the principles of mobile retail in order to successfully adopt them for achieving companies' goals and satisfying customers' needs.

Researchers emphasise the need for specific evaluation of mobile commerce consumers’ needs and expectations, but previous papers adopted assumptions that the expectations of web-based commerce customers can be applied to mobile commerce understanding (Ofluoglu & Atilgan, 2015). There is a gap between company’s and consumer’s perspectives about what features are needed on mobile apps (Zhao & Balagué, 2014a), and limited discussion has been established about the concept of mobile apparel retail from consumer perspective. Therefore, there is a need to evaluate how and why fashion consumers shop via mobile, and what perceived benefits they are seeking through mobile shopping channel.

1.6. Research Outline

This thesis consists of 9 chapters (Figure 1). The introduction chapter outlines overall research study, by setting a context, reviewing research literature, and justifying why this research study is needed, how it fills a gap in the existing knowledge and contribute to a pool of research literature. Furthermore, this chapter covers the research aims, objectives, methodology and outcomes.

Introduction	1. Introduction			
Literature Review	2(1) Mobile Apparel Retail in the UK	2(2) Mobile Marketing	2(3) Mobile Consumer	2(4) Market Segmentation
Methodology	3(1) Research Paradigm		3(2) Research Method	3(3) Research Design
Results and Initial Analysis (IA)	4. Mobile Apparel Consumer Survey (IA 1)	5. Mobile app reviews (IA 2)	6. Application of Eye Tracking technology (IA 3)	7. Focus Groups and BVT development (IA 4)
Further Analysis (FA) and Discussion	8(1) Application of BVT in Segmentation (FA 1)	8(2) EFMC model development (FA 2)	8(3) Evaluation of apparel retailers’ mobile apps and websites (FA 3)	8(4) Marketing Strategy Development (FA 4)
Conclusions	9. Conclusions and Recommendations			

Figure 1: Structure of Thesis.

The first chapter introduces and critically analyses the concept of mobile apparel retail in general, and, specifically, in the UK.

Within the second chapter, literature is reviewed regarding mobile retail market, apparel retailers' adoption of mobile channel, mobile consumers, consumer behaviour and mobile fashion marketing. This chapter also provides an overview of market segmentation literature. It discusses segmentation bases in general and then moves on to a discussion on segmentation bases in fashion industry with a stronger focus on the benefits segmentation base.

The Chapter 3 focuses on the methodology used within the research study. The philosophy, research paradigm, research methods and research design are discussed in depth by focusing on instrument design, sampling, data collection techniques and the analysis of data. Finally, this chapter covers ethical implications and limitations of the primary research.

The fourth chapter presents the analysis of the first phase of primary data collection, the survey of mobile fashion consumer in the UK. This chapter presents the results and informs the foundation for the instrument design of the following data collection phase, which is discussed in Chapter 5.

Chapter 5 focuses on the case study based on Topshop mobile app reviews. This chapter reviews mobile apps for iOS and Android OS developed by apparel retailers, furthermore problem areas and liked areas of the mobile app are ranked in order of importance to the end user.

The sixth chapter discusses eye tracking experiments on Topshop mobile app and website, it highlighted liked, used and desired areas which were ranked based on importance to the consumer, and shopping journeys revealed main issues of mobile platforms. This chapter informs underpinnings for the development of EFMC model in Chapter 8.

The seventh chapter presents the findings of the focus group discussions, data coding procedure, and conceptual abstraction through constant comparison and theoretical coding. This chapter presents new BVT theory that emerged from the data following Grounded Theory method and provides the foundation for the cluster analysis design of Chapter 8.

Chapter 8 discusses further analysis and discussion. This chapter presents consumer segmentation framework based on BVT theoretical framework. Cluster analysis of the focus groups participants' data is discussed, the results are presented with the emphasis on distinct consumer profiles, which are the foundations for the mobile marketing strategy of the following phase of this chapter. A triangulation of the data sources allowed to develop the EFMC model of features required on mobile shopping platforms. This model provides the

foundation for the instrument design of the case study, which evaluates apparel retailers' mobile apps and websites based on the EFMC model. This chapter provides practical recommendations for mobile shopping channel. Chapter 8 concludes by describing the development of the mobile marketing strategy for apparel m-retail. The overall findings of the primary data collection and its links with the literature are discussed. This chapter demonstrates the achievement of the fourth aim by discussing and presenting a theoretical framework for strategy development and the implications of the findings in practical settings.

The ninth chapter shows how apparel retailers' adoption of mobile channel has changed over the period and presents the importance of mobile strategies for overall apparel retail performance. The chapter concludes this thesis by showing how each aim was achieved throughout the research project. The final chapter provides recommendations for future work, to academia and practitioners. Limitations and reflections on the overall research process are provided in the concluding paragraphs.

CHAPTER 2 – LITERATURE REVIEW

2.1. Introduction

This chapter presents the context in which this study arose. The first section of this chapter describes apparel m-retail in the UK, establishing the role of mobile shopping channels. The chapter then discusses the concept of mobile marketing and strategy development. This section highlights the gaps in research concerning mobile apparel retail marketing. The third section of this chapter presents research developments in the area of mobile consumers and theoretical underpinnings applied in previous studies. This section serves to highlight scarce theoretical and conceptual developments concerning mobile consumers' behaviour and decision-making. The fourth section evaluated available segmentation bases and emphasises the need for consumer segmentation framework focusing on mobile consumers.

The way literature review was conducted was predetermined by the research approach of this research, which is described in more detail in Section 3.5.3. This research followed an open and loosely-fitted approach to reviewing previous literature, which required to remain inductive throughout the study by 'carefully adhering to the process of reflexivity' (McGhee et al., 2007). An early literature review was conducted to provide with a rationale for a study and justification of research approach required, establish knowledge gaps and need for research in specific area (Dunne, 2011).

Moreover, the way in which literature review is conducted, including the relationship with extant literature and the timing, has implications on the actual structure of the final written output of the research (Dunne, 2011). As the research process implementing GT methodology is non-linear, Dune (2011) emphasises that there is an issue of presenting the research in the write-up phase is well known, which requires the researcher to make decisions regarding to how and when to incorporate a literature review within the overall structure of the thesis.

Prior to commencing data collection an extensive literature review of existing studies was conducted related to mobile apparel in the UK and mobile consumer, as well as literature on the mobile commerce, in order to identify what work has been done, what approaches were adopted and what knowledge gaps exist. This review was crucial as it highlighted an important issue in regards to research approach within many extant studies in this area, namely

application of models and theories developed within online environments to mobile area of enquiry.

The literature review discussed in this chapter will help to assess the level of knowledge in the area of mobile apparel retail. Although, several waves of literature review were conducted when it was deemed necessary based on empirical findings and theoretical ideas as these were identified during this research (Dunne, 2011), for a purpose of this thesis early literature reviews are presented in this chapter. Whereby, post analysis literature review, which engaged with extant theoretical concepts after the data analysis (Dunne, 2011), is presented in data analysis sections, where the relation of emergent theoretical models to previous literature is established and discussed (Sections 7.4. and 8.3.3.).

In this chapter, firstly, the literature concerning apparel m-retail was reviewed and discussed, followed by mobile marketing, mobile consumer concepts and consumer segmentation.

2.2. APPAREL M-RETAIL IN THE UK

2.2.1. Introduction

In order to achieve the first aim of this study, previous studies concerning apparel m-retail have been analysed with a focus on UK market. This chapter reviews available literature from published, electronic sources and reports, and gathers statistical data on mobile apparel retail in the UK. This section discusses mobile market in the UK, focusing on mobile devices and operating systems (OSs) mostly used. Followed by mobile retail market focusing on apparel m-retail in the UK, and m-commerce adoption models are discussed. Finally, apparel retailers' adoption of mobile channel is evaluated.

2.2.2. Mobile Apparel Retail in the UK

Within a period of three years, commencing in 2013, this research study has recorded multiple changes over time. It is important to acknowledge that some apparel retailers underestimate the role of mobile in consumers' lives, and were not convinced early enough to implement mobile shopping channel in their mobile marketing strategies. The retailers embracing the latest technological advances at the offset, have undergone multiple phases of mobile developments with obvious fails and successes. Since the start of this research study in 2013 a number of apparel retailers with mobile apps has doubled. For example, in 2016 Next accounted for 27% of online sales conducted via mobiles, but yet the retailer is not convinced

about the impact the mobile will have in the future (Marketing Week, 2016b). Whereby, ASOS experienced 62% of the online traffic through mobile, and over 50% of sales via smartphones (Marketing Week, 2016a). These figures were not as promising in 2013, and at that time some apparel retailers did not have mobile apps or even mobile-optimized websites.

The retail industry is undergoing a dramatic shift: In-store foot traffic is down, online research is up and smartphones are becoming increasingly important to the consumer's in-store shopping journey (Google, 2016). 71% of in-store shoppers who use smartphones for online research say their device has become more important to their in-store experience. 42% of in-store shoppers search for information online while in-store. For the most part, they're using search engines (64%). However, almost half of shoppers head to the retailer's own site or app. Only 30% will look up details from a different retailer's web site or app (Google, 2016).

In 2016 the UK has seen a rise of 16% in spending in online shopping, accounting for £133bn, and a rise by 47% in the number of transactions made via smartphones, but sales via tables have declined by 3% (Drapers, 2017).

Analysis of the UK apparel retailers' websites and m-commerce presence was conducted in order to learn about the trends in m-retail adoption, what options do retailers choose, why they focus on one or another platform, what do other retailers can learn from it. The information about apparel retailers' adoption of mobile channel was aggregated from available reports at the start of this research study (Verdict, 2010; Verdict, 2011c; Verdict, 2011b; Verdict, 2011a; Verdict, 2012a; Verdict, 2012c; Verdict, 2012b; Verdict, 2012f; Verdict, 2012e). The case studies analysis provided with more precise picture of mobile retail adoption by the UK apparel companies. A summary of currently available mobile websites and apps from leading UK apparel retailers is in Table 1.

Table 1: Apparel Retailers' Adoption of Mobile Channel.

Retailers	At the start of the Research Study						During the Research Study		
	2007	2008	2009	2010	2011	2012	2013	2014	2015
Amazon	mobile-friendly website		iPhone app						
Argos					iPad/ Android app				
Topshop				iPhone app			Android app		
River Island				iPhone app			Android app		
Debenhams				iPhone app	Android app				
M&S				mobile-optimized website		iPhone app	Android app		
ASOS				mobile-optimized website	iPhone app		Android app		
Next				iPhone app				Android app	
Boohoo							iPhone app		Android app
New Look					iPhone app				Android app
H&M					Android app		iPhone app		
Zara						iPhone app/ Android app			
Net-a-porter					iPhone app	Android app			
eBay Fashion				iPhone app					
Very				iPhone app					Android app

Although, some recent mobile studies concerned mobile consumers' motivations to engage with fashion mobile apps (Parker and Wang, 2016). Koike and Itoh (2016) suggested developing mobile applications for apparel product search based on simple user interface design and three single-finger gestures, because mobile consumers use mobile apps during very short time intervals. The design of the mobile applications influence on consumers' emotional and behavioural responses (Magrath, 2014). The branding and marketing design stimuli were collated within the mobile commerce environment based on previous studies (Magrath, 2014). According to Chou et al. (2016), e-retailers with online service competencies, economies of scale and physical stores are more inclined to migrate to the mobile domain. The back-end operations and some front-end functionalities of e-retailing are effective in the m-retail even when the mode of service delivery is different (Chou et al., 2016). Furthermore, m-retailing can offer a new core benefit focused on servicing consumers (Chou et al., 2016). Retailers need to develop multi-channel strategies in order to cope with the pace of technological change affecting apparel consumers (Luo et al., 2016). Technological advances have pivotal influence on changing consumers' expectations sought in-stores and millennial consumers have definite expectations with regards to the functionality and aesthetics of the dressing room (Vermaak and de Klerk, 2017). Furthermore, word of mouth and shopping recommendations by innovative and pioneer mobile shoppers influence m-shopping diffusion among mobile consumers ((San-Martin et al., 2016). Green Atkins and Kim (2016) identified three-stage dimensions of the smart shopping: pre-purchase stage with information search and planning, effort/time saving, right purchase and money saving at the purchasing stage, and the post-purchase stage with satisfaction and word of mouth. Fashion values of beautification, desirability and variation are evident in the design of mobile phones as fashion item (Zhang et al., 2016). Recent studies analyse the influence of fashion products attributes (Park and Kang, 2016) on impulse buying behaviour, and mobile commerce characteristics on consumers' purchase intention applying theoretical models based on TAM and literature review (Chae, 2016).

Fashion websites have been attracting researchers' attention for some years. Fashion consumers' responses towards website design differ depending on users' age (Boardman, 2015). Fashion user-generated social stimulus, namely 'looks' and 'styles', in online environments, based on ASOS Fashion Finder website, affect consumer shopping behaviour (Cheung and Vazquez, 2014). According to Cheung and Vazquez (2015), consumer experience is important concept within the area of consumer behaviour, and identified the following

dimensions of experience: aesthetics, relational, emotional, interactivity and flow. Technological advances associated with mobile devices influence expansion of multi-channel retailing, bringing challenges for luxury retailers as developing a seamless and experiential luxury brand experiences in multi-channel environments become requisite (Street, 2015). Furthermore, plus size online shopping motivations are influenced mainly by accessibility of a selection of fashion products, and hedonic value (Haswell, 2010). Pure-play fashion retailing stimulates consumers' attachment via different marketing media, namely static and moving product presentation and guidance (Ashman, 2012). Although, within little research has been carried out within mobile consumer behaviour, Lewis and Loker (2017) explored the use of technology within in-store environments from employees perspective. Employees' envisioned the usage of 3D body scanner, product configuration software and social media in-store as means for communication and relationship building, creativity, customization and personalization, efficiency and accuracy, engagement and experience, fun and interest, sizing and fit (Lewis and Loker, 2017).

2.2.3. M-commerce in Academic Literature

O'Donnell et al. (2007: 6) conceptualised m-commerce as 'the ability to use mobile wireless devices as a secure method to purchase goods, services or digital content'. According to (Zhang et al., 2013), m-commerce has been studied from two perspectives, namely as an extension of e-commerce, and as unique part of e-commerce with features which are not available in the traditional e-commerce environments. Whereby, Kourouthanassis and Giaglis (2012: 1) argued that m-commerce is distinct from desktop computer-based e-commerce, and it has 'fundamentally different presentation, processing, and interaction modalities'.

The areas of m-commerce and mobile marketing have attracted researchers' attention as early as mobile technology was available. The early studies focused on developing taxonomy of commercial mobile apps (Balasubramanian et al., 2002), mobile communications via SMS (Scharl et al., 2005), impact of mobile technology on mobile phone users (Barutçu, 2007), mobile service usage in relation to mobile phone's capabilities (Sinisalo & Karjaluoto, 2009). Further studies focused on customer trust in m-commerce (Giovannini et al., 2015), and the role of privacy concerns in mobile social commerce usage intention (Hew et al., 2016). Research studies concerned mobile combine wireless user and network infrastructure, m-commerce applications and mobile middleware (Ngai & Gunasekaran, 2007). It was suggested

that the research in the area of mobile required to divert its focus from engineering-driven to socioeconomic-focused (Kourouthanassis & Giaglis, 2012).

A number of studies in the field of mobile focused on m-commerce adoption. These studies applied merely survey methods based on original and extended technology acceptance models (TAM) (Aldás-Manzano et al., 2009; Kim & Ma, 2009; Zhou, 2011; Zhou & Lu, 2011; Chong et al., 2012; Eze & Poong, 2013; Yang, 2013; Shih & Chen, 2013; Zhou, 2013; Arvidsson et al., 2014; Lu, 2014; Groß, 2015a; Yadav et al., 2016). However, these models have been developed for desktop and online environments, and were adopted to examine mobile adoption or shopping behaviours using mobile devices. The survey by Ding and Chai (2015) used a survey framework, which was developed in 'before the digital era', it examined the emotions and continued usage of mobile applications. To date, research has tended to focus on mobile apps and mobile app design elements (Tung et al., 2014; Zhao & Balagué, 2014b; Zhao & Balagué, 2015; Smith et al., 2015) implemented through case studies adopting 7Cs framework: context, content, community, customisation, communication, connection and commerce. Although, Lee and Benbasat (2004) used 7Cs framework in their study, the authors found that 7Cs framework does not cover any of the mobile specific issues of m-commerce interfaces. The research to date has tended to focus on adopting existing models and theories, rather than looking into how mobile is changing user behaviours and developing new frameworks based on consumer data. Chong et al. (2012) argued that the use of traditional TAM and diffusion of innovation (DOI) models proved insufficient to predict m-commerce adoption, and new variables specific to mobile are required.

Aldás-Manzano et al. (2009) argued that the significance of personality factors on mobile shopping adoption was ignored in the unified theory of acceptance and use of technology. 'New, innovative services and contents with added value' can appeal to consumers with smartphones to purchase via mobile shopping channel (Aldás-Manzano et al., 2009). Extending traditional TAM model with perceived enjoyment and trust can explain consumers' 'intention to engage in m-shopping', through easy to use, useful and enjoyable websites on smartphones, resulting in positive attitudes towards m-shopping (Groß, 2015a).

The studies using survey instrument based their research design on previously developed theoretical models. Whereby, conceptual studies have drawn upon previous knowledge in order to describe m-commerce concepts of mobile environment or context (Benou & Vassilakis, 2010; Benou et al., 2012; Benou & Vassilakis, 2012), to understand how mobile

users develop an attachment to these devices (Beer, 2012), and to propose new concepts, namely a concept of Value Fusion (Larivière et al., 2013). Conceptualization extended to shopping productivity (Voropanova, 2015), and its relation to the use of smartphones in multi-channel retail (Verhoef et al., 2015).

2.2.4. Summary

Previous studies have adopted and applied theoretical models and methodologies, which were developed within e-commerce context. However these studies did not investigate aspects of mobile systems (Pousttchi et al., 2015: 15), and the elements of mobile retail channel have been discussed based on earlier understandings concerning e-commerce websites. There is a gap in research regarding the ways to evaluate existing mobile platforms, namely mobile apps and websites. Furthermore, there is a need for a data-driven and consumer-focused framework, which would reflect mobile consumers' perspective, as opposed to practitioners' or retailers' perspective. The literature review showed that there is a gap in research on m-retail in apparel industry, and retailers are lacking an understanding about consumers' expectations from mobile shopping channel. The next section reviews literature and previous studies about mobile marketing, to identify currently used approaches to marketing strategy development for apparel m-retail.

2.3. MOBILE MARKETING

2.3.1. Introduction

This section reviews available literature about mobile marketing, its role in the overall marketing strategy and with a specific focus on apparel mobile marketing. There is a need to identify current marketing strategies implemented by retailers in m-retail.

2.3.2. Direct Marketing

Nowadays, retailers adopt direct marketing as a primary marketing approach, as it provides an opportunity to connect 'directly with carefully targeted segments or individual consumers' (Kotler & Armstrong, 2014: 516). Multi-channel retailers use direct marketing as a supplementary channel, whereby, for pure-play retailers it is the only approach to marketing. Online marketing has become a substantial part of it and is the fastest-growing form of direct marketing, which has been influenced by widespread use of various devices connected to Internet, including latest trend of smartphone ownership. Online marketing can adopt five strategies, namely websites, online ads and promotions, online social networks, email, and mobile marketing, which need to be integrated with each other (Kotler & Armstrong, 2014). Initially, mobile marketing involved marketing messages and promotions delivered through mobile devices, followed by placing search ads, display ads, videos on relevant mobile sites or social media. Currently, 'mobile marketing involves various forms of marketing on all mobile devices' (Clow & Baack, 2014: 262). Among mobile devices gaining a rapid popularity are smartphones. Mobile marketing in the era of smartphones involves creating retailers' mobile-optimized websites or mobile apps to engage customers and help them shop (Kotler & Armstrong, 2014), in-app advertising, QR codes, digital watermarks, 2D, and geo-targeting (Clow & Baack, 2014).

The marketing concept examines, evaluates, and focuses on ways to satisfy the consumer's needs and wants. These needs and wants may be satisfied through tangible products, intangible services, or a combination of products and services (Bickle, 2010). Gbadamosi et al. (2013) argued that the purpose of marketing is 'to create and deliver value to customers', and value-orientation is a way to achieve a success in the marketplace.

Vignali & Vignali (2009: 56) referred to 'consumer behaviour as a scientific study of the processes, which consumers use to search, find, use and dispose of products and services that satisfy their needs'. Furthermore, retailers can satisfy those needs through understanding

their consumers and processes involved in consumption. Kollat et al. (1970) argued that a number of separate constructs have been used to understand how consumers shop and make purchasing decisions, and consumer behaviour is 'influenced by a variety of factors interacting in complex ways'.

According to Malhotra et al. (2012) marketing research aims to identify opportunities and problems, and to generate and refine marketing actions. Whereby, problem identification research can be linked to the description, understanding and satisfying targeted consumer groups, through problem-solving research, which helps to develop a solution. The problem-solving research can address the following types of issues: determining segmentation basis, selecting target markets by creating consumer profiles, determining the process of consuming products and services, and consumer experiences (Malhotra et al., 2012).

Chaffey and Smith (2013a) described SOSTAC planning for e-marketing as a six-stage planning, including these stages: situation analysis, objectives, strategy, tactics, actions, and control. Strategy was summarized as the way to fulfil the objectives of the plan, and what online value propositions should be created for different segments (Chaffey & Smith, 2013a). Moreover, Chaffey and Smith (2013a) noted that 'sloppy e-marketing causes high attrition rates' from consumers, which is a result of inefficient design of customer experiences on websites. This statement could be adopted for mobile marketing.

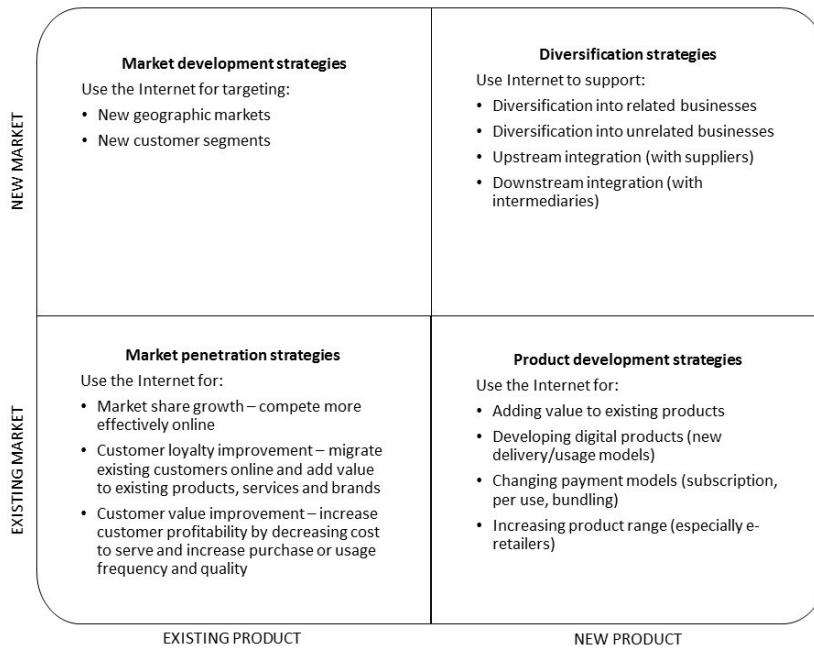


Figure 2: Online opportunities for product and market innovation, Ansoff's matrix. Source: Chaffey and Smith (2013).

Another important factor before developing a marketing strategy, is to identify the market penetration approach. For this purpose Ansoff's matrix (Figure 2) is used, which shows opportunities for product and market innovation (Chaffey & Smith, 2013a). According to Danneels (1996) 'market segmentation derives directly from the marketing concept', and 'segmentation-targeting-positioning sequence' is the most commonly used strategy in retail and marketing. Each industry has distinct approaches to marketing, especially to mobile marketing. Therefore, next section presents approaches to fashion direct marketing with a specific focus on the role of mobile marketing within marketing strategy.

2.3.3. Fashion Direct Marketing

In developing a marketing strategy, fashion companies consider all elements of the marketing mix and how they will work together to accomplish the marketing goal. Advertising, public relations, sales promotion, personal selling, and direct marketing are promotional elements (Rath et al., 2012), and fashion, regardless of the quality or style, will not be widely accepted by the target market without a successful marketing strategy. Four components of the marketing concept relate to how consumers identify with the marketing of fashions (products), the pricing of fashions, access to fashions (location), and the ease of finding products within a store (product placement) (Rath et al., 2012). Fashion marketing must reach the target market. Prior to online retailing, retailers were required to carefully assess where the largest primary target market was geographically located. Online retailing operations

allow retailers to market their fashions nationally and internationally. Fashion marketers are able to greatly expand their reach to target markets and are only restricted by their distribution limitations (Bickle, 2010). The sales points become 'the place of unique and unrepeatabe realisation, experience and emotions' (Vignali & Vignali, 2009), which influence future shopping behaviour.

Companies using the marketing concept are often called 'customer-driven', because they look at the desires of their target customers, when developing and marketing their products. 'Fashion marketing starts and ends at the consumer' (Vignali & Vignali, 2009: 57) and is customer-driven, as it is based on the marketer's knowledge and understanding of its customer base (Rath et al., 2012). According to Ofluoglu and Atilgan (2015) increased use of mobile marketing applications is one of the digital marketing activities applicable in clothing sector. Retailers need to create appropriate evidence-based strategies for mobile channel, whether that be an independent shopping channel or a part of multi-channel strategy, and research can help to identify critical areas from consumer's perspective (Groß, 2015b). Direct marketers need a quality database, such as mailing list of current consumers, 'strong perspective consumers, and /or persons who match the demographics and psychographics of the identified target market' (Bickle, 2010: 183).

E-retailing is considered a direct marketing channel, which can have or not a traditional store and sells products or services via Internet. Bickle (2010) found that online consumers interact more with the retailer, and write more product reviews (29%) than in-store shoppers (9%). Cross-channel, also called multichannel, shopping is a patronage of more than one retail medium. This type of shopping experience comprises of sensory experience in stores, product designs via catalogues, and detailed product information on retailers' website (Bickle, 2010: 187), and utilizing and combining products from a variety of multichannel retailers.

There are a number of different media that fashion marketers have available for their direct marketing communications. The use of the Internet and other electronic methods of communications for direct marketing has become widespread among fashion retailers because of the variety, flexibility, immediacy, and global reach (Rath et al., 2012). Through online and mobile direct marketing, customers can order apparel products from fashion retailers worldwide. The tools of electronic direct marketing are evolving as technology continually evolves, and encompass a range of vehicles including blogs, Twitter, e-mail, social networks, mobile applications, and widgets (Rath et al., 2012).

New types of direct marketing, namely social marketing and blogs, are increasing in popularity due to widespread ownership of smartphones. Social marketing has become an integrated component of fashion retailers’ mission statements and provide with the opportunity to support the society in a responsible manner, which has the added benefit of generating goodwill in consumer markets (Bickle, 2010). One of the examples was a campaign to designate 50% of the proceeds from RED products to the Global Fund. Consumers can provide feedback about products, marketing efforts, and the company in general. Social marketing allows consumers to feel more connected to the company (Bickle, 2010: 85). Blogs are becoming increasingly popular in the fashion industry and act as another aspect of fashion marketing efforts. Blogs are used as a medium for company newsletters. This social marketing tool allows consumers to interact with the retailer and feel part of the company, fashion team, and fashion industry (Bickle, 2010).

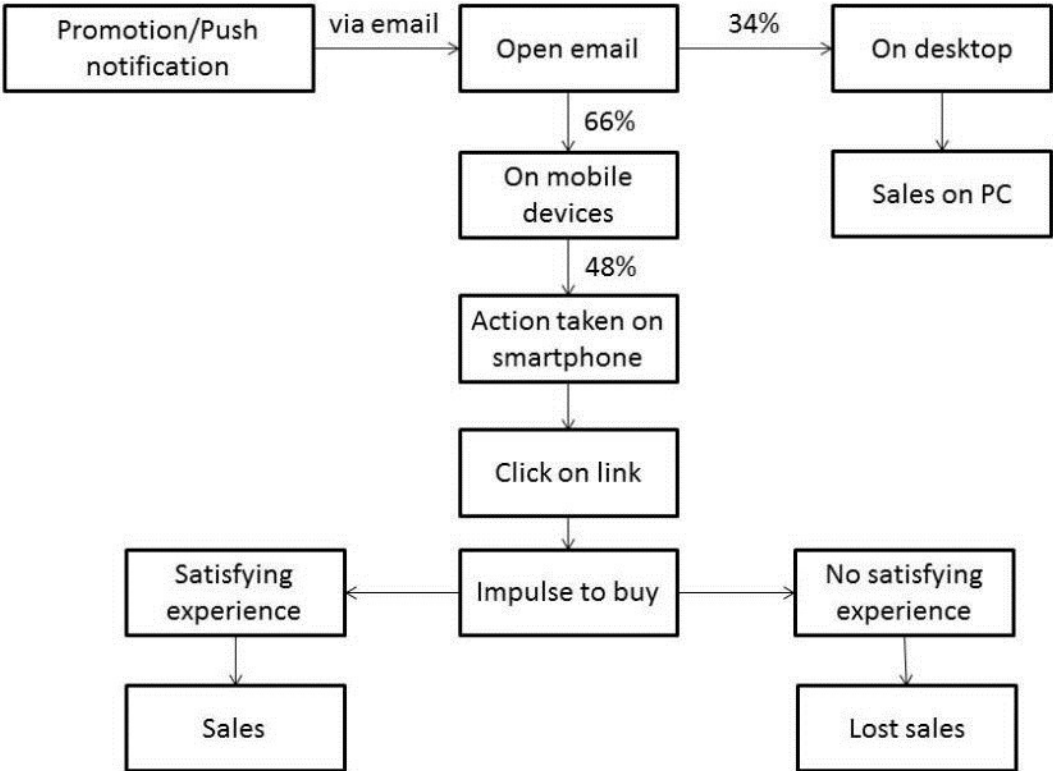


Figure 3: Consumer behaviour model in response to promotion received via email. Source: adapted from Sterling (2014).

Mobile advertising enables the fashion marketer to personalize messages specifically to the mobile user and provides fashion retailers with immediate access to its consumers. Research showed that recall rate of mobile advertising among viewers reached 40%, and it is very

important in product advertising as it encourages purchase behaviour (Bickle, 2010). According to Sterling (2014) only a third of all emails are open on desktop devices, accounting for over 66% openings on mobile devices. Whereby, 48% of all emails open on mobile devices are on smartphones. This statistical data shows how crucial is consumer's experience on smartphone. A model of consumer behaviour responding to email promotions, which are open on various devices, with possible behaviour and outcomes was proposed (Figure 3). The importance of 'mobile' is indisputable and the need to review mobile fashion consumers' experiences is required in order to reduce the number of lost sales.

2.3.4. Mobile Marketing

Mobile marketing and mobile merchandising are integral elements of the m-commerce ecosystem (Pasqua & Elkin, 2013). Mobile applications (apps) can be sent to mobile devices, namely smartphones and tablets, to encourage buying (Rath et al., 2012). Combined with GPS technology, mobile apps can sometimes pinpoint a consumer's current location as being in the vicinity of a particular marketer and send a text coupon or offer to encourage the consumer to stop in right away. Widgets are applications that offer live updates to a website, and can be set up on computer desktops, on some broadband-equipped television, or on mobile devices (Rath et al., 2012).

Shankar and Balasubramanian (2009: 118) defined mobile marketing as 'a way of communication between a retailer and its consumer', which is conducted via 'mobile medium, device or technology'. According to Ajax and Irfan (2012), mobile marketing strategies need to focus around value creation in order to successfully engage consumers in mobile marketing. Moreover, appropriate strategies based on consumer research are needed, rather than adaptation of existing marketing strategies (Ajax & Irfan, 2012). According to Salo et al. (2008), mobile marketing process involves six interrelated and overlapping tasks: 'campaign initiation, campaign design, content creation, permission management, delivery, and analysis and feedback'. Shankar & Balasubramanian (2009) conceptualized mobile marketing based on synthesis of relevant literature, and proposed important areas of investigation, namely 'drivers of mobile device or service adoption, the influence of mobile marketing on consumer decision-making process, and marketing strategy development'.

A limited number of previous studies used qualitative methods, some studies interviewed marketing practitioners and experts about mobile marketing strategies (Scharl et al., 2005; Davis & Chaudhri, 2012; Huang, 2012), analysed user requirements of m-commerce

(Büyüközkan, 2009), and grouped mobile marketing stakeholders (Huang, 2011). Pantano (2016) explored adoption of innovation in fashion retail settings among pioneers and followers, and found that retailers-followers are unable to exploit all the benefits through innovation, but are, rather, under a pressure to satisfy consumers' increasing demand of innovation because consumers already experienced its usage and have high expectations. An overview of previous studies showed that research in the area of mobile marketing has been explored from businesses perspective, rather than from consumers'. Palka et al. (2009) adopted Grounded theory in developing an understanding about motivations involved in consumer's decision-making process to engage in mobile viral marketing. Leitner et al. (2008) established relations between values and behaviour patterns and product attributes through the use of means-end theory (Gutman, 1982a).

According to comScore (2016) mobile shoppers differ between countries and knowing the market's specific characteristics is a key to engage a target audience. The majority of previous studies utilized quantitative methods to explore impacts of mobile phone technology developments on mobile marketing and suggested to determine target segments for mobile marketing strategies (Barutçu, 2007), used mobile phone features as a segmentation approach (Goneos-Malka et al., 2014). Lim and Shankar (2014) found that adopter types, namely early adopters and late adopters, exhibit different behaviour models in regards to mobile device brand loyalty. These examples support the need for a new segmentation strategy approach within mobile marketing and m-commerce in order to adapt marketing strategies to different consumer types, which are shifting informed by smartphone use for shopping.

A number of studies implemented surveys to analyse differences in mobile usage (Sinisalo & Karjaluoto, 2009), and determine possible influence of mobile apps usage on brand attitudes and purchase intention (Bellman et al., 2011). Whereby, other studies investigated consumers' willingness to accept mobile marketing via smartphones (Sultan et al., 2009; Jayawardhena et al., 2009; Gao et al., 2013; Ajax & Irfan, 2012; Watson et al., 2013), and identified major consumers' motivations to use mobile shopping channel (Grant & O'Donohoe, 2007; Yang & Kim, 2012). Previous research investigated the impact of SMS advertising on consumer perceptions of brand equity (Smutkupt et al., 2012), and the attitudes and behavioural intentions towards mobile marketing and shopping (Gao et al., 2010; Bellman et al., 2011; Gao et al., 2012; Wells et al., 2012; Holmes et al., 2013). Others

focused on m-commerce usage activities influenced by demographics and motivations (Chong, 2013), gender and how convenience is perceived in m-commerce (Okazaki & Mendez, 2013) and decision-making process in shopping using mobiles (Holmes et al., 2013). Recent studies looked at the impact of the developed hierarchical model, consisting of 'quality, customer perceived value, customer satisfaction, perceived switching costs, corporate image and customer loyalty', based on literature review on interaction quality, physical environment and outcome quality (Daniel et al., 2014), and created mobile viral marketing campaigns encouraging referral among consumers (Pescher et al., 2014).

Other studies focused on reviewing literature about mobile marketing aiming to classify the knowledge available to date (Varnali & Toker, 2010; Jain et al., 2011; Ström et al., 2014; Krafft et al., 2015) or to develop conceptual frameworks based on previous knowledge (Büyükožkan, 2009; Shankar & Balasubramanian, 2009; Shankar et al., 2010; Magrath & H. McCormick, 2013a; Magrath & McCormick, 2013b). An extensive literature review by Ström et al. (2014) highlighted the need to describe 'value creation in mobile contexts' from both consumers' and the retailers' perspectives. The authors identified that mobile marketing perceived value was not measured explicitly, and only benefits and sacrifices were studied by previous studies (Ström et al., 2014). Magrath & McCormick (2013b) proposed to integrate marketing design elements identified within online environments for fashion retailers' mobile marketing strategies.

The constantly changing capabilities and potential of mobile technology requires retailers to consider various strategies, namely 'HTML5 technologies, native app development methods, and content management systems' (Creative, 2013). When a retailer is taking the mobile path as its new business development strategy, they need to analyse their web traffic carefully. Retailers develop mobile channel strategy depending on the source of site's traffic referral, therefore, mobile web and HTML5 should be implemented if it comes from Google, Facebook and Twitter, and native apps are needed for those with regular traffic straight to the homepage from bookmarks or from typing in the URL (Creative, 2013).

2.3.4.1. Mobile apps

Watson et al. (2013) argued that mobile marketing is not limited to SMS, mobile communication or QR codes, and can be achieved through mobile website content and apps. Kang et al. (2015) examined characteristics of mobile location-based services of retail apps in relation to consumers' affective and cognitive involvement, intention to download and use

mobile retail apps. Khajehzadeh et al. (2015) investigated redemption of promotional offers in a mobile service context, and found that coupon redemption on mobile devices is influenced by consumers' perceptions and shopping goals. Interestingly, research studies have been focused on mobile apps more than websites since widespread adoption of smartphones.

One of the innovative ways to develop a mobile marketing strategy was a mobile marketing app (Ntarkos et al., 2015), which helps to increase sales of products or services. It is important to understand what are preferred access methods for mobile consumers as developing mobile apps does not guarantee a success. Rayport and Jaworski's 7Cs model (2001) was adopted in case studies with mobile apps (Lee & Benbasat, 2004), which was further expanded to 8Cs by Tung et al. (2014): context, content, community, customization, communication, connection, commerce and control.

Zhao and Balague (2015) argued that current branded mobile applications in the market are imperfect and have weak mobile and social features. Authors identified five types of branded mobile apps, namely 'tool-, game-, social-, m-commerce-, and design-centric'. Furthermore, m-commerce apps are used to sell products, and in order to achieve this the purchasing process and product customization are essential. Zhao and Balague (2015) accentuated the importance of combination of mobile, social and brand mention elements of branded apps, and specifically up-to-date mobile features. Moreover, mobile branded apps have to combine three perspectives in order to function according to business objectives (Zhao & Balagué, 2015). From company's perspective the mobile app has to integrate brand interaction features in order to deliver value for a business. From user's perspective, it has to offer good user experience through proper social interactions and different levels of user benefits. Whereby, from technical perspective smart mobile interactions need to be integrated. Smith et al. (2015) found that simple enough mobile apps increase usability and prevent user confusion, need to engage consumers, rather than only to sell products or services. According to Millward Brown Digital (2014), around 20% of consumers used mobile apps for shopping, highlighting the need to explore why the majority of consumers prefer shopping via browsers. The top reasons to delete the app from smartphones, which were reported by users highlighted issues related to mobile app usage, included a need to free up memory of the phone, the app draining phone's battery, and the app had too many technical issues (Millward Brown Digital, 2015a). Ding and Chai (2015) suggested that emotional experiences influence continuance and can extend the

experiential aspects of using mobile apps. Taylor et al. (2011) examined how young consumers' social network influences adoption of mobile apps among them.

Forgue and Hazaël-Massieux (2012) investigated how the fragmentation in mobile development platforms impacts on developing a large number of versions and formats. To date research focusing on mobile apps and, particularly, on branding design elements, proposed frameworks based on literature review of online fashion websites, suggesting their applicability when developing mobile apps (Magrath & McCormick, 2013a).

2.3.4.2. Mobile websites

With increased ownership of smartphones among consumers, retailers are adopting new technological approaches, including HTML5. Steve Pinches (Creative, 2013), said 'HTML5 enables both easier development and the ability to maintain a direct relationship with the customer.' Zhou (2011) argued that satisfaction using mobile websites is influenced by 'perceived usefulness, perceived ease of use and trust', which can be improved through 'system quality, information quality and service quality'. Moreover, trust, flow, and perceived usefulness affect contextual offering and determine mobile purchase intention (Zhou, 2013). 'Perceived utility of mobile purchase and user experience' need improvements in order to increase mobile purchase adoption among consumers (Zhou, 2013). Shih and Chen (2013) proposed integrated model of TAM and TTF (task-technology fit) to examine benefits provided by mobile commerce, and users' beliefs and attitude towards m-commerce. Nilashi et al. (2015) investigated how consumers' trust in m-commerce websites is influenced by security, design and content factors. Consumers using browser switch easily between brands to conduct comparison research, and the experience replicates browsing on desktop (Millward Brown Digital, 2015a).

Embracing the mobile technology is a must in fulfilling the needs of consumers, and it is required to enter the m-commerce market before it matures, as the retailers' reputation can be diminished in consumers' perceptions (Verdict, 2012e). The rapid pace of smartphone adoption has led the unification of mobile and web (Pasqua & Elkin, 2013). This highlights the need in understanding how consumers are using mobile devices for online shopping and developing mobile-optimised websites is essential for retailers (Verdict, 2012c). With m-commerce increasingly popular among consumers and potentially offering rapid growth, many retailers are investing in ensuring that their websites are optimised for mobile retail

(Verdict, 2011a) and smartphone access, which bring new experiences to people and promote the brand (Chaffey & Smith, 2013b).

M-commerce and its adoption has been a focus within numerous research studies. Previous studies examining websites mainly focused on online retailers' websites (Siddiqui et al., 2003; Marciniak & Bruce, 2004; Rowley, 2009; Nathan & Yeow, 2011). Mobile websites and apps can add value for a retailer through mobile platforms, which are user friendly, available across Android and iOS mobile, and are maintained as these are upgraded (Chaffey & Smith, 2013b) by making active updates as mobile technology is constantly adapting (Verdict, 2012e). Chaffey & Smith (2013b) argued that mobile platforms add an exciting dimension to the traditional marketing mix effectively bringing several Ps together, namely product, promotion and place, by adding value and promoting the brand.

Retailers with an existing web presence can adapt for mobile devices for as little as a few hundred pounds, but more ambitious retailers adapt platforms to new channels in a way that ensures the site is totally customised to the viewing device and demands of the consumer (Verdict, 2011a). However, Verdict argued that with a wide range of mobile devices and screen sizes, ensuring the site automatically adapts to provide the best experience for each customer is a growing task (Verdict, 2012c). Furthermore, consumers are using a greater range of channels when they shop and even when the actual purchase is not being made on the mobile device, it can have a noteworthy impact when shopping (Verdict, 2012c).

In 2011 a significant proportion of retailers did not have mobile compatible sites, but have invested in mobile apps. However, a limited number of their consumers downloaded and not all consumers used them (Verdict, 2011c). Mobile websites can attract new customers better than apps, through search engines and other web traffic (Verdict, 2011a). Mobile apps are more likely to be downloaded and used by more committed advocates of the retailer, who are younger and more affluent and engaged with the brand, and should therefore be designed accordingly, offering more complex, innovative features (Verdict, 2011a). Mobile apps have the ability to add value to the shopping experience through interaction with customers (Verdict, 2012e). Consumers expect a mobile site or app to offer the full range of products available through a retailer's primary website. However, in the absence of a full size screen, keyboard, mouse and so on, this means extra consideration needs to be given to how products will be searched and browsed (Verdict, 2011a).

As apparel retailers become more established in the online market, new mobile technologies, which enhance the shopping experience, or make it easier for customers to shop should be invested in heavily (Verdict, 2012c). These new innovations help in building engagement with customers, namely scan and shop (Verdict, 2012c), GPS to track consumers, send promotions and building loyalty through rewards (Verdict, 2012e). Another way to create an engaging environment similar to in-store is online interactivity service and 'virtual try-on' (Diamond, 2006), nowadays called augmented reality.

The most visited apparel retailers' websites via mobile devices in 2010 were Next and ASOS (Verdict, 2011a), and Amazon was a leader with share of up to 41.3% in 2011 (Verdict, 2012e). Early adoption of mobile optimised sites and mobile applications has enabled in gaining expertise and building on their offer. With mobile shopping, it is particularly important to consider the needs of the shopper, and the less clicks required to make a purchase the higher conversion rates will be, what increases the chance consumers will return to make further purchases (Verdict, 2011a). Responsive web design, it is also called mobile-optimised, enables developers to make just one website, which will automatically resize itself, and make formatting changes, depending on the user's device (Verdict, 2012e). This method can save money, as it allows smaller retailers to have an online presence on a range of Internet enabled devices, without having to work on each one independently.

There are two distinct types of mobile payments, namely payments within mobile devices through mobile apps and websites for products and services purchased via wireless networks, and mobile payments as a new payment methods at any point of shopping interaction in physical world, like paying for shopping in stores or for car park in town (Pasqua & Elkin, 2013). This study is interested in the first type of mobile payments.

Mobile web payments are becoming a much more commonplace option as mobile browsers mature. In this case m-commerce website should be built by mobile vendor that specializes in m-commerce and is experienced in it, this will ensure that mobile website offers the best possible user experience in the checkout process (Pasqua & Elkin, 2013). Aloysius et al. (2016) examined the emerging mobile checkout scenarios in the retail environment and consumers' reaction to these scenarios. Taylor (2016) reviewed mobile payments, implementation of self-checkout services and mobile scanning and mobile point-of-sale. Mobile payments are still commencing, particularly in the UK, as consumers continue to demand more convenience this will become more mainstream and be expected of retailers.

More than half (52%) of consumers would abandon purchases if more steps were added to the checkout (Internet Retailing, 2016a). Across Europe, express online checkouts currently make up half of all today's total e-commerce sales (Internet Retailing, 2016a). Increasingly complex online shopping carts are costing retailers billions of dollars in online shopping when consumers are unable to complete a checkout due to malfunctioning websites (Just-Style, 2016a).

2.3.5. Summary

In recent years research focused on the impact that marketing efforts have on consumers has seen slight shifts, allowing for new approaches to market research. Researchers have acknowledged the need for new techniques to gather an understanding about consumer behaviour and tried replacing surveys with web tracking. This approach is being aimed at monitoring brand's health by observing and analysing consumers' generated content on social media and web (Rath et al., 2012). Authors conducted parallel studies about the same brands, using online content analysis and survey. Although, both studies produced closely correlated outcomes, the study emphasised the preference of survey's statistical validity against the quality of alternative and innovative research methods. The changes, that take place in consumer behaviour, are justifying a necessary need to review '...traditional marketing concepts and tools, and employ more active and participative analysis (interaction-based), conducted with tools like ethno-sociology and/or network analysis' (Vignali & Vignali, 2009: 36).

The overview of the literature on mobile marketing showed that major focus has been on mobile apps since growing smartphone penetration in the market. There seems to be an assumption that smartphone users will shop mainly via mobile apps, and might not use mobile websites. There is a need to evaluate mobile consumers' perspective about the use of mobile devices for shopping. Moreover, there is a gap in research on the use of mobile websites.

2.4. MOBILE CONSUMER

2.4.1. Introduction

This section reviews available resources about mobile consumers. Overall situation in m-commerce is changing, although mobile consumers' preferences. A literature review is conducted by reviewing consultancy and academic evidence about mobile consumers and their behaviours.

2.4.2. Socio-Demographics of Mobile Consumers

Consumers are feeling more confident to use their smartphones when shopping (Verdict, 2012c), and the proportion of males among mobile shoppers increased to 56.6% in 2011 from 51.2% in 2009 (Table 2). However, the majority of male shoppers buy music and video online. It is also a reflection that for many males shopping is a functional experience – making mobile more attractive as a channel, due to its convenience (Verdict, 2011a). Males aged 25-44 years old have the requisite levels of smartphone ownership, are 'technological savvy' to shop online and have disposable income. Only in 2012 women have finally nudged past men for the first time, resulting in a 50.1% to 49.9% split in favour of women (Verdict, 2012c).

Table 2: UK m-commerce shopping population by gender, based on (Verdict, 2011b, Verdict, 2011c, Verdict, 2012a).

M-commerce shopping population by gender, %		
	Female	Male
2009	48.8	51.2
2010	47.1	52.9
2011	43.4	56.6
2012	50.1	49.9

Younger shoppers seemed dominated in using their mobile phones (Table 3), who research a product on their mobile before buying, especially under 34s (Verdict, 2011c). However, shoppers aged 35-44 years old have shown significant growth, as smartphone ownership among these consumers is high, they tend to have more disposable funds, time pressured, therefore, they appreciate the convenience m-commerce offers and the ability 'to shop on the go' (Verdict, 2011a). The majority of mobile consumers research via mobile both before and during the shopping trip, but the profile remains weighted towards younger shoppers, with more than one in three using a mobile before purchase (Verdict, 2012c). However, there were stronger uplifts among shoppers aged between 35-44 years old, and the main driver

behind this uplift has been an increase in the proportion of these shoppers who have Internet enabled mobile devices (Verdict, 2012c).

Table 3: UK m-commerce shopping population by age groups, based on (Verdict, 2011b; Verdict, 2011c; Verdict, 2012a).

M-commerce shopping population by age groups, %			
	2009	2010	2011
15-24	27.6	18.9	24.5
25-34	28.5	27.3	26.2
35-44	15.4	31	27.8
45-54	17.1	13.2	14
55+	11.3	9.6	7.6

Unsurprisingly, the demographic patterns of app usage were similar to those of wider mobile shopping, and men aged 25-44 years old were the most active app users (Verdict, 2011a). Retailers have an opportunity to provide user-friendly apps for all age ranges, catering to specific needs – such as visuals at appropriate sizes and simplicity of usage (Verdict, 2012e).

Those purchasing via smartphones are mainly 18 to 24 years old, accounting for 65%, with 58% 25 to 34 years old, and 49% 35 to 44 years old (Bronto, 2016a). 58% of 18-to-24-year-olds use an iPhone. However, the majority of all other age groups said they use an Android device – 57% of 45-to-54-year-olds favour this over an iPhone. Also, 52% of men are more likely to use an Android device, with nearly 20% less using an iPhone (Drapers, 2016b). Demographically, men are more likely to use their phones in this way than women ((Mobile Commerce Daily, 2016). 82% of UK users own a smartphone, and 37% make purchases via their smartphone (Bronto, 2016a).

Reports about socio-demographic profiles of mobile consumers suggest that both males and females might use m-commerce, but there was no evidence about apparel m-retail consumers’ profile. This gap needs to be addressed by analysing who are mobile apparel retail consumers, which smartphones do they use, and what fashion retailers’ they browse on mobile.

2.4.3. Mobile Consumers

Kim and Hahn (2015) argued that in order to understand apparel consumers’ mobile dependency psychographic characteristics of the consumers, namely ‘fashion involvement, self-monitoring tendency, and tendency to experiment with appearance’, need to be adopted. According to Lu (2014), personal innovativeness and perceived usefulness are determinants

of initial adoption and user continuance intention. There is a gap between what consumers want and what retailers are delivering on mobile (Marketing Week, 2015).

Kim et al. (2013) proposed a mobile user engagement model, which explains how 'users' engagement motivations influence perceived value, satisfaction and mobile user engagement intention'. Current research studies focusing explicitly on mobile devices and how they affect consumer m-shopping behaviour can reveal relationships between m-shopping activities (Groß, 2015b) and consumer's purchase evaluation factors of smartphones (Hu & Liao, 2013).

Groß (Groß, 2015b) reviewed mobile shopping literature between 2000-2012, and found that increasing interest in m-shopping for in-store and online distribution channel continuous to escalate. Retailers implementing mobile apps in their strategy need to reinforce their capabilities in delivering following consumer benefits: 'instrumental, experiential, identity, and social' (Ding & Chai, 2015). Siddiqui et al. (2003) found that retailers are often satisfied with their online strategy, without understanding what consumer actually needs, therefore disappointing consumers. This controversy suggests the need to evaluate consumers' perspective about mobile shopping channels in order to develop appropriate mobile platforms addressing consumers' needs.

2.4.4. Mobile Consumer Behaviour

In order to assess what prompts consumers in making decisions retailers use several theories, namely 'Maslow's Hierarchy of Needs, the concept of decision making, the self-concept theory, lifestyle profiling, also known as psychographic segmentation' (Diamond, 2006), role theory from sociological perspective, drive theory and expectancy theory (Solomon, 2015). According to role theory, people act out many different roles, and evaluate products and services based on the criteria, which differ depending on their role. Whereby, drive theory is based on 'magnitude of the tension created by the need, and the urgency felt by consumer to reduce it' (Solomon, 2015). According to expectancy theory, consumers' behaviour is motivated by expectations of achieving desirable outcomes and positive incentives. Consumer motives are goal-oriented driving to satisfy a specific need (Solomon, 2015). According to Maslow's Hierarchy of Needs people fulfil their needs in a strict order, and first satisfy the needs of the lowest classifications, followed by next levels until fulfilling the highest level needs (Maslow, 1970). Marketers adapted Maslow's work to understand consumer motivations (Diamond, 2006).

Various buying decision-making models have been proposed, and these have developed from five-stages (Kollat et al., 1970) to seven-stages processes (Blackwell et al., 2001). Vignali & Vignali (2009) argued that applicability of existing models of consumer buying behaviour within fashion retail needs to be considered not only in terms of the accepted psychology of human behaviour theory, but in terms of variables applicable to such buying behaviour. Furthermore, these models need further discussion in relation to the findings about mobile consumer behaviour and decision-making models specifically focused on the use of smartphones.

According to Solomon (2015) consumers behave in a particular way driven by rational, emotional, and patronage motives. Motivation represent the processes leading consumers to behave the way they do (Solomon, 2015). Although, researchers emphasise the need for specific evaluation of m-commerce consumers' needs and expectations, but previous papers adopted assumptions that the expectations of web-based commerce customers can be applied to mobile commerce understanding (Ofluoglu & Atilgan, 2015). Barnett et al. (2015) tested direct relationships between the five-factor model of personality traits, namely 'conscientiousness, openness to experience, neuroticism, extraversion and agreeableness', with technology use in web-based context. Hahn and Kim (2016) investigated how personal traits impact mobile phone case evaluation. Ono et al. (2012) compared consumer motivations to use mobile devices for browsing online stores with those to browse brick-and-mortar stores by applying Arnold and Reynold's six hedonic motivations in survey study.

A limited application of qualitative methods has been adopted to analyse consumer behaviour and the use of mobile devices with a focus on perceived consumer value (Leitner et al., 2008), attitudes towards mobile phones (Kim & Yang, 2012), and extrinsic and intrinsic motivators (Spaid & Flint, 2014). Pantano and Priporas (2016) explored consumer motivations to change shopping experience and perception of the evolving benefits, and how consumer experience can 'create value for consumers'.

A number of innovative approaches were applied in mobile consumer studies. Ma et al. (2013) developed a toolkit embedded into mobile apps to collect user interface interactions, LiveLabs were created to test adoption of mobile technology and applications under real usage patterns (Misra & Balan, 2013), neuro-marketing and eye tracking technology were used to determine what users are really thinking or seeing on mobile when browsing (Adhami, 2013). Wang et al. (2015) used data about PC and mobile shopping and sales from retailer to evaluate

changes in consumers' behaviour since adoption of mobile shopping. Whereby, Wong (2012) built a small-scale mobile app and website to compare usage data on these two mobile platforms.

Consumers make rationally motivated decisions based on 'price, care, serviceability, practicality, warranties, and safety', and these decisions are often driven by poor economy as consumers need to satisfy their everyday needs first (Diamond, 2006). Whereby, emotionally driven motives are to achieve 'prestige, status, romance, and social acceptance' (Diamond, 2006). Consumers buy fashion products to satisfy one of these needs. What needs can be satisfied when buying or browsing for fashion products via smartphones?

Patronage motives that influence apparel consumers to buy via one of shopping channels are as follow: 'service, price, sales associate attention, personal shopping availability, convenience, and merchandise assortment' (Diamond, 2006), and the number of features offered by retailer impacts consumer loyalty. Holmes et al. (2013) explored how consumer attitudes to use mobiles in shopping influence involvement and consumer decision-making process, and consumers used mobiles mostly for pre-purchase activities and in the information search and review, but less for purchase transactions. In order to appeal to diverse consumer motivations resulting in loyalty, retailers need to 'provide the right mix of merchandise and service' (Diamond, 2006).

2.4.5. Consumer Perceived Benefits

'Theories in the field of psychology determine that external influences form, 'cognitions', in the individuals mind, and subsequently affect the way that the individual, 'perceives', the surrounding world' (Vignali & Vignali, 2009: 49). Diamond (2006) argued that fashion consumers buying luxury products are ready to pay more for the 'benefits' of status and prestige. According to Zhao and Balagué (2014a: 3) user benefits are determined by what 'consumers think the service provides them'. Moreover, authors suggested to group these benefits into three categories, namely 'functional benefits or utilitarian benefits, experiential benefits or hedonic benefits, and symbolic benefits or extrinsic advantages of service consumption'. Ding and Chai (2015) measured how experiential, identity and social perceived benefits influence positive and negative emotions and continuance intention. Vignali and Vignali (2009) suggested that following physical characteristics of the product: size, shape and packaging, affect consumers' perceptual inference.

According to Aldás-Manzano et al. (2009) consumers enjoying their shopping experience on smartphones are more likely to return and purchase repeatedly, and, as noted by Birtwistle & Shearer (2001), retail success and consumer loyalty are achievable by maintaining a retail image and store positioning in the market. 'Usability and information quality, visual appeal and image, interactivity, and web innovativeness', influences online apparel consumer's commitment and repurchase loyalty (Blázquez, 2014). Vignali and Vignali (2009) argued that consumers favour 'simplicity, familiarity, consistency, and stimuli that have meaning to them', influenced by consumers' need in organising their perceptions into meaningful, 'wholes'.

2.4.6. Consumer Perceived Value

Consumers make decisions at conscious and unconscious inferences based on personal values influenced by unconscious inferences (Vignali & Vignali, 2009). 'A value is a belief that some condition is preferable to its opposite' (Solomon, 2015: 102). Although, cultural values are important, but did not help to understand consumer behaviour due to broad concepts. Therefore, researchers proposed to distinguish consumption-specific values and product-specific values within a broad concept of cultural values (Solomon, 2015).

Ström et al. (2014: 1003) conducted an extensive literature review on mobile marketing, and proposed that 'value is the benefits offered by the product or service compared to customer sacrifices for acquisition and use of the product and service relative to competition, and differs based on consumer product experiences'. According to Pihlström and Brush (2008: 2), 'perceived value has been used to predict consumer behaviour', and is 'a multidimensional construct consisting of monetary, convenience, emotional, social, conditional, and epistemic value'.

Gbadamosi et al. (2013) suggested that customer net value will increase if total customer value increases at a faster rate than total customer cost (Figure 4). However, the authors argued that the concept of value is multidimensional and can be interpreted differently by different stakeholder groups in the marketing system. Moreover, value-adding activities and superior benefits can help in gaining new customers and retaining them continuously, and this is the main aim of relational marketing (Gbadamosi et al., 2013). Adding to this the superior customer-focused value can be delivered through marketing mix to the target market.

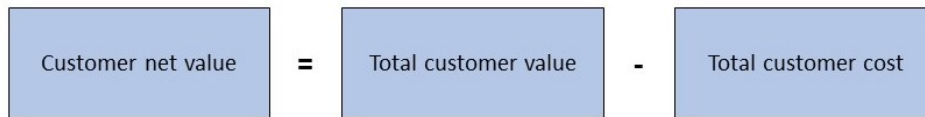


Figure 4: Value concept adopted from Gbadamosi et al. (2013).

According to Chaffey and Smith (2013b), online value proposition should emphasize unique advantages of being online, such as immediacy, interactivity, faster, convenient, better experience, more resources or information online. Moreover, online proposition value must clearly summarize what a customer can get that they cannot get from the retailer's competitors.

2.4.7. Summary

The literature review identified that most of previous studies used quantitative approach to study mobile consumer, these studies adopted existing models and theories, which were created before the 'digital revolution' and for online environments accessible via desktops. There is a lack of theories and frameworks about mobile consumer behaviour within mobile environments, developed by analysing qualitative data allowing to understand current mobile consumers and their expectations. Moreover, the area of apparel m-retail requires thorough investigation, and further research need to focus on decision-making models in m-retail, and why do mobile consumers choose to use smartphones.

Another gap in research, identified in literature review, is regarding who mobile consumers are, and which mobile devices they use. There are a number of consultancy reports suggesting their findings about the age and gender of mobile shoppers, but there is a lack of agreement in their findings. Furthermore, the previous studies did not focus on consumers in apparel m-retail. Therefore, there is a gap in knowledge about mobile fashion consumers' age, gender, and OS of smartphones used for fashion shopping.

2.5. MARKET SEGMENTATION IN APPREL M-RETAIL

2.5.1. Introduction

The aim of literature review on market segmentation in apparel m-retail is to review available literature about strategies used for market segmentation in retail, and to develop a framework applicable to segment mobile apparel consumers by identifying the currently used segmentation criteria from academic literature and commercial perspectives. Identifying the main segmentation base can help to develop a knowledge about mobile fashion consumers in regards to segments that these consumers belong to, which will inform apparel retailers and mobile marketing teams about the best ways to satisfy mobile consumers' needs.

In order to develop an understanding about the mobile fashion consumer, there is a need to identify: What do the mobile fashion consumers do on their smartphones? What combination of activities could describe one or another group of these consumers? Why do they do what they do (why do they perform those activities) on smartphones? What drives them to use smartphones for fashion shopping related activities?

There is a need to distinguish between segmentation base and segment's descriptors. Segmentation base is used to group consumers into separate segments, segment descriptor is used to describe those segments by creating profiles supported by descriptive information (McDonald and Dunbar, 2012). Although, some projects relied on using basic demographic, geographic or other descriptive variables to segment markets, in the current research practice those variables are not sufficient with highly advanced consumers and complex shopping behaviours. There is a need to review past and current practices in the area of segmentation in order to evaluate important changes in consumer behaviour driven by technological advances.

2.5.2. Segmentation Base in Retail

Bond and Morris (2003) argued that segmentation bases and techniques used have not always been helpful. Moreover, evaluation of market segmentation priorities of academic and practitioner requirements showed that in the past 30 years the segmentation research agenda has been changing slowly (Hines & Quinn, 2005; Quinn & Dibb, 2010), and there is a need for broader approaches reflecting current changes in the market. 'Little practical advice on choosing variables, identifying segments, analysing the output, and measuring segment profitability' are main problems in market segmentation (Quinn, 2009: 15). Dibb and Simkin

(2010) argued that validity and robustness of segmentation outputs can be achieved by combining 'hard' statistical and 'soft' segment quality criteria. Quinn and Patterson (2013) added that it is 'necessarily to merge the dimensions of marketing, consumption, research and practice' in market segmentation approaches, because it is becoming more apparent that 'digitally-equipped marketers cannot understand the true nature of current consumers'.

There are broad choices in variety of available segmentation bases. In the 90s studies employed mainly lifestyle, benefits sought and decision-making segmentation bases. Since 2000 new segmentation bases were introduced. The studies made use of demographics (Kang et al., 2014; Flynn et al., 2011; Shiu & Dawson, 2002), socio-demographic (Sell & Walden, 2012). Moreover, researchers focused on the role of psychological (Goldsmith, 2000; Goldsmith, 2002), psychographics (Lim et al., 2013), shopping orientation (Brown et al., 2003; McKinney, 2004; Jayawardhena et al., 2007; Hansen & Jensen, 2009; Bahng et al., 2013), attitudes (Kau et al., 2003; Sell & Walden, 2012) in market segmentation. The newest research implemented fashion leadership (Kim & Martinez, 2013; Phau & Lo, 2004), variety seeking disposition (Michaelidou, 2012), affective states (Christodoulides & Michaelidou, 2013), price endings (Harris & Bray, 2007) and motivations (Hill et al., 2013).

The overview of previous studies shows that two major segmentation bases used in academic literature are: behaviour (Iyer et al., 2002; Kau et al., 2003; Bhatnagar & Ghose, 2004b; Ruiz et al., 2004; Sinha & Uniyal, 2005; Lee et al., 2008; Sell et al., 2010; van Staden & van Aardt, 2011; Li et al., 2012; Michaelidou, 2012; Hjort et al., 2013; Szolnoki & Hoffmann, 2014), and benefits sought (Wedel, 1991; Shim & Bickle, 1994; Botschen et al., 1999; Kim & Lee, 2000; Bock & Uncles, 2002; Hong & Koh, 2002; Bhatnagar & Ghose, 2004a; Canever et al., 2007b; Gil-Saura & Ruiz-Molina, 2009; Park & Sullivan, 2009; Kinley, 2010; Park et al., 2011). Followed by lifestyle (Richards & Sturman, 1977; Gutman, 1982b; Kucukemiroglu, 1999; Chad et al., 2006; Ko et al., 2007; Ko et al., 2012; Li et al., 2012), store image/format (Steenkamp, 1991; Birtwistle et al., 1998; Papatla & Bhatnagar, 2002; González-Hernández & Orozco-Gómez, 2012; Sell & Walden, 2012; Gilboa & Herstein, 2013). Even decision-making style has been employed to segment consumers (Sproles, 1986; Lockshin et al., 1997; Walsh & Mitchell, 2005; Cowart & Goldsmith, 2007). Within mobile market smartphone measurement (Hamka et al., 2014) and use of mobile services and mobile devices (Sell et al., 2010) were used as a segmentation base.

Bock and Uncles (2002) used following criteria for market segmentation: preferences for product benefits, consumer interaction effects, choice barriers, bargaining power, and profitability. Darden and Perreault (1976) suggested that consumer segmentation based on needs arising from unique socioeconomic, life cycle, and life style perspectives can reveal distinct shopper types within thought homogeneous shoppers group. Kim and Lee (2011) compared validity of the results of traditional K-means and innovative alternative of mixture regression modelling clustering methods for the market segmentation. Hassan and Craft (2012) examined linkages between segmentation bases, such as macro and micro-bases, and brand positioning strategies. Quinn et al. (2007) reviewed the marketing segmentation literature and evaluated its organizational practice in fashion retailing. Sell and Walden (2012) compared two segmentation bases, such as socio-demographic and attitudes, and found that attitudes base produces more informative segments.

Standard Research Institute (SRI), now called SRIC-BI, studied consumers using various research tools through lifestyle profiling (Diamond, 2006). Moreover, SRIC-BI applied psychology to understand and predict consumer behaviour, conduct market assessment, scenario planning, and opportunity discovery through its VALS segments: 'Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers, Survivors' (Diamond, 2006: 78).

There is a need to identify what is needed to know about mobile fashion consumers to satisfy them and convert them to loyal customers. There is a need to agree with the statement by Park and Sullivan (2009) that fashion retailers need to determine fashion consumers' core benefits in order to provide those in their products and services. The importance to know about the intricacy of benefits sought in products and services might be crucial in the era of mobile revolution, because with the use of smartphones consumers may have changed their shopping behaviours as opposed few decades ago. In order to develop a marketing strategy for apparel m-retail channel, there is a need to have an understanding about mobile fashion consumer segments.

A number of segmentation criteria identified from academic literature review suggest that there are different strategies for market and customer segmentation, and some of the criteria might not produce substantial differences among groups in regards to behaviour. Therefore, all the segmentation criteria from the literature can be divided into two groups: segmentation base and segment descriptors. According to McDonald and Dunbar (2012) the following variables are segment descriptors: demographic, socio-demographic, socio-economic,

psychological, geographic, country of origin effect, and cultural. While any of the segmentation criteria such as behaviour, purchase orientation, motivation, benefit, lifestyle and occasion (clothing moments) could be a valuable segmentation base on its own or in combination of two or more.

2.5.3. Benefits Sought Segmentation Base

The overview of academic papers suggested that benefits sought segmentation can be used as a segmentation base to develop a knowledge about mobile fashion consumers' needs, benefits sought and how to satisfy them. Moreover, the literature review showed the importance of the benefits segmentation approach in retail, which can help to understand consumers' expectations.

According to McDonald and Dunbar (2012) external agencies developing standard segmentation schemes rarely, provide the insights required by individual companies to achieve significant competitive advantage in the market. The authors argue that this is because other competing companies can use exactly the same sources of information about customers and market segments for their strategy. Similarly in fashion trend forecasting developed by the leading forecasters of the world (www.wgsn.com), when fashion designers, following proposed trends and colour schemes, design their collections for future seasons. As the result, most stores have almost the same products and in similar colour choices.

Kim and Lee (2011) suggested that 'benefits represent a function of consumers' beliefs about product offerings and promises', this motivates consumers' purchase decisions and influences consumers' behaviour. According to a study by Bahng et al. (2013) apparel consumer's shopping orientation can be explained by knowing the benefits that consumer consciously or unconsciously seeks in a shopping situation. Duarte Canever et al. (2007a) proposed a market segmentation framework combining benefits and features. Authors suggested that buying motives can be distinguished on the basis of benefits identified, and those in turn will help to identify which feature preferences do consumers with the same motives are looking for. Researchers' proposed theoretical model helps in identifying how consumers would behave motivated by what they look for to achieve benefits sought.

Kim and Lee (2000) conducted a catalog consumers segmentation study using benefits sought instrument and complementing the segments with demographic and lifestyle information. The researchers admitted that their study was designed based only on existing literature, and

they may have not captured all elements of benefits sought for their study. This paper provides an important account about the use of existing literature to design survey studies, and proves that in those areas of research that are in early stages of development qualitative method would help to develop the knowledge about the elements required for the theoretical model.

Hong and Koh (2002) segmented the Korean female apparel market based on benefit sought with the relation to store attributes, using benefit sought statements and store attributes from previous studies, and some proposed by researchers. The study focused on one usage situation, a wedding reception, and found that each segment was distinct in terms of age, education and preference for particular store attributes.

The findings of the study by Kinley (2010) indicate that consumers seeking different benefits from apparel products shop differently. The study found significant positive relationships between the benefit factors and different shopping behaviours, in a form of different store choices for shopping depending on the benefit sought. Park and Sullivan (2009) identified that consumers seeking distinct clothing benefits sought had different clothing repurchase intentions. Authors suggested that consumers' perception of value, when purchasing a product, is derived from an on-going cognitive evaluation process. As a result, consumers' purchase experiences triggered by those emotional reactions are driven by shopping orientations. Park and Sullivan (2009) argued that past behaviour is 'assumed to be a predictor of future behaviour'.

McDonald and Dunbar (2012) argue that segmentation based on channel choices cannot define segments, as the channel choices are the means by which customers and retailers connect with each other. Instead, developing an understanding of the motives behind the channel choices made by customers can be used in creating a needs-based proposition for marketing strategy. Authors added that customers choose propositions that appeal to them based on those that satisfy their needs and deliver the benefits they are looking for, and at the price that deliver value for money (Figure 5).

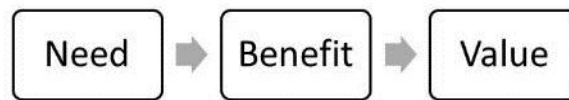


Figure 5: Segmentation concept based on McDonald and Dunbar (2012) (1).

In order to understand how features and benefits are interrelated, first the feature needs to be described in terms of what it is, consists of, or is made from, then its advantage (McDonald & Dunbar, 2012). The authors argue that the advantage will help to describe what that feature does, and then an understanding about what this gives the customer can be developed by describing what the customer explicitly needs, namely the benefit (Figure 6).

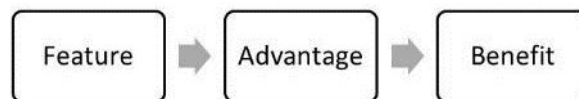


Figure 6: Segmentation concept based on McDonald and Dunbar (2012) (2).

McDonald and Dunbar (2012) suggest that in place of traditional mathematical clustering routine for developing customer segments, visual clustering, such as pattern analysis, approach could be used. This approach could be more valuable in segmenting markets based on qualitative data, which benefit segmentation is.

There is a requirement to distinguish between a different levels of aggregation of customer needs (McDonald & Dunbar, 2012). Authors argue that the knowledge about customer segments and their needs can help in developing new marketing strategies. Furthermore, the customer-centric approach can be informed by qualitative research. McDonald and Dunbar (2012) argue that a single feature can address more than one benefit sought, and different features can deliver the same benefit.

The analysis of segmentation concepts used for benefit segmentation approach showed that there could be links between the following concepts: benefit, motivation, behaviour, shopping orientation, features, store's attributes, store choice, and value. Based on suggested segmentation approach by McDonald and Dunbar there were two distinct and related, at the same time, concepts identified. These were joined into one conceptual framework in order to develop an approach for segmentation and marketing strategies development (Figure 7).

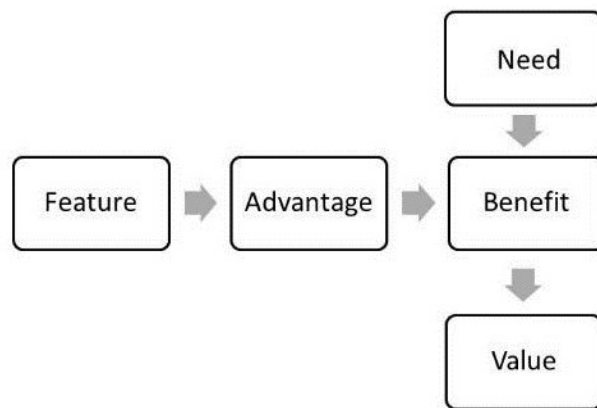


Figure 7: Segmentation concept based on McDonald and Dunbar (2012) (1) and (2).

The combined conceptual model based on McDonald and Dunbar (2012) approach shows two ways of interactions, and suggests that benefit is an important concept that links business and consumer interactions. Benefit concept needs to be expanded and analysed in more detail. Benefit can be revealed through contact with business proposition, and value impacts on what consumer will do in the future, therefore, influence their future behaviour.

According to McDonald and Dunbar (2012) a segmentation strategy chosen for the research project must provide an understanding about what lies behind the choices made by customers, and this can be achieved by understanding customers' behaviour in terms of the needs they are seeking to satisfy. McDonald and Dunbar (2012) argue that the criteria on which to base customer groups can be selected guided by 'whatever enables to visualize particular customers and see the key discriminating features from their perspective.'

Kotler and Armstrong (2014) suggest that benefit segmentation is mainly focused on finding the major benefits people look for in a product class. However, it is apparent from market segmentation literature, that the studies using benefit segmentation did not provide further details about the type of benefits applied. Therefore, the benefits sought by consumer need to be aggregated and analysed for possible similarities and differences, and to develop a taxonomy of benefits sought. This will help to identify if there are benefits sought specifically characterizing mobile consumers.

2.5.4. Proposed Taxonomy of Benefits Sought for Segmentation Base of Variables for Apparel m-Retail

There are several ways to compile a list of elements for the research project involving consumer segmentation. Kang et al. (2014) noted that one of the most popular ways, mainly used in quantitative studies, is to compile a list of variables identified by reviewing previous studies. Then the list needs to be refined by in-depth discussions with other researchers or competent practitioners in the area of the study. Finally, a selection of elements is finished and applied to the design of the questionnaire.

Another method used in research to develop a list of variables for segmentation base is means-end chains (Botschen et al., 1999), and the laddering method. This method involves the use of in-depth, one-to-one interviews to develop an understanding about how consumers interpret various attributes of a particular product or service into 'meaningful relationships with respect to the self' (Botschen et al., 1999). Then the answers are organized and classified according to various attributes, consequences, and values. This way the structure of cognitive linkage can be developed.

A literature review show that a number of similar variables were used in benefits sought segmentation were applied in different studies. This raised a need to review the variables used in benefit segmentation for suitability to use within apparel m-retail. Therefore, there was a need to develop a taxonomy of benefits sought, which is presented further in this section. It was created and evaluated with researchers and marketing professionals.

As benefits sought have been identified to have an impact in developing knowledge about mobile fashion consumers, there was a need to expand this concept by aggregating already known variables repeatedly used in academic literature. A total of 68 variables were identified from previous literature on segmentation (Table 4). An overview of these variables showed that some of them appear repeatedly. Moreover, there seem to be possible groups of benefits sought, which can be further conceptualised by developing a taxonomy of benefits sought. In order to achieve this, all the variables were analysed in terms of similar definition and meaning to consumers.

Table 4: Summary of Variables Used for Benefits Sought Segmentation Base.

Author	Shim and Bickle, 1994	Botschen et al., 1999	Kim and Lee, 2000	Hong and Koh, 2002	Bhatnagar and Ghose, 2004a	Park and Sullivan, 2009	Gil-Saura and Ruiz-Molina, 2009	Kinley, 2010	Park et al., 2011
Benefits sought	Self-improvement	Sufficient time	Fashion	Fashion	Internet vendors offer more useful information about the choices available	Fashion	Empathy	Fashion forward	Right purchase
	Social status / prestige	Right clothing	Price	Brand	It is easier to place orders with Internet vendors	Price	Feelings of familiarity	Sexy	The prices are usually lower
	Sex appeal / femininity	Reduces uncertainty	Quality of information about purchase choices	Self-expression	It is easier to cancel orders placed with Internet vendors	Body appearance and impression	Friendship	Reputation	Most items are of good quality
	Fashion image	Overview	Variety of choices	Budget	Internet vendors offer better prices	Brand value	Sense of belonging	Individualist	They have a good return policy
	Functional / comfort	Control contact moment	Less time than shopping in stores	Practicality	It is easier to contact Internet vendors	Personal identity	Understanding		Unique products
	Role identification	Fun in shopping	Less effort than shopping in stores			Comfort	Confidence benefits		Sometimes I see items on TV not seen in stores
	Figure flaws compensation	Quality of the product	Use of credit card				Customization benefits		They carry items that are unique
	Individuality	Helps decision	Convenience				Economic benefits		Convenience
	Mature/sophisticated look	Own decision							It is easier than driving to stores
		Buying urge							I do not have to hassle in stores
		Efficient shopping							
		Respect							
	Customer loyalty								

The analysis of the benefits sought gathered from previous studies allowed to propose bigger themes these benefits represent. The observation made it particularly obvious, that some benefits are product/service or personality/consumer related. The overview of the lists in Table 4 helped to categorize these benefits. Therefore, benefits of *self-expression, sexy, individualist, personal identity, sense of belonging, friendship, and reputation*, seem to represent personal benefits (Table 5). Whereby, *variety of choices, getting orders/services in a timely manner, ease of returning merchandise, and convenience*, could represent benefits that are services driven (Table 8), these benefits seem to be possible due to retailers providing those benefits to consumers. The benefits that seem to be related to products/services are as follow: *brand, fashion forward, brand value, price, comfort, fashion, practicality* (). Furthermore, process benefits could be related to benefits during the shopping journey, and these could include: *less time than shopping in stores, less effort than shopping in stores, convenience, quality of information about purchase choices, customization* benefits (Table 7).

The taxonomy of benefits sought were identified and aggregated from previous literature. As the result, four major themes of benefits sought emerged, which are personality, product, process and services related benefits sought (Table 5, Table 6, Table 7 and Table 8). Moreover, within each of these themes there are a number of sub-themes (Table 9).

The primary analysis suggests that product benefits (Table 6) could be present in any shopping platform, this means that in apparel retail consumers will be seeking the same types of product benefits depending on the segment they belong to.

Personality benefits theme (Table 5) represents all benefits which relate to psychological, self-concept benefits that consumers might be seeking. These benefits might be present in any shopping environment.

The theme of services benefits (Table 8) gathers all the benefits possible only due to retailer's proposition, and these are exceptionally important during the shopping journey, because the easiness and seamliness of shopping experience could be an influencer of future behaviour and loyalty. An overview of the benefits, which belong to services category, shows that there might be some benefits more specific to mobile channel. Therefore, there is a need to develop a list of benefits deliverable via mobile channel.

Table 5: Taxonomy of Benefits Sought - Personality Benefits Sought.

Theme	Sub-theme	Benefits Sought aggregated from previous studies
Personality Benefits Sought	Prestige	Respect
		Social status/prestige
		Role identification
		Reputation
	Confidence	Confidence benefits
		Reduces uncertainty
	Individuality	Self-expression
		Individuality
		Personal identity
		Individualist
	Fashion	Fashion forward
		Fashion image
	Appeal	Mature/sophisticated look
		Sexy
		Sex appeal/femininity
		Body appearance and impression
		Self-improvement
	Belonging	Figure flaws compensation
Sense of belonging		
Friendship		
Stability	Customer loyalty	
	Feelings of familiarity	
Sympathetic	Empathy	
	Understanding	

Table 6: Taxonomy of Benefits Sought - Product Benefits Sought.

Theme	Sub-theme	Benefits Sought aggregated from previous studies
Product Benefits Sought	Fashion	Fashion image
		Fashion
	Brand	Brand value
		Brand
	Quality	Quality of the product
		Most items are of good quality
	Functional/comfort	Functional/comfort
		Comfort
		Practicality
	Price	Price
		Budget
		Economic benefits
	Right purchase	Right clothing
Right purchase		
Unique products	Unique products	

Table 7: Taxonomy of Benefits Sought - Process Benefits Sought.

Theme	Sub- theme	Benefits Sought aggregated from previous studies
Process Benefits Sought	Control	Control contact moment
		Own decision
		Customization benefits
	Convenience	Convenience
		It is easier to place orders with Internet vendors
		It is easier than driving to stores
	Efficiency	Efficient shopping
		Less effort than shopping in stores
	Saving money	Internet vendors offer better prices
		Economic benefits
		The prices are usually lower
	Saving time	Less time than shopping in stores
Sufficient time	Sufficient time	
Enjoyment	Fun in shopping	

Table 8: Taxonomy of Benefits Sought - Services Benefits Sought.

Theme	Sub- theme	Benefits Sought aggregated from previous studies
Services Benefits Sought	Communication	It is easier to contact Internet vendors
	Easy purchases	Buying urge
		Use of credit card
		I do not have to hassle in stores
	Easy returns	It is easier to cancel orders placed with Internet vendors
		They have a good return policy
	Informative	Overview
		Helps decision
		Quality of information about purchase choices
	Greater variety	Variety of choices
		Internet vendors offer more useful information about the choices available
		Sometimes I see items on TV not seen in stores
		They carry items that are unique

Table 9: Taxonomy of Benefits Sought.

Theme	Personality Benefits	Product Benefits	Process Benefits	Services Benefits
Sub-themes	Prestige	Fashion	Control	Communication
	Confidence	Brand	Convenience	Easy purchases
	Individuality	Quality	Efficiency	Easy returns
	Fashion	Functional/comfort	Saving money	Informative
	Appeal	Price	Saving time	Greater Variety
	Belonging	Right purchase	Sufficient time	
	Stability	Unique products	Enjoyment	
	Sympathetic			

Botschen et al. (1999) suggested to use a means-end structure for benefit segmentation, which would use causal, as opposed to descriptive, factors as segmentation criteria. It was noticed that majority of the empirical studies do not differentiate between benefit sought by consumers and product attributes (Botschen et al., 1999). In a case of mobile fashion consumers' segmentation strategy the same approach could be applied to mobile channel but with a focus on the attributes and benefits sought by mobile fashion consumers in addition to exclusively product focused.

The literature review showed the importance of benefit segmentation base for apparel m-retail, however, there is a limited number of variables available to date and most of them were developed for online shopping via desktop. Moreover, there is a gap in research about what benefits sought are mobile consumers seeking when shopping for apparel products via smartphones. The overview of benefits sought aggregated from previous studies showed that majority of these benefits sought were developed for in-store or online environments. There is a lack of benefits sought purely related to mobile environment when shopping via smartphones.

Online shopping benefits, which can be transferable into mobile retail environment, do not reflect the current shopping behaviours influenced by the use of smartphones. In terms of process benefits, these can be different depending on the shopping channel consumers use. This suggests that in store consumers will be seeking different types of benefits compared to online, or mobile. An overview of the benefits identified from literature shows that these benefits mainly relate to online environment. In regards to digital environment, and mobile channel in particular, there might be specific benefits that consumers could be seeking to satisfy via mobile channel, which were not identified in previous studies. This proposition

suggests that process benefits category will have specific benefits sought which are only available via mobile shopping channel. This will be explored in results Chapter 7.

2.5.5. Proposed Segmentation Conceptual Model

A thorough examination of previous studies showed that benefits sought segmentation bases contained the following concepts: *Benefit* and *Behaviour*. Therefore, a new framework, based on patterns between the concepts from academic literature, was proposed, suggesting that benefit might be a central criterion in the segmentation approach for mobile fashion retail. The main segmentation concepts identified from literature review analysis are as follow: *benefit, shopping orientation, features, motivation, behaviour, value, future behaviour*. Whereby, *behaviour* was an outcome of all the decision-making processes. The analysis suggests that *value* is a crucial concept in the model, because it reflects an evaluation of the overall shopping experience and impacts on *future behaviour*.

Benefit concept is a key concept that links business and consumer. Benefit is discovered with contact with business. Value impacts upon what consumer would do next in future behaviour. Values need to be evaluated against benefits sought, and with a differentiated point of view, such as values from consumer's and retailer's perspectives.

Although, the proposed conceptual model (Figure 8) identified that benefit and behaviour are the key concepts for consumer segmentation in fashion retail, and mobile fashion retail in particular, lifestyle element could expand the knowledge about consumers and could be used as a descriptive variable to identify links between consumer benefits sought, behaviour and consumers' profiles. This would allow fashion retailers to know 'who' they would need to target from a set of segments developed.

The proposed framework comprises concepts and links between them based on segmentation approaches from academic studies (Figure 8). The combined framework represents consumer in a more precise manner than two separate models (Figure 5 and Figure 6) proposed earlier, and considered as two different approaches to segmentation. This conceptual model was developed based on academic literature and suggested by McDonald and Dunbar (2012) '*Feature-Advantage-Benefit*' concepts. The proposed framework (Figure 8) is based on benefits consumers are seeking to satisfy their needs. A clear understanding of consumers' benefits can inform what choices they are going to make. This happens at the business level, when consumers come into contact with different features offered by businesses. Consumers'

choices will lead to behaviour, which would need to be modified depending on customers' shopping orientation, motivation and lifestyle. The value that the customer was expecting to achieve from that behaviour will influence the future shopping behaviour and customer's loyalty.

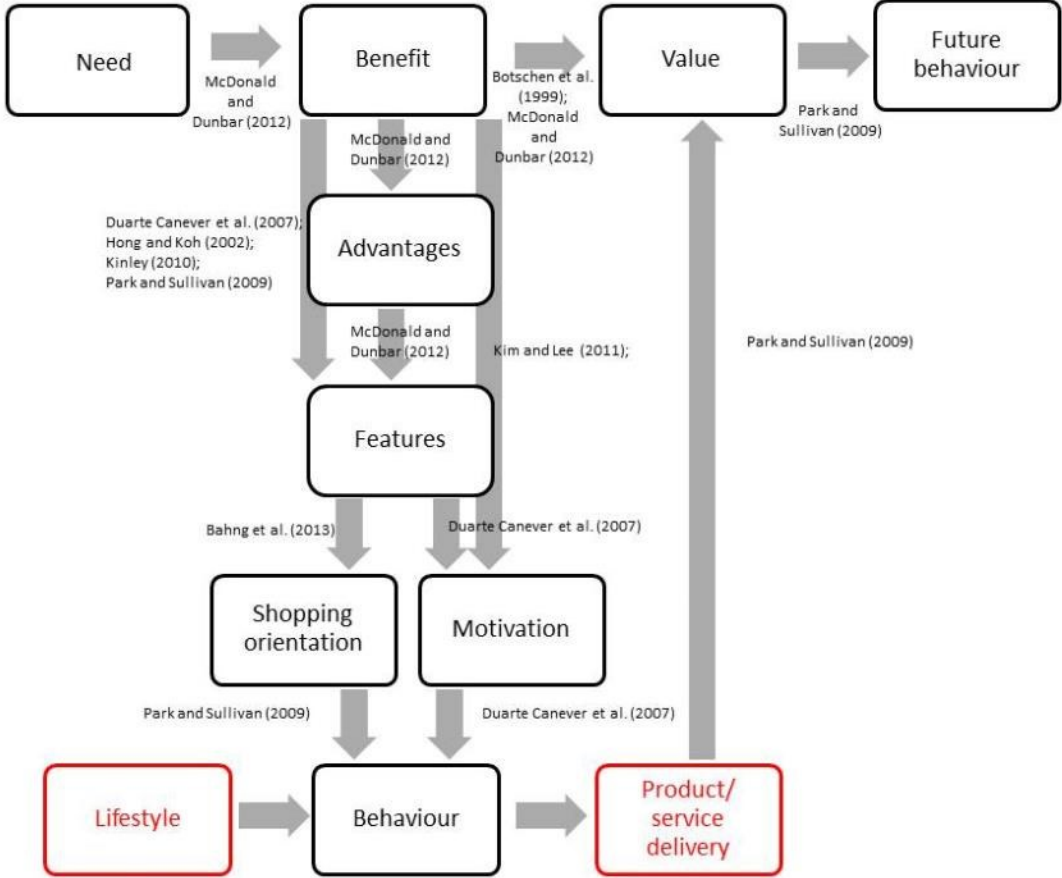


Figure 8: Segmentation framework, based on academic literature and the concept by McDonald and Dunbar (2012).

There is a need to review the concept of *product/service delivery*, because it could be one of the elements of the Features concept. Alternatively, *product/service delivery* could refer to customer services and delivery services, which are important elements of the post-purchase stage.

The proposed model suggests that there is a relationship between the benefits sought and actual consumer behaviour, and there are various drivers that contribute to the relationship between them. When consumers know what they need they come into direct contact with the retailer's proposition, would that be a product or service.

Benefits sought can drive consumers in one or the other direction when they are looking for features to satisfy their need. Retailers can identify what features to offer to their consumers based on benefits sought, and how to deliver the advantages of those features. When these

two concepts are strongly related then retailers can satisfy consumers' needs and expectations. In terms of gaining loyal customers, retailers need to deliver features that meet consumers' benefits sought, and deliver the value for consumers equivalent or reasonably close to their expectations.

After content analysis of benefits identified from literature review, and grouping those benefits into themes, it became apparent from Table 9, that very few benefits could represent the benefits sought of using mobile devices for fashion shopping, particularly smartphones. Product benefits will be the same despite the use of different channels for shopping, this means that consumers actually seek the same benefits from apparel products despite the shopping channel they choose for purchases.

There is a need to develop models representing consumers' shopping journeys in different shopping environments, because proposed process and services benefits might be different for each of the shopping channels, and consumers might be choosing one or another shopping channel depending on their needs and benefits sought.

In order to understand what fashion consumers do on their mobile and how, there is a need to understand the differences between benefits that consumers seek to satisfy in different shopping channels. The results of the literature review did not show evidence about benefits related to mobile shopping platforms. The gap in research in the field of mobile apparel retail was identified, particularly in regards to process and services benefits.

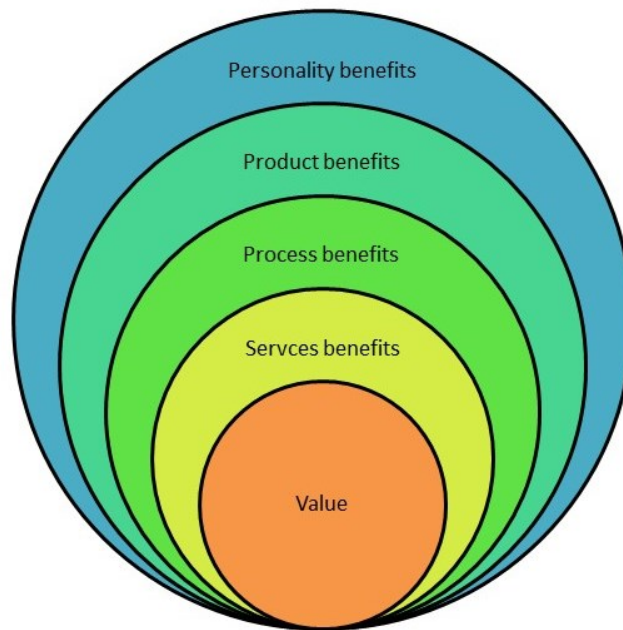


Figure 9: Proposed Segmentation Conceptual Framework based on different types of Benefits Sought and Value.

What are the process and services benefits mobile apparel consumers are seeking to satisfy? Consumers in apparel m-retail can be grouped based on the differences of process and services benefits, because personality and product benefits might be the same within different shopping channels. This suggests that there is a need to develop a knowledge about process and services benefits in apparel m-retail, because previous studies did not cover these concepts. Consumers might undergo several levels of benefits sought during their shopping journey via smartphones.

In order to segment apparel consumers researchers need to understand the differences between different benefits, and evaluate possible combinations of those benefits as an important approach towards segmenting apparel consumers in multi-channel shopping environments. Two conceptual propositions (Figure 7 and Figure 8) discussed in previous sections allowed to further propose that apparel consumers can have different levels of benefits during their shopping journey (Figure 9). Starting with personality benefits, which explain who consumers are. Followed by, product benefits, which show what consumers sought from products based on the person they are. Product benefits are followed by process benefits, which explain why do they choose one or the other channel for shopping, and services benefits show what benefits the chosen channel satisfy. The shopping journey's experience is evaluated at all stages of the shopping journey, and the value represents a final evaluation of all benefits sought during the shopping journey. If the value is equal or close to

expectations of consumers, these consumers will convert into loyal customers. If the value is lower than expected, and does not satisfy the initial consumers' needs, those consumers with developed negative experiences will not go to the same retailer again, or will try to avoid the channel they are not satisfied with. Value is an indicator of consumers' satisfaction (Figure 8), and value will influence future behaviour (Park & Sullivan, 2009).

Based on the proposed framework (Figure 9), retailers can create three different models of consumer behaviour, such as in store, online on desktop, and on mobile, based on benefits segmentation approach in apparel. Knowledge of the differences between the benefits sought in different shopping environments will help retailers to address consumers' expectations and satisfy their needs. Moreover, further research on this topic needs to be undertaken to understand the associations between separate levels of benefits and consumer behaviour. Further research could investigate the benefits sought in mobile apparel retail. How do consumers choose fashion products? It is important to develop knowledge about how consumers choose the best way to purchase apparel product. This question will help to determine process benefits specific to mobile channel. Finally, by understanding why do consumers choose mobile channel will help to develop a comprehensive list of process and services benefits. The knowledge about benefits specific to mobile channel will help in developing a marketing strategy for apparel m-retail. As apparel consumers are different from other retail consumers, and cannot be segmented based merely on product benefits as suggested by previous studies.

2.5.6. Summary

The literature review shows no evidence for market segmentation of mobile fashion retail consumers based on behaviour, benefit or needs. The studies related to behaviour of mobile consumers in retail were also scarce. This gap can be filled by conducting qualitative study focused on behaviour of mobile consumers in apparel retail, which can lead to identifying new concepts, specific to m-retail environment, for segmentation framework.

So far, the majority of papers published about segmentation in retail environment, including those in fashion retail, used quantitative surveys, designed based on previous research and used segmentation bases and criteria identified by previous researchers. Fashion m-retail channel has been researched with a focus on various aspects, but not on segmentation. Therefore, there is a demand for a segmentation research of mobile fashion consumers that would help to develop appropriate marketing strategies for this particular field. Interestingly,

many research papers talk about an importance of the product and product features for the benefits sought. This study proposes that there is a need to add another factor that is equally important in apparel m-retail environment, which will reflect benefits related to process of using smartphones for shopping. Furthermore, the availability of different shopping channels allows consumers to shop the way they prefer, and this needs further consideration when creating a framework for consumer segmentation and marketing strategy.

Literature review of research papers on market segmentation in retail has shown that there is no research on segmentation of mobile fashion consumers, and the focus previously was on the use of mobile networks or mobile services usage. The review of segmentation literature for apparel industry showed that the majority of articles are concerned mainly about the use of apparel products and product's attributes. However, there is a need to evaluate the role of mobile devices in consumers' shopping experiences, and to identify variables that could be used in the framework for mobile fashion consumer segmentation.

The current knowledge about mobile fashion retail and consumers justified a need to review known segmentation strategies and develop a new approach that will open possibilities of developing understanding about this area of retail market. Quantitative research methods cannot add to this under-researched area, therefore, only qualitative methods deem appropriate to add new dimensions to the discipline and complement already existing marketing models. Furthermore, there is a need for a conceptual segmentation framework development within consumer-oriented mobile apparel marketing.

2.6. Chapter Summary

This chapter reviewed available literature on mobile shopping context, apparel m-retail, mobile marketing, mobile consumer, and market segmentation for apparel m-retail. These areas are key to analysing consumer behaviour in apparel m-retail. Previous studies have focused on apparel retail and online shopping environments, however the area of apparel m-retail is still in early development stages and warrants investigation. The review of previous studies showed that there is a need for a qualitative enquiry, as opposed to extensively used quantitative approaches in previous studies, to develop a comprehensive knowledge about mobile fashion consumers' needs, expectations and behaviour. There is a gap in research regarding benefits sought from mobile fashion shopping, and also a need to identify the elements specific to mobile channel. These stand to deliver consumer benefits and value when implemented.

The literature review helped to identify a number of knowledge gaps in previous and current research context. Firstly, there is no consensus about what OS do mobile consumers in the UK use, most importantly, there is a lack in detailed information about mobile apparel consumers, including their preferred mobile devices and OS. Secondly, mobile marketing studies mainly focused on the use of mobile devices and mobile services, and a limited knowledge is available about the use of smartphones for fashion shopping, preferred mobile shopping platforms and required features on these platforms. Thirdly, the understanding about mobile apparel consumers was restricted to socio-demographic information about mobile consumers, which did not reflect apparel specific shoppers. Furthermore, a gap in knowledge about mobile fashion consumer benefits sought was documented and a need for qualitative enquiry was established.

'The understanding of fashion consumer buying behaviour is required to best answer to needs and demands of consumers and to satisfy them in an innovative and original manner...' (G. Vignali & Vignali, 2009: 61).

These gaps in research helped to formulate research questions, which this study aims to answer. The next chapter presents the proposed methodology, research design and strategies employed to answer research questions and achieve the research aims, which are discussed in detail in Chapter 3.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1. Introduction

This chapter presents the research design and methods that have been used at each stage of this study. Furthermore, the research rationale, study's aims and objectives are discussed. Following the literature review, which revealed several gaps in the current body of knowledge on apparel m-retail and consumer behaviour, the topics of interest were established. This chapter introduces, justifies and explains the chosen methodology for primary data collection, research design, research strategy and data analysis procedures. The sections on research design and research procedures explain how the study was carried out and which research methodologies were used. This chapter discusses the research philosophy, approach and strategy adopted in order to address and answer the research questions of this study. The primary research is justified by identifying the different stages of research design, data collection and data analysis approaches. This study uses a range of research methods, which are outlined sequentially. Lastly, each research method is characterised by sample size, participants' recruitment techniques, time horizon and data collection.

This chapter explains the methodological approach adopted in the study, by placing it in the context of research philosophies, and justifying the methods adopted for this research. The research design is explained by stages and phases, and the specific data collection and analysis methods are discussed, including limitations.

3.2. Review of Research Aims

This research has five aims:

1. *To analyse mobile apparel retail in the UK.*
2. *To evaluate mobile apparel retail consumers' experience, their perspectives and behaviour.*
3. *To develop a theory of the interactive relationship between mobile apparel retail and its consumers.*
4. *To develop a conceptual framework for consumer-oriented mobile apparel channel.*
5. *To develop a framework for mobile fashion marketing strategy.*

In order to achieve these five research aims, appropriate research methodologies were identified (Section 3.5.).

3.3. Research Context

3.3.1. Mobile Shopping Context

Mobile technology has changed consumer behaviour, and time spent on mobile (151 min per day) has surpassed TV and laptop (Millward Brown Digital, 2014). Mobile technology is an essential aspect of daily lives, and business winners will not be those who understand mobile but those who 'maximise customer benefits' (Curran & Keith, 2013). The trend of mobile traffic increase has been observed since 2010 when it only accounted 8% of total sales, and by 2014 it overtook desktop (eDigitalResearch, 2015). In the first quarter of 2016 sales via smartphones grew nine times faster than sales completed on tablets (Internet Retailing, 2016c). UK is among top five EU countries (EU5) with 76.5% of their mobile audience owning a smartphone in April 2016 (comScore, 2016). Rapid developments in mobile computing have triggered the major changes in consumer behaviour observed within the last forty years, mobile devices adoption rates driven by Apple and Google influenced the emergence of mobile marketing concept (Ofluoglu & Atilgan, 2015). Mobile users look for convenient ways to access information throughout the day by substituting websites for mobile applications, but there were fewer purchases made via mobile apps than browsers in EU5 markets in 2016 (comScore, 2016). Magrath and McCormick (2013b) suggested that 'mobile applications could become retailers' most important sales channels', and highlighted the need to analyse consumer's perceptions. The vast majority of online users in the UK regularly use a range of connected devices, and UK is leading in Europe with 33.8% of smartphone users making purchases via mobiles (comScore, 2016). However, for a business implementing an e-business strategy, especially where m-commerce platforms are concerned, merely technological developments are required, but also 'intellectual, cultural and structural shifts' in order to thrive in an interactive mobile commerce settings (Harris & Dennis, 2008). According to Millward Brown Digital (2015b) only 25% of marketers properly contemplated a seamless consumer experience through their resources. It is crucial to understand how smartphone users access the information and prefer to make purchases online as optimising the right commerce channel and platform is vital for retailers (comScore, 2016).

Consumers' dissatisfaction with poor mobile experiences has increased significantly through past few years, and over 80% of mobile consumers involved in mobile transactions agreed that their expectations of the experience are 'higher or equal to experience offered on the desktop website or in-store' (IBM, 2015). The use of Internet and technological advances has changed consumer shopping behaviour, and each shopping channel is not separate, but complements one another (Blázquez, 2014).

There are distinct differences when trying to understand mobile consumers' preferences and value from consumers' and business or IT development teams' perspectives (Forrester Research, 2014). Moreover, these differences lead to developing mobile platforms, which cannot address actual consumers' expectations. Forrester Research (2014) found that businesses not following best practices and satisfying consumers' needs, pay twice the average costs for building apps with an additional 50% costs involved in running those apps. The research concluded that these costs could be avoided by following 'consumer-centric approach' as opposed to 'business-centric'. Moreover, 84% of users have experienced problems completing transactions on mobile devices, and 78% of them, share those experiences with others (IBM, 2015). As consumers transacting online need to make a number of decisions and navigate through a retailer's website, retailers need to ensure their website performs well at every stage of the complex customer journey (eDigitalResearch, 2015). Growth of mobile had not resulted in unanimous adoption by retailers with the majority still using classic or mobile optimised websites, and only 59% of top retailers in the UK have developed a mobile app (eDigitalResearch, 2015). According to eDigitalResearch (2015), ASOS is a leader in mobile customer experience at most stages of the shopping journey, but in regards to customer service, average of only 44% satisfaction was achieved, which has a longer term negative impact on the brand's image. Moreover, the failure to meet basic consumer requirements can result in negative emotions and reduced customer retention (Ding & Chai, 2015).

Magrath and McCormick (2013a) argue that theories developed for e-commerce strategy cannot be adopted within m-commerce channels, and this simplistic observation needs further investigation. New theories need to be developed in order to successfully adopt latest technological resources and to minimise risks of failure in m-retail. The smartphone has revolutionised communications and information access over the past five years, and is further changing the way people live (Farrow, 2012). Technology changes human behaviour and

customers experiences (Pasqua & Elkin, 2013), it influences the physical world and the way people do everything. The speed of adoption of digital technology has superior impact on the way consumers purchase, which resulted in changed consumer behaviour that has put traditional retail business models at risk (Teji, 2013). A continuing rise of smartphone ownership and an accessibility of m-commerce drives consumers' adoption rates and confidence in using mobiles for shopping, resulting in increased conversion rates via smartphones (50% higher than in 2015) (Verdict, 2012c; Internet Retailing, 2016c). People are spending more time on their mobile phones than ever before. In order to maintain consumers' interest, 'retailers, digital marketers and website developers have to understand new consumer types' (Tupikovskaja-Omovie et al., 2014). It is essential to identify how to encourage consumer satisfaction and engagement by improving product presentation and overall usability through new technological advances within fashion m-commerce websites and apps (Shim & Lee, 2011).

The literature review discussed in Chapter 2 will help to determine what is already known in this area; what models and theories have been adopted; what research methods and approaches have been applied in previous studies; and what are the gaps in knowledge in the research area (Bryman, 2015).

3.3.2. Mobile Devices and Operating Systems

Technological advances of the past decades allowed consumers to shop through any shopping channel that suit them (GTNexus, 2013). Omni-channel/multichannel consumers, who are likely to shop and purchase through several channels spend 15-30% more than traditional shoppers (IDC, 2012).

The worldwide mobile market has seen continuous substantial growth in the past few years, and smartphone users are expecting to reach 70% of the world's population by 2020 (IT Pro Portal, 2016). Mobile technology has changed the way consumers use mobile devices, consumers are connected 24/7, and they communicate with other people around them. However, smartphones are not merely used to call. Instead, consumers share their experiences, network, browse, and shop via various platforms (Pasqua & Elkin, 2013). Mobile phones of the new generation, known as smartphones, have become universal mobile devices with growing appeal as a marketing tool.

3.3.2.1. Mobile Devices

The driving force behind mobile has been the evolution of the smartphone. IBM invented the first smartphone, which was called the Simon Personal Communicator. There have been tremendous innovations in the smartphone market since the Simon's introduction in 1992, including game-changing technologies like the release of the iPhone and the Google Android platform over the last few years (Ectron, 2011).

Mobile devices have blurred the differences in use between phones, tablets and laptops. A range of mobile devices varies by capabilities and size. The development of smartphones with larger screens has blurred the lines between phone and tablet. This has resulted in their use expanding beyond on the go reading or gaming. Larger screens mean they can be used to browse products and read full product reviews. Along with tablets, smartphones are beginning to be used as the second screen in the living room instead of a laptop to look up what is being displayed on TV. This provided an opportunity for retailers to create TV advertising that prompts the use of an app or mobile website (Verdict, 2012e).

Mobile market is characterised by all mobile transactions, and includes both mobile phones and tablets. Smartphones differ substantially by manufacturer, but smartphones have some common characteristics. Pasqua & Elkin (Pasqua & Elkin, 2013) emphasised following attributes: high-resolution colour screen of more than 2 inches, touchscreen interface, purpose-built operating system (OS), full-featured web browser, applications (apps), high quality camera to capture photos and video, GPS, access to Wi-Fi and high-speed mobile broadband networks. Open OS present in a smartphone differentiate it from a feature phone (Portio, 2013). It was suggested that the changing nature of communication, driven by use of smart devices influences what devices consumers use to communicate and the way they use these devices (Pasqua & Elkin, 2013).

The mobile market encountered rapid changes over past years. Android mobiles accounted for 60.5% of the total smartphone shipments in 2012 worldwide and 59.5% in 2013, with iOS accounting for its 19.3% share, while Microsoft's 18.1% (Canalys, 2013). Portio (2013) forecasted that Android OS will dominate the market continuously and maintain its global market share at 57% through to 2016. It was estimated in 2013 that 'the number of smartphone users worldwide will cross the 3bn mark by 2016, up from 770 million as at the end of 2011', and smartphones were expected to dominate Europe after 2015 (Portio, 2013).

UK population followed the predicted trend, and in 2016 82% of UK consumers owned smartphones, while only 60% of them - tablets (Bronto, 2016b).

Tablets offer a more laid back shopping experience compared to a PC or a laptop, and are quick to boot up and easy to use. Another advantage to a tablet is its mobility. It is small enough to be carried around and used anywhere and, compared to a smartphone, its bigger screen makes purchasing clothing and home products easier (Verdict, 2012c). Due to many tablets needing Wi-Fi connections, they are mainly used for online activities at home (Verdict, 2012e). As mobile devices become more affordable the only remaining barrier to entry is access to broadband and Wi-Fi, an area where increasing competition is driving lower prices (Verdict, 2011c). Transactions through tablets have been extending the channel from just on-the-go transactions, towards home based e-retail, and diminished much of the sales value via laptops and PCs (Verdict, 2012e).

Tablets offer better quality screens than most computers or laptops, enabling consumers to view products in more detail and zoom in very easily, but retailers need to consider these features carefully (Verdict, 2012c). Tablets can also be used effectively in-store to enhance the multichannel offer, and store assistants equipped with tablets can help consumers find and order products that are not available in-store for home delivery or to store (Verdict, 2012c).

3.3.2.2. Operating Systems (OS)

The top two leading OSs are iOS and Android OS. Apple built iPhones and iPads exclusively use iOS. Android OS has many versions, because it is Google controlled open source, and multiple manufacturers (Pasqua & Elkin, 2013) build mobile devices.

eMarketer (2012) has found that the share of smartphone users by OS is undergoing transformations. In 2010 there were three leaders of OS in the US, and BlackBerry was leading accounting for 30% of the market, whereby Android and iOS had 24% and 28% respectively. Android OS experienced a significant growth of market share in 2012 reaching 43% in the US. Pasqua and Elkin (2013) suggested that by 2014 Android OS and iOS will lead in the mobile market.

A number of reports are available concerning mobile market share by OS. Worldwide report by IDC (2016) suggested a steady increase in Android OS share from 79.8% in 2013 to 82.8% in 2015. The mobile market share in the UK has seen a decrease of Android OS share from 56.2% in 2013 to 52.6% in 2015 (Kantar WorldPanel, 2016). This corresponds with a report by

Statista (2016) that Android OS smartphone market accounted for 52.6% and iOS 35.1% in 2015. According to Mintel (2015), Android OS accounted for 56% and iOS for 29%. Whereby, another report suggested that iOS mobile devices were leading in the UK market in 2015, accounting for 54.53% and Android OS only 35.42% (Internet, 2015). Although, these reports suggest different ideas about mobile market share in the UK, this is evidence that these data sources are contradictory and need further investigation in selecting the right research focus. A summary of all available reports is presented as Appendix 3A. It is definite, though, that currently there are two OSs leading in the market. In order to reach a widespread user adoption when building a mobile app, developers need to consider two major OSs (Pasqua & Elkin, 2013).

3.3.3. Mobile Retail Adoption

A continuous adoption of mobile devices has driven a rapid expansion of m-commerce in 2011 and 2012 (Verdict, 2012e). M-commerce is representing an evolution from e-retail, and its growth to maturity is likely to be much more compressed. As mobile offers opportunities that other channels cannot, allowing to shop and access information anywhere. Verdict (2011a) suggested that most online spending is expected to shift from desktop to mobile devices. Consumers are aware that they can find specific product information, compare prices, moreover, a quarter of e-commerce shoppers use mobiles to research before shopping (Verdict, 2012e). As smartphones have larger and better displays and a range of apps to aid customers in choosing between products, more consumers are using them to research items on the move (Verdict, 2011c).

The research conducted by Verdict (2012c) revealed that the percentage of m-commerce clothing & footwear shoppers spending £100.00 or more accounted for 49.3% in 2011 as consumers became more confident shopping via mobile. The rise in smartphone and tablet ownership and further development of price comparison sites, has led to an increase in showrooming, and shoppers view products in-store but make the purchase online – after finding a better price (Verdict, 2012e). According to GTNexus (2013) knowing about the way customers are spending their money can help to strengthen retailer's brand and create appealing customer experiences in omni-channel.

Mobiles are increasingly being used in a variety of ways for purchasing, such as reserving a product to collect and pay for in-store or purchasing an item for home delivery (Verdict, 2011a). Store location services are increasingly common on retailer sites and apps. This ranges

from basic information on the location of the store, through to detailed directions on how to get to the store from your current location and facilities that the store offers (Verdict, 2011a).

Mobile retail adoption requires retailers to respond to changes in consumer behaviour by shifting sales channels and the supply chain (GTNexus, 2013). Fashion magazines are helping facilitate m-commerce among consumers (Rath et al., 2012). Vogue introduced an iPhone app called Vogue Stylist, which lets users click on an electronic ad, which then takes them to a retail website where consumers can buy some or all of the pieces in the look.

3.3.4. Mobile Retail Market in the UK

According to Verdict Research (2011a), m-commerce covers 'all forms of interaction a consumer has via a mobile device', and activities considered as part of m-commerce are as follow: electronic coupons, loyalty services and mobile websites enabling browsing activities. However, the mobile retail market size is a more specific measure including only purchasing of 'physical products, services and digital content, where the transaction is initiated and payment completed through use of a mobile device' (Verdict, 2011a).

It was estimated that the m-commerce market will be worth £1.3bn in 2011, up 133.9% in a year. Though m-commerce accounted for only 5% of online spending and 0.4% of total retail in 2011 (Verdict, 2011a). Reports to date showed that m-commerce market size has doubled yearly since 2010, reaching £2.2bn in 2012, with clothing and footwear m-commerce value of £0.16bn (Verdict, 2012d). Whereby, online expenditure on clothing and footwear can reach £17.9bn in 2020 from £8.6bn in 2014 (Verdict, 2016b). Accounting for this trend, the expenditure via mobiles will increase accordingly. It is forecasted that sales of apparel products via mobile will reach £2.6bn in 2019 (Verdict, 2015).

Within the past five years consumer behaviour has changed dramatically, and with a slow start and as early as in January 2016 mobile shopping traffic dominated over desktop, accounting for 65% in the UK, followed by US, India and Germany (Digital Vision, 2016). UK is one of the worlds most advanced retail structures, especially in merging of online and offline channels (i2i Springfair, 2014). The rapid growth of m-commerce requires retailers to develop efficient websites and mobile apps (Verdict, 2011a). However, only 29.5% of US retailers had m-commerce websites in 2012, and smartphone users experienced various usability issues when trying to buy via their mobile devices (Pasqua & Elkin, 2013). Retailers need to understand what consumers are doing on their smartphones and what they expect to be doing in the

future (Pasqua & Elkin, 2013). Consumers are confident to use mobile shopping channel on their path to purchase, but retailers can lose sales if consumers’ needs are unsatisfied (GTNexus, 2013).

Various factors are driving the growth in smartphone and tablet use, but these are different for each separate case. Price, faster mobile network and more ubiquitous Wi-Fi are the main among them. The rapid increase of time consumers spend on their mobile devices is driven by the ability for smart device owners to access the Web (Pasqua & Elkin, 2013). The popularity of m-commerce is increasing through a continuing rise of smartphone ownership (Verdict, 2012c).

The trend of previous non-PC/laptop users purchasing tablets for their ease of use (Verdict, 2012c), suggests that retailers cannot assume that the same online consumers will use mobile for shopping. Verdict (2012c) argued that retailers need to be aware of the change in the demographics of their online shoppers and ensure their website/apps are targeting their customers effectively.

Some retailers have offered free Wi-Fi in their stores to encourage mobile usage, which allows consumers to scan products through an app to gain details about products, and order out of stock items. The mobile use helps to target in-store customers with offers and deals (Verdict, 2012c). The percentage of shoppers using their mobiles both before and during their shopping trip has been increasing driven by Wi-Fi allowing for Internet access on the move (Verdict, 2012c), and 4G connection was another driver of m-commerce adoption in 2012/13 (Verdict, 2012e).

Table 10: Reasons for not shopping via mobile (Source: Verdict (2011a, 2012e)).

Reasons for not shopping via mobile	2009, %	2010, %	2011, %
Mobile does not allow internet access	18.6	19.1	24.5
Do not like the idea of making payments on a mobile	17.6	19.4	24.1
Mobile internet too expensive	24.1	17.1	15.4
Mobile website usability is not as good as a PC	8.5	10.5	11.9
Usability of mobile handset for browsing/shopping is poor	6.2	9.5	10.3
Website/products do not display properly on small screen	5.0	7.6	9.8
Do not like giving personal information out via my mobile	5.3	7.1	9.2
Website does not load quickly enough	4.2	6.6	9.1
Payments are too hard to make on handset	2.4	3.3	3.9
Not aware I could shop via my mobile	6.2	3.2	2.3

The comparison of the data on the reasons why consumers do not purchase via mobiles carried out over a three year period showed that consumers’ dissatisfaction with mobile

shopping platforms increased with time (Table 10). As consumers become more informed and aware of mobile devices and possibilities the new technology can offer, their expectations increase faster than technology and leave them less satisfied with their experience using mobiles. The majority of reasons for not shopping via mobile include usability and website issues. Consumers expect retailers to react and adopt new technology as quickly as consumers adopt smartphones.

3.3.5. Summary

This section discussed aspects of the research context, which framed the scope of this research. The context of the research was defined by narrowing the focus down to mobile consumers in the UK using mainly smartphones for fashion shopping and browsing. The focus of this research is mainly on the use of smartphones for fashion shopping, because smartphones are mobile devices, which fashion consumers carry around with them all the time and can be accessed anytime and anywhere. Smartphone ownership in the UK increased steadily during past few years compared with tablets, and majority of UK consumers use their smartphones on regular basis. Furthermore, smartphones and tablets have different size screens. More extra time would be required to appraise the differences in shopping experiences on smartphones and tablets due to differences in the design, layout and navigation. This research was limited to the duration of the PhD. UK is the most fruitful field to work in, because UK customers are the most digitally active in the world, and UK is among top five EU countries leading in mobile audience owning a smartphone and making purchases via mobiles.

3.4. General Background

3.4.1. Research Philosophy and Paradigms

According to Bryman (2015) philosophies influence assumptions the researcher makes about the nature of reality (ontology) and knowledge (epistemology). Flick (2014: 540) defined paradigms as ‘fundamental conceptions of how to do research in a specific field with consequences on the levels of methodology and theory’. Saunders et al. (2015) suggested five major philosophies in fields of business and management, namely positivism, critical realism, interpretivism, postmodernism and pragmatism. Positivism focuses on observable social reality to produce law-like generalisations, based on highly structured methodology to facilitate replication. Critical realism focuses on explaining seen and experienced observations in terms of the underlying structures of reality, which influences the observable events. Interpretivism emphasises that by looking at a phenomenon from the perspectives of different groups of people, those groups of people experience the same reality differently (Saunders et al., 2015). The researcher’s role in the research is to understand the social world of the participants from their perspective. Postmodernism emphasises the role of language and of power relations, by questioning accepted ways of thinking and highlighting alternative marginalised views. Pragmatism emphasises problem solving and aims to contribute practical solutions that inform future practice, and concepts are only relevant where they support action.

Depending on the studied phenomena and available knowledge about it, the research design can be highly inductive, loosely designed to explore understudied phenomena, or ‘tight’ pre-structured designed to work with well-delineated constructs (Miles et al., 2014). For a purpose of inductive research studies, Miles et al. (2014) suggest a data gathering approach which is loosely structured, emergent and inductively grounded. This allows conceptual frameworks to emerge from the field during the course of the study. The important research questions are not defined at the outset of the research project, but become clear gradually. Moreover, meaningful settings and participants are selected after initial orientation to the field studied.

Charmaz (2014) highlights that ‘what is defined as data and how these are analysed impacts on what can be seen and learned’, and emphasises two main streams of inquiry: positivist and interpretivist. Positivist theory looks for generality, universality, causes, explanations and predictions. It aims at answering questions WHY by learning about questions WHAT and HOW.

Grounded theory (GT) developed under the positivist enquiry is Objectivist Grounded Theory, which aims to achieve generalizations for all contexts. Whereby, interpretivist theoretical stance guides Constructivist Grounded Theory, which addresses specific, general statements situated in the context of their construction, and specifies range of variations. Moreover, constructivists are aiming to learn about HOW, and sometimes WHY questions, based on 'the way participants construct meanings and actions in specific situations' (Charmaz, 2014). Social reality under interpretivist ontology is regarded as 'the product of its inhabitants', and is interpreted by the meanings participants produce and reproduce (Blaikie, 2009).

3.4.2. Research Procedure

3.4.2.1. Core Settings and Relevant Peripheral Data Sources

The context, often called research setting, has implications on the nature of the data that are produced (Blaikie, 2009). Author highlighted four main types of data collection settings, namely natural, semi-natural, artificial settings, and social artefacts.

Qualitative data emerges from a range of sources, such as field notes, observations, case studies, interviews and focus groups. In addition to textual data sources, visual data can be used, in a form of photographs or video recordings. Flick (2014: 43-44) summarized three major data sources in qualitative research as follow: 'talk as data', 'data beyond talk', and 'using existing data'. The data based on using talk can be collected through one of three approaches: single interviews, narratives, or focus groups. Data beyond talk are collected by observations, field notes, or observation conducted by using technology, like video or photos (Flick, 2014). Visual data sources help to capture processes that are too rapid for the human eye (Gray, 2014). Innovative data collection techniques need to be mentioned, such as the use of eye tracking devices. Depending on the research setting and objectives, the eye tracking technology can produce a range of data sets, including qualitative and quantitative. The innovative eye tracking data collection technique can generate visual, audio and numerical data sets from the same eye tracking session. In the literature the use of eye tracking devices are mainly called experiments, but it is important to distinguish between the common experiment known in quantitative studies and experiments with eye tracking technology. Sometimes researchers use existing data, like documents, record files, journal articles, data can be produced or come from Internet, like websites (Flick, 2014).

3.4.2.2. Appropriate Research Strategy Development for the Setting

Research strategy is a set of procedures, used for answering research questions (Blaikie, 2009), and one or a combination of the research strategies can be used. According to Saunders et al. (2015) research approach is based on one of the three approaches to theory development, such as deductive, inductive or abductive. Studies adopting deductive approach start with previously developed theory, and research strategy is designed to test that theory. Whereby, the studies adopting inductive approach start by collecting data to explore a phenomenon and to generate or build a theory. Abductive approach is a combination of two above described approaches. The study adopting abductive approach starts by collecting data to explore a phenomenon, identify themes and explain patterns, to develop a new or modify existing theory, and finally to test it through additional data collection (Saunders et al., 2015).

Saunders et al. (2015: 177) describe research strategy as 'a plan of action to achieve a goal'. Therefore, research strategy represents how the researcher will answer the research questions of the study through methodological choices to collect and analyse data. The authors propose following strategies: 'experiment, survey, archival and documentary research, case study, ethnography, action research, grounded theory, and narrative enquiry'. Whereby, Flick (2014) accentuated the following as research approaches: grounded theory, ethnomethodology, conversation and discourse analysis, narrative studies, ethnography, and hermeneutic approaches. The researcher's stance has implications on the objectivity of the generalizations produced, and in the classical inductive research strategy the researcher should take a detached observer's position (Blaikie, 2009).

Qualitative studies can use tight and loose research designs (Miles & Huberman, 1994; Miles et al., 2014), which differ in questions asked and research procedures applied. Tight research design applies narrowly restricted questions and strictly determined selection of procedures, and it can be applied to investigate particular relationships in familiar contexts. Whereby, loose research designs differ from tight by broadly defined concepts and have less fixed methodological procedures. According to Miles and Huberman (1994) loose design is the most appropriate when new fields are investigated and theoretical constructs are underdeveloped. This type of design is closely matching grounded theory approach and sampling procedures, which require openness and flexibility.

Quantitative studies are designed as linear process, which is guided by building a model based on theoretical knowledge and empirical findings from earlier literature. Qualitative studies, in

contrast to the theory-driven research process described above, and, especially, grounded theory approach is data driven (Flick, 2014). Moreover, in grounded theory research data collection methods are based on the state of the developing theory after analysing the data available at that moment (Glaser & Strauss, 1967). Flick (2014) added that in the model of grounded theory research the circularity of the stages of the research process is the main component of the approach. Moreover, this 'circularity requires the researcher to reflect on the research process' and on its particular stages (Flick, 2014). This circularity can include a number of data collection stages by one method, or a range of methods adopted in the study.

3.4.2.3. Gaining Access and Collecting Data

Gaining access and collecting data refer to entering the 'field', which can be an institution, a subculture, a family, a specific group of people, decision makers or enterprises (Flick, 2014). Moreover, the researcher has to negotiate proximity and distance in relation to the person studied (Flick, 2014), such as being an insider or outsider with regards to the field of research.

Researchers are involved in sampling and need to make certain decisions about which people to observe or interview. Qualitative studies tend to work with purposive and small samples, rather than large, often random or representative samples, like in quantitative studies (Miles et al., 2014). A number of ethical implications need to be cleared at the start of the research, such as voluntary participation, obtaining informed consent of research participants, protecting the interests of the research participants, and researching with integrity (Blaikie, 2009).

3.4.2.4. Research Activities

Qualitative studies can improve reliability of the approach used or even guarantee its validity by triangulation (Gray, 2014). Triangulation involves using multi-method or mixed methods study to confirm credibility of research data, analysis and interpretation (Saunders et al., 2015), to systematically extend the possibilities of knowledge production (Flick, 2014) or verify conclusions (Miles et al., 2014). Denzin (2001) suggests one of the following approaches to triangulation: data sources, data type, investigator, theory, methodological triangulation or multiple. Triangulation within interpretivist research adds depth, complexity and richness to the study (Saunders et al., 2015), increases scope and consistency in methodological proceedings (Flick, 2014) and thus allows for more robust conclusions. Some qualitative studies value trustworthiness or credibility more than validity or reliability (Gray, 2014).

However, reliability of the approach allows to reproduce the findings, even expecting different people to bring their individuality to research. Flick (2014) depicted three types of results achieved through triangulation: converging, complementary results and contradictions. Corroboration from three different sources can enhance trustworthiness of the analysis (Miles et al., 2014) and establish validity (Blaikie, 2009). Combining inconsistent and conflicting findings can be used to 'compose a three-dimensional perspective of the phenomenon' (Miles et al., 2014: 300), or expanding understanding of the phenomenon through elaboration of a variety of data (Blaikie, 2009). Whereby, Glaser (1978) argued that grounded theory studies aim to develop links between the concepts, but not testing them.

3.4.2.5. Data Analysis Structure and Development of Themes and Categories

Qualitative studies mainly aim to theoretically generalize based on the results. In order to increase the power of theoretical generalization, a range of different methods can be used for the investigation of a small number of cases by triangulation (Flick, 2014). Therefore, the use of triangulation is more informative than the use of one method with the largest possible number of cases.

Any qualitative data analysis starts with coding, which involves reflection, analysis and interpretation of the data's meanings (Miles et al., 2014). Depending on the research approach, there can be several cycles of coding, namely first cycle coding, second cycle, like pattern codes, and analytic memoing. Some studies might involve more than two cycles of coding (Saldaña, 2013).

First cycle codes are a way to summarize segments of data, such as sentences, chunks of text, or full paragraphs. Saldaña (2013) suggests to use pattern coding of the second cycle to group those initial codes into 'a smaller number of categories, themes, or constructs'. Pattern codes are more meaningful and parsimonious units of analysis (Miles et al., 2014). According to Holliday (2007) qualitative research requires detailed description of procedure and the degree of engagement with the setting, demonstrating the rigour of the study.

3.5. Methodology to Achieve Aims

Interpretivism is the most appropriate choice for this study, because the phenomenon under study is dominated by human perceptions, feelings, and beliefs, and it is context dependent. This is an area, where natural laws do not dominate the results, and measuring things cannot capture the diversity of human interaction. There is a need to focus on qualitative data, determined by the stance that human beings exhibit diversity. Grounded theory approach was used in this study with interpretivist paradigm. According to interpretivist perspective, the value assigned to products is rejected, and, instead, consumption is regarded as an offering of a set diverse experiences (Solomon, 2015). The interpretivist philosophy was supported by inductive approach and qualitative data. Furthermore, inductive approach, applied from specific to general, namely making observations, finding patterns, creating a proposition, exploring it, and forming theory out of propositions.

3.5.1. The Research Approach and Strategy

The literature review discussed in Chapter 2 showed that majority of studies to date used deductive approach based on previous theoretical frameworks. Glaser and Strauss (1967: 2) critiqued the deductive research strategy for 'aiming to verify theories without prior discovering relevant concepts and hypotheses within the area of the enquiry'. Moreover, an extensive existing literature review (Chapter 2) revealed a scarce knowledge and lack of constructs to develop a framework for examining mobile apparel consumers' behaviour. Therefore, the deductive approach was rejected, and the need for inductive qualitative research approach was acknowledged. Strauss and Corbin (1998: 11) noted that qualitative methods can be used to explore little known substantive areas, to gain a novel understanding about known areas, or 'to obtain the intricate details about phenomena such as feelings, thought processes, and emotions that are difficult to extract or learn about through more conventional methods'.

In order to identify the appropriate qualitative method for the study, Flick (2014) suggested to evaluate the level of knowledge available to date in the area after reviewing previous literature about the issue of the study. There is a scarce knowledge in the area of consumer behaviour in apparel m-retail, and there is a need for exploring the field and consumers' views and experiences in a very open way. As identified from the literature review, the frameworks for consumers' perceptions and mobile shopping platforms' evaluation in apparel m-retail are absent or underdeveloped. Therefore, there was a need for a methodology, which allows to

study the phenomenon in an open way and to develop a theoretical framework based on the data about the phenomenon.

Goulding (2005) argued that the field of marketing has seen strong debates regarding theoretical position, although, the positivism debate versus interpretivism is easing, a diverse range of methods is being accepted in marketing phenomenon research. Goulding (2005) noted that there is 'an increasing acknowledgement, not only in academic circles, but also among marketing practitioners, of the need for the application of qualitative methodologies', which can provide answers and help to gain an understanding of consumer behaviour, perceptions and motivations, develop theory and inform actual decision-making. Goulding (2005) recommends three main qualitative methodologies within marketing research, namely grounded theory, ethnography and phenomenology.

Grounded Theory approach was selected as the most appropriate qualitative research tradition for this study with the main goal of building an empirically grounded theory, as this method uses an open approach to the field of study (Glaser et al., 1967). Flick (2014: 40) noted that data collection in the empirical process 'is very much pragmatic issue', and various methods and data can be utilized in order to understand the phenomenon under study.

3.5.2. Grounded Theory in Marketing Research

According to Gray (2014) grounded theory can be seen as a 'school of thought' as well as a research design or strategy. Within grounded theory there are a range of strands, which can differ in regards to the knowledge developed.

Grounded theory originated in symbolic interactionism (Goulding, 2005), which suggests that 'individuals engage in a world that requires reflexive interaction as opposed to environmental response'. Goulding (2005) suggested that this goal-driven behaviour evolves as a result of social and highly symbolic interaction, and it involves various forms of communication with intrinsic notion of symbols, namely verbal and non-verbal (Denzin & Lincoln, 1994).

The need to track and validate the process of theory building informed a demand for a more symbolic and defined procedure of qualitative data collection and analysis (Glaser & Strauss, 1967) set out to develop a more systematic and defined procedure for the collection and analysis of qualitative data. Glaser & Strauss (1967) proposed grounded theory methodology, which is grounded in the words and actions of participants under study produces a grounded

theory. Consequently, grounded theory, as suggested by Goulding (2005), is suitable to study behaviours involving interactions of any kind.

Grounded theory differs from other qualitative methodologies in a number of ways. This includes different use of literature and research sampling. In case of grounded theory, sampling begins without purposely defining the sample before data collection commences, instead, the sample emerges from talking to likely informants who can provide initial information (Glaser & Strauss, 1967).

According to Charmaz and Bryant (2010) the main sampling approaches in GT method are: convenience, purposeful, or theoretical sampling. For convenience sampling the participants are selected based on accessibility. It is useful at the beginning of the research project in order to identify the scope. Further, a snowball or nominated sample can be used involving introductions from the initial participants. In order to maximize variation of meaning the purposeful sample can be used. It is the most useful in studies about new phenomenon. For purposeful sampling the participants are recruited guided by the targeted research question. The emerging categories can guide the use of theoretical sampling. The new participants may be asked about a particular new concept or category, or the participants may be asked to supplement information about linkages between two categories. Theoretical sampling is useful in developing the emerging theory. Another type of sampling described by Charmas and Bryant (2010) is theoretical group interviews, and this approach helps to provide the final missing links and complete a processes of saturation.

Categories' conceptual and explanatory power can be increased with the use of categories' properties, which emerge through comparison of the facts for similarity and difference (Glaser, 1978). The theory's explanatory and predictive power makes it more commonly applicable, through establishing of empirical generalisations. Interestingly, theoretical sampling in grounded theory is defined throughout as theory develops (Glaser & Strauss, 1967).

Two kinds of theory can be developed through comparative analysis, namely substantive and formal (Glaser & Strauss, 1967: 32-34). Substantive theory is developed for an empirical area of sociological inquiry, namely 'patient care, race relations, professional education, delinquency, or research organisations'. Formal theory can be applied to a broader range of disciplines and problems as it is less specific to a social group and place and covers conceptual

area of sociological inquiry, namely 'stigma, deviant behaviour, formal organisation, socialization, status congruency, authority and power, reward systems, or social mobility' (Strauss & Corbin, 1998: 23).

Elements of the theory include: conceptual categories with properties, relationships between them, and propositions. Categories and properties emerge from data analysis and 'vary in degree of conceptual abstraction' (Glaser & Strauss, 1967: 36).

Grounded theory strategy recommends to place in abeyance the literature of theory and frameworks for the area under study, in order to assure that the emergence of categories will not be prejudiced by concepts more appropriate to different areas. Relation to literature is established after core categories have emerged by looking for similarities and convergences.

Theory verification comes by creating relatively few major core-categories with diverse conceptual variation in emergent categories, 'synthesized at as many levels of conceptual and hypothetical generalization as possible' (Glaser & Strauss, 1967). This synthesis highlights connections between data through linkages between 'lower and higher level conceptual abstractions of categories and properties'.

Categories and relations among them emerge through constant comparison for differences and similarities among groups, this assists in generating propositions among categories and their properties, which are verified during further data collection. In fieldwork, however, general relations are often discovered in vivo; that is, start with observations and use those to develop higher level relations.

3.5.3. Literature Review Procedures in Grounded Theory Research

According to grounded theory principles, the researcher must enter the field shortly after identifying the area of research. Literature review is not a starting point as in many other studies, it is a part of an iterative, inductive and interactional process of data collection, simultaneous analysis, and emergent interpretation (Goulding, 2005). The author adds that the researcher is guided by the developing theory to appropriate existing theories and literature, which are relevant to 'the emerging, data grounded concepts'. According to Goulding (2005) marketers are facing the same dilemma as Glaser and Strauss (1967) in their early research, as marketing research involves balancing between 'drawing on prior knowledge while keeping a fresh and open mind to new concepts as they emerge from data'.

Glaser (1998) argues that the literature most relevant to the research might not be known at the outset due to the unpredictable nature of GT research, and an extensive prior literature review in a specific substantive area may be inefficient and wasteful in relation to time (Dunne, 2011). Dunne (2011) further argues that the purist researchers are free to engage with extant literature at any period of their research. Although, GT stance suggests leaving a substantive literature review until after data analysis, the benefits of undertaking an early literature review in GT studies were established (Dunne, 2011). Dune (2011) used a dual approach to literature review, namely a prior and post literature review. An early literature review allowed to contextualise the study by reviewing existing empirical studies in the area, to identify the gap in research and to justify the need for the study, and post analysis literature review, which engaged with extant theoretical concepts after the data analysis (Dunne, 2011).

GT stance suggests avoiding 'the imposition of specific theoretical frameworks on the study at the outset' in order to eliminate the influence these can have on the data analysis (Dunne, 2011). Dune (2011) took a pragmatic approach in relationship with extant literature during the research process by assessing literature when it was deemed necessary based on empirical findings and theoretical ideas as these were identified.

According to McGhee et al. (2007) researchers need to clarify the way the literature was used in grounded theory in order to explain how it informed the research design or to guide others about how to embark on similar research approaches. Furthermore, in ongoing debate about the credibility of conducting a substantial topic-related literature review in grounded theory studies, a theoretically sampled literature review has been recognised as a valuable way in preventing a distortion of researcher's perceptions by prior knowledge through researcher's reflexivity. Two differing approaches proposed to the timing and the place of the initial literature review when adopting a grounded theory approach were identified (McGhee et al., 2007). Furthermore, whatever approach is adopted, remaining inductive throughout the study is the main requirements in studies applying grounded theory approach by 'carefully adhering to the process of reflexivity' (McGhee et al., 2007). The researcher with extensive prior knowledge in the area need to be prepared to eliminate any prejudices by data which oppose them through developing self-awareness and self-questioning approach (McGhee et al., 2007). According to McGhee et al. (2007: 338) the literature in grounded theory studies is 'a source of data and, therefore, should be theoretically sampled along with other emergent data'. Despite the controversy surrounding the place and time of the literature review in

studies using grounded theory, the main way engaging with extant literature in the area is staying open-minded as the grounded theory approach is evolving in its nature (McGhee et al., 2007). An early literature review can provide a general sense of direction as from where to engage with an initial idea, but it is emphasised that the data should be favoured over the literature during the research process using grounded theory (McGhee et al., 2007).

Thornberg et al. (2012: 243) suggested using 'informed GT', which assumes the use of extant literature in the substantive area and using it with 'data-sensitizing principles'. Literature in substantive area can help researchers to draw their attention to details in data, and still being able to go beyond the literature in the analysis (Thornberg, 2012). According to Thornberg et al. (2012) informed GT can enrich the analysis and by taking a critical stance and challenging emerging concepts and ideas, and can help the researcher in finding relevant research questions. Informed GT is a research process and its product, where both are 'thoroughly grounded in data by GT methods while being informed by existing research literature and theoretical frameworks' (Thornberg, 2012), and it fits well with constructivist GT tradition. Furthermore, informed GT uses the literature 'in a sensitive, creative and flexible way instead of as obstacles and threats' (Thornberg, 2012). Informed GT as suggested by Thornberg et al. (2012) is not a new version of GT, but a new way of using literature in GT research. Thornberg et al. (2012: 250) argues that in GT research the most appropriate stance in relationship with extant literature is 'theoretical agnosticism', which presumes researcher's critical position towards literature review and acknowledging it as 'provisional, disputable and modifiable conceptual proposals'. According to Thornberg et al. (2012: 250) 'an open, critical and pluralistic conversation between the researcher, the literature, the data and the emerging concepts' helps the researcher to focus on potentially relevant and important features of data without any forcing. Theoretical sampling in relation to the ongoing literature search during the study is a 'highly interactive process in which the researcher's coding and questions take him or her to some of the literature, which in turn sends him or her back to the empirical field' (Thornberg, 2012: 252). Researcher can be more sensitive to data through ongoing literature review, which allows new insights into emerging questions and issues (Thornberg, 2012).

Systematic literature reviews follow 'explicit, rigorous and accountable methods', just as in primary research (Gough et al., 2012). In accordance with that literature reviews can be focused on answering research questions as well as addressing topic areas. Systematic reviews often proceed through a number of stages, and reflect the depth of questions, approaches

and methods by using different types of reviews (Gough et al., 2012). Furthermore, according to Gough et al. (2012) literature review can follow a wide range of approaches in accordance with a range of different epistemological positions in line with the types of study. These differences in perspective and purpose affect the extent of literature review, its breath and depth, and the time period over which it is carried out. Researcher's position in relation to the philosophy of knowledge is a starting point for selecting an approach to literature review. Dixon-Woods et al. (2006) proposed an interpretive review of literature with a reflexive account, which can overcome limitations of conventional systematic review techniques. The method of Critical Interpretive Synthesis (CIS) (Dixon-Woods et al., 2006) helps to overcome the challenges of synthesising a multi disciplinary and multi-method evidence base. CIS is derived on tradition of qualitative enquiry drawing on tenets of grounded theory (Dixon-Woods et al., 2006). Interpretive reviews encompass synthesis involving both induction and interpretation, and the synthesis, inline with the interpretive analysis, is conceptual in process and output (Dixon-Woods et al., 2006). Therefore, Dixon-Woods et al. (2006) argued that in research where review questions are not precisely formulated and are emerging, like in Grounded Theory methodology in accordance with loosely-designed research strategies, a similar approach to the literature review is required, which is highly iterative and evolving as research progresses. Gough et al. (2012) argue that literature reviews are not isolated products but a component in a strategic programme of primary research and reviews, and serve not only to identify the gaps in research knowledge and understanding and sets the research agenda, and review of methods used in previous studies reveals flaws and sets a methodological agenda. Interpretive/configurative literature review value the process of identifying the disconfirming case, and to contribute to theory (Booth et al., 2016). Furthermore, critical interpretive synthesis is used for theorisation of the evidence, and encourages a critique of literatures therefore, stimulating critical appraisal of assumptions of previous studies about concepts and methods (Booth et al., 2016).

3.5.4. Research Design Adopted in the Study

This section highlights the methods utilized in order to achieve the aims of the study. Blaikie (2009) classified research designs into the following types: experiments, social surveys, fieldwork/ethnography, longitudinal study, cross-sectional study, case study, comparative/historical, secondary analysis, action research, evaluation research, and impact

assessment. 'Each type of research design deals with some elements but none of them deals with them all' (Blaikie, 2009: 41).

Given the aims of the study, a mainly qualitative methodology was deemed the most appropriate, guided by Grounded Theory approach. However, literature review identified the gap in research (Sections 2.2., 2.4.) about basic descriptive information in the field of study, therefore, there was a need for a mixed methods approach.

Traditional GT approaches mainly used qualitative data as the means for theory development. It was identified that a number of current studies attempted to combine traditional Grounded Theory approach and quantitative methods in one study by proposing mixed methods GT (Currie, 2009; Cutcliffe & Harder, 2012; Harrison & Murray, 2012; Gasson & Waters, 2013; Matavire & Brown, 2013; Walsh, 2014; Walsh, 2015). These studies focused on innovative approaches towards research procedures and design. Walsh (2015) depicted that GT research can be conducted using a variety of underlying philosophies, and many epistemological and ontological stances can collaborate with Grounded Theory. Some attempts to use mixed methods with GT were seen in the area of information systems, where there was a need to develop new theories reflecting technological advances of the time. Matavire and Brown (2013) identified four approaches to grounded theory, namely 'classic, evolved, analytical and mixed method'. Mixed method GT approach used grounded case study research or combined action research with grounded theory techniques (Matavire & Brown, 2013). Walsh (2015) found that the majority of previous mixed design GT studies used either differentiated or embedded mixed research design. This means that qualitative and quantitative phases were conducted independently in differentiated studies, and were linked and dependent on each other in embedded mixed design studies (Harrison & Murray, 2012), but in both of these designs the GT was used only in the qualitative phase. Moreover, Walsh (2015) identified another strand of mixed design GT studies, which has seen researchers combining qualitative and quantitative methods, data, and techniques. Author noted that these studies highlight the emergence of theory from both qualitative and quantitative data, through embedded analyses, and this approach is considered as rupture theorizing (Walsh, 2015). Gasson and Waters (2013) suggested a different approach to incorporating quantitative data in mixed design GT, and explored quantitative data inductively using an interpretive and qualitative analysis. Walsh (2015: 10) suggested improving theoretical sensitivity of a new theory by mixing qualitative and quantitative data and techniques.

Corresponding with philosophical assumptions of the interpretivist paradigm, a mixed methods GT approach was adopted, and the research was undertaken in two stages and comprised of eight phases. Mixed methods GT research design combines quantitative and qualitative research in a single project (Bryman, 2015), and embedded sequential analyses of all collected data informed the emergence of theory and conceptual frameworks. Moreover, using quantitative and qualitative research methods allowed to achieve a more complete answer to research question (Bryman, 2015). The quantitative phase allowed to identify the scope of the sample for the study, and highlighted the differences in the use of smartphones among fashion consumers in terms of gender, age, OS and used mobile platforms. Whereby, the qualitative research helped to develop the knowledge in the area of enquiry by providing a comprehensive account about the processes in the area of consumer behaviour in apparel m-retail.

In correspondence with GT approach each initial analysis phase guided the researcher in selecting appropriate data collection and analysis techniques by identifying new unanswered questions. Gasson and Waters (2013) suggested a sampling strategy, which did not follow a pre-programmed strategy, but allowed the results to guide what type of data was needed at each phase of the study. Using this open approach to data collection helped in developing and validating emerging categories of the analysis, and exploring gaps in the findings (Gasson & Waters, 2013).

Mixed methods GT approach applies one step at the time, therefore, the research design adopted in this study reflects the whole process, how the methodologies were identified through the course of the study. The research design could not be predetermined at the start of the study, it emerged through empirical work, data collection and analyses. An overview of the research design and the way it developed is on pages 82-85. This research was undertaken in two stages: Initial Analysis (IA) (Figure 10) and Further Analysis (FA) (Figure 11) stages.

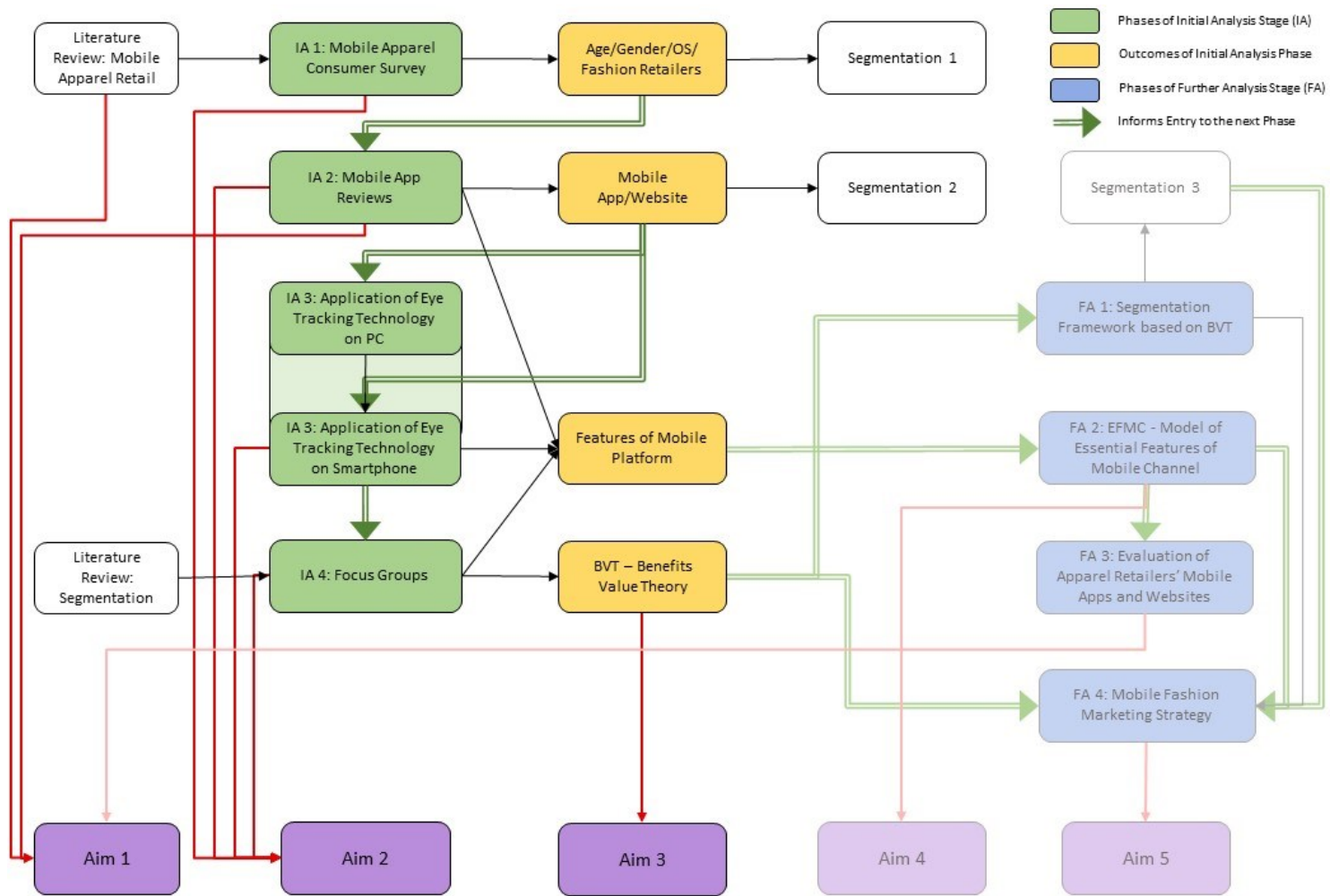


Figure 10: Research design - Stage 1: Initial Data Analysis (IA).

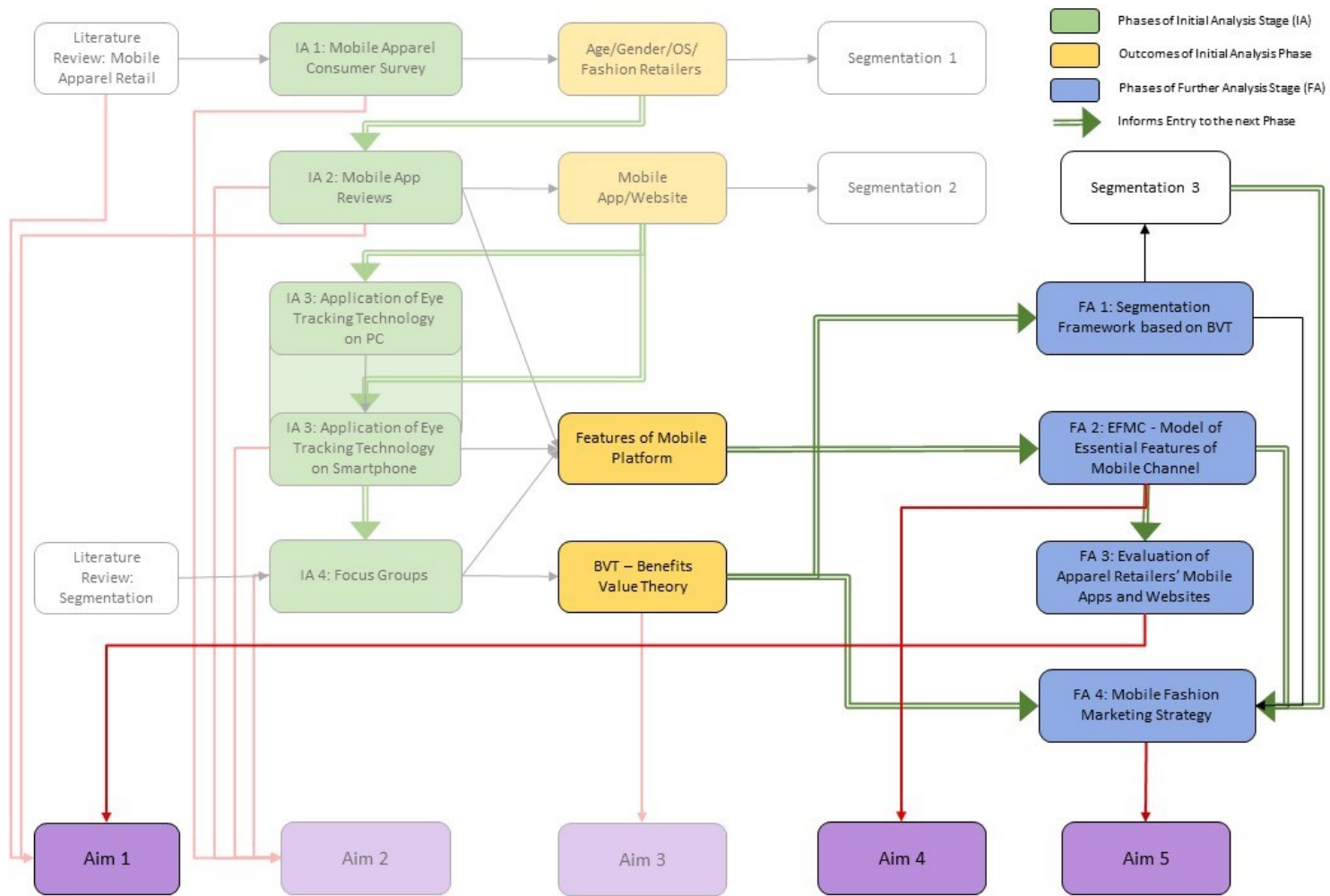


Figure 11: Research Design - Stage 2: Further Analysis (FA).

Stage One – IA - involved four phases of initial analysis (Figure 10): IA 1 – mobile apparel consumer survey, IA 2 – mobile app reviews, IA 3 – application of eye tracking technology, and IA 4 – focus groups.

Phase One (IA 1) of the first stage of Initial Data Analysis of this study adopted quantitative data collection method using a survey (Chapter 4), its purpose was to find patterns through inductive inquiry and descriptive statistics. This phase was the only one using a quantitative data collection method. All further methods are qualitative and purely inductive focusing on understanding the important characteristics of users' behaviours in certain ways. The survey was followed by segmenting consumers and comparison of consumer groups. This phase helped in identifying the scope of the research project, mainly by identifying the sample for further phases. Moreover, during this phase a list of the most frequently used fashion retailers among mobile consumers was developed. Another important determinant for case studies was identified, which was operating system of smartphones mostly used by mobile fashion consumers.

Phase Two – IA 2 – case study based on content analysis of mobile applications reviews (Chapter 5). This phase involved a qualitative data analysis using GT, and segmentation of consumers based on motivations to use mobile.

Phase Three (IA 3) was devoted for eye tracking experiments, it included eye tracking experiments on PC, and eye tracking experiments on smartphone (Chapter 6).

During the Phase Four (IA 4) focus groups were employed to collect data about benefits of mobile apparel shopping (Chapter 7). This phase culminated by developing the Benefits-Value Theory (BVT), which has categories specifically available and achievable when shopping for apparel products via smartphones.

After all initial data analyses were completed the second stage of the study was undertaken, which involved further analyses (FA) and conceptualisation (Chapter 8). Stage Two – FA - involved four phases of further analyses (Figure 11): FA 1 – segmentation framework based on BVT, FA 2 – model of essential features of mobile channel, FA 3 – evaluation of apparel retailers' mobile apps and websites, and FA 4 – mobile fashion strategy.

Phase One (FA 1) was devoted for application of BVT in segmentation and developing a consumer segmentation framework based on benefits sought and value (Section 8.2.). During the Phase Two (FA 2) a model of essential features of mobile channel (EFMC) was developed.

EFMC development involved triangulation of findings from three phases of initial analyses, namely IA 2, IA 3 and IA 4 (Section 8.3.). Phase Three – FA 3 – evaluation of apparel retailers' mobile apps and websites. This phase deployed a consumer-driven EFMC model developed in FA 2 as a framework for case studies of 8 fashion retailers' mobile shopping platforms (Section 8.4.). Phase Four (FA 4) was devoted for mobile marketing strategy development based on findings from FA 1 and FA 2 (Section 8.5.).

Specific research methods selected for this research, including phases, procedures, data collection and analyses, are discussed in next sections.

3.5.5. Specific Methods Selected for the Research

3.5.5.1. *Quantitative Phase - Survey*

The purpose of the survey was to develop an understanding of the research context, evaluate mobile apparel retail consumers' experience and their perspectives, and to define a theoretical sample for further phases, namely case studies and focus groups. The literature review (Chapter 2) showed that there was no agreement about mobile apparel consumers, especially, basic demographic information regarding age, gender, mobile devices used, and OS. Moreover, the information regarding OS used in the market contradict. The age and gender of mobile consumers were defined within general online environments, which included gaming and books. There was a lack of detailed information about industry specific consumer characteristics, particularly within apparel. Therefore, there was a need for a descriptive survey, in order to identify who mobile apparel consumers are, and to identify a target population for this study.

3.5.5.1.1. Survey Design

Survey instrument was selected for this phase was designed to collect information from and about mobile fashion consumers (Fink, 2013) to describe, compare, or explain their knowledge, attitudes, and behaviour. Survey strategy, that allowed to collect quantitative and qualitative data on various research questions (Sekaran & Bougie, 2013), was developed in the form of a questionnaire. The design of the questionnaire included items from the Verdict reports (Verdict, 2011a; Verdict, 2012e) on m-commerce in the UK and items developed and modified for the purpose of this study by the researcher and two academics (Appendix 3B). There were no reports related to apparel m-retail at the start of data collection, and the only information available covered the proportion of m-commerce by sector and a general overview of activities by respondents using mobile devices (Sections 2.2.3. and 2.4.2.). The survey questions were split into four sections (Table 11) comprised of closed and open-ended questions. 5 items gathered the information about mobile technology used among respondents, 11 items were related to mobile fashion shopping behaviour, 5 items measured the extent to which participants agree or disagree with a statement, and 5 items about respondents demographics. Demographic information, which was placed at the end of questionnaire, allowed for respondents' fuller concentration on the main survey questions, which were placed at the beginning and middle sections of the questionnaire.

According to classic grounded theory proponents survey is inappropriate in grounded theory studies, but the literature review revealed that current trends in the research domain are changing, and innovative and novel approaches are incorporated in research studies. Currie (2009) suggested a relatively innovative approach to theoretical sampling in grounded theory by incorporating survey data to identify interview participants. The last section of the survey invited respondents to participate in further studies, where they expressed their willingness to volunteer and left contact details.

Table 11: Principal Themes Explored in the Survey.

Set of questions	Section of research analysed	Question
1	Mobile Technology	1-3, 6, 13
2	Mobile Fashion Shopping Behaviour	4, 5, 7-9, 10 (1-3), 11, 12, 14
3	Perceptions of Mobile Fashion Shopping	10 (4-8)
4	Demographic data	15-19

3.5.5.1.2. Survey Sample and Time Horizon

For the purpose of this study the data were collected in three phases at different points of time with short gaps between them (Figure 13). The gaps were made between phases of primary data collection to allow for data analysis and identification of the purposive sampling method. This approach is more common in qualitative studies (Saunders et al., 2015), especially in studies informed by GT method. This research study used mixed GT as the main data collection and analysis method, and it was applied in this survey. Distinct sampling methods were applied and samples were selected as a subset of the group representing the larger population as a whole (Rath et al., 2012).

For a purpose of this phase of the research the survey data were collected during three phases (Figure 12). During the first phase, which utilised a random sampling method, the data were collected from 102 respondents, who were both females and males above 18 years old, and use their mobile devices for fashion shopping and browsing. During the second and third phases, which adopted a purposive sampling method, the data were collected from 124 respondents in total (92 during the second phase and further 32 during the third phase), who were females only aged 18-34 years old, and use iOS and Android OS smartphones to browse and purchase apparel products. The sample size was justified based on the data saturation. A detailed explanation of data collection and analysis procedure are presented further in this section.

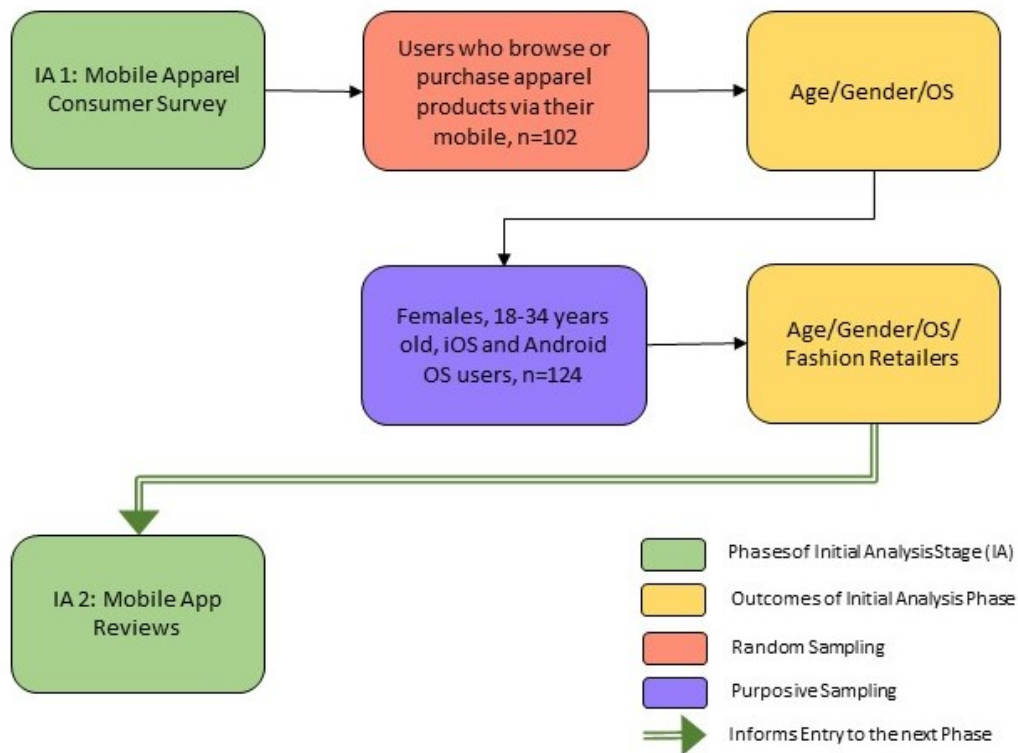


Figure 12: Phase 1 of Initial Analysis Stage (IA 1) - Survey.

During the first phase of primary data collection a cross-sectional primary survey (PS) study (Saunders et al., 2015) was conducted, which applied a random sampling method, and captured descriptive data at a specific point in time. The sample was limited to people who used their smartphone to browse or purchase apparel products via their mobile. PS sample included 102 respondents from three major UK cities: London, Birmingham and Manchester.

The data analysis revealed that the majority of the mobile apparel consumers (53 respondents out of 102) were females, aged 18 to 34 years old and using iOS or Android OS smartphones. As the number of male respondents were approached during the PS data collection, but majority of them did not buy clothing online, especially via mobile devices. Therefore, the second phase of data collection was needed to gather the data from key informants. PS data analysis helped to identify a purposive sampling method for the second phase of data collection - follow-up survey (FS-F).

Second phase of primary data collection involved FS-F survey, which applied purposive sampling method. The data were collected exclusively from females, aged 18-34 years old who used iOS and Android OS smartphones. A total FS-F sample was 92 respondents. The second stage of the data analysis included the data about females aged 18 to 34 years old with iOS

and Android OS smartphones from primary (PS-F) and follow up (FS-F) surveys. A total sample of PFS-F dataset was 145 respondents.

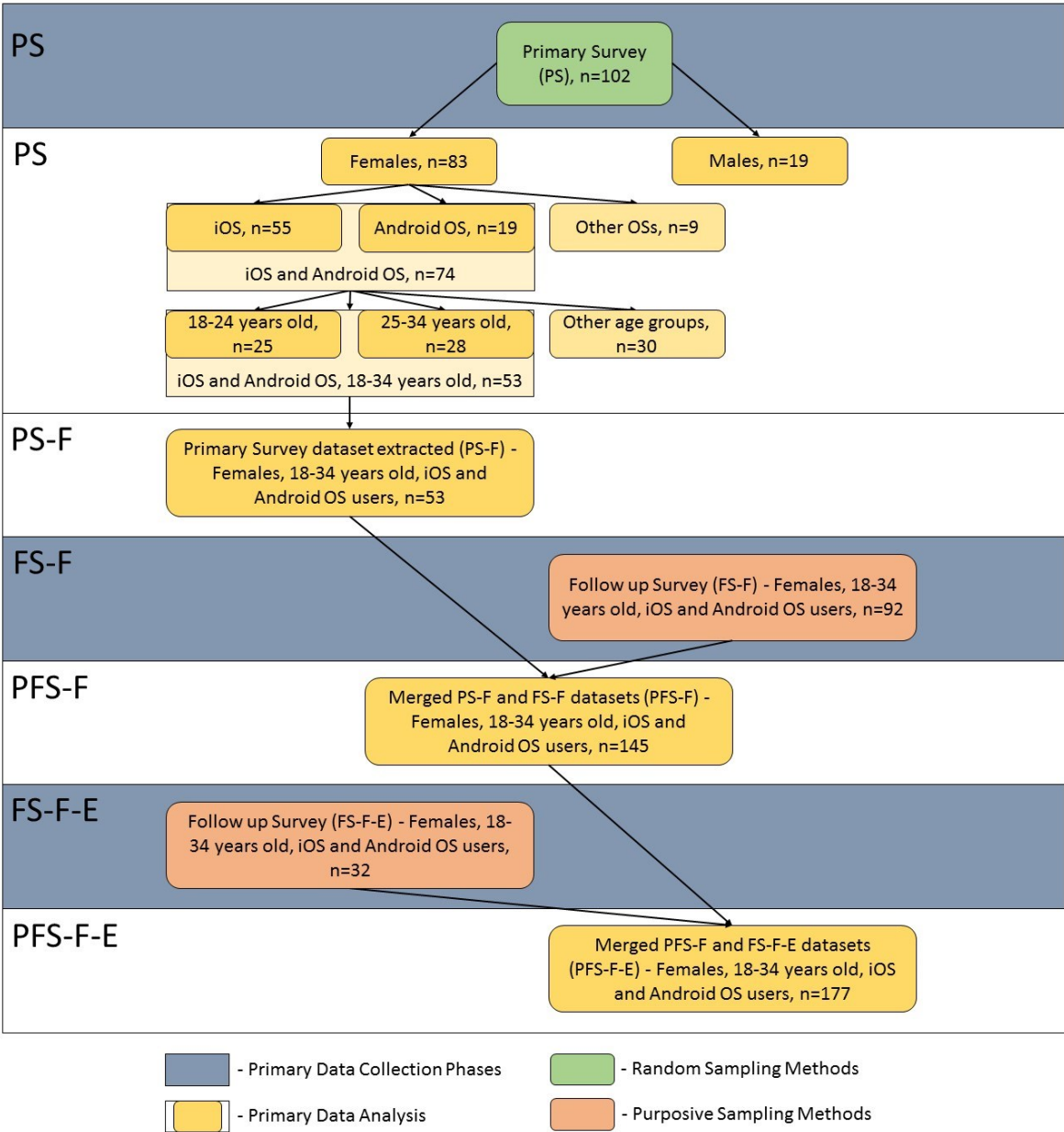


Figure 13: Mobile Consumer Survey Phases of Data Collection.

Third phase of primary data collection involved follow-up female extra (FS-F-E) survey, which was employed for a purpose of testing the data for saturation, and followed the same principles as FS-F survey. This allowed to justify the number of respondents used in the final survey dataset (PFS-F-E), which was based on other researchers’ recommendations and theoretically grounded by FS-F-E. The datasets: PFS-F and FS-F-E, were merged and the results were compared with the results from PFS-F survey (Appendix 3C). There were no significant changes in the results observed by adding extra 32 respondents to the dataset. Therefore,

PFS-F-E survey dataset, comprising PFS-F and FS-F-E datasets, was confirmed as reliable data, and getting the higher sample would not change the overall results. Total PFS-F-E dataset, which was based on the data from 177 respondents, was analysed and the results are presented in Chapter 4.

3.5.5.1.3. Survey Data Analysis

Survey data analysis depends upon the data types used in surveys, namely categorical or numerical (Saunders et al., 2015). Some surveys can comprise various types of data, and appropriate data analysis principles need to be followed (Appendix 3D). PS, FS-F and FS-F-E surveys (Figure 13) used the same questionnaire instrument, but were administered to distinct samples. Most of the variables used in questionnaire (Appendix 3B), gathered categorical data, and only eight elements of question 10 gathered ranked data. Therefore, a simple frequency counting the number of occurrences in each category of a variable (Saunders et al., 2015) was applied in this study.

Descriptive statistics aim to describe the basic aspects of the study, often through the use of graphical analysis (Gray, 2014), and are distinct from inferential statistics in that they attempt to show what the data is, but not to try to draw conclusions beyond the data. Descriptive statistics by data type are applicable for continuous and discrete data types, and not applicable for descriptive and ranked data (Saunders et al., 2015). Therefore, Exploratory Data Analysis (EDA) was the most appropriate approach for this study, as it emphasises the use of graphs to explore and understand the data (Saunders et al., 2015). This study applied EDA, by looking at individual variables and their components and used charts or graphs as a common way to communicate the data in readily accessible formats (Gray, 2014).

As shown in Figure 13, survey data were collected at three phases. Therefore, the data analysis also involved several phases. Surveys and most of the quantitative data were collated and analysed employing Microsoft Excel 2013 software with the exemption of open-question variables, which were analysed utilising NVivo9 software.

The data set was clustered in two distinct ways according to research aims, namely to identify differences between iOS and Android OS users, and purchasers and non-purchasers. First involved forming two data sets for iOS and Android OS respondents, and comparing them (Section 4.3.2.). For second comparative study, two sets of data were formed from original data gathered during survey in order to compare purchasers and non-purchasers (Section

4.3.3.). The responses of persons who answered 'yes' to question 'do you do shopping via mobile device' are compared against the responses of those who answered 'no, but I research clothing via mobile device'. For a purpose of ease of understanding the respondents purchasing clothing via mobile devices were called '*purchasers*', and the respondents who do not purchase, but browse via mobile - '*non-purchasers*'.

The survey's Q9 and Q12 were designed to collect the data about respondents' favourite fashion retailers and used mobile apparel apps. Two sections of the questionnaires asked respondents to give information on apparel retailers they shopped from the last 6 months and which apparel mobile apps they normally use. This survey sections provided essential information about consumers' awareness of fashion mobile apps and preferred shopping ways. In order to explore the qualitative data gathered during PFS-F-E and to identify the most visited apparel retailers among respondents. NVivo9 software was used for coding and analysis, and word frequency queries, run within NVivo9, helped to identify the most mentioned fashion retailers and mobile apps. Initial codes were assigned to each fashion retailer and mobile app within two themes: '*fashion retailers*' and '*mobile apps*' (Figure 14) in correspondence with survey questions. These initial codes were further grouped under each theme into selective codes reflecting retailer's approach to sales channels: '*multi-channel*' and '*pure-play*'. The theme '*mobile apparel apps*' suggested the need to add another selective code '*media*', as many respondents mentioned fashion trend and style mobile apps, social sharing media platforms, like Pinterest or Instagram.

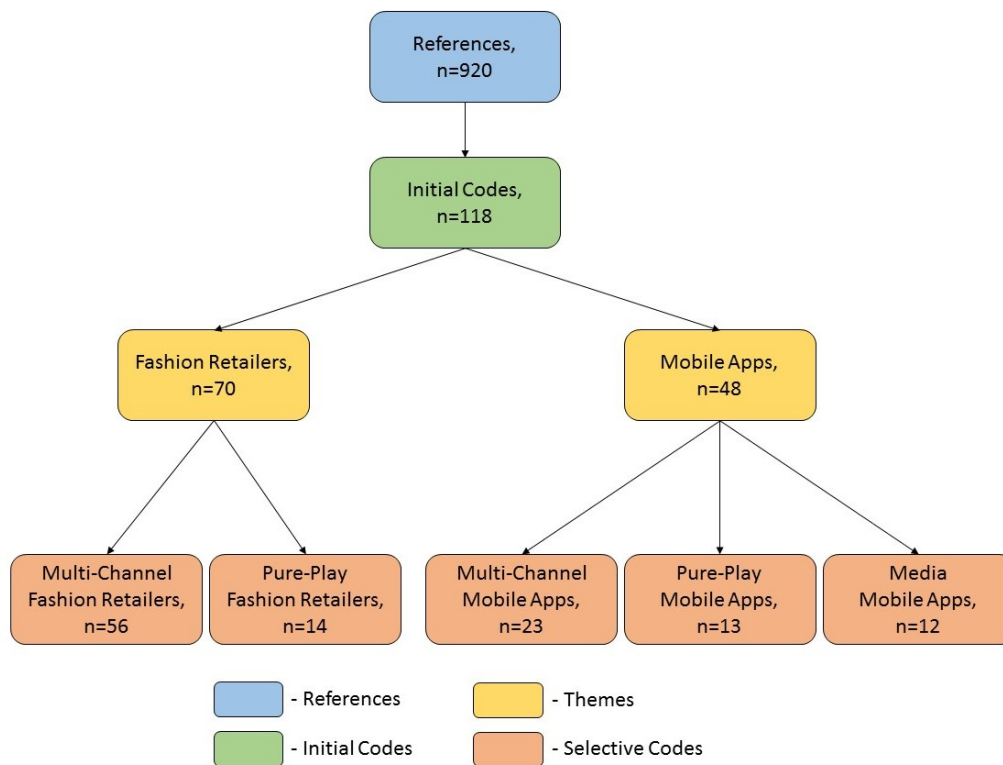


Figure 14: PFS-F-E: Fashion Retailers and Mobile Apps - Coding Structure.

Word frequency query within NVivo 9 were applied for each theme in order to identify the most popular fashion retailers and mobile apps among mobile apparel consumers (Section 4.3.1.). Further comparisons were conducted in order to evaluate mobile consumers' preference towards multi-channel or pure-play fashion retailers and their mobile apps.

3.5.5.1.4. Summary

The survey study was designed to provide information on a range of possible characteristics of mobile apparel consumers in the UK. It was not based on previously developed theories or frameworks, and simple explorative analysis was sufficient to proceed to the further phases of this study.

This phase helped in identifying the scope of the research project, mainly by identifying aspects for further study. Firstly, the sample for the study was determined with the focus on females aged 18 to 34 years old who use smartphones to browse or purchase apparel products. Secondly, the list of the most frequently used fashion retailers among mobile consumers was developed. Another important determinant for case studies was identified, which is smartphones' OS mostly used by mobile fashion consumers, which was iOS. Finally, cluster techniques were used to group together individuals with similar responses. The survey

study showed that OS has an impact on consumer behaviour, and comparisons of iOS and Android OS smartphone users' shopping behaviours and perceptions were needed. There was a need to compare how 'purchasers' and 'non-purchasers' perceive mobile fashion shopping and whether these two groups exhibit distinct behaviours.

The survey results chapter (Chapter 4) restates the research objectives, provides a concise overview of results, calling out the most salient findings, and includes a general conclusion of what the results mean. The recommendations for action were offered based on the interpretation of the results (Rath et al., 2012).

3.5.5.2. Qualitative Phase - Mobile App Reviews Analysis

Phase 2 is a useful follow-on from Phase 1 helps to establish how currently available mobile apparel apps are perceived by mobile consumers, and gain consumer opinions of iOS versus Android OS. The most striking results from survey study revealed that preferred interface for fashion shopping on smartphones is website despite the existence of a large number of mobile apps. This case study stage helps to understand why consumers avoid mobile apps and the reasons for their dissatisfaction with mobile channel.

In order to achieve these objectives gaining a comprehensive understanding of the context of the mobile apparel apps was needed, and available information sources were evaluated. Therefore, cases of interest needed to be identified, which are defined as units of analysis (Yin, 2014). The most common units of analysis: individuals, small groups, organizations, or partnerships. Choice of sources of information was partially influenced by the findings from PFS-F-E survey, and partly by awareness of user-generated content publicly available online. Mobile consumers using mobile apps leave reviews on app stores about their experience using that app. Therefore, apparel retailer's mobile app with consumer reviews about the mobile app were defined as a case for this study, justified as appropriate means to answer research questions of the study (Yin, 2014).

3.5.5.2.1. Sources of Information

The survey (Section 4.3.1.) helped to develop a list of most popular apparel retailers among the respondents of the chosen sample, which was used to identify units scope for case studies. In order to select appropriate case for analysis a comparison of mobile apps to date was conducted with a focus on the length of time the app was in the market and its availability to download on both iOS and Android OS smartphones. The list of top ten most mentioned fashion apps and favourite retailers (based on survey results), was used in order to compare mobile platforms available for smartphones of the two main OSs.

The case study helped to explore the consumers' perceptions of the identified fashion retailers' mobile app, and develop a knowledge of new emerging constructs that have not yet been established in the literature. There was a need to obtain a deeper knowledge about mobile shopping environments, therefore it was necessary to have the right source of information.

The choice of which apparel retailer's app to analyse was based mainly on the period of time the app has been updated since it was released. Also it is important to note the number of reviews posted for a particular app, and rating level. Having in mind the list of top ten most mentioned fashion apps and fashion retailers, developed from the results of survey, these retailers were prioritised accordingly to the needs of the research aims. This research project has a particular interest into differences and similarities of OS and the influence OS has on consumers' shopping journey. Therefore, the apps for analysis were chosen according to availability of retailer's apps for both iOS and Android OS on smartphones and the length of the mobile app's life cycle.

3.5.5.2.2. Case Study Research Design

The case studies of the UK retailers provided information about the way individual companies adapt the mobile channel. Longitudinal research methods help to understand the changing landscape of m-commerce and the rising demand of mobile channel for apparel industry in the UK. Basic types of research designs for case studies include 'single-case or multiple-case, with holistic, single-unit of analysis, or embedded, multiple units of analysis' (Yin, 2014). The single-case design deemed appropriate for this study because it offers critical and longitudinal rationales. This means the case study focused on a mobile app which has a potential of significant contribution to knowledge (Yin, 2014).

3.5.5.2.3. Sample Justification for Case Study

Information about apparel retailers' mobile apps for iOS and Android OS were gathered, analysed and compared based on mobile app's release date, version update history and number of reviews available from Apple Inc.'s App Store and Google Inc.'s Google Play, which are publicly available resources. Furthermore, the information aggregated about apparel retailers' adoption of mobile channel (Table 1) helped in identifying the ways retailers approach the new opportunities available via mobile. As seen from the Table 1 only few retailers have developed an app for Android OS mobile devices by 2011, and these were Debenhams and H&M. The majority of retailers have chosen to adopt the mobile channel by developing iPhone apps. Only in 2013 retailers, such as Topshop, River Island, ASOS and M&S, have developed mobile apps for Android OS. Apparel retailer Next has introduced Android OS app only in 2014, and Boohoo, New Look and Very in 2015.

The list of top-10 most mentioned fashion retailers and mobile apps, developed from the results of survey (Section 4.3.1.), was discussed with three apparel professionals, who suggested to add 'Very' into the pure-play category and to prioritise these retailers according to the needs of the research aims. Having all these factors in mind the following apparel retailers were considered as valuable sources of data for this phase of research:

- ❖ Multi-channel apparel retailers:
 - Topshop
 - River Island
 - Next
- ❖ Pure-play apparel retailers:
 - ASOS
 - Ebay Fashion
 - Very

3.5.5.2.3.1. Overview of iOS Mobile Apps

The information about these apparel retailers' mobile apps, such version updates, number of current version and all versions reviews, was gathered from Apple Inc.'s App Store between 19 November 2013 and 30 April 2014 (Appendix 3E). It is interesting that River Island's mobile app was developed in the same year as Topshop, but the last available version update was dated 28 September 2012.

The number of reviews posted about the retailer's mobile app is a valuable parameter to measure consumers' interest towards the retailer. It could be argued that mobile app receiving a greater number of reviews seems to be more important to end-users, than the app that received a fewer number of reviews. Although, nearly a third of survey respondents mentioned Ebay mobile app, which was developed as early as in 2010, its mobile app has had a considerably low number of reviews by 2013 (Appendix 3E).

The overview of the information gathered about six apparel retailers' mobile apps (Appendix 3E) showed that multichannel retailers have received significantly higher number of reviews than pure-play retailers. Although, Next had had a considerably greater number of reviews than any other retailer, nearly 83% of users (Section 4.3.1.) have purchased from Topshop and used its mobile app. Therefore, Topshop mobile app was selected as the most representative case of this phase of the research.

3.5.5.2.3.2. Overview of Android OS Mobile Apps

In order to identify Android OS mobile app for further analysis, the information was gathered about apparel mobile apps discussed in (Appendix 3E) and check for availability of mobile apps for Android OS smartphones. As mentioned previously, there were far less native apps for Android OS mobile devices (Appendix 3F), what made it more difficult to choose the same apparel retailers' app for case studies. Besides the differences in number of apps available to download, iOS and Android OS app stores have completely different approach in displaying reviews, app updates and versions. Therefore, it was impossible to trace how many times one or another native app was updated and redesigned. Moreover, there was no information about the date the app was created. Although, the information available from app store for Android OS smartphones is limited, the date of the oldest review posted at the app store was used in comparing periods of mobile app's lifecycle.

3.5.5.2.3.3. Case Selected for the Study

To achieve one of the main aims of this project, and to compare mobile retail apps for apparel industry in terms of OS, it was needed to analyse each chosen retailer's mobile app for both operating systems. This allowed to evaluate consumers' reviews and develop areas of main concerns or most successful approaches developed by retailers within mobile retail channel.

Based on the overview of Android OS mobile apps, it was apparent that a limited number of UK apparel retailers have developed mobile apps for Android OS smartphones. ASOS mobile app was considered as a possible potential case for analysis, as an example of pure-play retailer. ASOS Android OS mobile app was fairly new, because the oldest review was dated 08 October 2013, and the number of reviews for the period from 08 October 2013 till 20 November 2013 has reached 114. This was high response rate for such a short period. However, ASOS iOS mobile app had less than a thousand of reviews. Therefore, ASOS was excluded from this case study. Topshop Android OS mobile app had similar number of reviews as ASOS, but iOS mobile app has over 5000 reviews. Although, Next iOS mobile app had significantly higher number of reviews and longer history than Topshop, but Next was at the 8th position among most popular apparel retailers (Section 4.3.1.).

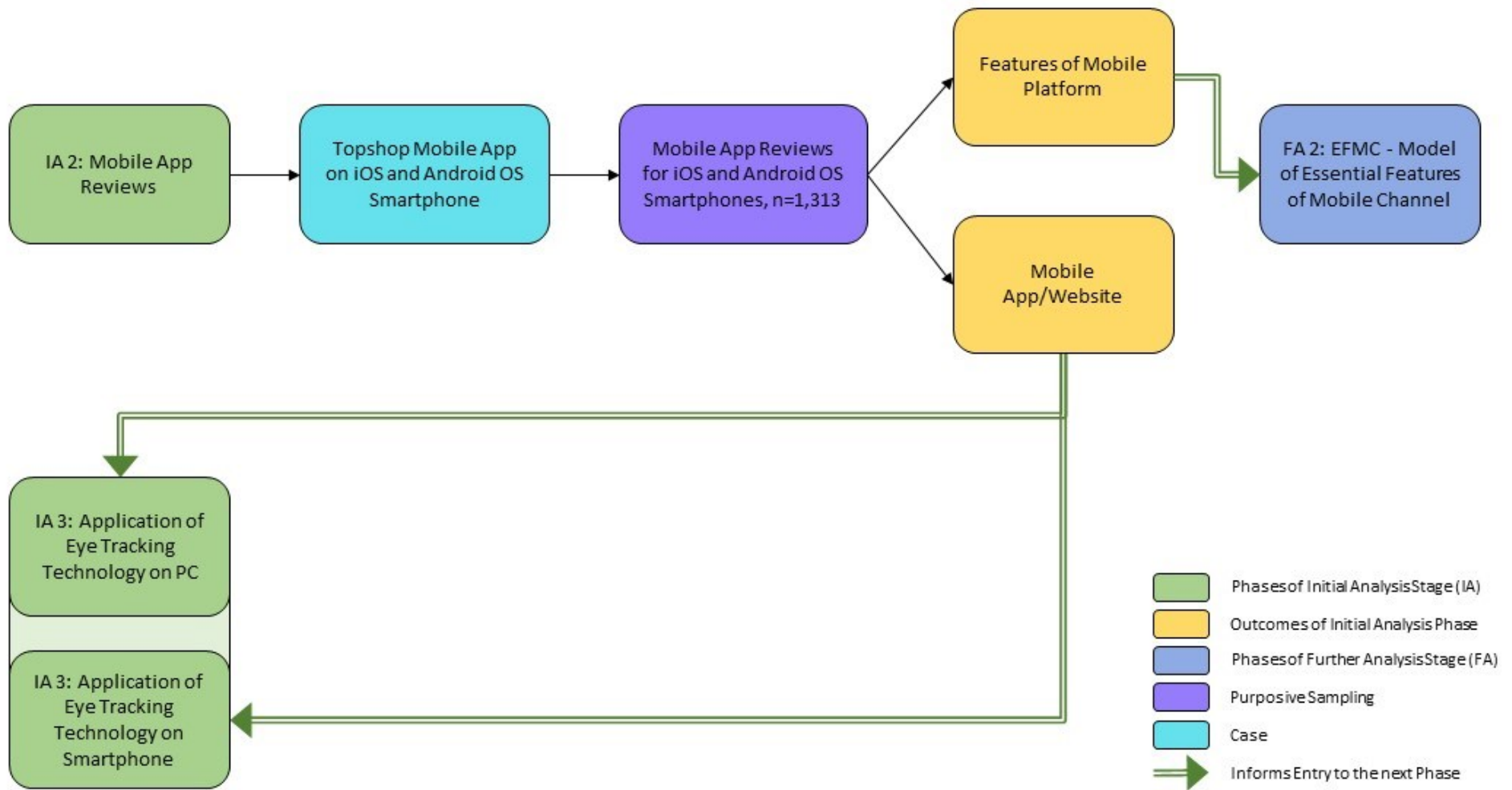


Figure 15: Phase 2 of Initial Analysis Stage (AI 2) - Mobile Apps Reviews.

After reviewing apparel retailers' mobile apps history, Topshop mobile app was selected for analysis as it had the longest development and history of iOS mobile app, had appropriate Android OS mobile app, and allowed for a longitudinal research design, which provided a wealth of data for analysis. Topshop is also an example of multichannel retailer with a strong focus on younger consumers. A total of 1,313 mobile app reviews were collected over period of time between July 2010 and April 2014 about Topshop iOS and Android OS mobile apps (Figure 15). For ethical purposes of the study, the names of the persons who posted those reviews online were deleted from the data set in order to maintain their anonymity.

3.5.5.2.4. Mobile App Reviews Analysis

The content analysis of reviews generated by mobile users about Topshop's mobile app was conducted in chronological order, and reviews were grouped according to version release dates. In order to develop main groups of reviews for the analysis, the version's release dates and update dates were considered. In order to identify a link between consumers' comments about their experience using the mobile app and retailer's responds to consumers' needs, the data were analysed by main version release dates. This means, that the focus was on periods of time from first version release date till the release date of the second, between the release date of the second and the third, and between the third and the fourth, and from the release date of the fourth until present, the date all the reviews were recorded using screenshots on iPhone. The analysis was extended as new reviews were posted with time, therefore longitudinal approach was applied.

Mobile app reviews were analysed using a qualitative coding structure and mapping consumers' experience. This analysis helped to establish an understanding about the way retailers address consumers' needs. This phase comprised the following: a qualitative data analysis using Grounded Theory, and segmentation of consumers based on motivations to use mobile. The data were analysed and coded in accordance with Grounded Theory approach from specific to more general. The developed open codes were further conceptualised through the second cycle of coding and categories emerged, which were compared across two OSs in order to identify possible differences in behaviour, motivations and perceptions among apparel consumers using iOS and Android OS smartphones.

Following GT method coding procedure was applied (Figure 16). After open coding process, selective coding was implemented, which examined the codes at conceptual level compared to open coding. This stage found the relationships between open codes. Open codes were

clustered in a selective manner (Strauss & Corbin, 1998) looking for relationships with each other. This analytic process was applied at the selective coding stage and links were built between concepts at a more conceptual level forming categories and themes.

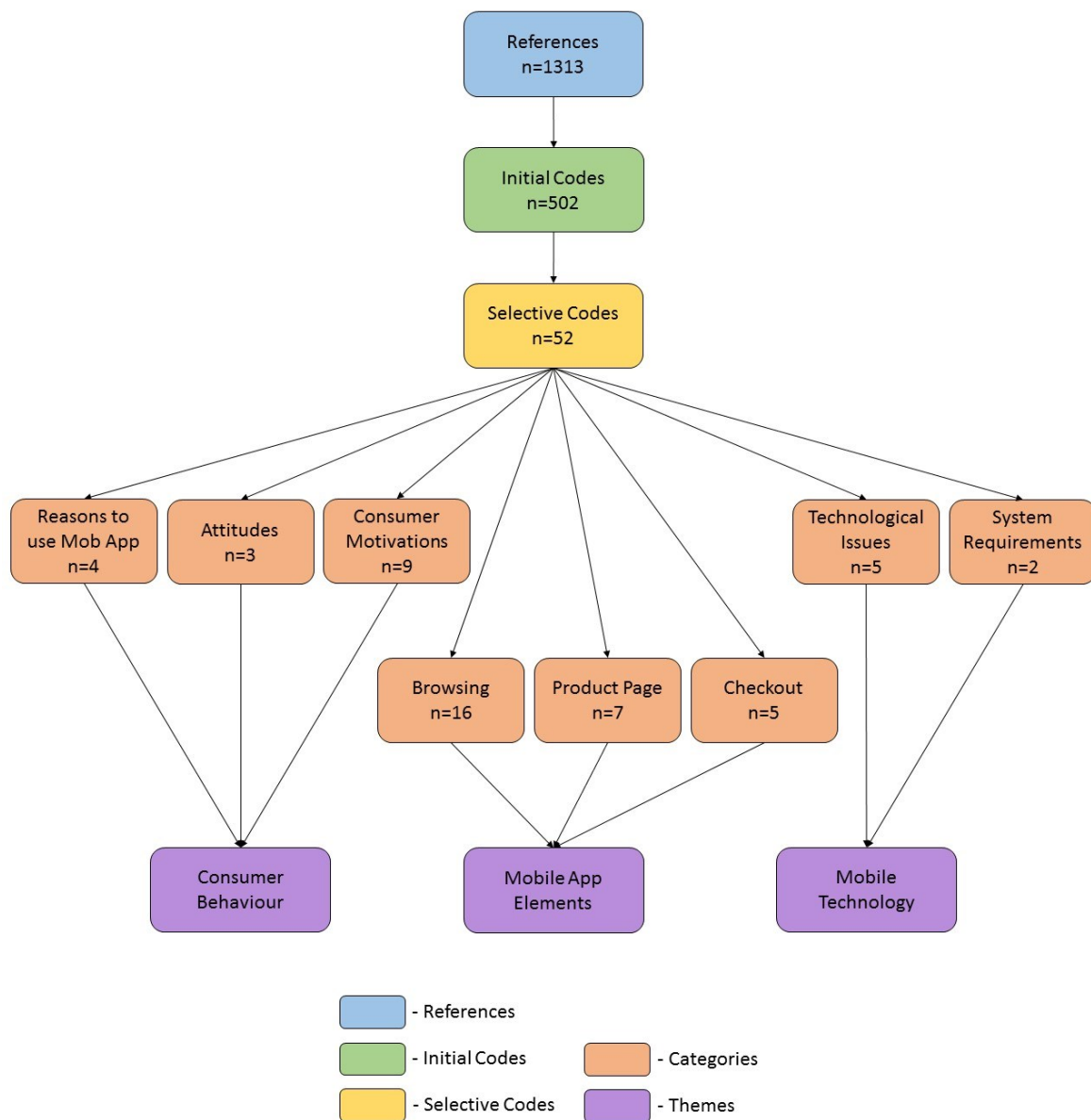


Figure 16: Coding Process - Mobile App Reviews.

The overview of the versions' update showed that version 1 was upgraded to version 2 after 16 months since the release date, version 2 was upgraded to version 3 within 12 months, and version 3 was upgraded within 11 months. The analysis covered the data gathered until the release of the version 4.0.2, this is till 18 December 2013. The data gathered regarding version 4 were not complete at the time of data collection. The dataset was extended with time, and it was updated before the release of the version 5. At the time the analysis of the app's reviews

was conducted, the version 4 has been available for only over a month. The data regarding version 4 were insufficient at the start of the data analysis, and, therefore, the data analysis was postponed till later stage. The data were analysed by coding reviews to unique open codes that represented consumers' opinions about the mobile app under study. Further, these codes were grouped according to the stage of the shopping journey they relate to. The data were re-analysed during the second round of coding stage in order to develop relationships between the codes. These relationships were generated from the data gathered from Topshop app's reviews and represent the voices of mobile fashion consumers.

These codes and categories were further compared with retailer's emphasized elements of m-retail. Retailer's mobile app was analysed in terms of main factors and most important features of the app that were emphasized by retailer's team. Therefore, app's description and version update information provided necessary information for the study. The description and update information were analysed using inductive approach. Therefore, specific observations and codes developed from description and formal information about the app under study helped to identify patterns in mobile app's development. There was a need to identify how retailer has addressed issues posted by consumers in their reviews on app store. This helped to draw conclusions about required mobile device specifications and Internet connection. Moreover, consumers might have suggested additional technological dimensions retailer might have not considered while updating the app and writing updated version's description.

3.5.5.2.5. Summary

Gathering the data from reviews from Apple Inc.'s App Store, and tracking the development of the same retailer's app for Android OS helped to identify a need for a simultaneous gathering of consumers' reviews from Google Inc.'s Google Play and Apple Inc.'s App Store. This enabled the comparison of possible problem areas of the app for both OSs under study. Having in mind the fact that Topshop mobile app for Android OS devices was developed recently, in 2013, and the number of reviews was low, longitudinal approach enabled to gather the data during two years period. Therefore, a regular overview of reviews posted for both OSs were carried out. Previous studies have showed interest in Topshop as a case. Newman and Patel (2004) have carried out a research study that aimed to produce a classification of the online shopping environment analysing the website of the fashion market leader on the high street, Topshop. McCormick (2009) has collected the data from the sample frame that had a strong interest in fashion and were familiar with the Topshop brand.

Analysis of the UK apparel retailers' mobile apps and m-commerce presence was conducted in order to learn about the trends in m-retail adoption, what options do retailers choose, why they focus on one or another platform, what do other retailers can learn from it. It was identified that fashion retailers adopted distinct mobile strategies, such as iPhone apps or mobile-optimized websites, as early as in 2010, several Android OS mobile apps in 2011, and 2013-2014 seeing an increase in Android OS mobile apps development by major fashion retailers. These findings correspond with academic literature about a need to evaluate how consumers use smartphones for fashion shopping through more innovative research methods.

This qualitative, inductive and interpretive study was undertaken in order to gather theoretical ideas about user interaction with mobile apps. The analysis of mobile app reviews delivered information about requirements for mobile apps from consumers' perspective and generated knowledge about common issues on these platforms and features welcomed by the majority of users. The main goal of mobile app reviews was to understand what mobile apparel consumers expect of mobile apps and identify which features can satisfy these consumers.

Case studies helped to establish whether mobile apparel apps deliver the same shopping experiences through different operating systems, and gain consumer opinions of iOS versus Android OS mobile apparel apps for analysis. The mobile app reviews analysis revealed several important results, which guided further research designs and data collection. Firstly, no significant differences were identified in regards to OS among smartphones users. Secondly, smartphone users emphasised using websites as a better mobile shopping platform than mobile app, what supported the findings from survey (Section 4.3.1.). Therefore, this case study led to the next stage of data collection, which investigated the differences between mobile apps and websites (Section 6.2.).

3.5.5.3. Qualitative Phase - Application of Eye Tracking Technology

There were a number of questions that arose from Topshop mobile app review analysis (Section 5.5.) informing the need to develop a comprehensive knowledge in the area of mobile fashion shopping, which is underexplored. How do customers perceive the idea of using smartphones for fashion shopping? What features do they consider most important while using mobile devices? How do consumers actually perform a particular task? How do they browse? How do they make a purchase? How can fashion retailers make it easier for consumers to use mobile devices? What unmet customer needs could retailers address with new features possible with mobile devices that were not possible with PC? This phase of the research focuses on analysing fashion consumers' shopping journeys on smartphones, and employs innovative mixed methods approach with eye tracking technology in a core of it.

3.5.5.3.1. Use of Eye Tracking Technology in Research

Eye tracking technology enables the tracking of user eye movements and attention to visual stimulus in-store (Minahan et al., 2013; Huddleston et al., 2015; Lindström et al., 2015) and online (Djamasbi et al., 2010; Djamasbi et al., 2010; Gidlöf et al., 2012). Previous studies using eye tracking technology investigated website design (Wang et al., 2014) and presentation ways (Ho, 2014) as means to influence consumers' decision-making process (Huang & Kuo, 2011; Chae & Lee, 2013). However, these studies did not investigate online environments as dynamic environments, and did not focus their attention on the shopping process online. Many of the studies examined websites in a form of static pictures presented during eye tracking experiments, or manipulating elements of the website. Even eye tracking study in-store used fixed images, and was not conducted in real store environment (Huddleston et al., 2015). Although researchers state that they use eye tracking in the most natural and least interrupting way, the stimuli used for the experiments is overly manipulated and not dynamic as it is online. Guo et al. (2015) used real fashion websites for the analysis and Benn et al. (2015) looked at groceries shopping online, but the authors did not ask the participants to complete the transaction, they finished the experiment by putting the items to the basket. Moreover, many studies base their findings upon quantitative analysis of the eye tracking data. Benn et al. (2015) used eye tracking technology in online grocery shopping to identify what information are consumers' seeking when shopping for groceries online. In some studies participants used real online website to do their weekly shopping, with eventual payment (Benn et al., 2015). However, eye tracker did not record the payment for personal information

protection reasons. Johnson et al. (2012) used mouse tracking to evaluate viewing behaviour and tested possibilities to measure visual information processing using 'tracking pointing movements made with a computer mouse'. The authors suggested that mouse tracking could replace eye tracking to monitor users' behaviour, but they also noted that 'the scan path of the mouse covered a smaller area than the scan path of the eye'. Cheng (2011) combined the remote and portable eye-trackers for quantitative and qualitative evaluation of music mobile phone. However, the author used remote eye tracker to analyse a user interface of the mobile device in on-screen simulation, and portable eye-tracker with a real device, reported limitations using portable eye tracker at a time. Moreover, there were no studies examining shopping behaviour on mobile platforms, like smartphones.

Up to date, there has been little discussion about actual consumer shopping behaviour on apparel mobile apps and websites, and no published study has examined overall shopping process on smartphone including the payment stage. So far, eye tracking technology has only been applied to test fashion websites and advertisement with static eye trackers.

Eye tracking technology was selected as the most suitable data gathering method in order to understand what fashion consumers actually do on smartphones and why. The following three areas were not documented yet: eye tracking actual fashion mobile apps and websites, tracking the whole shopping process through from initial search to the payment, and looking at users' interaction with real smartphones. The proposed methodology is a step beyond from what was done to date.

3.5.5.3.2. Application of Eye Tracking Technology on PC

Prior to conducting eye tracking experiments on smartphone, there were eye tracking experiments conducted on PC with static eye tracking device. The aim of this phase was to develop a link between consumer behaviour, particularly intention to purchase fashion products, and User Experience (UX) phenomena. Therefore, the development in the area of UX helped to identify possible approaches for ways to analyse data from eye-tracking experiments.

The data were collected in semi-natural settings using a static PC with eye tracking technology during experiments in the Usability Lab. During the interview stage the participants were asked questions about their experience of using smartphones, mobile apps and websites for fashion shopping. The data gathered during experiments with eye tracking technology related

to features present on Topshop's desktop website, and how actually potential fashion consumers use those elements during their shopping journey.

The eye tracking experiments produced rich eye tracking data about participants' behaviour and experiences. This phase of the study helped to evaluate datasets available during the experiments, and to design appropriate research instrument for eye tracking experiments with smartphones (Appendix 3G).

3.5.5.3.3. Purpose of the Eye Tracking Experiments

The objective of eye tracking experiments was to develop a strategy, and this stage of the study allows this. Eye tracking data helped in developing a strategy for mobile fashion retail channel, such plan where to place items which need to be sold quicker or how to attract consumers to click on the link retailers send them.

These experiments helped to develop a shopping journey for each fashion consumer, their differences in behaviour were identified. The data obtained were used to segment mobile fashion consumers. Eye tracking experiments helped to identify usability issues of the mobile channel, and helped to establish what features this retail channel needs to have to satisfy fashion consumers' expectations.

In addition, eye tracking experiments provided visual data about patterns of consumer behaviour on smartphones. These visualization files provided a precise account about the areas, which most of fashion consumers look at when browsing and inspecting product pages.

3.5.5.3.4. Research Settings

The experiments are assigned to artificial research settings (Blaikie, 2009), but the way the experiments were set allowed the participants to be comfortable and feel in charge of the processes. The data were collected in semi-natural settings using a smartphone, familiar to the participants, with mobile eye tracking technology during the experiments in the Usability Lab. These experiments were conducted in the usability lab, but it could be argued that the settings of these experiments were natural, because the participants were able to sit comfortably and engage in the activities they were familiar with.

Although, eye tracking sessions were held in the Usability Lab at MMU, the room was equipped with a sofa, wall decorations and a small table, and the room used for experiments recreated a simulated living room environment. The participants were able to sit comfortably

and took different postures based on their natural preferences. In order to enable standardized settings for the experiments, participants were given a smartphone, iPhone 5S, which was provided by the moderator, and was connected to MMU Wi-Fi in order to maintain the same speed of Internet connection throughout all the experiments.

3.5.5.3.5. Sample

Prior to eye tracking experiments with smartphones eye tracking experiments using Topshop website on PC were conducted (Section 3.5.5.3.2. and Appendix 3G). Eye tracking experiments on PC had 7 participants, females aged 18-34 years old, who purchase and browse clothing online and via smartphones (Figure 17). This phase involved purposive sampling method.

The mobile eye tracking phase involving the use of smartphones was conducted following the phase of eye tracking on PC. The call for participants was published online, and previous participants from survey study, who expressed their interest to participate in further study, were contacted. In total, 10 participants had signed up for experiments, but only 8 of them, actually, took part. All of these participants were iOS users, and preferred iPhone as their shopping or browsing device. This phase involved purposive sampling method and 8 participants have taken part in eye tracking experiments with smartphones (Figure 17). Each participant has been eye tracked using Topshop mobile app and Topshop mobile website on a smartphone. A small sample was chosen because of the expected quantity of data to be generated at the end of the research project. Furthermore, the data analysis of eye tracking on PC showed that a small sample size is sufficient for a purpose of analysing mobile consumers' shopping experiences using smartphones for shopping. This is in line with purposive sampling method and the aim of this phase of the research, which was not aiming to find statistically significant results, but to capture mobile consumers' behaviour (Bojko, 2013).

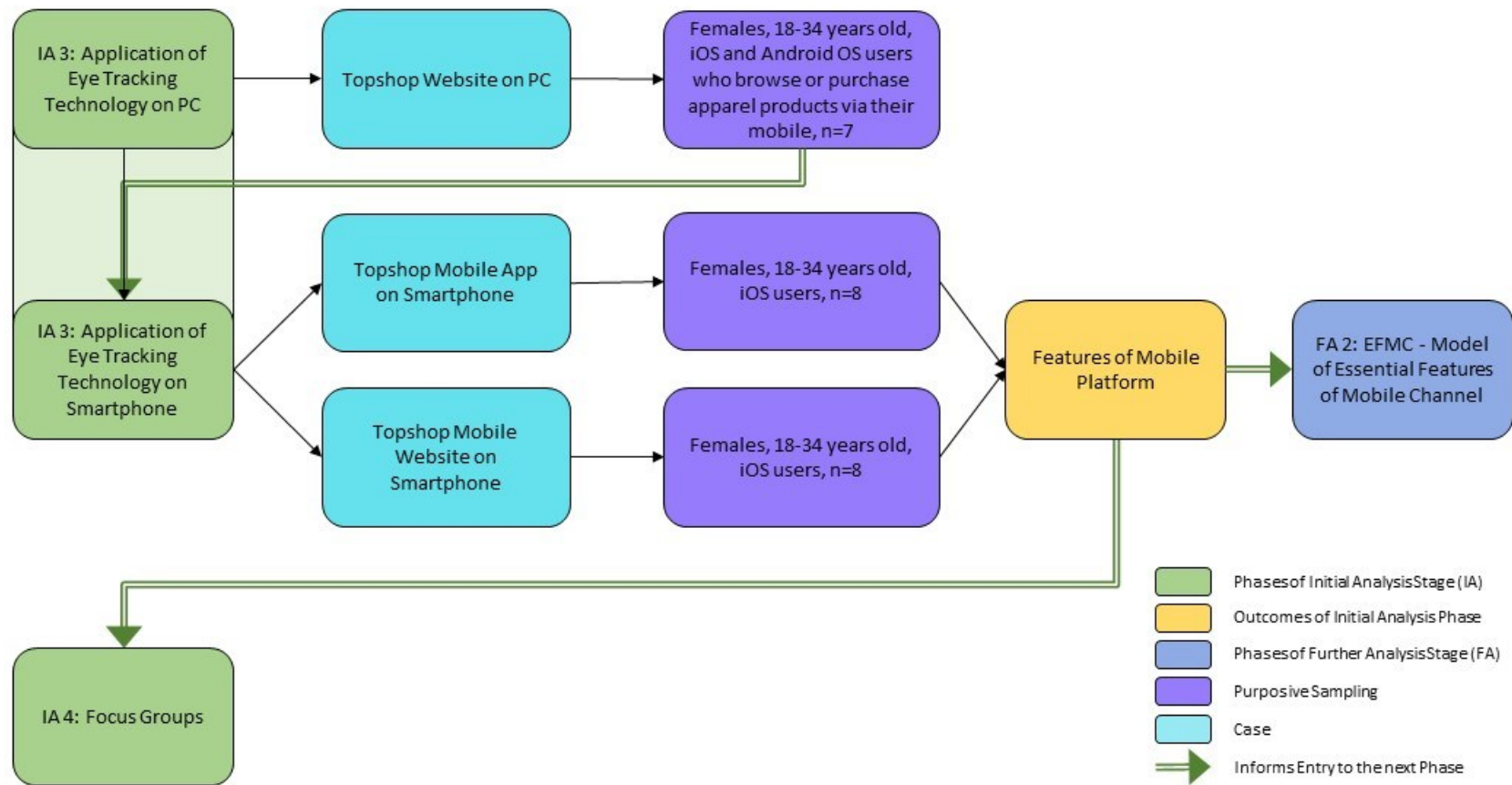


Figure 17: Phase 3 of Initial Analysis Stage (AI 3) - Application of Eye Tracking Technology on Smartphone.

3.5.5.3.6. Plan for Experiments with Eye-Tracking Glasses in the Usability Lab

Following evaluation of data files available through eye tracking experiments, this stage of the study was focused on gathering data about actual experiences using mobile apps and websites on smartphones. Prior to conducting actual eye tracking experiments, demo experiments helped in defining exact settings and timeframe of experiments and data visualisation files (Table 12).

Participants - females aged 18 to 34 years old. Each session will have one participant at a time, researcher (ZTO) and technician (SF).

Duration of the session – 60-90 min. This is including eye-tracking experiment and post-eye-tracking interview.

Devices – smartphone (iPhone 5S) with eye-tracking glasses.

Plan for experiments:

- Prior to experiment the participant:
 - Read an information sheet;
 - Signed a consent form to participate in the experiment-interview;
 - Signed a consent form to take photos (additional, not inclusive);
 - Filled in a short questionnaire.
- The participant was introduced to the way eye-tracking technology works, and was informed about all the necessary setting and calibration requirements by the technician of the lab.
- The participants used Topshop's mobile app on smartphone to complete a task according to specified scenario leading to a purchase. This was to browse the mobile website and mobile app in order to find a fashion product and complete a purchase. A smartphone was provided by moderator, and it was iPhone 5S. The smartphone was connected to MMU Wi-Fi in order to maintain the same speed of Internet connection throughout all the experiments.
- The participant was invited to think aloud whilst looking at the gaze re-play on a screen, and comment about any likes and dislikes, difficulties, issues and advantages during browsing and purchasing stages on mobile app . The researcher asked the participant to explain why did she look long on one or another part of the screen, part of the website or mobile app.
- The participants used Topshop's website www.topshop.com on smartphone using a browser of their choice to complete a task according to specified scenario leading to a purchase. This was to browse the website in order to find a fashion product and complete a purchase.
- The participant was invited to think aloud whilst looking at the gaze re-play on a screen, and comment about any likes and dislikes, difficulties, issues and advantages during browsing and purchasing stages on website. The researcher asked the participant to explain why did she look long on one or the other part of the screen, part of the website or a link.

- After all tasks are recorded the participant was interviewed about their experience using smartphones for fashion shopping and browsing.

Data files collected at the end of experiments:

- Gaze replay (video file);
- Scan path (video file);
- Heat map (video file);
- Focus map (video file);
- Statistical file;
- Retrospective Think Aloud (RTA) file (video file);
- Recorded interview (audio file);
- Observation notes.

Table 12: Visualisation File's Settings for Eye Tracking Experiments on Smartphones.

File type	Visualization file's settings
Gaze replay (video file)	Yes, default
Scan path (video file)	Trailer: 2.0s
Heat map (video file)	Trailer: 2.5s Data range: 88ms.
Focus map (video file)	Trailer: 2.5s Data range: 88ms.
Statistical files of all pages	Yes
Retrospective Think Aloud (RTA) file (video file)	Yes, screen video and audio recording
Recorded interview (audio file)	
Observation notes	

Settings of the Experiments with Mobile Eye-Tracker:

- During experiment:
 - The technician stayed in the same room with the participant and moderator;
 - The laptop with the eye-tracking software was placed behind the participant so that the participant would not be able to see it during the experiment.
 - Participants sat on a big static chair in front of a clear background. This allowed to keep the participant still enough without constraining their freedom.
 - Introduction to eye-tracking technology by the technician;
 - Calibration on a phone on website or mobile app shown on the screen, this would be more accurate;
 - One experiment per one participant (1/1);

- At the beginning of the browsing asked the participant to focus on 'Scan' button. This will allow to know where to make adjustments to the file, and this needs to be done as soon as we finish experiment.
- Audio recording stayed switched on in case the participant would comment about anything during the experiment;
- During interview:
 - Static tracker's laptop connected to static PC;
 - Use Flash drive to transfer the file from mobile tracker's laptop to static laptop.
 - Make needed amendments to the file after transferring to static tracking device.
 - RTA on static PC;
 - No video recording of the face of the participants;
 - Only audio recording using the webcam;
 - Interview of the participant, asking questions from the list;
 - The participant will be invited to comment about their experience during the experiment;
 - Gaze replay - A full video recording of gaze movement was replayed on a screen in front of the participant.
 - Save RTA without video from webcam.
- After experiment/interview:
 - Photos were taken of the participant (who consented to take photos) with eye-tracking glasses looking at mobile app on smartphone (no need to use real eye-tracker, this is for visualisation purposes only).

3.5.5.3.7. Data Analysis Process

Mobile eye tracking technology uses video recordings as a basis for visualization of the data files, which produces a huge amount of data for analysis. As a result the following data sets were gathered for analysis: 8 questionnaires, 8 consent forms, 16 gaze video files, 16 scan path video files, 16 RTA video files, 16 statistical data spreadsheets, 16 observation notes, 16 interview audio recordings. The data files described above were used in a specific order for the purpose of the study and data analysis (Figure 18).

The eye tracking data were used to develop shopping journeys for each participant and each experiment. This means that in total 16 shopping journeys were developed: 8 cases for the mobile app and 8 cases for the website. This allowed to quantify the number of product pages visited by each participant and the number of steps undertaken during the whole shopping journey on each mobile platform.

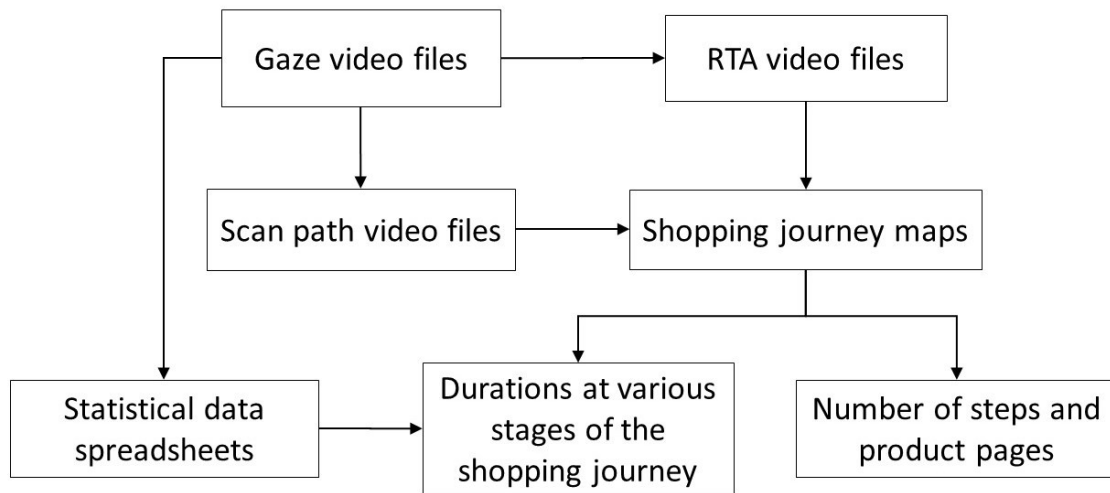


Figure 18: Processes of Using Eye Tracking Data Files in the Data Analysis.

Eye tracking technology enriched traditional user-testing methods, and allowed to record a real time interaction with the mobile platform and actual consumer behaviour. Audio recordings during experiments captured how did it felt for users to shop on mobile. Some participants were breathing heavily, some were talking to themselves, while others were expecting the moderator to help them to find a desired section of the store. Scan path video files were used to develop shopping journeys for each experiment.

Although, the shopping journeys are data rich, but in order to understand what consumers do on the mobile app or the website, and why websites are preferred to mobile apps, there was a need to combine different types of data. Therefore, there was a need to develop a framework, which would allow to work with different databases, and to combine the results in order to have a comprehensive understanding about mobile fashion consumers and their types.

3.5.5.3.8. Summary

This stage of the study contributed to the development of the model of features used on mobile shopping platforms. Based on two types of lists developed from the data analysis, namely lists of problem areas, and lists of liked areas of the mobile app and website. These lists were used to develop a conceptual model of features which need to be present on mobile shopping platform in order to satisfy mobile apparel consumers. However, the model of features of mobile platform was developed by reference to one specific context: Topshop's specific features. Therefore, there was a need to expand this model beyond this context.

Moreover, the questions that arose from the results of the eye tracking data analysis suggested that the features of mobile platform can, actually, facilitate perceived benefits which are achievable through these features. Therefore, a further stage of the study was required to explore and identify what perceived benefits can be achieved when shopping via smartphones, and how the features of the mobile platform and perceived benefits link together.

Eye tracking data were used to create shopping journey for each participant. This allowed to look for differences in search approach, account for all instances when something went wrong by monitoring participants behaviours, breathing and distinct hand gestures. The differences were identified between experienced and unexperienced users of mobile app or website. Moreover, there were distinct differences in browsing and shopping behaviour on mobile app and website observed. The findings (Chapter 6) aid further recommendations for the designing mobile shopping platforms.

3.5.5.4. Qualitative Phase - Focus Groups and Development of Benefits Value Theory

The results from the eye tracking experiments (Chapter 6) revealed that there are a number of features of mobile platforms that are important to consumers, which have not been highlighted in previous studies. An in-depth understanding about the needs of mobile apparel consumers, and what perceived benefits sought drive them to use m-commerce platforms for shopping, was needed. These research questions could have been addressed through means-end chain theory (Reynolds & Gutman, 1988) using laddering technique, which uses attributes (in this case features of mobile platforms) to develop an understanding about how consumers perceive various attributes of a particular product or service and create meaningful links in relation to self. Further organizing and classifying participants answers according to various attributes, consequences, and values, the structure of cognitive linkage can be developed (Kang et al., 2014). Although, this technique was deemed useful, it has limitations due to close-fitting bond with a fixed list of attributes involved. This would limit the possibility to discover new attributes, and therefore, new theory development. Moreover, the literature review (Chapter 2) revealed a gap in research about consumer behaviour in mobile environments, and there was a dearth of conceptual models and theories, which could explain consumer shopping behaviours in m-retail and how these influence decision-making processes. Therefore, at this stage of the study Grounded Theory approach was chosen as the most appropriate, because it can help in developing a theory of interactive relationship between the consumer and the mobile shopping environment without being constrained by predetermined attributes from case studies.

3.5.5.4.1. Research Settings for Data Collection

The purpose of the focus group discussions was to fill the gap in research concerning consumers' perceived benefits in apparel m-retail. Focus groups data were used to develop a theory explaining why fashion consumers using smartphones perceive value in using mobile shopping channels. There was a need to develop an understanding about fashion consumers' behaviour in mobile channel. Therefore, respondents were encouraged to talk about how and why they use mobile for fashion shopping, followed by questions about who they are and how they select apparel products (Appendix 3H). This approach allowed to gather the data about a complete shopping journey and consumers' experience using smartphones.

According to Blaikie (2009), 'semi-natural settings' are when participants are not actually engaged in the activities of interest to the study, but are interviewed about their attitudes and values. Furthermore, focus groups are considered as 'artificial settings' (Blaikie, 2009). The questionnaire and structured interview were too prescriptive for the purpose of this stage of the study. Moreover, it was necessary to construct the questions with a particular understanding of m-retail in mind. However, most of studies conducted in the area of m-retail have employed previously developed frameworks of online environments. In order to develop an understanding of this area and develop a theoretical proposition, unstructured interviews would certainly yield more findings not bounded by previous conceptual models. Therefore, focus groups were selected because m-commerce consumers are not experts at articulating their thoughts and additional stimulus was needed. The focus group approach was chosen because it can produce rich data based on interactions between participants, and participants may trigger one another's ideas.

3.5.5.4.2. Sample

The data collection during Phase 4 (IA 4) involved theoretical sampling method and two stages of data collection (Figure 20). The initial data collection and analysis was undertaken until key emergent core-categories were identified reaching theoretical saturation and further theory verification was undertaken during a theoretical group interview. Focus group discussions had from 3 to 5 participants at a time. Initial phase involved 18 participants, and theoretical group interview - 5 participants (Figure 19). In total 6 focus groups were conducted, and 23 female participants, aged between 18-34 years old, took part in the discussions about perceived benefits of fashion shopping via smartphones. The analysis and coding were conducted for each participant separately for a purpose of identifying differences and similarities between them. Sample size was not set before the data collection, because the use of GT implied overlapping data collection and analysis (Urquhart, 2013) in order to reach theoretical saturation.

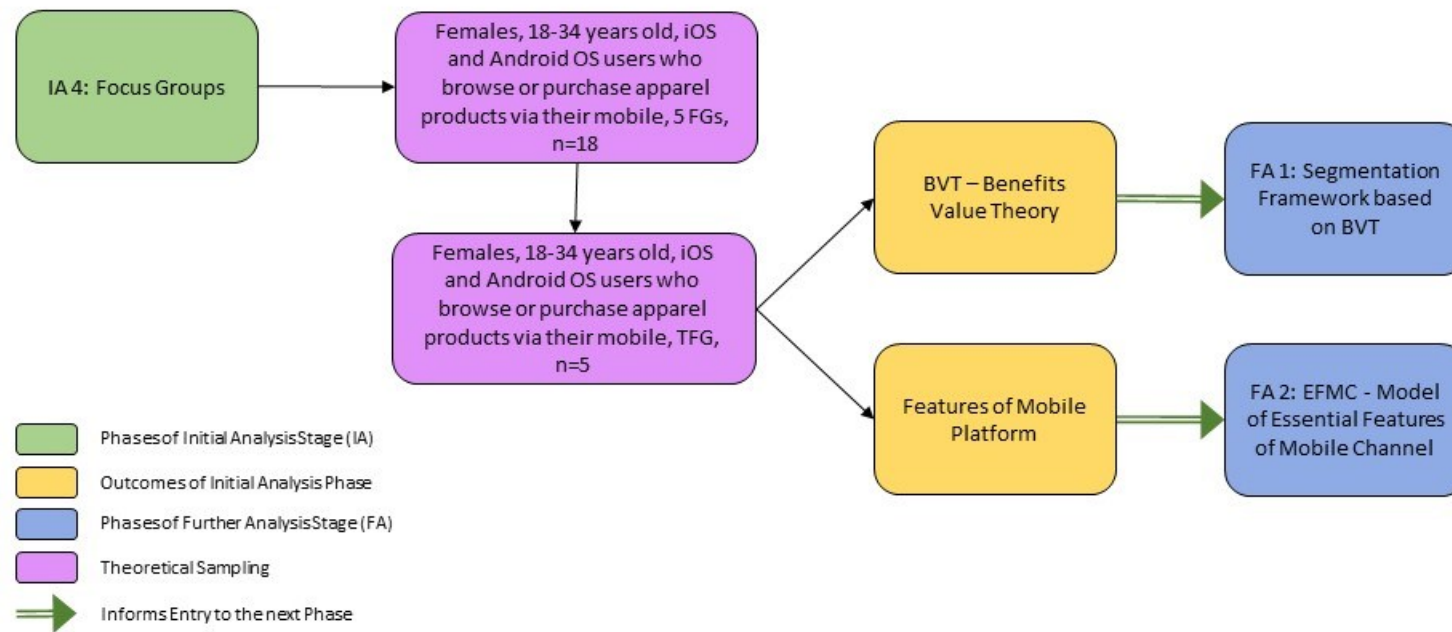


Figure 19: Phase 4 of Initial Analysis Stage (AI 4) - Focus Groups.

3.5.5.4.3. Data Management and Ethical Clearance

The data were collected from volunteer participants after explaining about the procedure and recording device used they signed consent forms. All participants were given a coded name for confidentiality purposes. The discussions were recorded using audio recorder. The focus group discussions were transcribed using NVivo 9 and NVivo 10 software by the researcher. Separate files were created for each participant in order to distinguish between separate cases within a whole data set. For example, 2FG3 is participant 2 from focus group 3, and 3FG4 is participant 3 from focus group 4. Although the whole transcript was present in each personal file, the coding related to only one participant. The reason for keeping the whole transcript was based on the fact that the participants influenced each other during the discussion, and deleting the lines by other participants would misshape the meanings within the discussion.

3.5.5.4.4. Coding Procedure and Theory Development

Theorising is described by Corbin and Strauss (2015) as ‘an interpretive process, that involves condensing raw data into different levels of concepts varying in levels of abstraction’. The process of constructing grounded theory like building a pyramid starts with basic-level concepts (lower-level concepts). These concepts provide the foundation for higher-level, more abstract concepts, called categories. Miles and Huberman (1994) supported the idea of clustering as a ‘process of inductively forming categories, and an iterative sorting of things into those categories’, and gaining potential of explanatory power. The researcher constructs the final theory based on data interpretation, and organizes the concepts together (Corbin & Strauss, 2015). It is important to give examples how the coding was applied by supporting a strong chain of evidence in using Grounded Theory (Urquhart, 2013). Some of the core-categories connect in a sequential order (Saldaña, 2013), sometimes two or more categories operate simultaneously and influence and affect the third. The emergent theory can be reported by revealing the findings as hypotheses or propositions (Urquhart, 2013), depicting links between categories by suggesting relationships between the concepts.

The entire coding process is represented in Figure 21, showing how concepts merged into categories, and then, into core-categories. The focus group transcripts were analysed using open and process coding, of which there were 1,219 concepts to begin with, which were subsequently reduced to 514 selective codes (Figure 20). Selective codes were given a name ‘sub-concepts’ (Figure 21). By induction these sub-concepts then were grouped under three major groups, such as personality, product and value, and 80 sub-concepts were further

reduced to 32 theoretical concepts related to personality, product and value. The resulting structure revealed that these 32 theoretical concepts can be further grouped under three major core-categories, such as personality benefits, product benefits, and value. These three major core-categories remained the same since stage 4 (Figure 21).

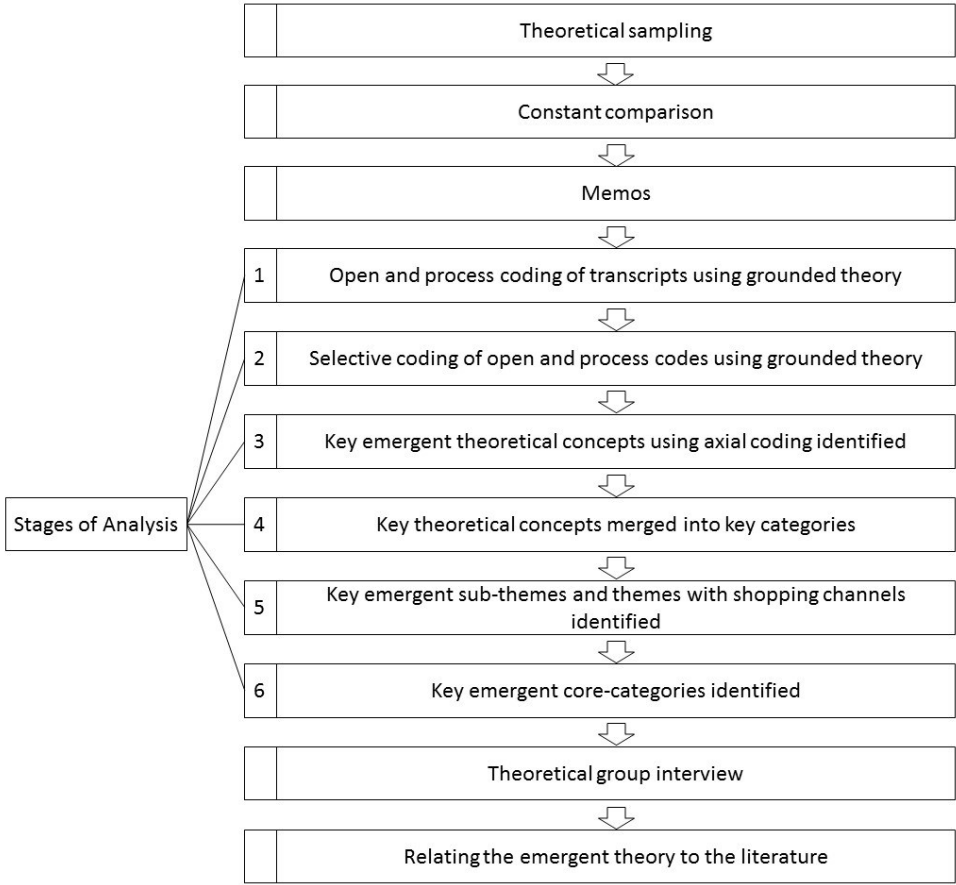


Figure 20: Research process used in this phase of the study.

Selective codes related to shopping involvement through one of possible shopping channels were grouped under 434 sub-concepts. These sub-concepts related to process of shopping were subsequently reduced to 113 theoretical concepts, which in turn were further grouped under 37 process categories (Figure 21). The resulting structure at the stage 5 revealed a need for the reorganisation of categories, resulting in 6 sub-themes, and 3 themes. These 3 process themes represented one of the shopping channels, namely mobile, desktop and store, each of them contained two sub-themes related to benefits and issues to use that shopping channel. The focus of this research was on process benefits and categories related to mobile shopping channel, but data informed the existence of other shopping channels, which were important part of consumers’ shopping involvement.

The categories were grouped into four core-categories based on data saturation, and became the fundamental elements of the theory. The theoretical concepts became characteristics of the categories, and the categories were grouped into more abstract core-categories. The resultant theory development process is depicted in Figure 21.

In order to enhance the credibility of the theoretical model, external reviewers were invited to consider the theoretical framework and offer their interpretations of the data. This was done through all the stages of the data coding during group meetings with three academics and professionals in marketing and consumer behaviour.

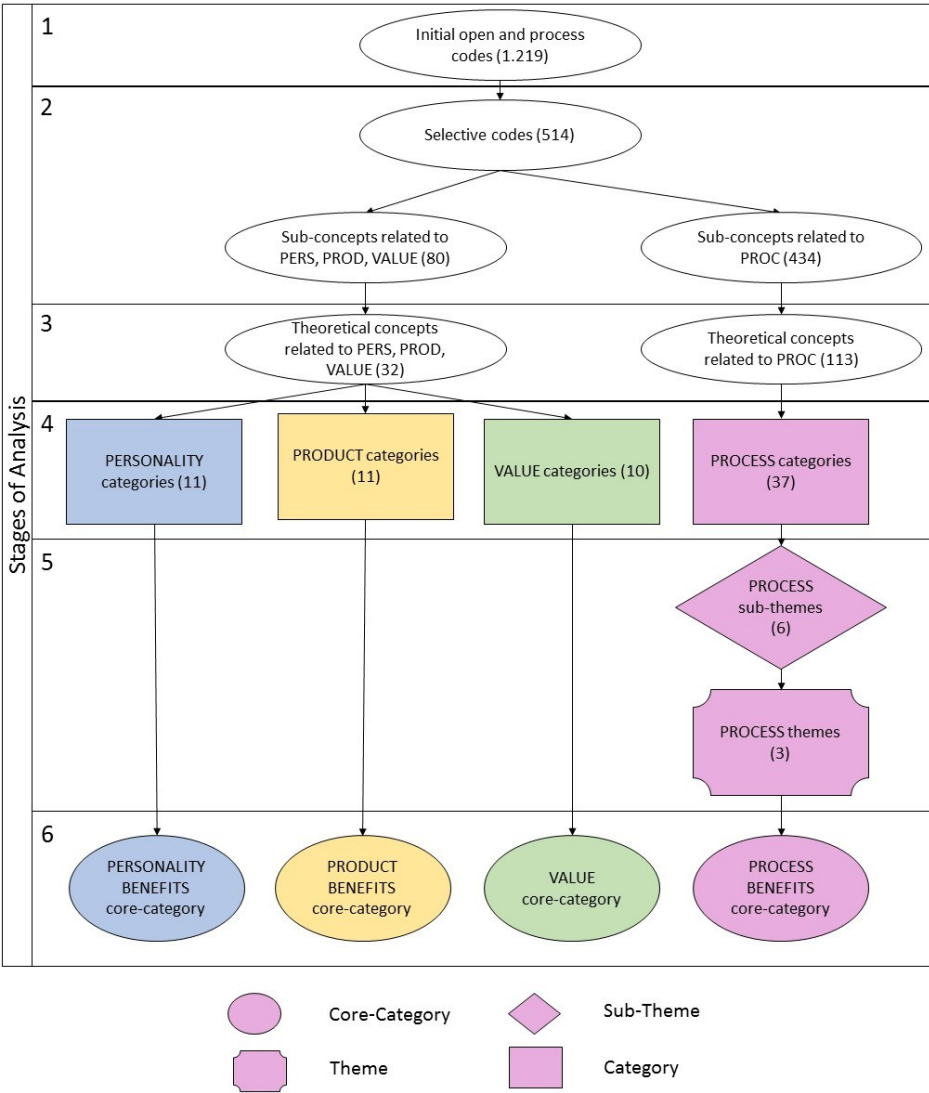


Figure 21: Theory development process used in this research.

This phase aimed to develop a theory through iterative gathering, analysing and constant comparison of emergent concepts. Core-categories in the theory represent a process,

therefore, the action-oriented influences and effects of one or more categories on another were identified.

The theory emerged reaching theoretical saturation based on data from 18 participants, and further theory verification was undertaken. During the final stages of theory development a theoretical group interview with 5 participants (Appendix 3J) was conducted, called theoretical focus group (TFG), to provide final insights about the emerging theoretical model and to complete the process of saturation (Charmaz & Bryant, 2010). TFG was conducted after the emerging theoretical model was developed in order to refine concepts and categories, provide final missing links and verify emerging links between core-categories of the emerging theoretical model.

The final step in theory development process was relating the emergent theory to existing literature (Figure 20). The core-categories and categories of the final theory were compared to previous literature by identifying benefits sought and value concepts from related literature. The resultant theory development process of this study is depicted in results (Chapter 7).

3.5.5.4.5. Summary

This study served a dual purpose. Firstly, it helped to identify features of mobile platforms which were important from consumers' perspective. Secondly, focus group data helped to understand consumers' perceptions towards mobile fashion shopping in a more holistic way. Thirdly, and most importantly, GT approach aided in producing substantive theory (BVT) explaining consumer behaviour in m-retail (Chapter 7), which is pertained to the phenomena studied. This substantive theory can be further conceptualised in order to build a formal theory, by using theoretical sampling in another context to widen the scope of the theory (Urquhart, 2013).

3.5.5.5. Further Analysis Phase - Application of BVT theory to Segment Mobile Apparel Consumers

Increasing interest among fashion consumers to use smartphones for shopping offers opportunities for retailers, but also creates new challenges to ensure successful implementation of mobile channels in marketing strategies. Although, benefits sought segmentation base deemed the most appropriate to segment mobile consumers, existing segmentation frameworks used variables developed for in-store and desktop environments, and there was a lack of variables specific to mobile context (Section 2.5.4.). Therefore, the aim of this phase of the research was to develop a framework to segment mobile consumers in apparel context. This section discusses applicability of BVT theory to segmentation of mobile consumers based on benefits sought.

In order to segment focus group participants (Chapter 7) into homogeneous groups, cluster analysis was used. The objective was to develop a framework to aid a segmentation of the consumers into groups with similar perceptions (Black et al., 2014). Cluster analysis is a commonly adopted tool by qualitative researchers to guide theory and context-informed interpretations (Henry et al., 2015) and is a useful quantitative tool for researchers interested in identifying typologies within the data produced by qualitative inquiry (Macia, 2015). Henry et al. (2015) argued that in order to conduct a systematic subgroup analysis within a qualitative data set the clustering method is the most appropriate tool. Moreover, clustering methods do not require generalizable data sets, but allow to compare distinct groups of cases (Macia, 2015). Marketing strategy development requires identification of consumer segments in order to appeal to diverse consumers and to satisfy each consumer group. Therefore, there was a need in developing a methodology allowing the use of the outputs from qualitative data analysis as a basis for segmentation framework, which would address the differences in shopping behaviours specific to fashion consumers, and in particular to mobile fashion consumers. As a result, the effective segmentation procedure would allow to account not only for individual differences in qualitative data, but also for evaluating consumer behaviour as members of a relatively homogeneous group which is portrayed through their common profiles (Black et al., 2014). This methodology is helpful in developing new segmentation frameworks for fashion industry, accounting not only for demographic, psychographic or behavioural data, but also for perceptions and especially for benefits sought as segmentation base. Interestingly, cluster analysis 'shows potential for more systematic exploration of the

meanings of relational configurations of code structures over that of individual codes in isolation' and can be partly used in interpreting the codes in qualitative analysis (Henry et al., 2015). An overview of cluster analysis and its applicability in academic research is in Appendix 3K.

Hierarchical cluster analysis was selected as the most appropriate approach for this phase of the research. A cluster analysis was conducted using SPSS 22 software with following settings:

- Hierarchical cluster analysis.
- Statistics: display agglomeration schedule, show proximity matrix, and set a range of solutions between 3 to 6. At the start of the clustering analysis there was no pre-determined number of clusters, which would be considered as optimal. Therefore, the variation of possible numbers of clusters was the best approach, which would allow the data to dictate the final number of clusters.
- Plots: display Dendrogram and all clusters with vertical orientation.
- Method: Ward cluster method, binary measure with Squared Euclidean distance and '1' for present and '0' for absent.
- Save New: in cluster membership save a range of solutions between 3 to 6.

The cluster analysis tests were repeated a number of times in order to identify the optimal approach for grouping participants using existing data set. Macia (2015) suggested to avoid using a set of attributes, which are determined by the research design, but try various sets. Therefore, the following phases of cluster analysis were conducted:

1. Clustering by Personality benefits only;
2. Clustering by Personality and Product benefits;
3. Clustering by Personality benefits and Value;
4. Clustering by Personality, Product benefits and Value;
5. Clustering by all variables in the data set.

According to Black et al. (2014), it is essential to validate the cluster analysis because the resulting clusters are rather descriptive and require further verification of their relevance. Validating the clusters generated involves examining variables, which were not used in the cluster analysis for differences. This means, that these variables, which were not used in the clustering, will be expected to variate across the clusters based on theoretical grounds.

The cluster solutions obtained from phases 1-5 were analysed and compared in order to identify meaningful segments (Appendix 8C). Firstly, the 'best cut' point was identified by analysing the values of agglomeration schedules for a large change in coefficients values. That point was recorded as the clustering stage number of the clustering procedure's 'stopping rule'. A Dendrogram using Ward's Linkage diagram was used to draw a cutting line at the 'best

cut' point. This resulted in identifying the cluster solution, and the optimal number of clusters was developed. Furthermore, the cluster membership table was used to identify the cluster each case belonged to for further analysis. The following procedures described above were conducted for all five phases with the output results from until the optimal clustering approach was identified resulting in heterogeneous groups.

The optimal solution employing a clustering approach, which was based on three independent factors, such as personality benefits, product benefits and value (Phase 4), was selected as the approach addressing the differences in mobile fashion shopping behaviour. Other clustering variations (Phases 1, 2, 3 and 5) were evaluated, but rejected due to limited differences between the groups and limited variation between the clusters in regards to personality benefits. Once, the cases were assigned to different clusters, the frequencies of all variables were compared across clusters and across clustering phases.

Groups of potential customers identified through cluster analysis, can be analysed based on the levels of importance placed upon various features, which can be used in identifying high and low potential market segments (Hair et al., 2008). The framework based on BVT theory can help in developing a comprehensive knowledge about mobile apparel consumer by understanding their needs and identifying ways to satisfy them. The findings of the cluster analysis are presented in Section 8.2.

3.5.5.6. Further Analysis Phase – Development of the Model of Essential Features of Mobile Channel (EFMC)

Recent advancement in mobile devices offer opportunities for fashion retailers to provide a unique shopping experience accessible 24/7. However, literature review identified scarce knowledge about mobile shopping environments from consumers' perspective, and features of mobile retail channel, used in previous studies, have been adopted from studies focused on e-commerce websites (Section 2.3.6.). It is essential to understand user requirements from a mobile consumer's perspective. In order to address this gap a further analysis of the primary data findings was required. Therefore, the aim of this phase was to analyse consumers' requirements for mobile shopping platform in the apparel and to develop a model delivering them.

A conceptual model of Essential Features of Mobile Channel (EFMC) was developed through further analysis and triangulation of the findings of initial data analysis from empirical studies, using results from eye tracking experiments, mobile app reviews and focus groups (Chapter 5, 6 and 7). In order to develop a conceptual framework for consumer-oriented mobile shopping channel triangulation was adopted because the findings revealed that one data collection method cannot address a complex mobile consumers' behaviours, which were not examined thoroughly in previous studies.

The first proposition to develop an understanding about consumers' shopping experiences has emerged through analysis of self-generated content (Chapter 5) during mobile app reviews analysis. This phase triggered the emergence of the conceptual model of features needed in m-retail. Eye tracking experiments conducted on both mobile app and website (Chapter 6) showed that consumers have different preferences towards available shopping platforms, and require seamless shopping experiences on any platform they use. Therefore, further consecutive phases of this research monitored how consumers perceive various features on smartphones.

The findings of three empirical phases (Figure 22), related to features of mobile shopping platforms, were combined in order to develop a conceptual model of essential features required within apparel m-retail to assure seamless shopping experiences.

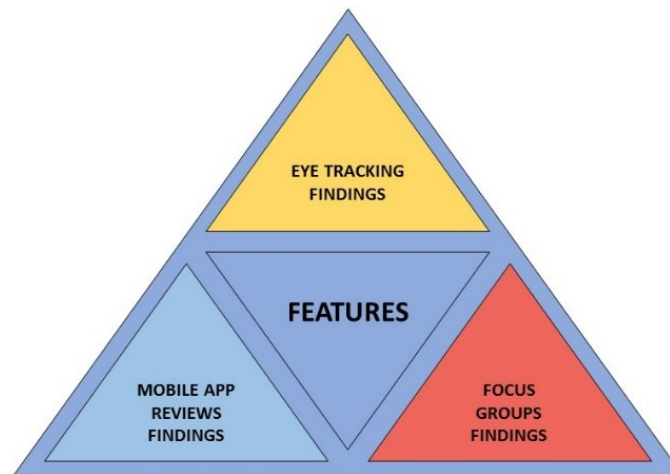


Figure 22: Triangulation of Findings from Three Empirical Studies.

The model of mobile platform features was developed through triangulation of separate data sets in three stages. Firstly, the features gathered during the eye tracking experiments were aggregated (Section 6.2.3.). This stage produced a varied and comprehensive list of features, which mobile consumers used, liked and desired to use. Secondly, the elements emerged from mobile app reviews analysis (Section 5.3.1.) were combined with the first stage elements. Thirdly, the emerging model was further conceptualised by aggregating elements from focus group discussions (Chapter 7). Findings from focus groups added an in-depth understanding about mobile consumers' decision-making and benefits sought from mobile channel. Focus groups data coding revealed that participants' shopping experiences and benefits sought are not exclusive from features of the shopping channel and these features are determinants of delivered benefits.

It is important to acknowledge that the features identified in three separate stages complemented one another and were not in conflict. Furthermore, a comprehensive EFMC model (Section 8.3.) is context free and not restricted to any retailer as it comprises features from various contexts: Topshop mobile app and website and also features from other retailers mobile platforms, which have emerged during focus group discussions. Therefore, EFMC can be used as a framework to assess existing apparel mobile shopping platforms and to guide mobile marketing professionals about consumers' expectations when shopping via smartphones.

3.5.5.7. Further Analysis Phase - Evaluation of apparel retailers' mobile apps and websites

With the rise of mobile apps in the market, and various approaches apparel retailers follow to accommodate mobile technology within their marketing strategy, retailers need to assure seamless shopping experiences via mobile. However, to ensure mobile platforms meet mobile consumers' requirements, it is essential to evaluate existing mobile platforms from mobile consumer's perspective. A lack of comprehensive frameworks specifically developed for apparel m-retail context (Sections 2.3 and 2.4.) and mobile consumers' dissatisfaction with mobile platforms showed that there was a need to evaluate currently available mobile apps and websites. Therefore, the aim of this phase was to investigate how consumers' requirements are fulfilled in current apparel m-retail market and to use this knowledge in developing a mobile marketing strategy for apparel context.

This phase focuses on big-players in fashion retail, by looking what features these retailers adopted on their mobile apps and websites (Section 8.4.), and compare these structures against the EFMC framework (Section 8.3.). The purpose of this phase was to show the differences between retailers based on the parameters set in EFMC. The comparison of these retailers was used to look for unified format of mobile shopping platform. How could apparel retailers develop a standardized mobile shopping platform, which would be easy to use by any apparel consumer, in line with the way websites were developed for online shopping with a standard structure and layout.

EFMC model was adopted as a framework for case studies to evaluate existing mobile shopping platforms. In order to conduct case studies analysis there was a need to have a structured plan for observation notes taking and evaluation of implemented features. The comparison of the features was conducted using retailers' mobile apps and websites on iOS smartphone, to be more precise on iPhone. The following eight fashion retailers were analysed and compared:

1. ASOS
2. Topshop
3. River Island
4. Next
5. H&M
6. Zara
7. New Look
8. Boohoo

The comparison was recorded in a table with a list a of all features of EFMC, and those available were marked as present, and those not available left blank. This allowed to compare the approaches used by different fashion retailers. Furthermore, visual layout, size of the features and their position on the screen were compared among these retailers in order to look for standardization in mobile channel.

3.6. Summary of the Chapter

Firstly, this chapter outlined the research philosophies and methods available to researchers and the methodological approach adopted in this study in order to achieve the aims of the research. This chapter outlined four aims of this thesis. Given the main aim of the study to develop a new theory of interactive relationship between the mobile apparel consumer and m-retail, an interpretivist philosophical standpoint has been adopted and Grounded Theory method used to inform the collection and analysis of data. This research focuses on an important group of mobile consumers who are active apparel shoppers via various shopping channels, and have experience of mobile shopping.

The chapter outlined the focus of the research by depicting the aims and objectives and related research questions. Previously developed models used to study mobile consumer behaviour, grounded in observations of consumer behaviour in online environments, did not appear to adequately describe consumer decision-making specifics in m-retail.

Review of current research approaches used in the area of mobile consumer behaviour and justification for the mixed methods with dominant qualitative approach adopted were outlined. Grounded Theory method was described and a range of qualitative data gathering techniques were defined aimed at theory development and triangulation. Primary data were collected in four phases. Further analysis involved further conceptualization through triangulation and an application of the developed conceptual models, namely BVT and EFMC.

The following results chapters discuss the outcomes of implementing this research design and describe the main findings that arose from the data, and how the findings of one phase of data collection and analysis informed the following phases. Procedures of data analysis were discussed and the findings were compared to the previous literature. The implications of the findings and, especially, theory and conceptual model for the apparel m-retail and mobile marketing are also discussed further (Chapters 4, 5, 6, 7, 8 and 9).

CHAPTER 4 – MOBILE APPAREL CONSUMER SURVEY

4.1. Introduction

This chapter describes the key results of the first phase of initial analysis - mobile apparel consumer survey. Its purpose was to develop an underlying knowledge about the research context, evaluate mobile apparel retail consumers' experience and their perspectives, and to define the study's scope and purposive sample for further phases of this research. The lack of detailed information about apparel m-retail specific consumer characteristics (Section 2.4.) informed this explorative survey. Therefore, there was a need to gather descriptive data, mainly information about their age, gender, and OS of mobile devices used. This survey was employed to describe mobile apparel consumers' demographics, smartphones' OS used and their perceptions and experience using smartphones for fashion shopping.

Based on three sets of data gathered in PS, FS-F and FS-F-E surveys (Section 3.5.5.1.2.), data were analysed and key results are presented in this chapter. This chapter is organised according to the phases of data collection. Firstly, the results of the explorative data analysis of PS survey were presented and concluding findings discussed. Secondly, the key results of PFS-F-E dataset are presented accompanied by comparative studies handling the dataset. Finally, the concluding remarks are presented in the summary of the chapter.

4.2. Mobile Apparel Consumer Survey (PS)

The purpose of the PS was to define a purposive sampling method for the second phase (FS-F) of primary data collection (Section 3.5.5.1.2.). Based on identified need for this enquiry PS survey helped to identify who are the mobile apparel consumers in the UK. This section presents the key mobile apparel consumers' characteristics.

4.2.1. Key Findings from PS Survey

Based on explorative data analysis, the clusters of respondents, predominantly using mobile technology for apparel shopping and browsing were identified. Appendix 4A presents socio-demographic characteristics of the sample.

The proportion of male respondents was considerably lower than females because male respondents do not shop for fashion online, particularly purchasing clothing on their mobile. Imbalance of gender and age proportions, namely, female and male mobile fashion consumers, was identified. Respondents from two age groups, namely 18-24 and 25-34 years old, were more engaged in using mobile technology for shopping activities than any other age groups. These two groups were the major mobile shoppers in this study. These findings informed the need for a funnel approach in further phases of data collection by narrowing down the scope of the study, and selecting and using data from key respondents.

The first set of questions, related to mobile technology data, identified that proportion of iOS and Android OS smartphone users was more significant of the sample (Appendix 4A). Based on the data in Figure 23 and Figure 24 more than half of mobile consumers favour using websites for shopping on mobile, and the majority of them were able to find only some mobile apps available to use. The most striking results in Figure 24 revealed that none of the respondents were able to find all fashion retailers' mobile apps they were willing to use for shopping. This provided the information about mobile technology available for consumers, and identified the need to evaluate available mobile shopping platforms at the time and mobile consumers' experience shopping on smartphones.

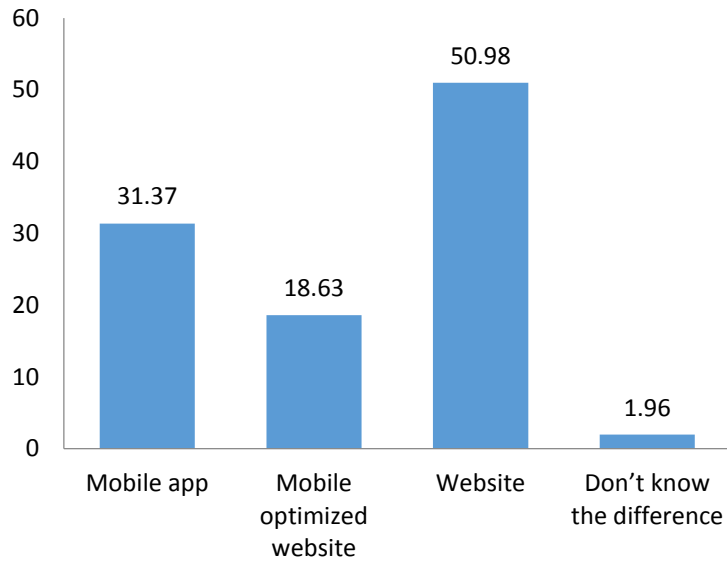


Figure 23: PS - Preferred Mobile Shopping Platform, %.

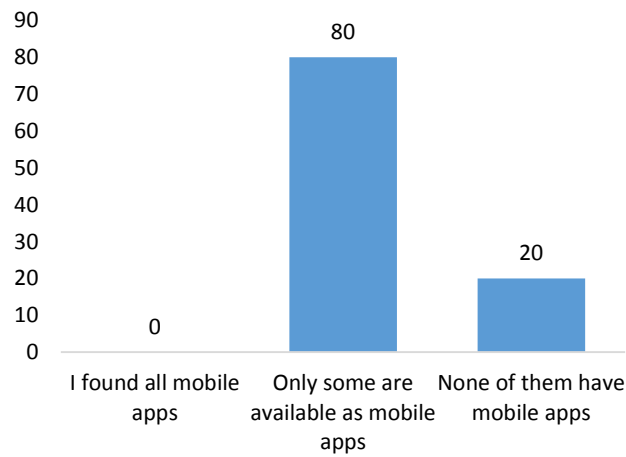


Figure 24: PS - Availability of Mobile Apps to Download, %.

The second set of questions addressed mobile consumers' shopping behaviour. The results obtained during the preliminary analysis showed that more than half of all respondents use smartphones to purchase apparel products (Figure 25), and quarter of them have purchased apparel products more than 10 times in last 12 months (Figure 26). Based on Figure 27, the ability to shop anywhere and anytime is the major factor influencing shopping on mobile, followed by ease of finding and availability of products.

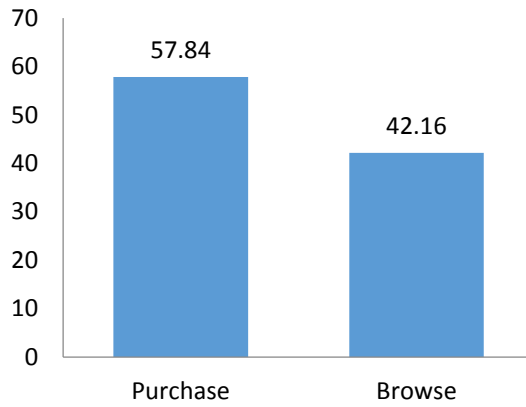


Figure 25: PS - Respondents who purchase and browse only via mobile, %.

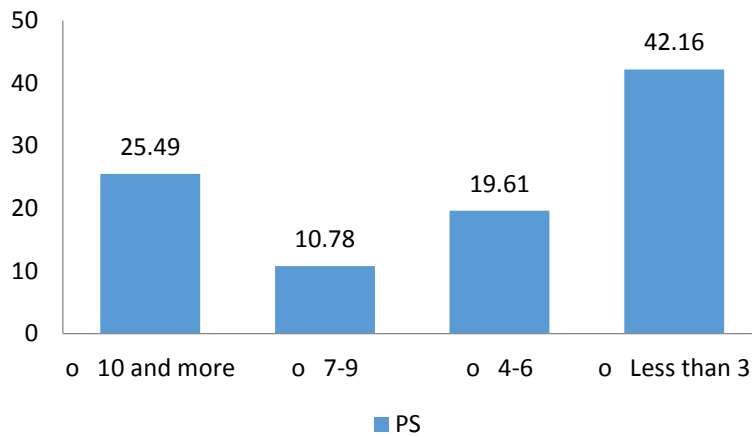


Figure 26: PS - Shopping Frequency on mobile device within last 12 months, %.



Figure 27: PS - Factors influencing purchasing via smartphones, %.

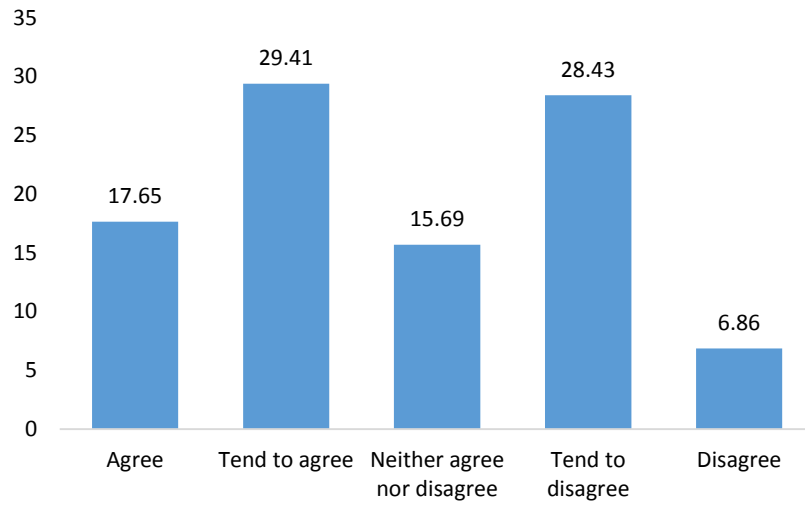


Figure 28: PS - Websites and products do not display properly on smartphone screen, %.

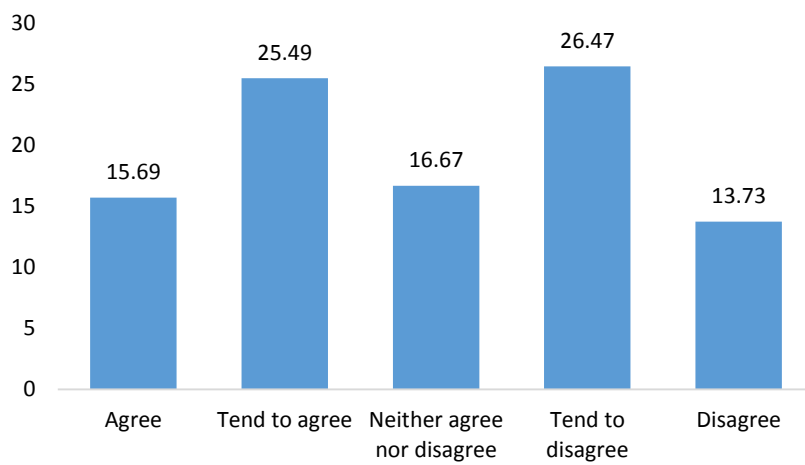


Figure 29: PS - Website does not load quickly enough, %.

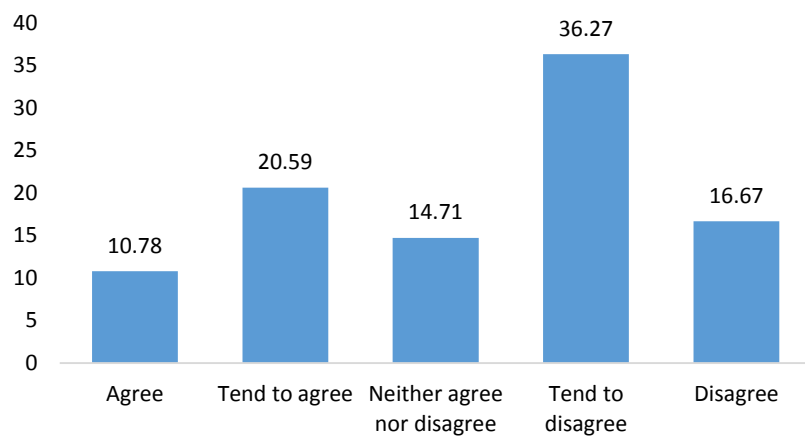


Figure 30: PS - Usability of mobile device for browsing/shopping is poor, %.

The third set of questions evaluated mobile consumers' perceptions of mobile shopping. Figure 28 and Figure 29 showed that two major problem areas were attained from PS data, namely unsatisfactory display of websites and products on smartphone's screen, and slow loading speed. The usability of actual mobile device was far more satisfactory (Figure 30). This provided the information about mobile consumers' perceptions shopping on smartphones, and informed the need to explore actual shopping experiences on smartphones. Therefore, there is a need to explore consumers' perspective about shopping via mobiles, and identify how to satisfy these consumers. The overview of all results from PS analysis is available in Appendix 4B.

4.2.2. Summary

Taken together, these results suggest that there was an association between currently developed m-retail shopping platforms and consumers' willingness to use those for shopping. Based on a range of survey respondents the clusters that were more significant were attained. Predominantly, females, using iOS and Android OS smartphones, from two age groups, namely 18-24 and 25-34 years old, who engage in mobile fashion shopping. The first phase of quantitative study helped to identify an approach for purposive sampling methods used in the second phase of primary data collection (FS-F) and analysis (Section 4.3.).

4.3. Mobile Apparel Female Consumer Survey (PFS-F-E)

As the FS-F data were collected using the same questionnaire instrument as PS. Therefore, it was decided to merge FS-F, PS-F and FS-F-E datasets. As the result the dataset (PFS-F-E) of females aged 18 to 34 years old using iOS or Android OS smartphones sample was formed. The Section 4.3.1. discusses the key findings and general overview of the whole sample. Followed by clustering the respondents into heterogeneous groups based on OS and comparison of these two groups in Section 4.3.2. Finally, the comparison of respondents who purchase via mobile and browse only was presented in Section 4.3.3.

4.3.1. Key Results – PFS-F-E Survey Data Overview

The data tested for saturation (Section 3.5.5.1.2.) provided confidence that the dataset (PFS-F-E) is a reliable source of data about mobile apparel female consumers. The demographic characteristics of the PFS-F-E sample showed that majority of mobile fashion consumers are 18-34 years old, are full-time students or full-time employed (Appendix 4C). Figure 31, Figure 32 and Figure 33 depict the first set of explorative data analysis examining the technological characteristics of mobile apparel female consumers. Over 80% of mobile apparel consumers use iOS smartphones, prefer websites for mobile shopping and only some fashion retailers had mobile apps available at the time.

The findings from the PFS-F-E data analysis showed that websites were used more, and not all apparel retailers have developed mobile apps. This provided the information about the issues within a context of apparel m-retail. Therefore, justifying the need to compare how mobile consumers differ in regards to OS of their smartphones. It was needed to compare if consumers using iOS and Android OS smartphones had the same opportunities to download their favourite retailers' mobile apps. Therefore, the PFS-F-E dataset was clustered into two groups based on OS, and the results of the comparative study are presented in Section 4.3.2.

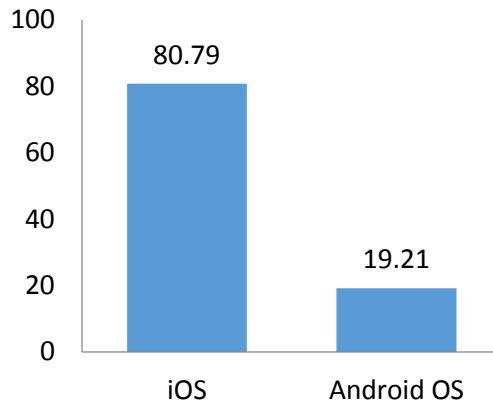


Figure 31: PFS-F-E - Sample by OS, %.

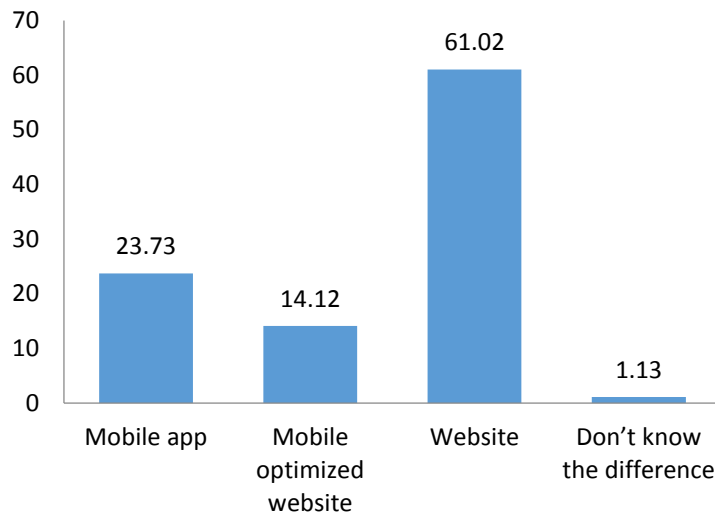


Figure 32: PFS-F-E - Preferred Mobile Shopping Platform, %.

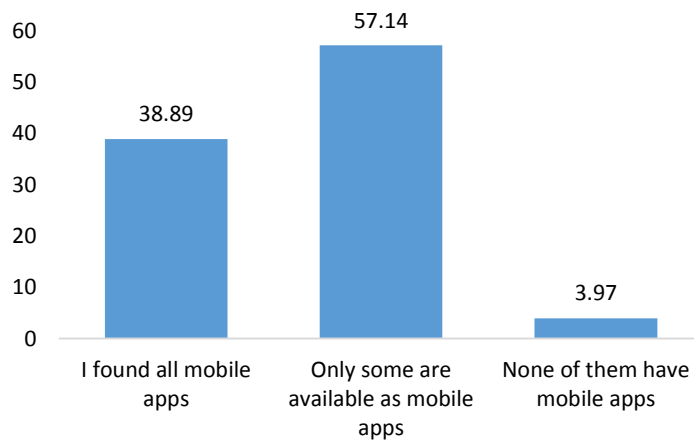


Figure 33: PFS-F-E - Availability of Fashion Retailers' Mobile Apps to Download, %.

Mobile consumer behaviour data showed that proportion of consumers purchasing via smartphones and browsing was similar to the PS (Figure 25 and Figure 34). The majority of them purchased less than 3 times within last 12 months, and only 22% more than 10 (Figure 35). Moreover, these consumers purchase in-store and on laptop, and often research products in store before buying on mobile (Figure 36 and Figure 37). This provides the evidence that apparel m-retail has potential for expanding its offer via mobile channel and converting current online shoppers into mobile customers.

Mobile consumers' perceptions about the display of websites and products on smartphone's screen and loading speed were mostly dissatisfactory (Figure 38 and Figure 39). The results suggest that there is a need to explore and evaluate mobile apparel consumers' shopping experiences applying rigorous qualitative methods.

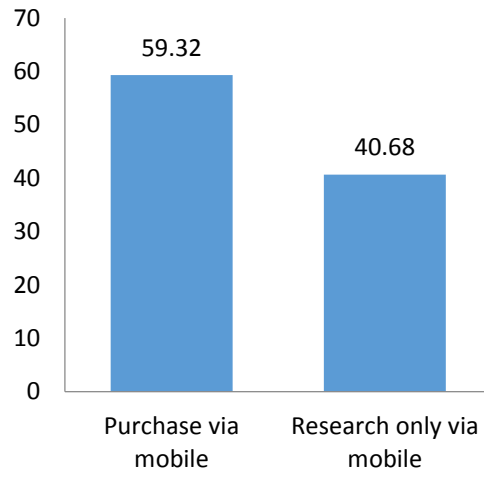


Figure 34: PFS-F-E - Proportion of Mobile Female Consumers Purchasing and Browsing via Smartphones, %.

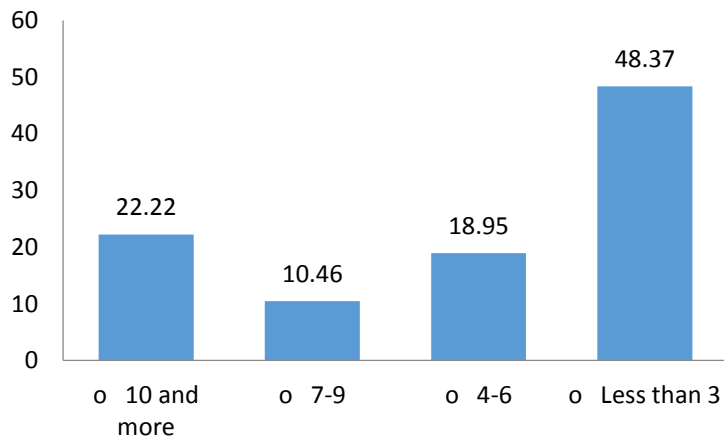


Figure 35: PFS-F-E - Purchasing Frequency, %.

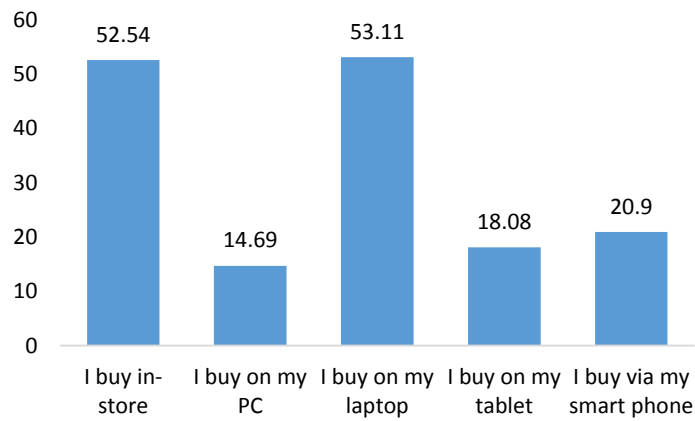


Figure 36: PFS-F-E - Other routes to purchase Apparel Products, %.

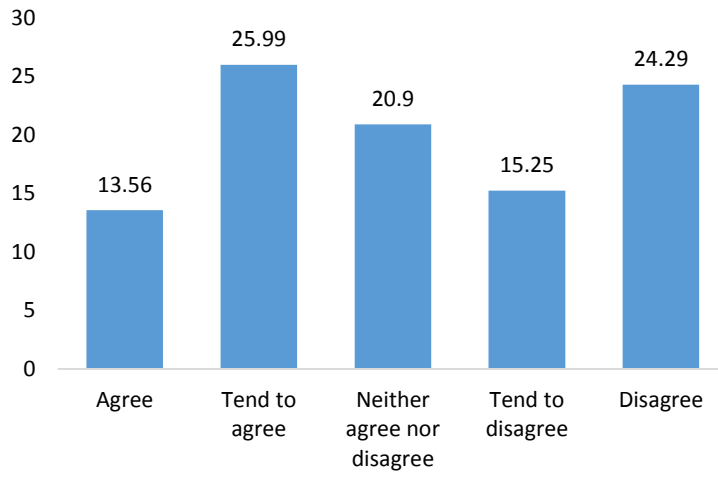


Figure 37: PFS-F-E - Research clothing in-store before buying via my mobile, %.

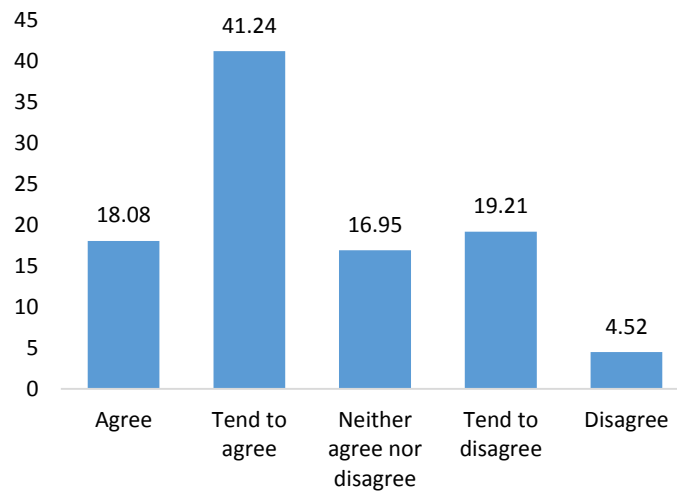


Figure 38: PFS-F-E - Website/products do not display properly on small screen, %.

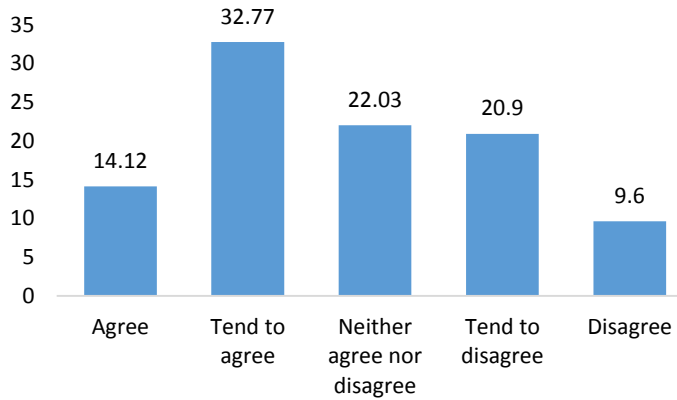


Figure 39: PFS-F-E - Website does not load quickly enough, %.

Results from open questions from PFS-F-E survey gathered the data about fashion retailers respondents have purchased from within past 6 months, and mobile apps they use on their smartphones. 70 unique fashion retailers were mentioned in the survey, but the focus was on those, which were the most frequently mentioned. Topshop and ASOS are the most used fashion retailers (Figure 40) and mobile apps (Figure 41) among these respondents in this context. A comprehensive list of all unique fashion retailers and mobile apps identified in PFS-F-E is in Appendix 4E. Figure 42 is revealing a in a number of ways. Firstly, the number of fashion mobile apps used by respondents is 30% lower than a number of unique fashion retailers. Secondly, number of multi-channel retailers mentioned was double the number of multi-channel mobile apps used. Finally, only pure-play fashion retailers had similar numbers for both variables. These findings correspond with results in Figure 32 and Figure 33, suggesting that fashion retailers need to understand how mobile consumers shop and why. The findings in Figure 42 suggest that pure-play retailers have less possibilities to attract mobile shoppers as mobile apparel consumers might have preference towards retailers with multi-channel presence.

In summary, an overview of all results is in Appendix 4D. The results discussed in this section showed that within this sample some respondents might display different behaviours. Therefore, there was a need to compare within groups perceptions, which are presented in Sections 4.3.2. and 4.3.3.

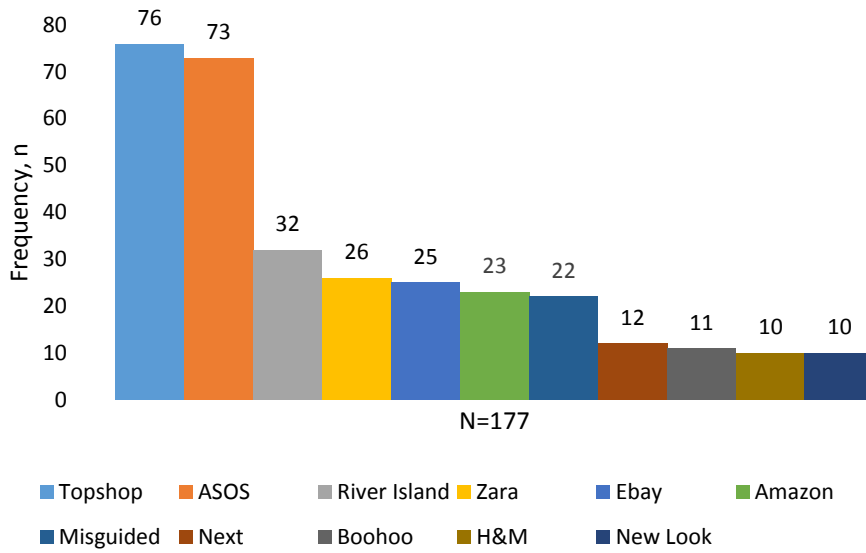


Figure 40: PFS-F-E - Top-11 most used Fashion Retailers.

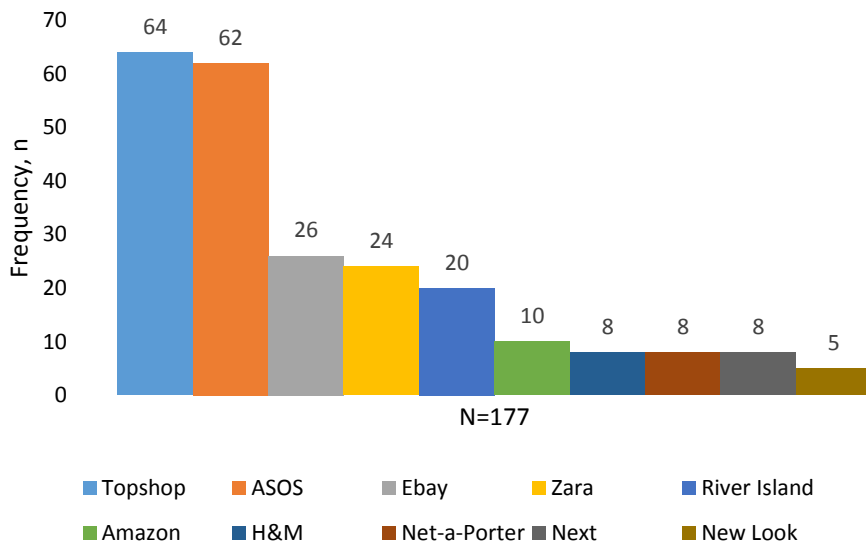


Figure 41: PFS-F-E - Top-10 most used Fashion Mobile Apps.

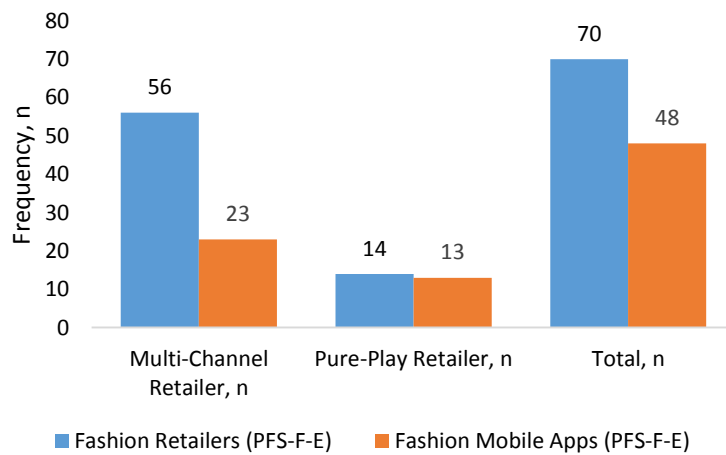


Figure 42: Comparison of the total numbers of unique fashion retailers and mobile apps mentioned by respondents.

4.3.2. Key Results - Comparison between iOS and Android OS Users

The purpose of this section is to compare if consumers using iOS and Android OS smartphones have the same perceptions towards mobile fashion shopping. Can any of the differences be explained through the data? Do these users have the same opportunities to download their favourite retailers' mobile apps? In order to answer these and other possible questions, the comparison of iOS and Android OS respondents groups was employed. Therefore, the dataset called PFS-F-E was clustered into two groups based on OS.

The results across all variables used in the survey were compared and analysed. The differences between iOS and Android OS users were observed and most significant are presented in this section. There is a possible trend of increased purchasing behaviour among iOS users, accounting for over 62% of the sample, and over 25% of them have bought via smartphones more than 10 times (Figure 43, Figure 44). Furthermore, consumers using iOS smartphones showed higher propensity to buy fashion products via all available channels (Figure 45), when Android OS users' group buy on PC twice more, than iOS users.

Only 40% of both OSs users found all mobile apps they wanted to use, but 15% of Android OS users agreed that none of the mobile apps they wanted to download were available. This suggests that negative perceptions about mobile shopping can be related to the absence of mobile apps on the market, and majority of Android OS users did not like making payments via mobile (Figure 46 and Figure 47), whereby most of iOS users thought it is not hard to make payments (Figure 48).

In addition, Android OS users were more dissatisfied with usability of mobile devices than iOS. The most interesting findings of the comparison results suggested that Android OS consumers have lesser opportunities to use mobile apps, moreover, these consumers are dissatisfied with the loading speed of mobile shopping platforms and display of the websites and products on the screen (Figure 49, Figure 50).

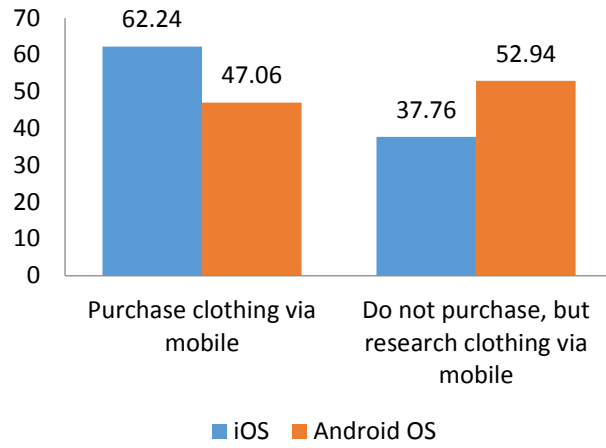


Figure 43: iOS vs Android OS - Purchasing and Browsing via Mobile by OS, %.

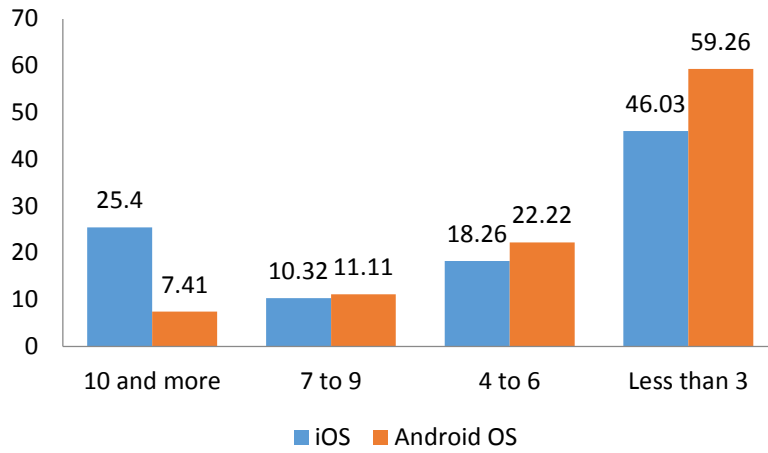


Figure 44: iOS vs Android OS - Shopping Frequency via Mobile, %.

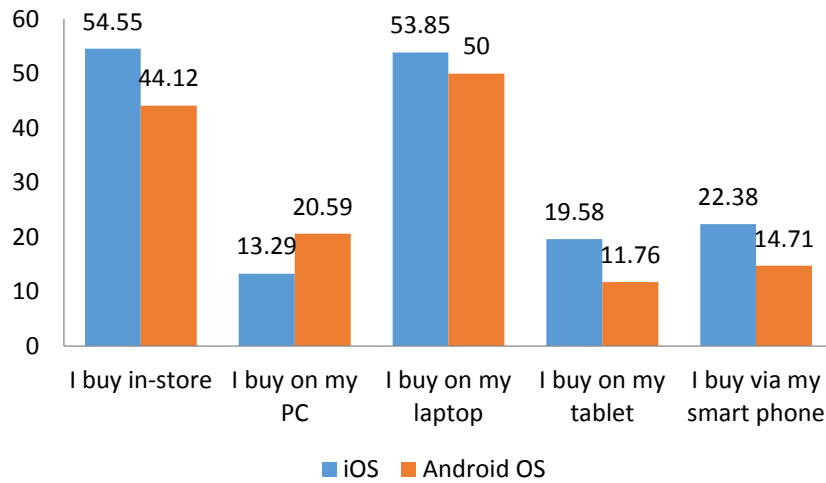


Figure 45: iOS vs Android OS - Other Routes to Purchase, %.

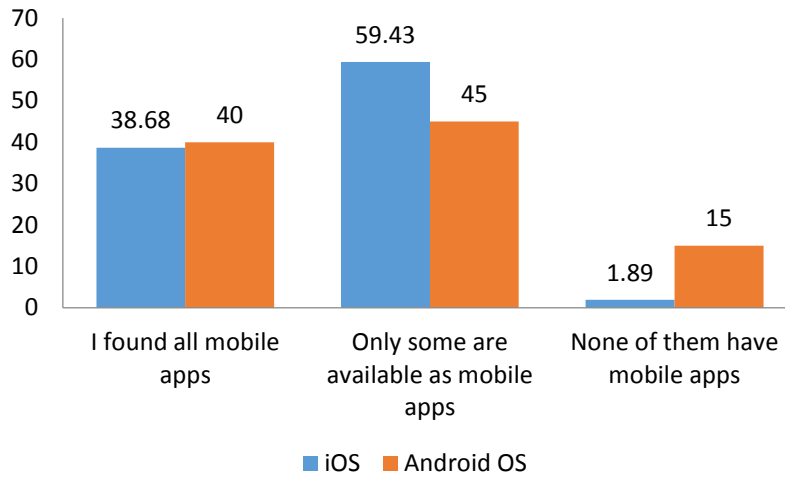


Figure 46: iOS vs Android OS - Availability of Mobile Apps to download, %.

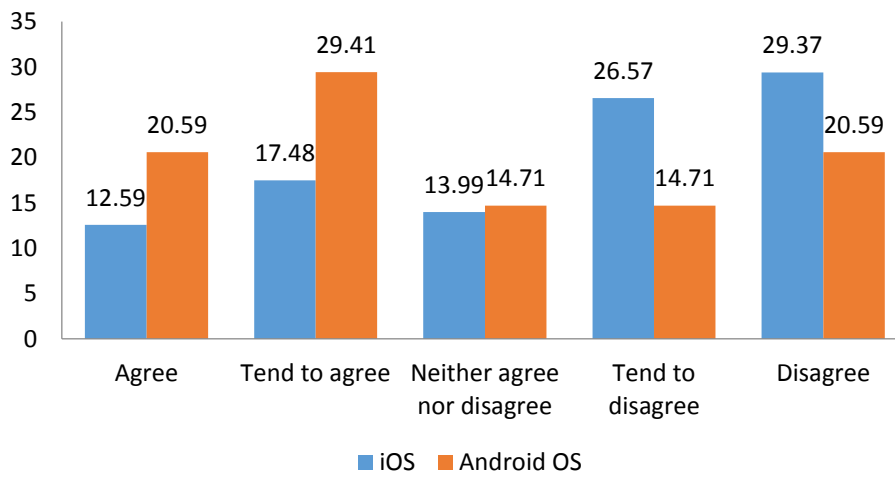


Figure 47: iOS vs Android OS – 'I do not like the idea of making payments on a mobile', %.

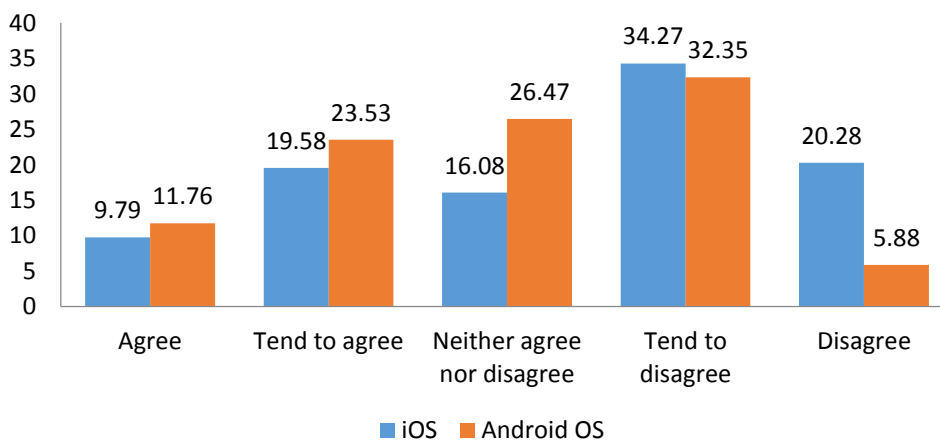


Figure 48: iOS vs Android OS - 'Payments are too hard to make on mobile device', %.

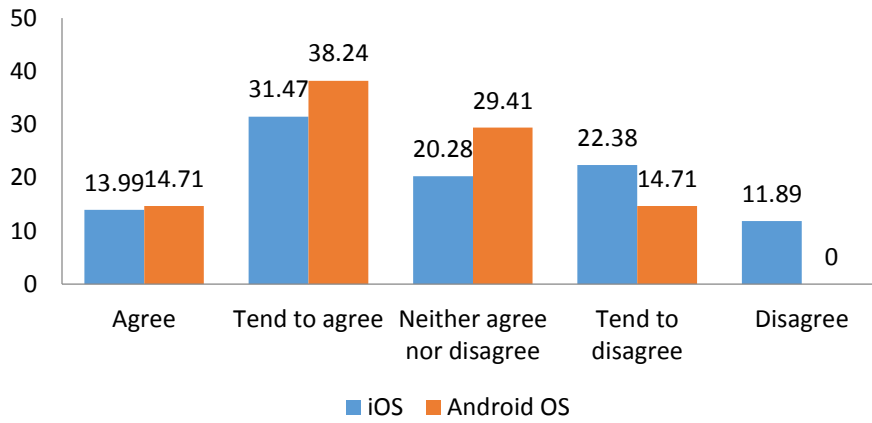


Figure 49: iOS vs Android OS – 'Website does not load quickly enough', %.

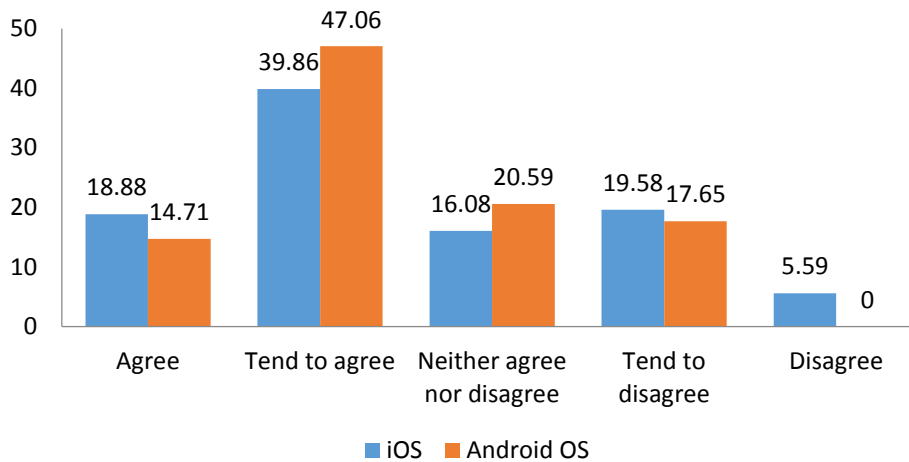


Figure 50: iOS vs Android OS - 'Website/products do not display properly on small screen', %.

It is apparent that apparel retailers might have focused mainly on iOS users, as more than half of them found some mobile apps to download, furthermore, the results showed that mobile consumers cannot find all of their favourite apparel retailers' mobile apps to download. Yet, there is a need to gather information about favourite apparel retailers of this sample in order to evaluate the state of current m-retail market (Section 3.5.5.2.3.). Overall, these results indicate that there are differences between mobile consumers using iOS and Android OS smartphones. A full analysis and comparison between iOS and Android OS users can be presented in Appendix 4F. Section 4.3.3. discusses the comparison results between respondents who shop via mobiles and those who browse only.

4.3.3. Key Results - Comparison between Mobile Purchasers and Non-Purchasers

The comparison between respondent groups, namely between those who purchase via mobile and those who use it for browsing, revealed some interesting differences. The PFS-F-E dataset was clustered into two groups namely: *'Purchasers'* and *'Non-Purchasers'* (Section 3.5.5.1.3.). The responses of purchasers and non-purchasers were compared, and the full summary of the results can be viewed in Appendix 4G.

Interestingly, there were differences in the preferred mobile platforms among *'Purchasers'* and *'Non-Purchasers'*, nearly 80% of *'Non-Purchasers'* and 50% of *'Purchasers'* prefer websites for shopping, and only a third of *'Purchasers'* prefer mobile apps (Figure 52). What is in agreement with the findings that not all retailers have mobile apps. *'Purchasers'* vary in terms of shopping frequency, but appear to buy apparel products regularly, accounting for over 37% of those who bought more than 10 times (Figure 51). Furthermore, they research in store before buying via mobile (Figure 53).

More than half of *'Non-Purchasers'* do not like making payments via mobile, and think that it is difficult to pay on smartphones (Figure 54, Figure 55). Whereby, *'Purchasers'* disclosed opposite perceptions and were more positive about paying via mobile. However, Figure 56 revealed that majority of respondents in both groups agreed that websites and products do not display properly on a screen. Negative perceptions about payments on smartphones can be linked to slow loading speed, dissatisfactory display on a screen, and usability issues of mobile devices. Would shopping experience be more satisfactory using mobile apps?

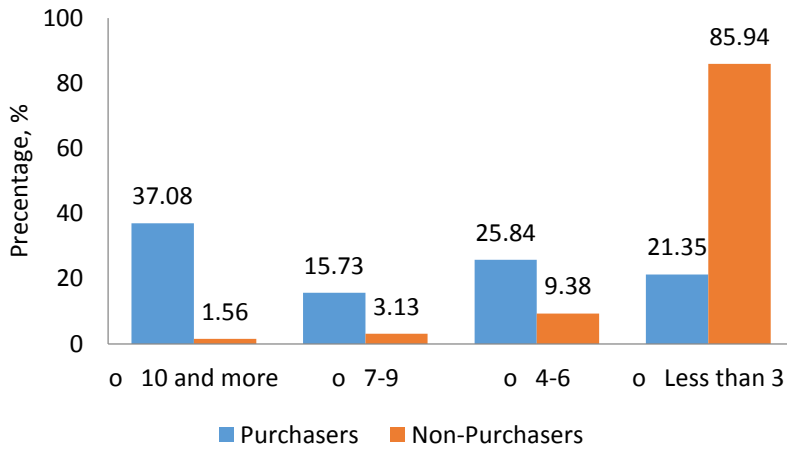


Figure 51: Purchasers vs Non-Purchasers - Purchasing Frequency within last 12 months.

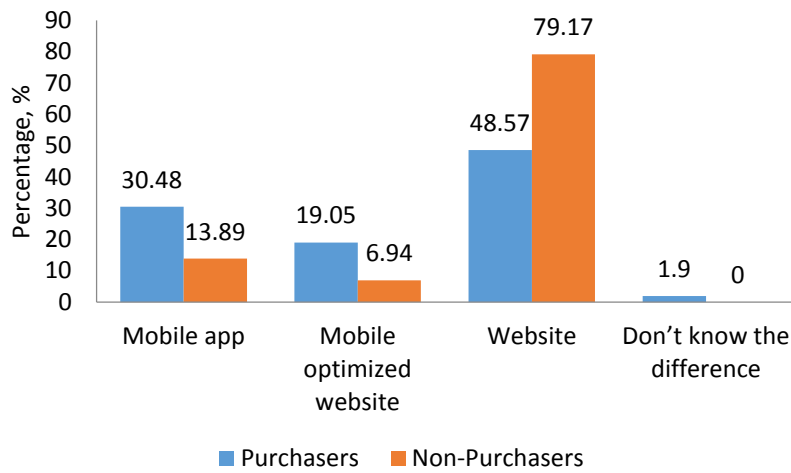


Figure 52: Purchasers vs Non-Purchasers - Preferred Mobile Interface.

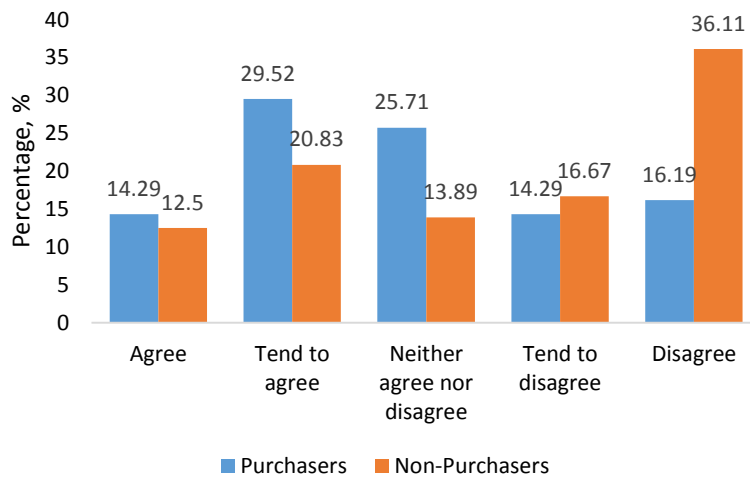


Figure 53: Purchasers vs Non-Purchasers - 'I research clothing in-store before buying via my mobile'.

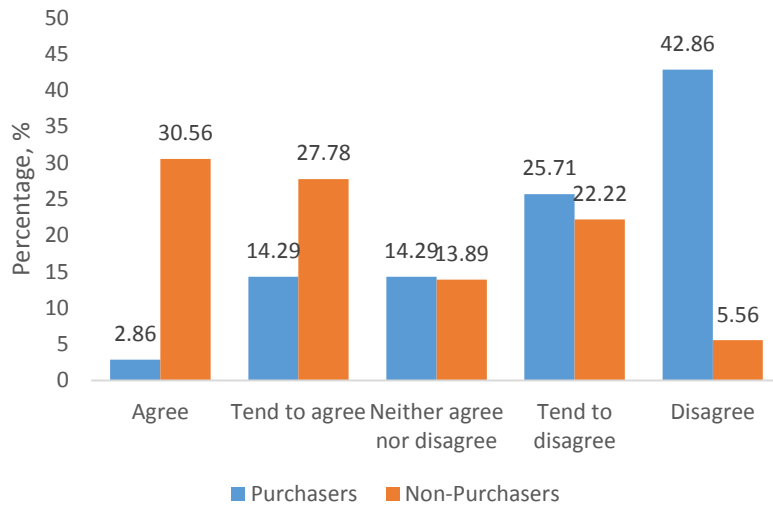


Figure 54: Purchasers vs Non-Purchasers - 'I do not like the idea of making payments on a mobile'.

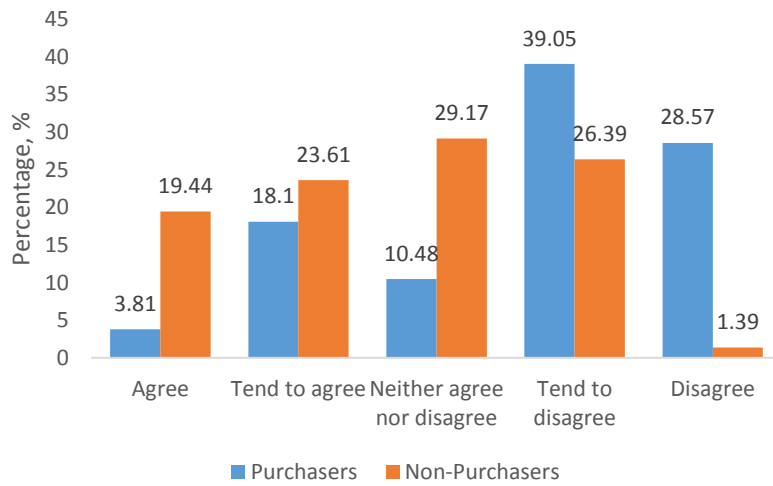


Figure 55: Purchasers vs Non-Purchasers - 'Payments are too hard to make on mobile device'.

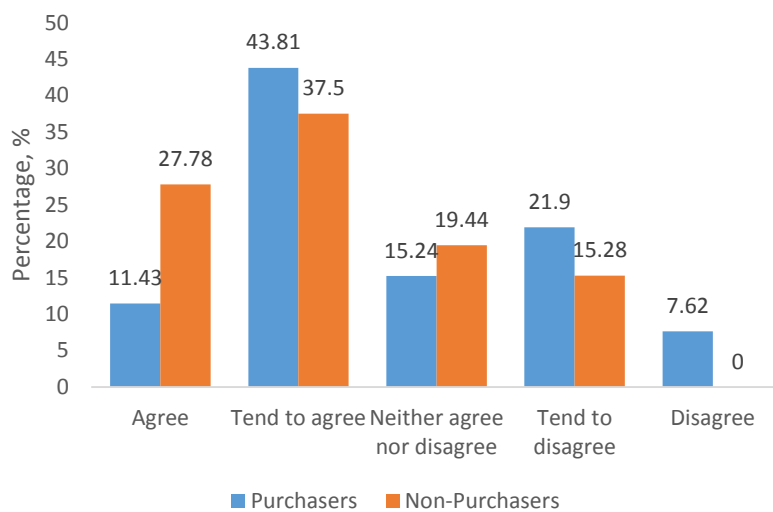


Figure 56: Purchasers vs Non-Purchasers - 'Website/products do not display properly on small screen'.

4.4. Summary of the Chapter

This chapter presented the results of the surveys, administered in order to identify the scope for the research study. This was guided by the need to know who key informants for this study are, and to recruit participants for further stages of the research.

Together these results provide important insights into basic descriptive characteristics of mobile apparel consumers. The results indicate that mobile apparel consumers are 18 to 34 years old and own iOS or Android OS smartphone. The findings of survey studies presented in this chapter indicate that there are ongoing issues on mobile platforms used in m-retail, which require further investigation. There is a need for research into available mobile apps and assessment of shopping experience with those mobile platforms. In summary, these results show that there are a number of apparel retailers favoured by mobile consumers, and the top list of apparel mobile apps can be used as a sample frame for further phases of the study.

The results in this chapter indicate that apparel m-retail might benefit from research into consumers' experiences shopping with those mobile platforms. Moreover, an in-depth knowledge about consumer behaviour and expectations is needed in order to satisfy mobile apparel consumers' needs. The next chapter, therefore, moves on to discuss the mobile apps available in the apparel m-retail market, including first insights into consumers' opinions about mobile apps.

CHAPTER 5 – MOBILE APP REVIEWS

5.1. Introduction

This chapter outlines the second empirical study and its findings. As presented in Chapter 2, and after reviewing the results presented in Chapter 4, a research gap was found. There has been a lack of studies on mobile shopping platform requirements from the perspective of consumers and limited understanding of how apparel consumers perceive, use and interact with m-retail platforms. This empirical study was designed to fill this knowledge gap. As a result, this study was conducted taking note of the mobile app's development processes and consumers' retrospective shopping experiences on mobile app.

The purpose of this phase was twofold. Firstly, an evaluation of the level of consumer shopping satisfaction with mobile apps. Secondly, eliciting from consumers their perceptions of positive shopping experiences using mobile app. This chapter presents the results, and emphasizes key factors influencing why consumers avoid using mobile apps on smartphones. The list of most mentioned fashion retailers and mobile apparel apps identified within Chapter 4 informed the selection of an appropriate apparel retailer's mobile app for case study. Emerging from the results is a model of main features of mobile app developed from the data acquired from mobile app reviews.

The first phase of qualitative data analysis serves as the basis for understanding mobile consumer experiences using mobile shopping apps. The results are explicitly grounded in the body of data (Appendix 5A, Appendix 5B), linked with data analysis according to GT coding process (Appendix 5C, Appendix 5D) and building a conceptual model (Section 5.3). This chapter concludes by summarising key findings of the second phase of the empirical research and suggesting aspects for further studies.

5.2. Key Themes Developed from Mobile App Reviews Analysis

Interrogation and synthesis of the mobile app reviews using the GT method led to developing three main themes within the data. Following open and selective coding and conceptualising procedures (Section 3.5.5.2.4.), the categories were clustered and major themes were identified. Appendix 5C presents an example of initial coding process. The following sections describe each theme with their categories and key findings (Appendix 5D).

This section presents key themes identified in the data, which explore key aspects influencing consumers' perceptions of the fashion retailer's mobile app. This phase helped to develop a knowledge of new emerging concepts that have not yet been established in the literature. The analysis of mobile app reviews allowed to identify additional areas that are important to mobile fashion consumers. Following sections present each theme by highlighting the links with categories relevant to the theme and providing supporting evidence in quotes.

5.2.1. Mobile App Elements

This empirical study revealed that *'mobile app elements'* have impact on mobile consumers' satisfaction from shopping via smartphones, particularly, on mobile apps. Moreover, this theme has received the highest number of references of the model. This theme has three categories, namely *'browsing'*, *'product page'* and *'checkout'* (Appendix 5D). A range of concepts were identified under each of these categories, and these concepts are discussed in descending order based on its weight expressed in number of references, which corresponds with a number of reviews.

5.3.1.1. *Browsing*

There are 16 elements to the *'Browsing category'*. A full list of all concepts identified in this category is expounded below:

5.3.1.1.1. Categories Available

The investigation found that *'categories available'* is one of the major elements of the mobile app. Reviews have confirmed that representative categories and clear categories are a starting point of any shopping experience. As some of the reviews stated:

'...the headings don't represent correctly, if you click jackets and coats you get pj's (means pyjamas here) and tights?!'

'When looking at what's New, all of the items are under the wrong heading, so Tops is under Knitwear, Tall is under Shorts and Skirts, very unimpressed!'

When the clarity is missing, consumers become dissatisfied with the browsing experience:

'There is little categorisation and therefore clarity and because all the items load together, it takes ages (meaning 'ages') so much so, recently, I've not waited to see the items and cancelled it.'

'...all the categories are jumbled! For example, I can't just view bodycon dresses all types come up together, very frustrating...'

'...there seems to be a problem with the selection tabs as no matter what you select to view, it shows you a random collection of items with no relation on what you are actually searching for.'

Simple and unified categories are helpful, and mobile consumers have very specific requirements and expectations about what they want to see and how:

'I do wish there weren't so many sections. As in you would be able to look at 'tops' say as a whole category rather than by type.'

'...the 'new in' category will have 537 products and underneath it will say dresses 537 or shoes 522 but ALL the new in things are in each subdivision. This makes it very difficult to find specific things... bit strange!'

5.3.1.1.2. Notebook

'Notebook' is another element of the mobile app which was repeatedly in reviews. This is mainly due to the ability to save items, which can be viewed later. One of the main reasons to use 'notebook' was the ability to save their favourite products, which can be accessed later and purchased if needed:

'...far too easy to tot up all the things you want to buy in your note pad ready for pay day.'

'I particularly like the Notebook option that remembers your favourite items (for next pay-day).'

'Really good love you can shop & save on the go.'

'Notebook' has another original use:

'...when I go in store and I can remember what I came for!'

'...keeping track of potential purchases as you browse.'

A high 'notebook' usage revealed also high consumer expectations as any issues related to their favourite feature of the mobile app make them highly distressed:

'...it keeps crashing and when it updated I lost all the items in my notebook which was really annoying!'

Most importantly, consumers value the ability to customise features available on the mobile app:

'...can make other lists so you can categorise your products and organise them in anyway that suits you.'

This feature is handy when consumers wish to hear friends' opinion:

'...is genius-especially for on the go use. I love mixing and matching the outfits I'm planning and sharing with the girls at work for that all important second opinion!'

The major problem with many mobile apps, these are updated frequently, what in one way is deemed to improve shopping experiences, but also disrupt consumers' habits:

'...deletes anything from the notebook you had in it before the new update...'

'The update that was meant to fix the notebook crashing still doesn't work, so I have lost all of my saved items. Not happy.'

5.3.1.1.3. Up to Date Content

For those mobile consumers who select using mobile apps 'up to date content' is one of the most important elements of the mobile app. They prefer checking new products, and having seeing out of date content on the app is frustrating:

'I go on it every week to check the 'new in this week' items but it doesn't seem to update.'

Most importantly, mobile consumers have had previous online shopping experience, which they often relate to:

'...'New in' product doesn't show up the same way as top shop.com and that's the main thing I'm interested in...'

'...the app should update more frequently as clothes on the website will show sold out but the app will still show in stock.'

'Up to date content' often is linked and compared with desktop website. Mobile consumers expect to be able to have the same shopping experience and the same products as on the desktop. Not being able to have a comprehensive product range leaves consumers disappointed:

'It initially loads all products, then it updates and pretty much 75% of the products disappear. According to the app Topshop only have 111 items of footwear available. which clearly is a not the case.'

'Topshop app never seems to stay up to date with the online site.'

These comments suggest that there are distinct product ranges and categories on mobile app and website. This proposition needs further evaluation through comparison of the structure and content of the mobile app and its website on smartphone.

5.3.1.1.4. Product Range

There was a link identified between up to date content and product range. Mobile consumers expect mobile shopping channels reflect the product range available via website:

'...the range of clothes is so limited I use the website instead.'

'Not all of the items from the website are on the app itself. This made my transaction take longer as I then had to go to the full website to find my items.'

This concept confirmed that there is a disparity in product range on the mobile app and website, and consumers are aware of that. This reduces consumers' satisfaction as they are forced to spend more time and effort to find what they were looking for. These issues can explain the findings presented in chapter 4, about majority of mobile consumers preferring to use websites.

5.3.1.1.5. Navigating

The concept 'navigating' relates to ease of finding what consumers are looking for 'to move around' and 'take me to where I want to go', which is linked to 'categories' concept:

'The categories are very clear and it's very easy to navigate.'

'Navigating' concept received less comments in reviews than 'categories available', which can be a case of terminology in use. The same can be suggested about 'layout' concept, which is presented further.

5.3.1.1.6. Layout

The concept 'layout' was formed based on the consumers' voices, and reflects the actually used terminology among mobile consumers. However, 'layout' and 'navigating' concepts are highly linked, because 'navigating' is attainable through 'layout' and 'categories available'. Mobile consumers had clear understanding about 'layout' as something that is 'well organised', 'ease to use' and 'very clearly laid out'.

5.3.1.1.7. Search box

It is apparent from the results that 'search box' is an element of the shopping platform, which allows to find a specific product without time-consuming browsing procedures:

'...easy and quick to use and find clothes'

A consumer who cannot achieve desired results gets frustrated *'as I'll have to go on my computer to try and find what I'm looking for.'* The search results are expected to reflect consumers' expectations precisely, otherwise consumers become confused:

'...tried to search only shoes in the 'new in' section and it pulled a range of things from tops to nail polishes.'

5.3.1.1.8. Page Anchoring

One of the important features of any shopping platform is 'page anchoring', which allows to view a product and return to previously viewed search results page. This concept received only negative comments, which suggests that this feature is highly important from mobile consumers' perspective, but was not addressed on the mobile app:

'...if u look at an item and go back, it goes back to the beginning of your search, such a shame...'

'It's annoying when you look at an item and then when you go back to the main list you have to begin right at the top again!'

'Does not return you to where you were in your search after looking at an item - you have to scroll through everything again.'

For mobile consumers, who choose to browse or shop via smartphones, 'page anchoring' is a necessary feature, which *'kept up with where you were up to'* and save time whilst browsing. It is important to note that the issue regarding 'page anchoring' was recorded in three consecutive versions of the mobile app. Moreover, even in version four, which was the latest version analysed in this phase, this issue was still present.

5.3.1.1.9. Aesthetically Pleasing Design

The concept, which reflects the importance of *'aesthetically pleasing design'*, was identified through consumers' comments. *'Beautifully designed'* mobile app, which *'looked really good'*, had a *'brilliant design'* and was beautiful. Although, the number of references assigned to this concept is lower than *'product range'* or *'notebook'*, it is important from consumers'

perspective, that interacting with 'aesthetically pleasing' mobile app lend better shopping experiences.

5.3.1.1.10. Displaying on Screen

The way consumers hold their smartphone when shopping was another concept identified in reviews. It is apparent that mobile consumers have distinct preferences as to how to hold their smartphones, namely some in landscape or portrait orientation:

'...doesn't work in landscape...'

'you are unable to rotate the screen while you are on the app'

'Keeps turning to the side when I have got it straight'

'The App appears length ways when I need to browse shop, it's annoying as I'm checking out my other apps and they're all the right way up!'

This concept also reflects the adaptability of the mobile app to smartphone's screen:

'...it has also gone down to the size of the iPhone 4S. I have an iPhone 5 and the app does not fit the screen.'

The range of iOS smartphones is limited, and, therefore, it is easier for app developers to adapt updating mobile app versions. Any changes in the size of the smartphone need to be accounted when mobile app is present.

5.3.1.1.11. Ability to Change View in Search Results

Mobile Consumers emphasised the importance of search results' customisation, namely refining search results when browsing. The major way mobile consumers prefer to browse involves ability to 'see all products'. They do not want to browse through separate categories all the time, and 'there should be a view all button':

'There is no view all under each category. What about when I just want to look at all tops and am not sure whether I want a blouse/shirt or a casual top?'

5.3.1.1.12. Scanner

'Scanner' is a feature, which allows to 'scan a barcode and find your nearest store with the item in stock'. This feature is helpful to find where to buy a specific product:

'...it worked the other day when my bezzo (best friend) had this beautiful blazer so I typed in the barcode and it told me my closest store had got it in.'

'Scanner' helps to find it quickly online:

'...the ability to scan a barcode to find products online.'

5.3.1.1.13. Clothing on Model

Consumers require more features when shopping online or on mobile. This is mainly due to the need know how the product will look on a real person. It is 'nice to see the clothing on a model', but it is also important what size models are used in photos:

'...what's with the models? I'm a size 8 and it puts me off buying when I see models with clothes 'hanging' off them.'

5.3.1.1.14. Menu Bar

This concept had less references than majority of concepts identified through data analysis, but it is distinct in a way that mobile apps have a 'menu bar', displayed either at the bottom of the screen or at the top. 'A simple yet clear contents menu' is helpful, but should not be 'in the middle of the screen'. Having a 'menu bar' reduces the space available to view products as it is present whilst browsing. Mobile apps have different layout of the screen than websites.

5.3.1.1.15. Refine Option

Mobile consumers might be using mobile apps to browse at their leisure, but also to find specific products:

'...refine to selected size or colour properly.'

'Can't refine searches properly so have to go through a whole category when you wanna see something specific.'

This feature's importance can be explored in further phases of the study.

5.3.1.1.16. Customer Service Tool

It was identified from the reviews that any shopping platform should have a 'customer service tool' as mentioned in one of the reviews. Moreover, mobile consumers expect to be able to contact customer services when shopping:

'No contact details no help section'

'Even tried the contact button to report this issue and that didn't work either.'

'Browsing' category is important in finding the right products, and this stage of mobile shopping need to reflect mobile consumers' expectations. However, many of the elements identified in this model, had unfavourable comments, suggesting the room for improvement.

5.3.1.2. Product Page

Among the main features of the 'product page' are 'product imagery', 'stock availability', 'zoom in view' and 'reviews'. Followed by 'suggesting items', 'price information' and 'size guide'.

5.3.1.2.1. Product Imagery

Mobile consumers expressed satisfaction 'browsing the large images' with 'good quality', 'showing products in great detail'. Whereby, small pictures influence consumers' uncertainty:

'Images not big enough for secure purchase, I'd definitely check them out in store or on my computer screen first can't see detail on the small pictures from my iPhone.'

Mobile consumers require detailed product pictures with 'really easy to see textures and materials', what is helpful when shopping on a small screen. Although, retailers trying to show high quality pictures on the mobile app, the size of images has to be considered, as it has an impact on the loading speed:

'Pictures take waaaaay (way) too long to load.'

5.3.1.2.2. Stock Availability

When shopping online consumers cannot see which products or sizes are available, unless stated on the product page. 'Stock availability' concept has several implications, namely availability of products at the point of time when browsing on mobile, checking stock availability in store through the app, or looking for updates in regards to sold out products coming back in stock. Sometimes, this information becomes available only at the checkout, what can discourage from the purchasing process:

'I pick my size (that doesn't say out of stock) then when I go to checkout it says out of stock, so it's obviously not updated very often.'

'...add something to bag then tells you it is out of stock when proceeding to pay.'

Some consumers like certain products and are willing to purchase those in the future if out of stock:

'Wish it would tell you when out of stock size is expected back in store!'

It was found that checking availability in store is one of the favourite features of this element of the mobile app, especially if no personal information is required:

'...can check stock in my local stores without having to input any of my details.'

5.3.1.2.3. Zoom in View

'Zoom in View' allows consumers 'to see the items up close', 'focus in on the items to see detailing', 'see the fabric in much clearer detail' and 'textures and materials'. This element of the mobile app was emphasised by mobile consumers and can be explored through observing actual shopping behaviours on mobile apps.

5.3.1.2.4. Reviews

Apparel consumers are used to read other customers' reviews before purchasing a product, but some mobile apps do not have this feature. One of the mobile consumers stated:

'I hate now that you can't see people's reviews on things because I found that really useful before!'

Mobile consumers are willing to read product reviews as well as to leave reviews:

'...such as being able to give feedback on items just like you can do online!'

'...cannot leave reviews of any items you buy on the app, well I can't see how to anyway, which is annoying...'

5.3.1.2.5. Suggesting Items

From the number of references related to this concept it is apparent that this feature is important only to certain type of consumers. Interestingly, those who wish 'suggesting items', need this features for different purposes, namely to see similar products to those viewed or to see products complementing it:

'It would be cool to have something that suggests outfits for different things to help people make decisions or buy more, would help the company and the customers.'

'It would be better if they did a button that could show you what you could wear with it.'

'...outfit ideas such as what to wear with this when you go and click on an item you like, this would really help me as I'm always going onto the app and I'm sure thinking about what to buy and wear that will match and I find it really difficult.'

5.3.1.2.6. Price and Size Guide

These two concepts received the least references, but need to be mentioned as these can be further explored in the next research phases. Some consumers had negative comments regarding these concepts:

'...prices could be displayed a little better...'

'...just discovered the size guide isn't collaborated very well and so is useless.'

To summarise 'product page' has important implications in purchase decision-making, and most importantly is an aspect of the shopping platform where consumer's certainty can be boosted. Providing all required elements on the mobile app as expected by mobile consumers, will lead to higher purchases.

5.3.1.3. Checkout

It was identified that both categories 'browsing' and 'product page' have important implications when shopping on mobile, and 'checkout' category adds another aspect into shopping experience. It is important to know how mobile consumers prefer to checkout, what payment methods they use and how do they select delivery option.

5.3.1.3.1. Creating an Account

Consumers favoured the ideas of 'creating an account', which would be 'a place to sign in and look at previously ordered clothes' or 'tracking my orders on the go'. Having an account is considered as a way to ease purchasing process:

'...although would be cool if you could stay logged in to your account so it would be easier to purchase items instead of having to log in all the time, wouldn't believe how many times I've had to change my log in password.'

5.3.1.3.2. Items Kept in the Basket

It was found that this mobile app had a feature 'notebook', which allowed to save favourite products to view and purchase later. The data analysis revealed that consumers found useful the possibility to keep items in the basket:

'Love the way it doesn't chuck my stuff out the bag when I haven't done the check out yet!'

'It saves anything you put in our bag, so if you want to buy it later, it is still there.'

5.3.1.3.3. Delivery Charges

This concept was identified as a possible issue shopping on mobiles, as some consumers found that 'delivery prices seem to change':

'Whenever I try to do next day delivery it changes last second and goes back to standard delivery instead.'

The concept relating 'delivery' need further exploration, as it was identified that in addition to 'delivery charges' consumers expect *'to know estimated delivery dates'*.

5.3.1.3.4. Remembering Your Size

It was found that, when shopping regularly, consumers like features easing the shopping process. One of them is 'remembering your size', which many of the reviews suggested as useful:

'Remembers your sizes and tells you if things are in stock in local stores! Much better than using the mobile website.'

5.3.1.3.5. Transfer the Basket to Other Devices

This concept was mentioned least, but its exploration in futures studies can be useful. Some mobile consumers prefer shopping on multiple devices:

'Needs to be as good as the ASOS app which will transfer your basket to other devices you log in on!'

The 'checkout' category revealed several important aspects of shopping experience, namely ability to create an account, which can be accessed on other devices and other shopping platforms, including websites. The option to keep items was found appealing for mobile shoppers, and both 'notebook' and shopping basket were used for that purpose.

The theme 'mobile app elements' clustered the features which were identified in mobile app reviews (Appendix 5D). It was identified that mobile consumers are aware of the differences in the structure, and product range between mobile app and website. The model of mobile app elements was developed as the result of extensive qualitative data analysis and coding (Figure 57). This model reflects a limited context bond to Topshop mobile app. There is a need to explore features available on mobile website and compare to those of the mobile app. These gaps in research and possibilities to expand the knowledge in this area are presented in next chapters (Chapter 6 and 7) of this study.

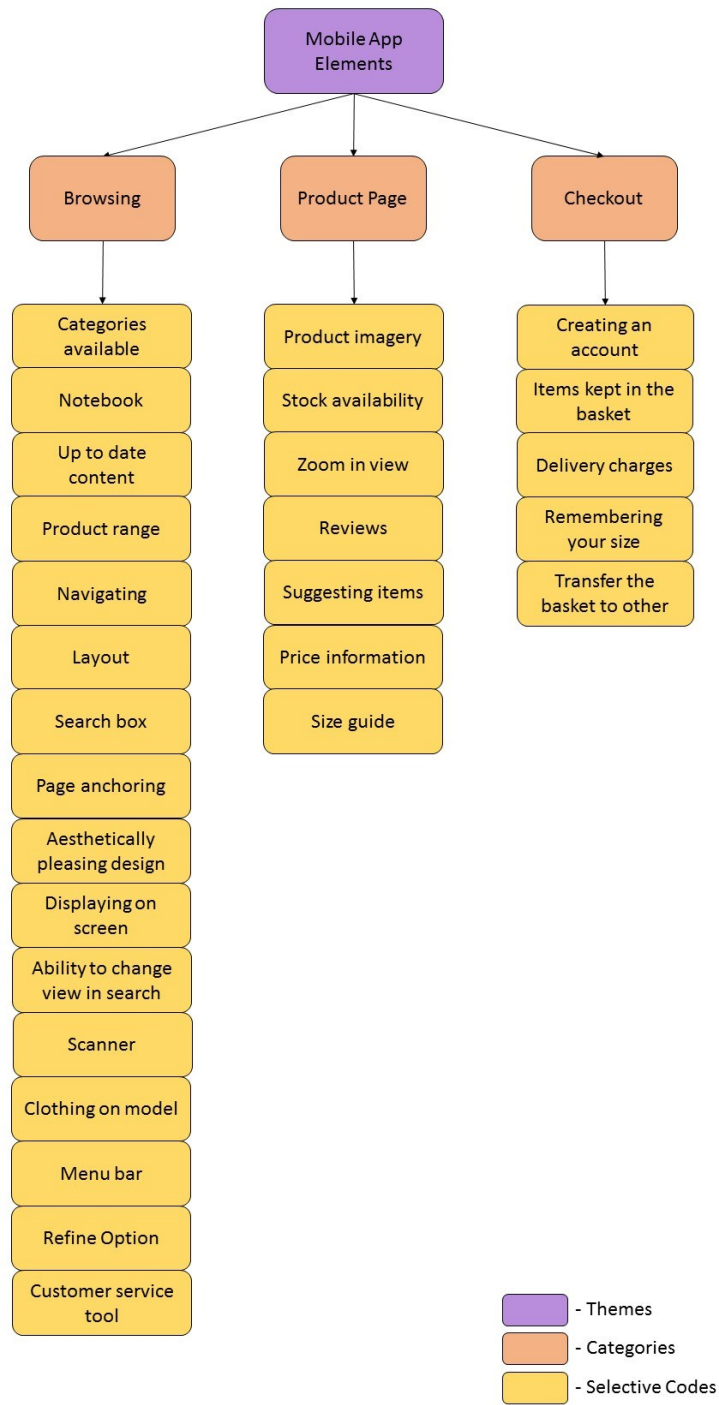


Figure 57: Mobile App Elements.

5.2.2. Mobile Technology Factors

Theme related to 'mobile technology factors' is the second largest theme developed from the mobile app reviews data, and it gathers 'technical issues' and 'system requirements' categories (Appendix 5D). The most importantly, 'technical issues' category received nearly all references of this theme. This shows that the mobile app under study has accumulated a large number of negative reviews, majority of which are considered as 'technical issues'. The following sections present two categories of the theme 'technology factors', which reveal casual technicalities of the mobile app.

5.3.2.1. Technological Issues

'Technical issues' category clustered six selective codes, namely crashing, loading speed, issues placing an order, connectivity issues and US version of the app. The last two concepts received least references, but were included in the results due to its impact on shopping experience.

Two top concepts in this category were related to 'crashing' and 'loading speed', which were present in all versions of the mobile app. Mobile consumers complained about these issues by expressing their concerns about the mobile app in reviews, but the retailer did not manage to address them effectively through the course of the mobile app's existence.

'Crashing' was mainly linked with the use of certain mobile app's features. One of them was 'whenever I press on a category the app just closes', 'when you try and look at more than one thing it just gives up and crashes', 'navigating often crashes', and viewing search results:

'Takes forever to load images and once they're finally up it crashes and returns to the home screen.'

This issue was recorded in relation to viewing product pages:

'Keeps shutting down when I click on something to see details sizes and price.'

The same issue re-occurs when trying to refine search results 'before I even get through the search filter options' or 'whilst looking through items in your basket'. These technical issues have negative impact on consumer purchases, as some of the reviews stated:

'The money I'd spent on it is silly but now I'm afraid no more can't be bothered with it crashing.'

'I usually give up & shop somewhere else!'

'Loading speed' is another concept related to problems on the mobile app. It was an issue present in all versions of the app. Moreover, mobile consumers are unsatisfied with images which take 'an age', 'forever' or 'far too long' to load and 'it is unbearably slow'.

'If this loading issue is not sorted soon this app will be unloaded from my phone.'

'I spent most of my time looking at a rotating circle with the text 'one moment' rather than spying any new Topshop goodies that I might want to waste money on.'

Adding to that many consumers had 'issues placing an order' on the mobile app, what is unacceptable for them:

'I went to checkout to buy and the app shuts down every time. Giving up now. So, defeats the purpose of having it if you can't shop through it.'

'I'm a huge Topshop fan & would make some serious dents in my wage every month with this app, if it would actually let me go through the checkout procedure. Get as far as the visa MasterCard secure site coming up, then it comes up with an error message. Pretty pointless browsing if you can't buy, which is a real shame.'

Issues at the checkout have serious implications on consumer's trust. One of the reviews shared her experience when there were issues processing her payment, but the money were still taken from her account:

'I was ordering a dress yesterday for £60, as I proceeded to pay I told me that it was unable to accept the transaction so I tried again. I then realised a huge amount of £120 was Due to go out of my bank on the Monday. I rang the bank and they said that it was Topshop orders big for £60. I think absolutely shocking that the app told me twice that it couldn't accept my transaction yet they can take double the money out of my bank account without even posting the dresses on my tracking orders.'

Technical issues revert consumers from purchasing via the mobile app as this reduce trust and increase dissatisfaction. This is in agreement with survey results about preference to use website. If the mobile app cannot be used without issues, then consumers are less prompt to complete purchases via mobile apps.

5.3.2.2. System Requirements

'System requirements' category refers to mobile consumers' concerns about what smartphone is needed in order to have a pleasing shopping experience on the mobile app. This category combines two concepts, namely 'latest app version' and 'latest iOS version'. It is understandable, that in order to enjoy all features of the mobile app, it has to be up to date and latest version. 'Latest iOS version' concept was developed based on consumer complaints about usability of the mobile app on older smartphones:

'That previous users can't download unless they have i4os or whatever it's called. That's the downfall of all recent apps. What choice do old iTouch and iPhone users have now?'

'Can't update the Topshop app because this one is for all the new iPads etc. What if our older models are still working fine?! Apparently we're not allowed apps anymore?!'

Mobile consumers with newest phones also have issues, which are related to mobile app's incompatibility with changes in smartphone market, such as size or OS changes:

'App needs updating to be compatible with the iPhone 5 and for iOS 6.'

In summary, the retailer needs to improve this mobile app as the following technological factors triggered the highest dissatisfaction levels from users: crashing, loading speed, checkout issues, and to optimise it for a range of OSs and iPhone models (Figure 58). Mobile consumers use various devices and still are willing to shop as usual. Improvements can guarantee increased satisfaction leading to higher purchases.

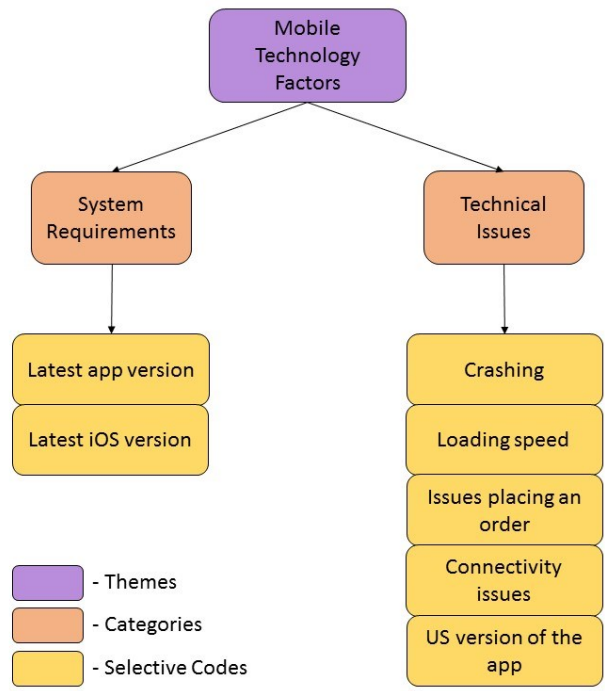


Figure 58: Mobile Technology Factors.

5.2.3. Mobile Consumer Behaviour

5.3.3.1. Attitudes

The data analysis helped to gather data about mobile consumers' attitudes towards the mobile app. Although the majority of reviews represented negative consumers' attitudes, the analysis of mobile app reviews revealed that fashion consumers have strong attachment to fashion retailers, and maintain positive attitudes towards retailers' mobile apps based on their relationship with the brand. The findings showed that fashion consumers' attitudes towards the brand have impact on overall shopping experience and the way these consumers evaluate retailer's shopping platforms. Depending on the attitudes fashion consumers have towards the brand, they evaluate various issues related to the mobile app differently. Fashion consumers with negative attitudes are more reluctant to forgive any problems within the mobile app, and in contrast, consumers with positive attitudes, remain loyal despite technical problems and continue shopping from the retailer. These attitudes are discussed in further sections.

5.3.3.1.1. Negative Attitudes

The resulting structure suggest that majority of the reviews were related to negative attitudes. For many consumers using this mobile app was a waste of time:

'Save yourself the time downloading it and do something more fun and useful instead.'

'Why not make your website suitable for mobile?'

Based on consumers' reviews it is apparent that negative attitudes are a result of ongoing technical issues, which diminish shopping experience:

'Sort it out Arcadia before you start losing valuable fashionistas and customers.'

'The app was brilliant before the last update... Hard luck to Topshop as I've been shopping in River Island ever since!'

'Absolute crap, crashes every time. I've opened it since downloading it 10 minutes ago...'

'Totally frustrating as I used to love browsing clothes on the go! Now I have to use a damn laptop!'

The findings showed that fashion consumers develop negative attitudes towards Topshop mobile app due to ongoing technical issues within the app. Furthermore, those consumer who are not loyal to Topshop have higher propensity towards negative attitudes and are ready to switch to another retailer instead, if the shopping experience does not meet their needs.

5.3.3.1.2. Neutral Attitudes

Consumers, who had neutral attitudes towards the mobile app, kept returning to the mobile app in the hope that it will work properly one day. A number of Topshop mobile app users had ongoing issues with the mobile app, but neither were highly disappointed nor over excited about this app. They were not overly attached to Topshop as the brand, nor Topshop mobile app. Their attitudes were rather neutral as they kept returning to check whether this mobile app has improved:

'Have had this app for over a year in the hope that it will be improved but they haven't sorted out the constant crashing. It has the potential to be so good but the freezing and crashing really let it down. Sort it out please!'

'...I have to keep deleting it and re-adding it because it won't update any more.'

5.3.3.1.3. Positive Attitudes

Fashion consumers who have positive attitudes towards Topshop as the brand, also have positive attitudes towards Topshop mobile app. These consumers are more likely to be patient in regards to any issues encountered on the mobile app, and they remain loyal to this retailer:

'The app is fabulous but crashes...a lot... Fix it!'

'Good app for browsing, store checking but is not always up to date with the actual website. Also, the edit function on notebook sometimes messes things up, deleting one thing to then find other things have disappeared from there! Other than that though, it's good!'

The issues related to constant crashing, unexpected pop-ups on a screen and issues with notebook, seem to be less crucial for consumer with positive attitudes:

'Topshop, the new upgrades on your 'app' are rubbish and have made what was once a great app, extremely difficult to view. Here I am, trying to look at shoes and dresses and there is a great big bar across the middle of the page that makes viewing items near impossible. Please sort you app out, I use it for shopping regularly and won't be doing anymore if I can't see the

clothes. Very poor indeed. I give you 1 star because you're my favourite store, based on the app, it would be none.'

'I love this app! It hasn't crashed at all. It's great for browsing through clothes and saving them to the notebook so you can look at them later.'

'Perfect for quick purchases don't see what the problem is to be honest!'

'Good App one of the best shop...I was having the same problem everyone here was. It would crash before I even shopped! But what I did was delete the app and reinstall it. It updated now it works perfectly fine! '

'My update doesn't crash but my friend's does so I feel special. I bought loads of stuff, great app. Thanks Topshop!'

Furthermore, fashion consumers with positive attitudes feel attached to the retailer and sustain relationship with the brand.

5.3.3.2. Mobile Consumer Motivations

There were a number of instances when consumers have mentioned their motivations to use the mobile app. Through two waves of coding selective codes were identified, which were clustered to motivational category. 'Mobile consumer motivations' represent important information about a purpose of this app from consumers' perspective. The analysis of mobile app's reviews revealed that consumers choose to use the app in the number of personal reasons. Therefore, all data related to consumers' motivations to use the mobile app were clustered in order to develop mobile fashion consumer segments. The second wave of coding helped to develop the following selective codes within 'motivations' category (Appendix 5C). Each of these concepts gathered different axial codes, and these differences are discussed further in more detail.

5.3.3.2.1. Addicted Shoppers

'Addicted shoppers' concept differ from impulse shoppers in a sense that are not so time conscious, and tend to visit the app on a regular basis.:

'I love Topshop, practically live in there! But the app is shocking.'

'Only get this app if your such a fan you know every item in store.'

They purchase new items weekly in most occasions, whereby they may visit the app daily for inspirations, saving their favourite items in the notebook of the app for a 'pay-day' to be able to purchase it at the end of the week:

'Also buy and shop on my phone would be incredible as I have an addiction.'

This mobile app is 'shopaholic's best friend' and 'a must for toppers [Topshop] shoppers'.

5.3.3.2.2. Bored Commuters

'Bored commuters' group represents two sub-groups: browsing on the go consumers, and shopping on the go consumers. Both sub-groups are similar in regards to place where consumers access the app. This will be in most occasions a train or a bus, but could also be a café:

'It's really good if you are stuck in traffic...'

'Always looking for useful things to do on the boring commute, love this app as it lets me save things to the notebook while I'm travelling and then when I get to work or home can reduce list down (always - must get a pay rise) and then splurge!'

The main motivation for these consumers is 'solving boredom'. Bored commuters will use the app for browsing mainly. Although, these consumers use the app as an entertainment, some may proceed in placing an order. Bored commuters might be the main users of the notebook on the app. The notebook is a useful tool that allows them 'to add favourites & then [...] can buy them online'.

5.3.3.2.3. Style Conscious Interactive

'Style-conscious' consumers use the app as the source of information about latest fashion news and style tips:

'I especially love the 'style fix' section which tells you a key item of clothing and suggests ideas of what you should wear with it.'

They are more interactive than the rest of the groups, because they like 'mixing and matching the outfits' on the iPad drawing board and 'creating their own styles':

'...the notebook option would be more fun if it had more of a scrapbook notebook feel to it and you could see all your stuff collaged together and groups together, to create outfits from their stuff.'

These consumers value any sort of interactivity available, such as digital magazine, Tumblr and videos:

'Being able to access the blog and Tumblr with the touch of an on screen button...'

5.3.3.2.4. Convenience Seekers

'Convenience seekers' use the app only as alternative to their main shopping method. They normally use the app as convenient tool to check stock in store or online, research for the nearest store that has their desired item in stock, or access the app if the website would fail due to technical problems. They are motivated by 'making my life more convenient' and the ability to 'check stock availability in stores near you', 'checking if the stores have the sizes I need, the product that I want' or 'have a need for some toppers [Topshop products] and I can't visit the store'.

Convenience seekers are mostly browsers, and use mobile as a tool to find products that they can purchase in-store or online. These consumers probably would not proceed to complete a transaction via mobile if there would not be any urgent need to do so.

5.3.3.2.5. Impulse Shoppers

A concept 'Impulse shoppers' gathered motivations characterizing mobile fashion consumers, who knew what they want and where they can purchase it. Impulse shoppers perceive shopping as a positive experience when it is 'a bit too easy' and quick to complete a transaction:

'Easy to browse and complete a purchase. The only problem.... It makes shopping so easy - which is bad for the bank balance!'

'...when I see something I like I can buy it now.'

These consumers have sufficient income to spend on apparel products, but they also are time conscious:

'...when I need to quickly shop for my latest trends.'

5.3.3.2.6. Bargain Hunters

Bargain hunters' group represents consumers who are financially concerned, they 'check the sales' mainly:

'Excellent for the sales without having to fight through the crowds!'

These consumers use the app during certain periods of the year, namely seasonal sales periods.

5.3.3.2.7. Connected Browsers

Connected browsers represent, probably, younger consumers, who either cannot purchase apparel products from the retailer or seek advice from friends before purchasing anything. Their main motivation in using the app is to read blogs:

'I have never really been interested in blogs but now I have got the Topshop app I love reading it...'

'...the worst thing is that I can't bear to get rid of this app because I love looking at the blogs and images.'

Being connected with friends and share favourite items via Social media are important aspects of their daily activities:

'The notebook feature is genius-especially for on the go use. I love mixing and matching the outfits I'm planning and sharing with the girls at work for that all important second opinion!'

5.3.3.2.8. Occasional Shoppers

Occasional shoppers are similar to sustaining returners, because they would visit the app only when they have an important need to address, such as to buy a gift or go for holidays:

'I came on today to order some items for my holiday.'

'I need Christmas outfits now.'

They are not loyal consumers as they buy for occasions and are not bothered from which retailer to buy at the end 'it won't be on Topshop app'.

5.3.3.2.9. Sustaining Returners

Sustaining returners are routine shoppers that may have the app for years, but actually use it once in long period:

'Have had this app for over a year in the hope that it will be improved.'

These consumers may stop using the app if they come across any sorts of obstructions to completing a desired task. Sustaining returners 'hope that 'the app' will be improved', and will return after a month or more to try it again. These consumers are loyal retailer's customers, but do not visit its mobile app or website often. If the retailers will not meet their expectations these consumers can quickly lose their interest.

Based on the differences discussed between distinct motivational concepts, these can be applied for consumer segments development. Moreover, knowing the mobile consumers' motivations can help apparel retailers better meet these consumers' needs.

Table 13: Motivational Sub-Categories in Relation to Number of Versions.

Motivational Category		
Concepts	Number of versions each concept was present	Number of references for each concept
Addicted shoppers	4	83
Bored commuters	4	39
Style conscious consumers	4	34
Convenience seekers	3	28
Impulse shoppers	3	21
Bargain hunters	4	15
Connected browsers	4	11
Occasional shoppers	1	6
Sustaining returners	2	5

Further analysis was conducted in order to identify whether these sub-categories were present in all versions of the mobile app. Therefore, motivational sub-category's relation to each mobile app version were calculated from NVivo reports and arranged in descending order. The data in Table 13 provides an important information on when which sub-category was relevant. This mainly related to motivational factors to use the mobile app. There seems to be a significant dominance of five sub-categories, which were observed in all versions of the mobile app reviews.

5.3.3.3. Reasons to use Mobile App

Further to motivations a number of reasons to use the mobile app were developed based on aspects which were not directly related to personal motivations. This category presents concepts which attract mobile consumers in more general way. The following concepts were clustered under 'reasons to use mobile app': seamless shopping experience, way of browsing, fashion leader and better than website. This category represents rather positive reviews.

Seamless shopping experience can be characterised as '*quick*', '*easy to use, straightforward*', '*simple and good*'. Among main reasons to use the app were '*Browsing through large images*' and to find items which to buy in store:

'...to see the line number on the products! This would be a great help to me as I like to order from the store and the assistants need this to order in for me.'

Many of the reviews referred to using this app due to the 'brand' status:

'For the biggest chain on the high street you'd think they would have a quality app to match, however this lacks quality.'

When the balance between the expected quality level of the mobile app is not met, mobile consumers become disappointed and return to using other shopping means:

'You wouldn't think that Topshop was a leader in all things fashion with this stupid app!'

In summary 'mobile consumer behaviour' category (Figure 59) revealed important elements influencing mobile consumers' acceptance to use this mobile app and possible barriers. This category also helped to evaluate consumers' attitudes and direct the further study by highlighting inconsistency between the mobile app and website, which diminish consumers' willingness to shop through the app.

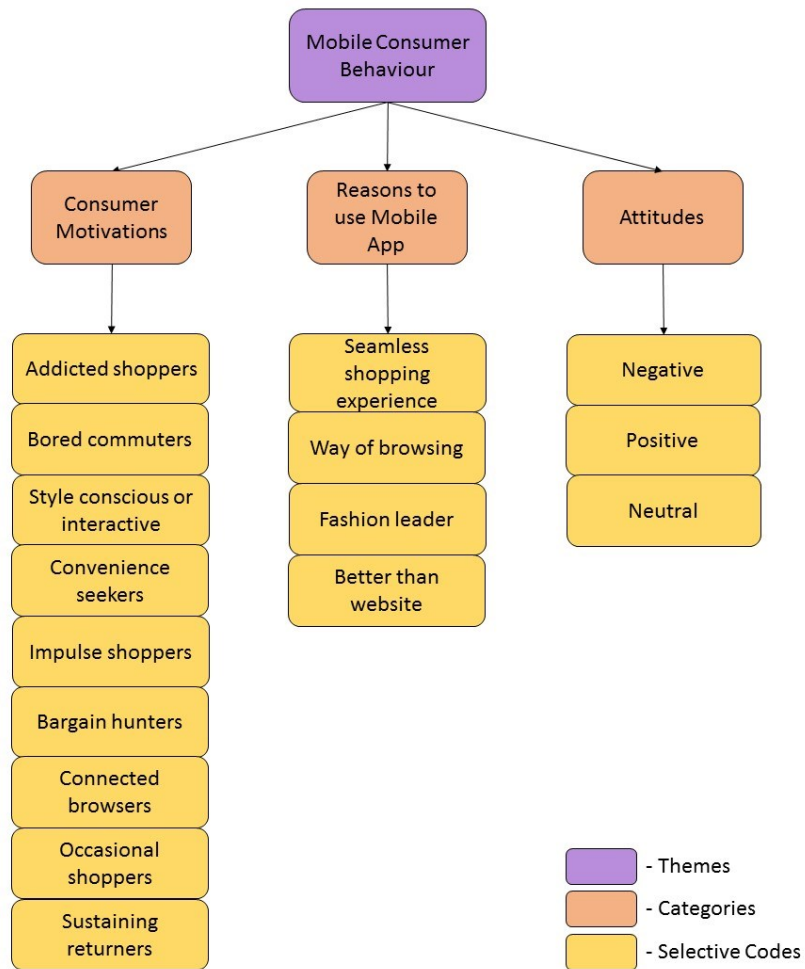


Figure 59: Mobile Consumer Behaviour.

5.3. Factors Influencing Mobile Consumers' Shopping Experiences

Themes, discussed in sections 5.2.1., 5.2.2. and 5.2.3., were explicitly linked with data analysis and coding process, highlighted an emergence of core-category. These themes informed the development of a model of factors influencing mobile consumers' shopping experiences, and enabled to link themes together with explanatory relevance. Figure 60 shows the categories and their relationships to each theme, core-category and each other.

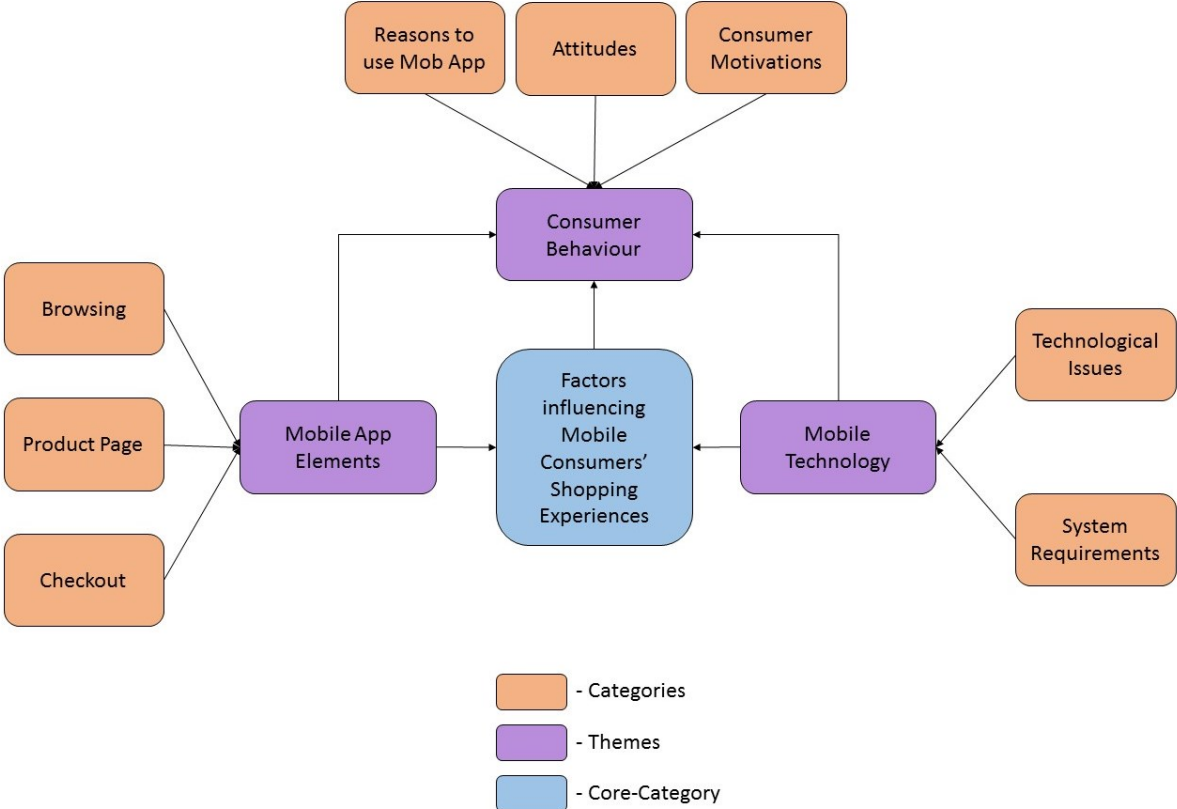


Figure 60: Key Themes and their Relationships from Mobile App Reviews Analysis.

The purpose of this phase was twofold. Firstly, there was a need to evaluate the level of consumer shopping satisfaction with mobile apps. Secondly, to evaluate what consumers perceive as positive shopping experience on mobile apps. The content analysis of reviews generated by iOS users about Topshop's mobile app was conducted in chronological order, and reviews were grouped according to version release dates. In order to develop main groups of reviews for the analysis, the version's release dates and update dates were taken into consideration. In order to identify links between consumers' comments about their

experience using the mobile app and retailer's responds to consumers' needs, the data were analysed by main version release dates. This means, that the focus was on periods of time from first version release date till the release date of the second, between the release date of the second and the third, and between the third and the fourth, and from the release date of the fourth until present, the date all the reviews were recorded using screenshots on iPhone. The analysis was extended as new reviews were posted with time, therefore longitudinal approach was applied.

Consumers seemed to be frustrated by the fact that Topshop did not manage to resolve issues with the app. The app is an important part of the consumers' shopping journey. Consumers would prefer to use the app, which should be user-friendly and easy to use. They would love to know that all the information is up to date and correct. They need to trust the retailer's channel. Unfortunately, consumers' expectations have not been met. They did not trust the check in store feature, because very often the information provided was incorrect.

The results of mobile app reviews analysis showed that the overall experience using Topshop's mobile app was more negative than positive, which leads to missed opportunity by the retailer. Although, many app users loved the app and Topshop, there were many users who were not able to complete the purchase while using the app. Many users referred to issues with shopping bag, adding items to shopping bag and not being able to order anything from the app. This was overshadowed by technical problems while using the app which referred to slow loading or not loading at all, not being up to date, and most commonly referred to crashing of the app.

The following 6 most commented problems of Topshop mobile app were: crashing; notebook issues; slow loading; not being able to complete the purchase, issues with shopping bag; not being up to date with the website; display of out of stock products.

The longitudinal approach in gathering the data about the retailer's performance in m-retail included gathering the data on regular basis reviewing it continuously and recording any significant shifts in retailer's mobile strategy. When it seemed that the retailer has solved one of the problems of the mobile channel, it was very surprising to see the same issue re-appearing after a week. The most striking results showed that even when the retailer managed to fix issues related to the content on mobile apps for different OSs, at some period of time,

the fact that the same issue re-appeared shows that the retailer has not managed to develop a centralised organisational strategy for updating of the content.

Analysis of the reviews allowed to study consumers' experience on the mobile app retrospectively and to identify possible reasons for the retailer's shopping channels' failure. Frequently mentioned differences of the content in shop categories on the mobile app informed a need to compare iOS and Android OS mobile apps in terms of the content of the categories and display on the screen. These comparative studies are presented and discussed further.

5.4. Comparison of Topshop iOS and Android OS Mobile Apps

The analysis of the data gathered from app reviews identified an area that needed a further investigation. The reviews generated by the users about mobile apps showed that fashion consumers tend to use several devices for fashion shopping. Some consumers mentioned about size of pictures and search results pages being small on Android OS mobile app. This informed the need to evaluate the structure of these mobile apps, and to review a display on a screen on different OSs platforms.

5.4.1. Mobile app Structure

For a purpose of this analysis visual data about the mobile app's structure were gathered on 12/12/2013 by collecting screenshots of categories lists on mobile apps for both OSs (Appendix 5E). The results from comparison showed that the number of categories was nearly the same on both OSs, but the number of items available to purchase was different (Appendix 5F). The results of the analysis showed inconsistency in overall retailer's shopping channels' management strategy, such as mobile apps for different OSs and websites. Most importantly, consumers are aware of these differences and express their dissatisfaction about it in mobile app reviews.

Topshop websites were accessed on Safari for iPhone and on Google Chrome for Android OS on 15/03/2014 to compare numbers of items within categories. Both websites brought mobile optimized version of the website as the first instance. The categories did not have any information about the number of items available from each category. Both devices showed exactly the same website and even the same products displayed. The comparison of the two websites' display and the content showed that when switched to full website version these

both websites are the same. There were no differences found between websites accessed through different browser.

The comparison of mobile apps for iOS and Android OS mobile devices showed that the number of items displayed for each category differ between OSs (Appendix 5F). The results of Topshop app reviews analysis showed that there was inconsistency between the range of products and categories on mobile app and website, but the comparison of the numbers of items was not possible due to differences in display on these two mobile platforms. Therefore, the comparison of Topshop's mobile app and website was needed in order to explore consumers' experiences shopping on these two mobile platforms. Eye tracking technology deemed the most appropriate method to access actual shopping experience on mobile platforms. The results of the comparison are discussed in Chapter 6.

5.4.2. Product Pages


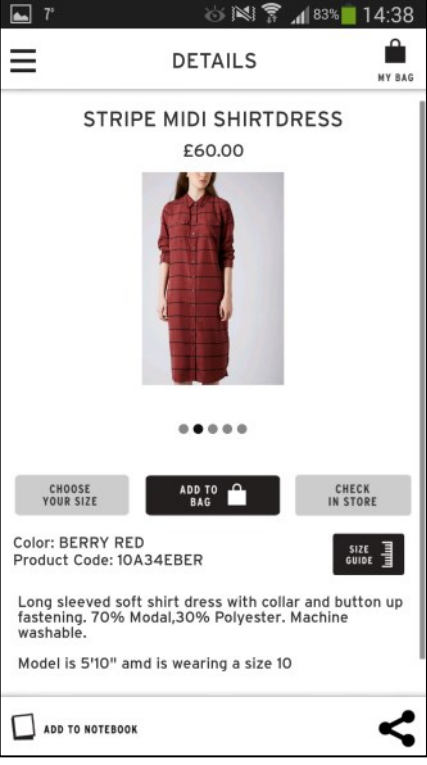

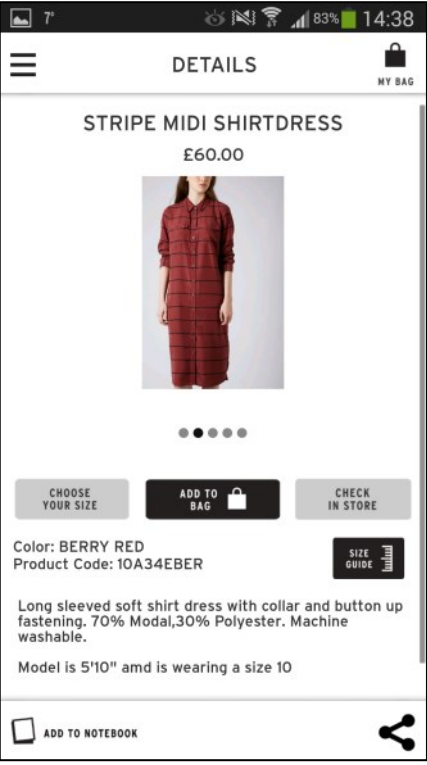
During the visual data gathering, discussed in Section 5.5.1., it was noted that display of search results and product pages were different on iOS and Android OS smartphones. Product page view might be one of the most important parts of any shopping platform as it allows for a detailed product's examination and impacts on decision-making. Therefore, comparison of product pages for iOS and Android OS was conducted to develop the understanding of retailer's perspective about seamless shopping experience in m-retail (Table 14). Interestingly, this comparison found that mobile fashion consumers using iOS and Android OS mobile devices have completely different shopping experiences due to differences in display on a screen and size of pictures for each platform.

A detailed analysis of product page view revealed that the main picture of the item was displayed bigger on iOS devices than Android OS. Besides, the differences in size were so significant, that photos of the product on Android OS mobile app were nearly four times smaller than on iOS.

In addition to the importance of the product page view, zoom in option was mentioned numerous times showing its significant importance on the app to '*see the fabric in much clearer detail*'. Consumers using iPhones can easily zoom in any product's picture by double-tapping on it, and the product will be displayed on a full screen. Whereby, Android OS users do not have such option at all. Table 14 is revealing in a number of ways, namely that Android

OS users are more disadvantaged than iOS users and shopping experience on iOS devices is more pleasant.

Table 14: Comparison of Topshop Mobile Apps' Product Pages of Topshop on iOS and Android OS smartphones.

	iOS	Android OS
Product page view		
Zoom in option		

	iOS	Android OS
Grid view list		
Single product view		

	iOS	Android OS
Notebook view		

Furthermore, iOS and Android OS users have had different display of search results. There were only three items in grid view of dresses & playsuits category on iOS mobile app, when Android OS users had four and a half. This made items on Android OS to appear nearly twice smaller than on iOS. The only view that Android OS users could benefit from was in single item view option. In single view Android OS users were able to see products nearly one and a half larger than iOS users. Anyway, iOS users had the option to add favourite products to notebook directly from any view list, which made it more convenient to review it later to purchase at any other time. Android OS users did not have such option in any of search results, they had 'add to notebook' option only on product pages.

Another difference between these two OSs was that notebook on iOS worked better than on Android OS. Since tested to access the notebook on Android OS smartphone in December 2013, until 15/03/2014 it never opened, and kept crashing every time when clicked on it.

5.5. Summary of the Chapter

This chapter discussed key findings from the mobile app reviews analysis. Through inductive enquiry a provisional model of mobile app elements was developed, it reflects major factors influencing mobile consumers' behaviour, informed by currently used elements on mobile apps. Whilst it is derived from Topshop, a more conceptual model is needed to address mobile consumers' expectations from apparel m-retail, and further qualitative phases extended this model beyond one brand's context (Chapters 6 and 7). Numerous problem areas were identified on the mobile app, which needed to be addressed by listening to consumers' expectations beyond technical factors. It is important to understand how mobile consumers desire to shop on smartphones and why. In order to achieve these objectives a comprehensive knowledge of favourite mobile app elements was needed. The findings informed the need to explore mobile consumers' behaviour in more detail, especially regarding benefits sought from fashion shopping via smartphones (Chapters 6 and 7).

A management strategy for a retailer to support all shopping channels will need all the channels to be controlled by a centralised system. It seems that retailers have several shopping channels, such as in store, online website, mobile apps for iOS, and Android OS, but were not able to manage all these channels simultaneously. If each shopping channel is operated by a separate person and a different software, it takes time to update all resources, and to keep all channels up to date. Beside the issues regarding product range and availability, there are more technical issues within the app itself. Numerous problem areas on the mobile app were identified, and retailers need to address those issues to maintain consumers' interest. Issues related to navigation can contribute to consumers' dissatisfaction and promote exit from the app. The reviews highlighted issues that led users to go to the more user-friendly desktop website or even the store, where the consumer felt in charge of what they wanted to find and purchase.

It is apparent from the data that consumers brought familiarity with other shopping channels in place before the mobile channel was implemented into the retailer's digital strategy. They expect the same easy to use platform with rich content and even faster delivery of information. In order to develop a comprehensive list of essential elements of mobile platforms that will enhance the shopping journeys of consumers, there is a need for development of the most mentioned factors from mobile apps' reviews.

CHAPTER 6 – MOBILE SHOPPING BEHAVIOUR: APPLICATION OF EYE TRACKING TECHNOLOGY

6.1. Introduction

This chapter outlines the third empirical study and its findings. Drawing from the results presented in Chapter 4 and Chapter 5, highlighted a further research gap about differences in shopping experiences and behaviour on mobile apps and websites.

There has been little discussion about actual consumer shopping behaviour on fashion mobile apps and websites, and no published study has examined overall shopping process on smartphone including the payment stage. Eye tracking technology has hitherto been applied to test fashion websites and advertisements, and then only with static eye trackers. The aim of this study is to develop a conceptual framework to aid in the understanding of activities of fashion consumers on mobile devices. The following three areas have not yet been documented: eye tracking actual fashion mobile apps and websites, tracking the whole shopping process through from initial search to the payment, and looking at users' interaction with real smartphones. The proposed methodology takes a step beyond what has been done to date.

This gap is related to factors influencing mobile consumers' preference towards shopping via websites. As a result, this study was conducted taking note of the actual shopping behaviours on mobile app and websites accessed via smartphones. The purpose of this phase was threefold. Firstly, evaluate and compare actual shopping experience on mobile app and website. Secondly, to evaluate and compare shopping behaviour of experienced and inexperienced users. The focus was on the level of experience using one or another mobile shopping platform, namely experience using mobile app or website. Thirdly, there was a need to identify which elements of the mobile platform consumers use when shopping. This chapter presents the findings, identifying key differences between mobile shopping platforms that impact overall shopping experience on smartphones. The results and discussion presented in Chapter 5 informed a selection of appropriate apparel retailer for this phase of the study. Emerging from the results is a list of mostly used features and problematic areas, informing how mobile apparel consumers shop. A model was developed using data acquired from mobile app reviews. This phase of the study served as the basis for understanding actual

mobile consumer experiences using mobile shopping apps and websites. This chapter concludes by summarising the key findings of the third phase of the empirical research. Further research aspects are suggested in the summary.

6.2. Shopping Experiences on Mobile App and Website

Key differences have been identified in the shopping experiences on the mobile app and website. The analysis of mobile app reviews (Chapter 5) highlighted that mobile shoppers diverted from using mobile apps in favour of websites. This was in agreement with the results of the mobile apparel consumer survey (Chapter 4) that mobile consumers prefer using websites for shopping.

The differences in ways fashion consumers browse and make purchases on mobile, needed to be explored by evaluating number of steps and durations of various stages of the shopping journey, identifying positive and negative areas of mobile platforms and highlighting key features of mobile shopping platform from consumers' perspective. This phase of the research followed a mixed method approach as described in Section 3.5.5.3. Participants used preferred browser to access Topshop website, namely Chrome or Safari (Appendix 6A). The website accessed via these two browsers displayed identically (Appendix 6B), and is regarded in further discussion as 'website'.

6.2.1. Number of Steps and Durations of Various Stages of the Shopping Journey

Shopping journeys were created for each eye tracking experiment and each participant (Appendix 6C), which allowed comparisons of the number of steps each participant undertook to search and, eventually, purchase fashion products from Topshop mobile app and website, and the number of product pages visited during each shopping experience. The comparison of numbers of steps undertaken and product pages visited by each participant on mobile app and website (Appendix 6E, Appendix 6F) indicates that there is an obvious pattern emerging from the data. The majority of participants had undertaken nearly double the number of steps on the mobile app compared to website (Table 15). The number of product pages visited on the mobile app was triple the number visited on the website.

Table 15: Duration, number of steps and number of products viewed on mobile app and website.

Mobile platform	Average duration of the shopping journey, min	Average total number of steps	Average number of products viewed
Mobile app	12	110	12
Website	11	66	4

The findings in Table 15 informed the need to investigate why users on the mobile app behaved differently than on the website. Therefore, Table 16 presents a comprehensive breakdown of the average shopping journey by time spent at various stages of the shopping involvement including average time sent viewing one product page (Appendix 6E). This table is revealing in several ways. Firstly, website users spent three times longer on the home page than mobile app users. Secondly, average duration visiting all product pages on the mobile app was greater than on the website. These findings were not aligned with the average duration of viewing a single product page, which was double on the website.

Table 16: Average Durations at Various Stages of the Shopping Journeys on Mobile App and Website.

Mobile platform	Average duration of the shopping journey, min	Average time on home page, s	Average time browsing, min	Average time visiting all product pages, min	Average time viewing one product page, s	Average time at the checkout, min
Mob app	12	13	4.8	2.5	11	4.5
Website	11	39	4.3	1.5	23	4.6

The findings in Table 15 and Table 16 suggest that users were more engaged with the mobile app and visited more product pages. However, the fact that each unique product page was visited for a significantly shorter duration suggests that the products on the mobile app did not attract users attention as well as products on the website. This trend appeared in most shopping journeys, and required further evaluation by comparing the data from interviews with participants and RTAs. It was identified that users have visited more product pages due to a limited visibility of products in the search results lists. P3 said:

‘The smaller pictures that you’re scrolling through, you can’t see pretty much detail. So there were a few that I thought, look at that, I click on it, and then I thought, oh my God, that was awful.’

Application of one research method, namely eye tracking alone, would not allow for these findings to emerge as one method cannot explain why these users visited more product pages. It can only record the fact of visiting higher number of product pages. The developed shopping

journeys were very informative as helped to account for numbers of steps on various stages of the shopping involvement. In order to understand what consumers do on mobile app or website, and why they prefer websites to mobile apps, there was a need to combine different types of data. Therefore, this phase involved work with different data sources (Section 3.5.5.3.7.), namely eye tracking experiments, RTAs, shopping journeys and statistical data, to combine the results in order to have a comprehensive understanding about mobile fashion consumers' behaviour and their types. Mixed methods proved as reliable source of information. Durations at various stages of the shopping journey were calculated based on the shopping journey map, scan path video and statistical files.

Participants' shopping experiences were compared based on the combination of elements of the mobile app or website they used during the experiments (Appendix 6G). It is important to note that some participants did not check all the product photos on product pages. They made decisions primarily based on the main photo of the product and description on the product page, some participants only used the zoom-in option of the first product's picture to see the product in more details without looking at other views of the product.

It was important to compare durations at the checkout on the mobile app and website, and to evaluate how these durations compare to other stages of the shopping journey. In order to achieve this the comparison of the time each participant had spent on the mobile app and website was employed. Differences in the time spent at the checkout on these two platforms were identified.

The initial plan was to compare percentages of time spent at various stages including checkout (Appendix 6E). However, the results showed that depending on the length of the whole shopping journey, the percentages were different. A participant who had a short shopping journey had a higher percentage of the time spent at the checkout than the participant who spent longer on total shopping journey. For example, P1 and P3 have spent the same time at the checkout on the website, but their percentages of time at the checkout were different (Table 17). Another example, P3 and P4 have spent the same time at the checkout stage on the mobile app, but the percentages on that stage are different too. The reason for that is the fact that the durations of the whole shopping journeys were different.

Table 17: Comparison of the duration and the percentage of the time at the checkout.

Participant	Duration at the checkout, min	Percentage of time at the checkout, %
P1w	5.3	36.7
P3w	5.3	46.5
P3a	3.9	28.7
P4a	3.9	25.9

Another example was P7a, who had spent 5 min shopping. She had spent approx. 79% of her time at the checkout. However, P7a has made only 7 steps to check out. Instead of looking at the percentages, it is worth looking at the durations at various stages of the shopping journey. Whereby, P5a had spent really long at the shopping journey, and spent long browsing, P5a has shown significantly smaller percentage of time at the checkout. This is because the proportion of the time at the checkout of the longer duration was smaller. The proportion of the time at the checkout of the shorter whole shopping duration was longer. This showed that in order to compare users' behaviour and experience on mobile platforms, the parameters in minutes or seconds allowed for more reliable results. Therefore, analysis and comparison based on percentages of time spent at various stages of the shopping journey were rejected as misleading.

The analysis of the number of steps undertaken by each participant on the mobile app and website (Appendix 6E), showed that participants have done less steps adding items to the basket and checkout on the website compared to the mobile app (Table 18). However, it was important to consider the number of steps needed at the checkout alone. Therefore, the number of steps required to proceed to checkout and pay was calculated. The results showed that checkout on the mobile app required fewer steps than on the website. However, the checkout process of 13 steps requires sufficient time to complete this type of payment on a smartphone, and can discourage mobile consumers from completing the purchase.

Table 18: Comparison of numbers of steps at various stages on the mobile app and website.

	Browsing	Adding items to the bag and checkout	Paying and confirming the order	Whole shopping journey	Number of products viewed	Number of products added to the basket
Mobile App	83	27	13	110	12	3
Website	45	21	16	66	4	2

Analysis of the data (Appendix 6E) showed that two participants undertook double the number of steps at the checkout on the mobile app. P2 and P5 encountered the most problems out of all at the checkout, which took them 26 and 28 steps to complete the transaction. The data in Appendix 6E is revealing in several ways. Firstly, participants differed by the number of steps to pay and confirm the order, and inexperienced users undertook three time more steps than experienced users. This suggests that inexperienced users need more time to complete the purchase, what can influence their future purchasing behaviour on mobile. Moreover, the comparison of the results on the mobile app with the website shows that some participants have more experience using the mobile app, while less or not at all using the website. Similarly, those who were used to use website, had less experience using the mobile app. The findings suggest that those who are new to the mobile shopping platform might experience various problems when trying to pay, which might be an obstacle in gaining new customers. However, the data analysis of the RTA and interviews showed that consumers encounter a number of problems which could be solved to ensure seamless shopping experience. These results informed the need to compare consumer behaviour based on their experience using one or another mobile shopping platform, namely experience using mobile app or website. These findings informed the need to compare shopping behaviours of experienced and inexperienced users (Section 6.3.).

Participants mentioned that they were not able to see products in full details on the mobile app due to small pictures not only in search results, but also on product pages. Some participants struggled to see the product's close up view and were not able to zoom in. As there are two types of problems that consumers encountered, namely human errors and technical issues. Problem areas and used elements of the mobile app and website were compared and the results are presented in Section 6.2.2.

Initial overview of the percentages of time spent at various stages of the shopping journey showed that the percentage at the browsing stage is in most cases higher than viewing product pages (Table 19). This suggests that many consumers spend more time finding the right products, and would not need to spend that much time viewing the actual product pages in order to make a decision to purchase the item. Therefore, the browsing stage is crucial in the overall shopping journey, because finding the products consumers need guarantees capturing consumers' attention and possible purchasing. Although, the participants behaved differently during each experiment, but the proportion of time spread between the home

page, browsing, product pages and checkout formed a pattern. More than a third of total shopping journey’s duration was spent at the browsing stage and over 42% at the checkout. This shows that around 14% of total time was spent on product pages. However, the average percentage of time spent viewing all product pages per experiment is significantly lower than the percentage of time on the browsing stage, there is a need to account for individual participant’s characteristics and their behaviour as a person.

Table 19: Comparison of the percentages of time at various stages of the shopping journey on the mobile app and website on smartphone.

Platform average	Home page, %	Browsing, %	Product pages, %	Checkout, %	Total, %
Mobile App	2.6	35.4	16.5	45.5	100
Web	5.0	38.0	14.3	42.7	100

An initial overview of the data about the average percentages of time at various stages of the shopping journey shows similar patterns (Table 19). Although the percentage of time look similar, the actual time was different (Appendix 6E). Therefore, only applying triangulation and merging various data sets can reveal actual behaviours on different mobile platforms, which would be biased when using only quantitative data or eye tracking visualisations. These sets of data can reveal what consumers did, but cannot explain why they did it.

6.2.2. Positive and Negative Areas of Mobile Platforms for Fashion m-Commerce

Investigating aspects of mobile consumer behaviour revealed that fashion consumers using smartphones for fashion browsing and shopping have strong opinion about what they like and dislike about mobile platforms (Appendix 6G). The analysis of eye tracking data helped to gather evidence about the most important features on mobile devices. Moreover, the findings suggest that there are a number of features important for fashion consumers using smartphones, which would need to be present on both mobile app and mobile optimized website. Therefore, mobile fashion consumers would not need to choose between the two in order to have a seamless shopping experience.

Table 20: Elements of Mobile Platforms used during shopping involvement.

	Frequency, n	
	Mobile App	Website
Promos	5	3
Categories	6	7
Change view in search results	5	0
Refine	3	4
Search box	1	1
Product photos	7	8
Zoom in	2	4
Description	5	5
Reviews	1	3
Suggestions	5	4
Recently viewed items	1	0
Default delivery	0	0
Collect in store	1	1
Add more items to the bag to choose later	3	0
Total	8	8

Table 20 shows the elements of mobile platforms used by participants in actual shopping journey. This information was gathered from observations during eye tracking experiments. However, these are elements they actually used, but not the elements they would prefer to have used (Appendix 6H), which have emerged from RTAs (Appendix 6K). Further findings indicated that another set of data was needed, showing desired elements of mobile channel, and this information emerged from RTAs after actual shopping experience. More than half of all participants looked at the area of the product page with suggestions, but not all of them actually looked for suggested products. Some of the participants said, that they were looking for other colour options of the product viewed, but did not see any there.

Table 21: Problem areas of the mobile app.

Problem area	Participants who encountered the problem, n
Too small pictures in search results	5
Colour options not available	4
Zoom in not available	4
Could not find refine button	3
Shoes category products displayed on model	2
Not loading	2
Could not change view in search results	2
No product pictures on the model	2
Suggested products are not related to viewed products	2
Difficulty to edit basket	2
Sale - no sub categories	1
Could not view other product photos	1
Too small pictures in product page	1
Could not find checkout button	1
Mixed up products in ads	1
Not able to review order at the checkout	1
Going round in loops for collect in store option	1
Re-type contact details twice due to checking basket	1

Identification of problem areas on the mobile app and website indicated a need to compare these two platforms (Table 21 and Table 22). Based on participants experiences and expressions, key problem areas were identified and listed (Appendix 6J). These lists were compared, and the following observations have emerged. A total number of problem areas of the mobile app is 18. The highest number of participants encountering problems on the mobile app ranged from 5 to 1 cases. A total number of problem areas of the website is 17. The highest number of participants encountering problems on the website ranged from 8 to 1 cases. The number of problem areas of the mobile app, accounting for 2 and more cases, was 10 (Table 21) and on the website was 13 (Table 22).

There were significant problems relating to areas of website which were noted although these occurred in single case incidents (Table 22). These were considered to be relevant as they stand to be encountered by consumers using this particular feature of the platform. P2 preferred to collect in store option, which allows her to try the products in store and decide whether to keep it or return immediately. Moreover, P2 used 'collect in store' option during both experiments, and the checkout system has sent P2 in loops several times before completing the checkout. This shows that both the mobile app and the website have the same problem related to alternative delivery options, which need fixing. This is a problem of technical origin, and it might occur for most consumers.

Table 22: Problem areas of the website.

Problem area	Participants who encountered the problem, n
Slow loading	8
Not anchoring	6
Sub-categories not available in menu	4
Difficulty to flip through product photos	4
Re-type contact details twice due to checking basket	4
Difficulty to find shoes sub-categories	3
Could not change view in search results	3
In categories products are mixed up	2
Too big pictures in search results	2
Not clear	2
No suggestions of similar products or recently viewed	2
Could not find refine button	2
Pop-ups	2
Less products in search longer to look through	1
Changing view of search results on its own	1
Too big pictures on product pages	1
Going round in loops for collect in store option	1

Another important finding is inability to check the content of the basket when already at the checkout. Participants noticed that if they check the basket, they had to re-type all the contact information, which was annoying for most of them. This problem occurred in four cases during the shopping journeys on the website.

The analysis of the data from interviews after eye tracking experiments showed that there were numerous features which participants were enjoying to use. Although, the mobile app and the website did not match one another exactly well, and some features were completely different on these two platforms. There were some features, which were same or similar on both platforms. Therefore, the data analysis involved comparing the features of the mobile app with the website in order to compare these mobile platforms, and find the differences or similarities. Moreover, the comparison helped to reveal what features do mobile fashion consumers prefer to use on mobile, and helps to answer the main question ‘why do mobile fashion consumer prefer websites when various mobile apps are available.’ A list of all positive areas of each mobile platform was developed based on each participant’s interview data, and summed up to generate an overview of the most liked areas for comparison.

The comparison of the liked areas showed that Topshop mobile app and website had different mobile elements, and participants have noticed these differences. During the RTAs and

interviews participants expressed their opinion about each platform, and what elements were useful when shopping on smartphone (Table 23, Table 24).

Table 23 revealed that Topshop mobile app has '*suggestions and recently viewed items*' feature, which was helpful when browsing on the mobile app. Moreover, many of the participants referred to suggestions as the area of the mobile platform where they expected to see either products closely matching their search requirements or complement the product they were viewing. The suggestions section of the mobile app seems to be important and helpful. However, based on participants' interview data this area would need to match specific personal customers' expectations. Moreover, the majority of the participants thought that suggestions did not match their needs. Suggestions were available on both mobile platforms.

In comparison to the Topshop website mobile app had '*recently viewed items*' feature which was not available on the website. This feature allowed participants to go back to previously visited products. Moreover, the participants who used this feature on the mobile app were expecting to see it on the website too. Some participants knowing that recently viewed items feature might not be available, used to add the products they were interested in to the basket. They would review those products later and make their decision from the basket. This might explain why retailers talk about abandoned baskets and not purchased products. However, retailers might not know the reason why consumers behave this way. Eye tracking technology complemented by traditional methods helped to answer this question.

Table 23: Liked Areas of Topshop Mobile App.

App	
Liked areas	Number of participants
Clothes on model	5
Suggestions and recently viewed items	4
Loading quickly	3
Info about material	3
Ability to change view in search results	3
Compact checkout page - easy to use	3
Saving account details for the next time	2
Categories easy to use	2
Refine option is helpful	2
Clear structure and black text on white	2
Reviews and customer ratings	2
Search results with picture, price and reviews	2
Shoes in search - no model view	2
Auto-fill address by postcode	1
Collect in store - can try it on there	1
Smaller pictures in product pages with info	1
White background	1
Usable	1
Size of the model on photos	1
Grid view - see more products on a screen	1
Contact store to find size	1
Zoom in - to see close ups	1

It was noted that some liked features appeared on both platforms, therefore, there emerged an idea to compare these liked areas overall and see which areas are the most important when shopping via mobile. These features were merged to create a list of the most important elements of the mobile platform in general. However, fashion retailers and market research reports show that mobile apps might be the most important mobile platform for fashion consumers, the survey carried out in the UK in 2014 (Tupikovskaja-Omovie et al., 2014) showed opposite trends. The majority of the respondents under study preferred to use websites on their mobile devices.

An overview of all liked areas on the mobile app and the website allowed to identify to most important features, which the participants found useful. The analysis of the data showed that the majority of the features, which had the highest score, were related to visual elements of the mobile platform. These visual elements were concerned product's display, pictures' size, interface's design and colour.

Table 24: Liked Areas of Topshop Website.

Web	
Liked areas	Number of participants
Big pictures in search results - clearer	4
Big pictures on product pages - see clearly all details	3
Zoom in - to see close ups	3
Refine option is helpful	3
Shoes in search - no model view	3
Promotions	2
Clothes on model	2
See more products in search results	2
Clear structure and black text on white	2
Saving log in details for next time	2
Search box is useful	1
Delivery details	1
Specific categories - Petite	1
Search results with picture and price	1
Created outfits in product page	1
Deleting product before going to checkout	1
Reviews and customer ratings	1
Size of the model on photos	1

Visual group followed by another significant group of features was regarding personalisation of the shopping platform. The personalisation features were as follow: suggestions and recently viewed items, refine option and ability to change view in search results. These features seem to be significantly important when fashion consumers have limited time for shopping or limited budget. Therefore, ability to set the search results the way consumers want allows for more sufficient browsing and quicker shopping journey. Moreover, these features are important contributors of customer satisfaction.

6.2.3. Key Features of Mobile Shopping Platform

The comparison of mobile app and website helped to achieve research objectives and identify key features of mobile shopping platform. Data analysis revealed that certain positive areas appeared on both platforms. Moreover, a detailed analysis of the areas used during actual eye tracking experiments added more dimensions to the subject under study, because participants cannot remember everything they did during the experiment, and some of the features were not mentioned during the RTA and interview. Therefore, the data extracted from actual shopping journeys relating positive features of each platform were merged with

used features. In order to achieve this triangulation of different data sets gathered during eye tracking experiments allowed for thorough examination of mobile fashion consumers behaviour using smartphones for shopping. The data analysis showed that the data sets from interview about liked areas of the mobile platform and used features represent the actual consumers experiences on smartphones. However, a detailed analysis of the interview transcripts showed that apart of talking about liked areas of the mobile platform and negative features, the participants have expressed their ideas about ideal features. This means that mobile users had suggested their desired features on smartphones, as a results a list of used, liked and desired features was aggregated merging three datasets (Appendix 6H).

Having discussed three types of data about the same phenomenon, there was a need to merge these data sets by triangulation. The development of a list of the most important elements of the mobile platform followed arranging them in descending order. When a list of liked areas of the mobile app and website were developed, a number of parameters were similar or even the same on both the mobile app and website. Therefore, those parameters were merged to create a list of positive areas of any mobile platform.

Some participants talked about features, which they would like to see on the mobile platform. However, those features were either not available on the platform, or the participants did not know where to find it. These features represent desired featured which needed to be considered when studying fashion consumers' behaviour. Therefore, the desired features were added to the list of liked areas for further analysis (Table 25). In addition to interview data about positive areas and shopping journey data, it was important to add the data about desired elements of the mobile platform, which participants under study have mentioned during interviews. The data highlighted the features which mobile fashion consumers would like to see and use on the mobile fashion channel (Table 25).

Table 25: Merged liked areas of the mob app and web, used and desired features.

Liked areas	Number of participants
Suggestions and recently viewed items	11
Zoom in - to see close ups	9
Refine option is helpful	9
Promotions	8
Categories easy to use	8
Clothes on model	7
Reviews and customer ratings	6
Shoes in search - no model view	5
Ability to change view in search results	5
Big pictures in search results - clearer	4
Saving account details for the next time	4
Clear structure and black text on white	4
Colour options of the product	4
Loading quickly	3
Info about material	3
Compact checkout page - easy to use	3
Big pictures on product pages - see clearly all details	3
Search results with picture, price and reviews	3
See more products in search results	3
Size of the model on photos	3
Auto-fill address by postcode	3
Ease to edit basket	2
Search box is useful	2
Page anchoring	2
Collect in store - can try it on there	1
Smaller pictures in product pages with info	1
Usable	1
Contact store to find size	1
Delivery details	1
Deleting product before going to checkout	1

The list of features of mobile platform was developed through triangulation, and it represents consumers' perspective about satisfying shopping experiences via smartphones (Section 8.3.). This list can help developers and marketers in meeting mobile fashion consumers' expectations and needs.

6.3. Experienced and Inexperienced Users: Comparison of Mobile Shopping Experiences

The results presented in Section 6.2.1. informed a need to compare differences in shopping behaviour of experienced and inexperienced users. The purpose of this phase was to evaluate consumers' shopping preferences with mobile shopping platforms among experienced and inexperienced users.

Those users who are familiar with mobile devices, such as smartphones and tablets, would know about some common gestures used when navigating on mobile app or website. For example, double-tap gesture and two-finger gesture in opposite direction would normally result in zooming out the section of the screen. However, these gestures might not work on some mobile apps or websites. Users need to be familiar with the navigation techniques in order to be able to navigate easily on mobile devices.

There seem to be distinct differences between familiar and non-familiar users of Topshop mobile app or website. These differences need to be accounted for and compared. Although, familiar users might experience less problems navigating on smartphone on mobile app or on website, depending on what platform they are used to more. However, non-familiar users might provide very important insight about experience of new consumers deciding to use smartphones for fashion shopping. These users might come across various problems and issues due to their unfamiliarity with the platform. Their experience can help to measure user friendliness of the mobile app or website. Developers could learn more from non-familiar users than from familiar users. This new knowledge could direct the development team towards the features and their position on the screen in order to create a more user-friendly mobile channel. Retailers willing to attract new customers to mobile platforms need to consider the experience they might be going through when navigating on mobile platforms.

There is a need to develop a map of transferable patterns in user experience, such as experienced and unexperienced users, and learn from both of them. Combining the knowledge about the experiences of both types of users will help in developing a framework or model of mobile channel, which implemented accordingly would help to satisfy consumer expectations and needs.

In order to achieve this goal, eye gaze, heat maps, scan paths of inexperienced and experienced users need to be compared. This will help to identify the patterns in their behaviour. This comparison helped to show how hard people have to try if they are not familiar with the platform. The comparison would be helpful in accounting for '*3 clicks and more*' required to achieve any goal on the mobile channel, such as the path to refine search results, and comparison of different views of the product available.

The data analysis from the survey and observation notes showed that some participants might have had experience using mobile apps, when others – websites. Only two participants had experience using both mobile platforms, and these were P6 and P9. Only one participant had no previous experience buying fashion products on mobile, and it was P2. This participant had only bought fashion products online on her laptop. The analysis showed that the majority of those who have experience using smartphones for shopping actually prefer to use websites. Only P7 and P9 said that they found all mobile apps they need available to download. There was a need to compare shopping behaviour and expectations of experienced and inexperienced users on smartphones. Participants using Topshop mobile app and website were clustered into two major groups based on their experience using one of the mobile shopping platforms, either mobile app or website.

6.3.1. Sample Preparation for Data Analysis

In order to compare experienced and inexperienced users, there was a need to group the participants based on their experience shopping on smartphones. Following the data analysis from various data sources, such as survey data, shopping journey analysis, the participants were clustered into two groups, based on their experience using one or another mobile platform. Moreover, as each participant has used both the mobile app and the website, each of the shopping journeys was analysed as a separate case, and numbered accordingly. Therefore, P1 was assigned cases P1a – for shopping journey on the mobile app, and P1w – for shopping journey on the website. And the same way for the rest of the participants. This allowed to group these cases based on the varied shopping experience and analyse them separately. The clusters were as follow:

- Experienced: P6a, P7a, P9a, P3w, P4w, P5w, P6w, P9w.
- Inexperienced: P1a, P2a, P3a, P4a, P5a, P1w, P2w, P7w.

6.3.2. Data Analysis

With reference to the data analysis, the data sets were generated for experienced and inexperienced users, which were compared based on a number of criteria. First, the comparison of the shopping journey duration and time spent at various shopping journey's stages were compared. A number of differences emerged in separate cases. Therefore, the average durations were calculated for experienced and inexperienced groups (Appendix 6J). Table 26 presents the average durations on various stages of the shopping journeys among experienced and inexperienced users.

Table 26: Comparison of durations at various stages of the shopping journey between experienced and inexperienced users.

Cluster	Home page (s)	Browsing (min)	Product pages (min)	Checkout (min)	Total time of the experiment (min)	Average time viewing one product page (s)
Experienced	10.8	4	1.4	3.9	9.5	18.8
Inexperienced	41.5	5	2.6	5.2	13.5	14.6

The comparison of the experienced and inexperienced users, showed that inexperienced users spent significantly more time on the home page, compared to the experienced group (Table 26). As seen from observation notes, some participants were lost when trying to find the category they wanted. This made them spend more time on the home page, clicking through promotional banners on the home page. P1, in particular, tried to find the category mainly on the home page. The data analysis showed that P1 is used to a different layout and design of the mobile platform, therefore, was having problems to find a menu button.

Table 27: Comparison between experienced and inexperienced users by number of steps.

Cluster	Average number of steps	Average number of products viewed
Experienced	72	5
Inexperienced	104	11

Table 27 highlighted that inexperienced users spent more time shopping, visited more product pages, and have undertaken more steps during their shopping journey. Moreover, it took

longer for inexperienced users to checkout, which took them more than 5 minutes in average. Whereby, for the experienced users it took less than 4 minutes (Table 26).

There was a need to compare these two groups in terms of their behaviour during the shopping journey, their preferences when browsing and perceptions towards the mobile shopping channel as the differences were found between experienced and inexperienced users. In order to achieve this, the shopping journey maps, observation notes and RTAs with interviews were analysed.

Qualitative data informed the development of the lists of elements used during the shopping journey based on the data from the shopping journeys' maps, which were created for each case. The data aggregated into separate tables for the mobile app and the website. In order to compare behaviours of experienced and inexperienced users, the data about members of the experienced group and inexperienced group aggregated into separate tables, and total numbers for each element used were calculated (Appendix 6J).

The total numbers of elements used on the mobile app and the website were compared among experienced and inexperienced user groups (Table 28). This allowed to identify differences in their behaviour when shopping on smartphones. An overview of the data showed that experienced and inexperienced users had a different approach when browsing and viewing product pages.

An overview of the data showed that experienced and inexperienced users behaved differently and used different elements of the mobile platforms. The differences were considered as significant to account for, which were found to have a difference between the two groups in more than two cases. This means the element which received in total 7 and 6 scores for experienced and inexperienced groups was not accounted as significant difference, because the difference between these two groups was only in one case. The element which received 4 and 2, or 3 and 1, or 3 and 7 for experienced and inexperienced users was accounted as significant, because it occurred in more than two cases compared to another group. Based on explanation above, the following elements were not significantly different, and both experienced and inexperienced consumer groups used them similarly:

- Promos;
- Categories;
- Product photos;
- Suggestions;
- Recently viewed items;

- Add more items to the bag to choose later.

In terms of the elements used experienced users paid more attention to search features, the majority of experienced consumers used refine option (Table 28). Experienced users showed significantly more interest towards the information available on the product pages, such as description, zoom in and reviews. There was a noticeable difference in the average duration of time spent viewing one product page (Table 26). On average experienced users spent almost 19 seconds viewing one product page, when inexperienced – 14.6 seconds. Moreover, seven out of eight cases experienced users read a description of the product, half of them used zoom in option to see the product photos in more details and read product reviews. Experienced users knew what information is useful and helpful when shopping on small screen when making purchasing decisions. Another important difference it that more of experienced users read reviews of the product available. Which again suggest that they knew what information to look for and where in order to buy a product in the right size and fit. Those who checked reviews said it was helpful to decide which size to choose, either one size smaller or one size bigger. This information contributed towards customer satisfaction levels, because buying the right size reduces frustration of returning or exchanging the product.

Table 28: Comparison of the elements used on the mobile app and the website between experienced and inexperienced users.

Elements used	Experienced	Inexperienced
Promos	4	4
Categories	7	6
Change view in search results	1	4
Refine	5	2
Search box	0	2
Product photos	7	7
Zoom in	4	2
Description	7	3
Reviews	3	1
Suggestions	5	4
Recently viewed items	0	1
Collect in store	0	2
Add more items to the bag to choose later	1	2

Inexperienced users showed the ability to change view in search results. This could be explained by the fact that the majority of inexperienced users were using the mobile app, which had the option to change the view of search results. The website also had this option, but it becomes out of reach when scrolling down the page. Only inexperienced users have

used 'Search box' as a means to find needed products. Only two out of eight inexperienced users have actually used refine option on the mobile platform. The majority of them struggled to find 'Refine' button. Moreover, some of inexperienced users were having problems finding the right sub-category. Another difference found is that inexperienced users prefer to use 'Collect in store' option, which would allow to try bought items immediately after collection in the same store. This experience is very closely matching the shopping experience in store. It is not surprising that those who have not bought anything on their mobile in the past, would prefer this option. Actually, this option was chosen by P2, who has not purchased anything on her smartphone in the past, but she only used it to browse.

Table 29: Comparison of the problem areas encountered by experienced and inexperienced users.

Problem areas	Experienced	Inexperienced
Not loading	5	5
Not anchoring	3	3
Too small pictures in search results	3	2
Difficulty to flip through product photos	5	0
Re-type contact details twice due to checking basket	2	3
Colour options not available	2	2
Zoom in not available	2	2
Sub-categories not available in menu	2	2
Could not find refine button	1	4
Mixed up products in some categories	1	2
Difficulty to find shoes sub-categories	1	2
Shoes category products displayed on model	1	1
Could not change view in search results	4	1
No product pictures on the model	1	1
Suggested products are not related to viewed products	0	2
Difficulty to edit basket	0	2
Going round in loops for collect in store option	0	2
Sale - no sub categories	0	1
Too small pictures in product page	0	1
Could not find checkout button	0	1
Not able to review order at the checkout	0	1

In order to compare overall shopping experience of experienced and inexperienced users, there was a need to compare types of problems or issues encountered by the members of these two clusters and the severity of the issue on these mobile platforms. As seen from Table 29, experienced users have encountered different issues compared to inexperienced. Experienced users had difficulty to flip through product photos on product pages and could not change view in the search results (Figure 61). It is important to remember that the majority

of experienced users used the website. Moreover, the size of the product photo on the product pages of the website was significantly bigger than on mobile app.

Although experienced knew how to refine search results, they struggled to change view of search results. These users had this problem mainly because the option to change view was not visible when scrolling down (Figure 62). The buttons for the options to change view, sort products or to refine are only available at the top of the search results page. When the participant scrolls down, the option is no longer visible. This had impact on some of the participants' ability to find their desired products quickly.

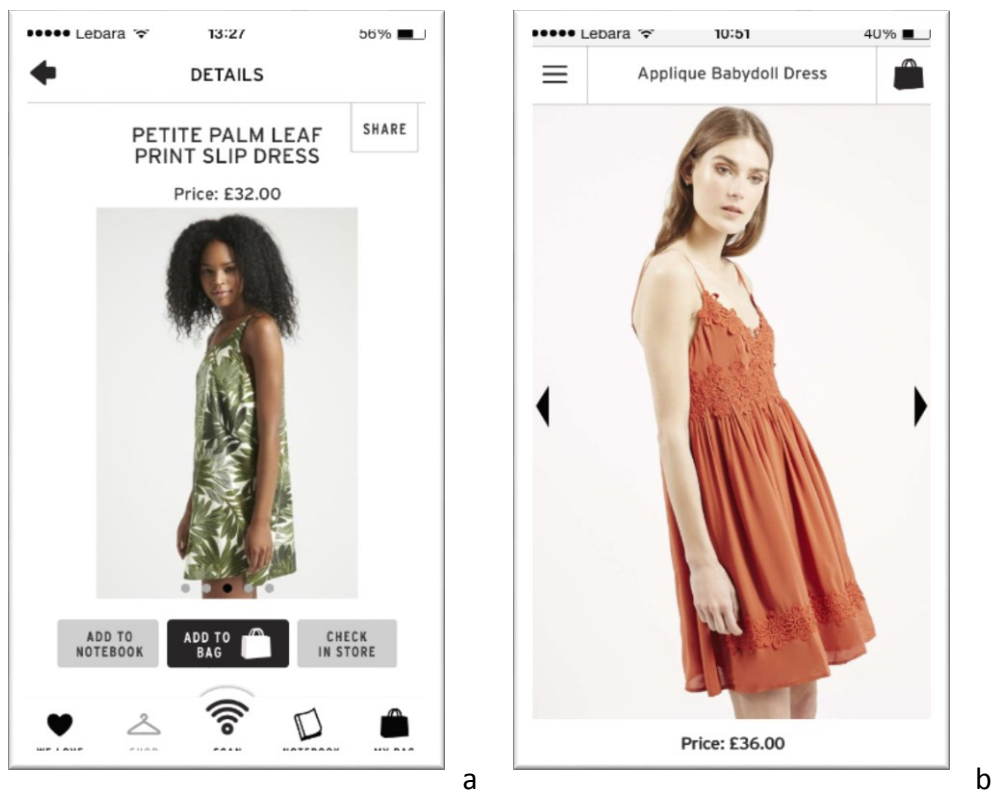


Figure 61: Product page layout on the mobile app (a) and the website (b).

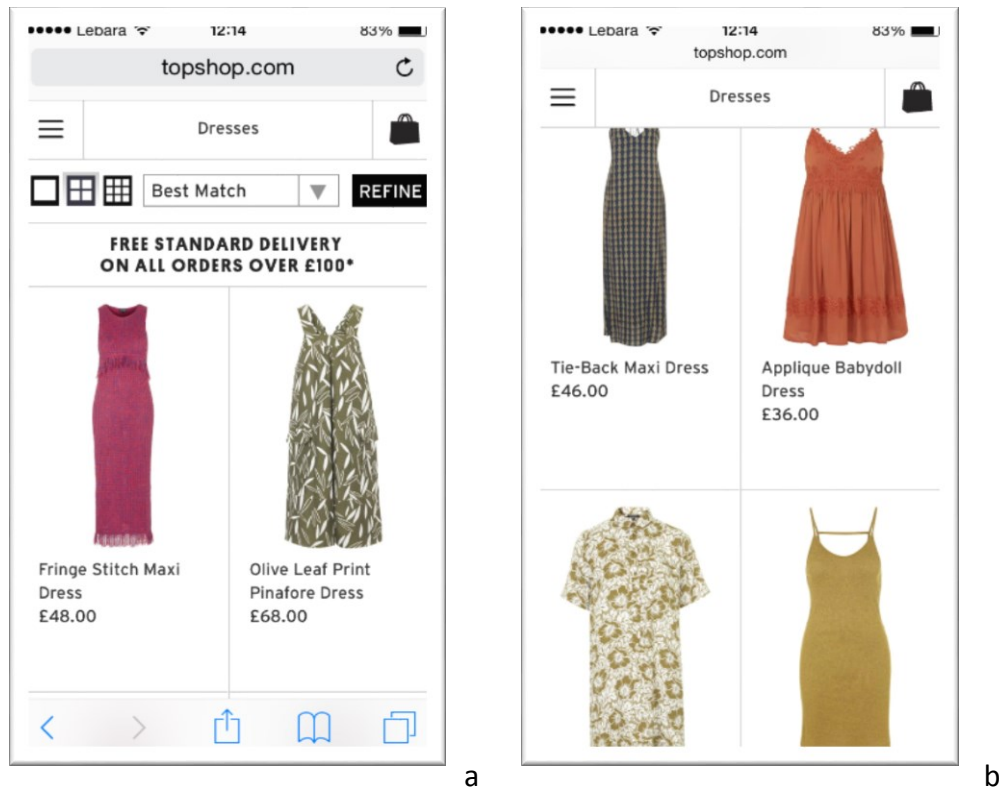


Figure 62: Display of search results on the website: display of the top of the page (a), the display of the page when scrolling down (b).

The participants of inexperienced group could not find 'Refine' button, probably, because they did not know where it was. For new users, who might have experience using other retailers' mobile apps or websites on their smartphones, it might be an issues to quickly adopt to the different layouts of the mobile platform developed by different retailers. For example, in online retailing, the design of the website for desktop PC or laptop in most cases follows the standard layout, which consumers are used to. For example, on most websites the navigation panel would be on your left, and most categories would be at the top bar. However, the mobile app has a navigation bar at the bottom of the screen, the menu button in the left top corner and the basket in the bottom right corner, and the website has a menu button in the top left corner, and the basket in the top right corner (Figure 63). This suggest that the way fashion retailers design mobile apps and websites is so different, that consumers cannot predict where could they find them familiar navigation buttons. These differences among retailers and even within the same retailer's different mobile platforms, show the gap in development, which needs to be addressed.

Another issue inexperienced users had was related to difficulty to edit the basket. None of the experienced users had this problem. However, some of the inexperienced users have tried using other retailers' mobile platforms, and in order to edit the basket they used a different

way than it was needed on the Topshop mobile app. Therefore, those users struggled to deal with this simple task. The reason for this is the differences in the layout and gestures needed among the retailers, which confuse mobile fashion consumers.

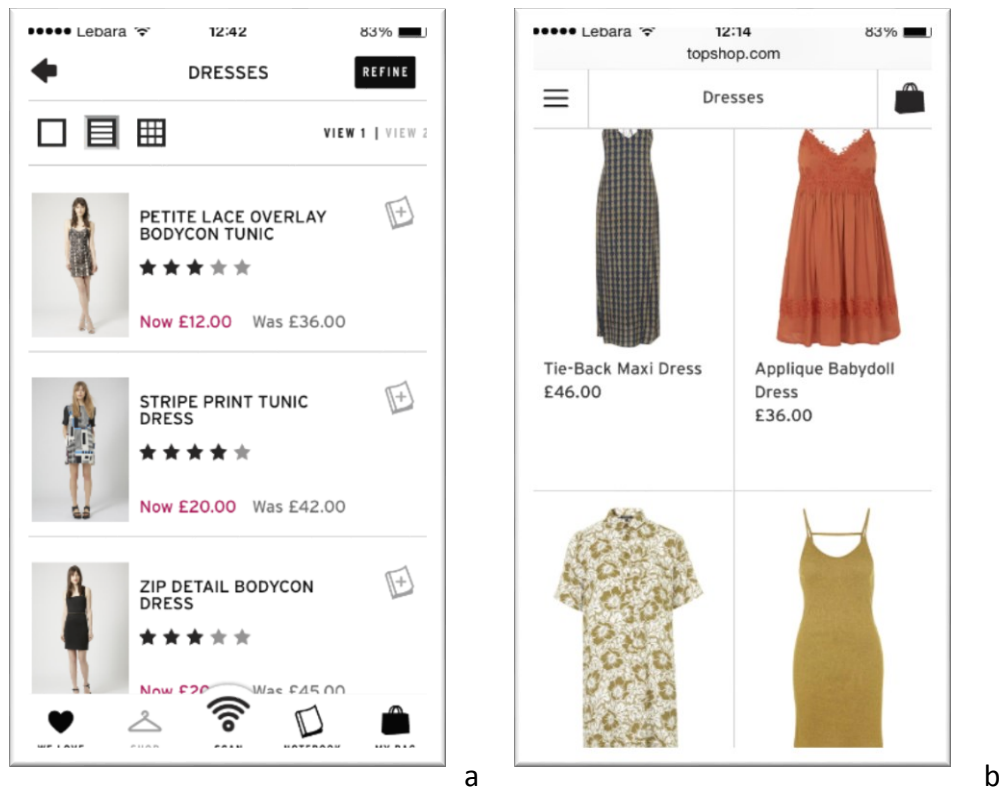


Figure 63: Differences in the layout and design of the mobile app (a) and the website (b).

In order to analyse this issue in more detail, there was a need to compare what gestures were needed and how many clicks needed to edit the basket on the mobile app and the website. Interestingly, only one click was needed to edit the basket on the website (Figure 64). This means that in order to delete one product from the basket on the website, the participant needed to click 'Remove' button, and the product was gone. However, the same action on the mobile app was not as simple as on the website. In order to delete one product on the mobile app the user had to follow four steps journey (Figure 65). This means it every time the user decides to delete the product from the basket would have to undergo additional four steps. Therefore, it was not surprising that inexperienced users had to spend far more time at the checkout.

A problem with the checkout when collect in store option was chosen occurred in 100% of cases who have chosen this option of delivery. This suggests that there is a serious technical problem in the functionality of the mobile platform.

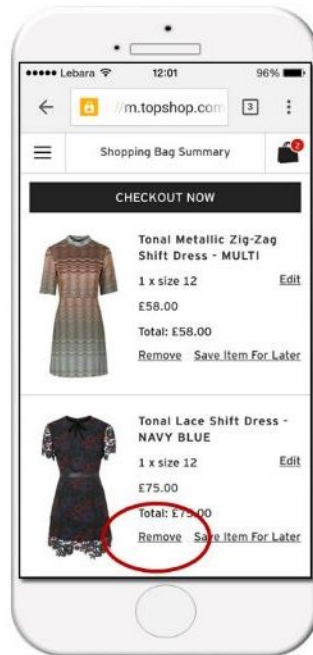


Figure 64: Number of clicks need to edit the basket on Topshop website on iPhone.

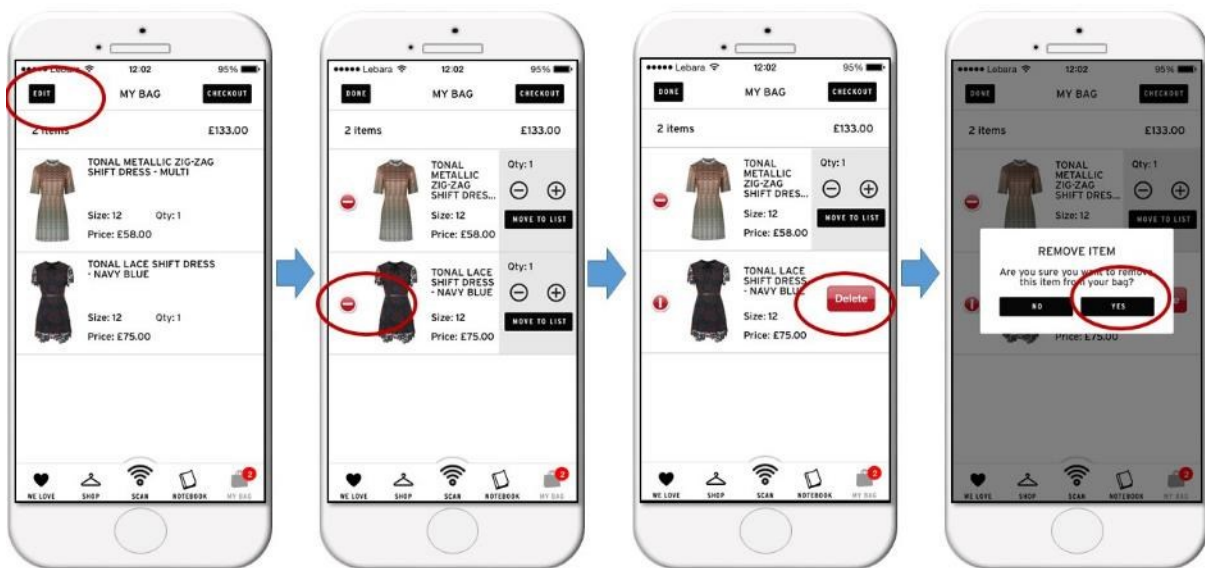


Figure 65: Number of clicks needed to edit the basket on Topshop mobile app on iPhone.

As seen from Table 28 and Table 29, 4 out of 8 inexperienced users looked at suggestions. However, in two cases inexperienced users were not happy with the products shown in suggestion section of the mobile platform. These participants expected the retailer to offer more personalised suggestions, which would be closely related to the products they were searching. In most cases these participants would use the suggested products if the products displayed there would be relevant. This section would be helpful for those who have less experience using the platform, and would help to find the desired products.

However, the comparison is important in identifying the differences between experienced and inexperienced users, but it is important to compare the most important areas of the mobile platform and the biggest problems of the mobile platform between these two groups of users. This comparison might reveal their preferences and most common issues when shopping, which in turn will guide in offering the strategies to improve mobile platforms.

The comparison of the data (Table 29) showed that experienced and inexperienced users had different problems whilst shopping, and the number of problems differ among these two groups too. The numbers of issues which were encountered by two or more participants was compared between groups. For example, experienced users have encountered 9 issues, and inexperienced - 13. However, the total number of issues by experienced users is 14, and 20 by inexperienced. It might not be surprising that inexperienced users have come across a higher number of issues when shopping on smartphone, but it is important to admit that the number of problems encountered by experienced users is higher than expected. Therefore, the mobile platform developer need to address those issues to avoid those in the future. The major problem for both groups was loading speed. Although, all participants were using the same smartphone, which was connected to the same Wi-Fi network, product photos or pages were not loading.

It is important to compare these two groups in terms of areas or features of the mobile platform which they liked during the shopping journeys. Therefore, the data collected by interviewing all participants were used to aggregate a merged table of liked areas for the mobile app and the website, which were merged to form a unique list of liked areas of the mobile platform (Appendix 6J). This was done on a bases that some elements or features of the mobile app might be unique to the mobile app, however, some of the features might have occurred and experienced on both mobile platforms. The comparative study of the mobile app and the website showed that some elements were not displayed as desired on both platform, therefore a compromise between the two would be welcome in satisfying consumers' expectations.

The data from the merged table were used to form the datasets about experienced and inexperienced users (Table 30). As per comparison of the problem areas the comparison of the liked areas accounted for differences between the two groups which occurred in more than cases comparing one area.

Table 30: Comparison of the liked areas between experienced and inexperienced users.

Liked areas	Experienced	Inexperienced
Clothes on model	3	4
Suggestions and recently viewed items	1	4
Refine option is helpful	4	1
Shoes in search - no model view	4	1
Big pictures in search results - clearer	3	1
Saving account details for the next time	1	3
Clear structure and black text on white	1	3
Zoom in - to see close ups	3	1
Loading quickly	1	2
Info about material	1	2
Ability to change view in search results	1	2
Compact checkout page - easy to use	2	1
Big pictures on product pages - see clearly all details	2	1
Categories easy to use	0	3
Reviews and customer ratings	1	2
Search results with picture, price and reviews	1	2
See more products in search results	2	1
Promotions	1	1
Size of the model on photos	1	1
Auto-fill address by postcode	0	1
Collect in store - can try it on there	0	1
Smaller pictures in product pages with info	0	1
Usable	0	1
Contact store to find size	0	1
Search box is useful	0	1
Delivery details	0	1
Deleting product before going to checkout	0	1

Table 30 showed that some areas of the mobile platform were liked more than others, and, interestingly, experienced and inexperienced users paid more attention to different features of the platform. However, it is important to compare the most liked areas between these two groups. Therefore, a separate table of liked areas for each group was developed in descending order (Appendix 6J).

Inexperienced users liked more areas of the mobile platform than experienced. The number of features accounted for by experienced users was 18, and 27 for inexperienced users (Table 30). For experienced users visual display of the products in search results is crucial, which allows to see products clearly, and is helpful when shopping. Refine option was at the top of the list for experienced users. These consumers like the idea of control, which is possible by using refine option. This option allows for more focused search results closely matching their

(consumers') needs. Experienced users are not ready to spend time looking through products which are not of interest. They also accounted for opportunity to see more products in search results. This would save them time, which would allow to scan through products and find the needed one quicker. However, experienced users were willing to see more products in search results, but they also like seeing the products displayed as big pictures. This suggest that there is a need for compromise between the number of products could be displayed on a screen, and the optimal size of pictures this search results page could accommodate. Moreover, experienced users paid a lot of attention to how the products are shown in search results. This means, these consumers understand about the way products are displayed impacts their shopping experience. It was clearly specified that clothing products are the best shown on the model, whereby, shoes are best pictured without model, just as product itself. On product pages experienced users liked big pictures of products and zoom in option, which allowed for a close-up view of the product. Although, only two participants expressed that they liked compact checkout page, which was easy to use. It is important to mention that those who talked about this as a positive aspect, actually used the mobile app. It is important to mention that out of all experienced users only three cases were for shopping journeys on the mobile app. Moreover, the website's checkout pages did not bring this sort of positive comments. Although, two out of eight might not seem significant, but taking into account the qualitative data used and the depth of interviews, it is an important factor in satisfying mobile fashion consumers' needs.

Turning to inexperienced users, surprisingly, these users might not have sufficient experience of shopping on the mobile platform, but they liked the fact that they could save their details on the account for next visit. These users would not like to type in all the details every time they would decide to purchase something on their mobile. One of the most significant differences from experienced users is that inexperienced liked suggestions and recently viewed items feature. Although, the suggestions feature was very welcome by inexperienced users, but in two cases they thought that the suggestions were not, actually, related to what they were viewing or searching for (Appendix 6J).

The group of inexperienced users repeatedly commented about the products, particularly, clothing, displayed on a model. This was one of the most important positive aspects of the shopping journey. Seeing the clothing on a model helps in a number of ways. One, the possibility to see the material on a real body, two - the length of the garment, and the fit.

As can be seen from Appendix 6J, there are a number of aspects important for inexperienced users, which are related to navigation and functionality, and these are as follow:

- Clear structure and black text on white,
- Categories easy to use,
- Search results with picture, price and reviews,
- Ability to change view in search results.

Moreover, these users valued a quick loading time. However, the results and pages were loading quicker on the mobile app that on the website.

In regards to product pages, inexperienced users focused more attention on information about the material the product was made of, and reviews and customers ratings. As these users highly value suggestions and reviews and customer ratings, it might seem that these customers are not as confident shopping on their mobile as experienced users. Therefore, these users might need more personalised service that any other group of consumers.

Although, liked areas of the mobile platforms were discussed, there were several occasions when the participants were not able to use or were not able to find one or another feature, which they commented about during the interviews. Therefore, the table of liked areas was expanded by supplementing it with the features or the elements of the mobile platform, which the participants actually used and desired to be able to use when shopping on smartphones. The aggregated data are presented in Table 31. As per comparison of problem areas and liked areas, the differences were credited as significant for features which have two or more cases difference, those with the difference of one case were not compared. Experienced users liked to use or desired to use the mobile platform with the following features:

- Zoom in - to see close ups;
- Reviews and customer ratings - helpful to learn about products' fit;
- Shoes in search - no model view;
- Big pictures in search results – clearer.

Whereby, inexperienced users seem to prefer the following:

- Categories easy to use;
- Ability to change view in search results;
- Saving account details for the next time;
- Clear structure and black text on white.

Table 31: Comparison of liked, used and desired features or elements of the mobile platform between experienced and inexperienced users.

Liked, used and desired features or elements	Experienced	Inexperienced
Suggestions and recently viewed items	5	6
Zoom in - to see close ups	7	2
Refine option is helpful	5	4
Promotions	4	4
Categories easy to use	2	6
Clothes on model	3	4
Reviews and customer ratings	4	2
Shoes in search - no model view	4	1
Ability to change view in search results	1	4
Big pictures in search results - clearer	3	1
Saving account details for the next time	1	3
Clear structure and black text on white	1	3
Loading quickly	1	2
Info about material	1	2
Compact checkout page - easy to use	2	1
Big pictures on product pages - see clearly all details	2	1
Search results with picture, price and reviews	1	2
See more products in search results	2	1
Size of the model on photos	2	1
Auto-fill address by postcode	1	2
Search box is useful	0	2
Page anchoring	1	1
Collect in store - can try it on there	0	1
Smaller pictures in product pages with info	0	1
Usable	0	1
Contact store to find size	0	1
Delivery details	0	1
Deleting product before going to checkout	0	1

The differences between these two groups were obvious, but on the majority of features or elements of the mobile platform their opinions were similar. Therefore, in order to evaluate the most important features of the mobile platform needed to satisfy mobile fashion consumers, the list of the most important elements was developed for each group, and the data were organized in descending order.

In regards to the features mostly used by experienced group, their preferences reflect the shopping journey's stages. In order to compare experienced and inexperienced users expectations towards the mobile platform, a list of the most important features of the mobile platform among inexperienced users was developed (Appendix 6H). The comparison of the data showed that for both groups the feature related to suggestions and recently viewed items is the key element of mobile shopping. This suggests that mobile fashion consumers, either experienced or inexperienced expect fashion retailers to offer something more than just a shopping platform, they expect much more personalised shopping experienced.

It is apparent from Appendix 6H that inexperienced users have higher expectations towards the mobile platform than experienced, because they emphasised a higher number of features. Although, the difference between experienced and inexperienced users is only by seven features or elements, but inexperienced users have over 30% more requirements than the group of experienced.

Based on the data analysis it is possible to create a shopping journey of experienced and inexperienced users. These journeys integrated all liked, used and desired features of the mobile platform. Moreover, the shopping journeys helped to better understand the differences between these consumers. The liked, used and desired features of the mobile platform for each group were assigned into various stages of the shopping journey (Appendix 6J). Inexperienced users placed more emphasis on technical requirements, namely clear structure and loading quickly, which were not so strongly emphasised by experienced users. There was a need to account for negative aspects of the mobile platform, and consider how those issues could be addressed as a possible positive feature. Therefore, the data were supplemented by the data about issues shopping on smartphones, which were converted to positive.

For both groups the problem of search pages not anchoring, was converted to possible positive. Furthermore, in order to have a seamless shopping experience, the search results and pages need to be anchoring properly. The problem related to anchoring appeared mainly on the website, however, it is important on both mobile platforms. The back button should take the user to the previous page, and to exactly the same point of their search where the person stopped previously. This feature or technical aspect is crucial in navigation and, particularly, during the browsing stage of the shopping journey. If the page is not anchoring, the user is discouraged to view many product pages, because visiting each page might take

the user to the top of the search page, what would require the user to scroll down every time after returning back.

There are a number of features which appeared important for both experienced and inexperienced users. The level of importance was different between these groups, but the fact that the feature needs to be present in the mobile channel is sufficient. During the browsing stage of the shopping journey, both groups paid their attention to the following features of the mobile platform:

- Categories easy to use;
- Sub-categories available in menu;
- Refine option;
- Pictures in search results:
 - Big;
 - Clothes on model;
 - Shoes – no model;
- Ability to change view in search results:
 - See more products in search results;
 - See search results with picture, price and reviews;
- Anchoring pages;
- Search box bringing relevant products.

Within the product page the following features were important:

- Zoom in;
- Reviews and customer ratings;
- Suggestions and recently viewed items;
- Colour options of the product;
- Info about materiel;
- Size of the model on photos;
- Big pictures.

At the checkout stage the following features were important:

- Ability to check basket when at the checkout;
- Compact checkout page will all section on one page;
- Saving account details for next time;
- Auto-fill address by postcode;
- Easy to edit basket;
- Easy to place an order for delivery to store.

There were various features highlighted by participants of this research study, and most of them were consistent regarding the need for quick loading pages, products and photos. These technical requirements were considered as the most important factors when shopping on mobile, because in five cases out of eight it was the main problem encountered by experienced users, and the same number of cases faced the same problem among inexperienced users.

The data analysis showed that the differences between experienced and inexperienced users need to be considered when developing new strategies for mobile platforms. Experienced and inexperienced users differ in the way they browse, and what information they are looking for when viewing product pages. These two groups of users had encountered different types of problems during their shopping journeys. This suggests that previous experience using the mobile platform might have an impact on future shopping experiences. Moreover, previous shopping experience using other fashion retailers' mobile platforms might impact the way these fashion mobile consumers would expect to be able to browse and purchase.

Inexperienced users spent more time shopping, visited more product pages, and have undertaken more steps during their shopping journey. Moreover, it took them longer to complete a checkout stage, which took them more than 5 minutes in average. The results showed that the number of clicks needed to edit the basket on the mobile app and the website were different too. In order to delete one product from the basket the user would need to undergo one-click journey on the Topshop website, but four-clicks on Topshop mobile app. As the majority of cases for inexperienced group were on the mobile app, this could explain why inexperienced users have spent so much time at the checkout. It could be really frustrating for those who are new to the mobile platform to have this type of problem.

The majority of them struggled to find 'Refine' button. Therefore, only the members of inexperienced group have used 'Search' box as a mean to find the needed sub-category of products. Another difference found is that inexperienced users prefer to use 'Collect in store' option, which would allow to try the items they bought on a smartphone immediately after collection in the same store. This experience is very closely matching the shopping experience in store. Perhaps, 'Collect in store' option gives an additional guarantee and reassurance when shopping on a small screen.

Experienced and inexperienced users had a different approach towards browsing and viewing product pages. Experienced users spent more time viewing one product page than inexperienced, and they check more information available on the product page and read reviews of the product. One of the significant differences from experienced users was that inexperienced liked suggestions and recently viewed items feature. Although, the suggestions feature was very welcome by inexperienced users, but in two cases they thought that the suggestions were not, actually, related to what they were viewing or searching for. Moreover, it might seem that these customers are not as confident shopping on their mobile as experienced users. Therefore, these users might need more personalised service than any other group of consumers.

6.4. Summary of the Chapter

This chapter discussed key findings from eye tracking experiments with apparel mobile app and website on smartphone. Through inductive enquiry, key features of the mobile shopping platform were identified which reflect actually used and desired elements needed to address mobile consumers' expectations from apparel m-retail. This was possible through a mixed methods approach to data collection and analysis. Key features further expand the model developed in Chapter 5. This model is based on one retailer's case, and a more conceptual model extending beyond this brand context is needed.

The results showed that consumers displayed distinct behaviours when using mobile app and website. The differences in the layout and visual clues influence the overall shopping experience on a smartphone. The layout of search results on the website was different from the mobile app, and participants, in most cases, behaved differently on different platforms. The number of product pages visited on the mobile app was double the number visited on the website due to a limited visibility of products in the search results. Although the online traffic reports including retail sector breakdowns for website visits and clicks, data on device splits and duration, might seem a valuable source of information for retailers, these information sources are not sufficient to explain why consumers visit so many product pages or stay long on the website or mobile app. Two main problem areas were identified: technical issues and human mistakes. It was found that retailers focusing on developing mainly mobile apps cannot assure providing pleasurable experiences for majority of mobile fashion consumers because majority of them prefer shopping via websites. Furthermore, a comprehensive list of positive and negative areas on website and mobile app was developed.

Numerous problem areas were identified on the mobile app and website, and these need to be addressed by understanding consumers' expectations, and listening beyond technical factors as discussed in Chapter 5. A range of problem areas were identified on these two mobile platforms, with some of them observed on both platforms. The eye tracking experiments highlighted that some users were ready to abandon shopping involvement due to issues and slow loading speed.

It is apparent from the data that consumers are expecting to use a range of elements on mobile shopping platform. In order to develop a comprehensive list of essential features of a mobile platform influencing consumers' shopping journey, there was a need for development of the most mentioned factors from eye tracking experiments, observation notes, shopping journeys, scan paths, RTAs and interviews.

Although, for most of the participants, having big pictures in search results was a benefit, but these two groups split in their opinion regarding the layout of the search results. This suggests it is really important to have the option to change view in search results, which would allow for more personalised browsing settings. It is important to acknowledge that not so many of the participants have used this option during the eye tracking experiments, and most of them kept browsing on the default search results pages. This suggests that it is very important to set the default page's layout in the way that would address most of the mobile fashion consumers' browsing expectations and needs.

The findings show that inexperienced users encountered far more problems when shopping on mobile platforms than experienced, and this difference needs to be acknowledged when developing or improving mobile shopping platforms. The comparison of experienced and inexperienced users showed that these two groups have a number of differences, such as the way these users interact with the mobile platform, what they do, what problems they encounter, what they like to use and what they would expect to be able to do on their smartphones when shopping for fashion products. The comparison allowed the identification of major issues with mobile platforms to date, and suggested the best strategies to improve the shopping experiences of mobile fashion consumers.

The results of the data analysis showed that Topshop mobile app and website had different layout and design approaches. Moreover, the approach used by Topshop might be quite different from other fashion retailers' design solutions of the mobile platform. Therefore,

inexperienced users struggled to find basic navigational and functional buttons during the eye tracking experiments. This suggests that the way fashion retailers design mobile apps and websites is so different, that consumers cannot predict where could they find them familiar navigation buttons. Moreover, the differences were found not only in the layout and design of the mobile platform, but also in gestures needed among the retailers, which confuse mobile fashion consumers. These differences among retailers and even within the same retailer's different mobile platforms, show the gap in development, which needs to be addressed.

For experienced users visual display of the products in search results is crucial, which allows to see products clearly, and is helpful when shopping. Refine option was at the top of the list for experienced users. These consumers like the idea of control, which is possible by using refine option. This option allows for more focused search results closely matching their (consumers') needs. Experienced users are not ready to spend time looking through products which are not of interest. They also accounted for opportunity to see more products in search results. This would save them time, which would allow to scan through products and find the needed one quicker.

The findings suggest that inexperienced users have higher expectations towards the mobile platform than experienced, because they emphasised a higher number of features. Moreover, inexperienced users have over 30 % more requirements towards the mobile platform than the group of experienced users. This suggests that in order to acquire new mobile fashion consumers and retain their interest to use mobile platforms for fashion shopping, fashion retailers need to analyse the differences between the experienced and inexperienced users, and understand their needs.

Combining the data about experienced and inexperienced users helped to highlight the main features which mobile fashion consumers consider important, whether it is a mobile app or website. The findings show that using mixed methods approach Topshop case study was analysed more thoroughly and sufficient findings emerged in this dynamic business environment. Therefore, a framework developed for this research project can be adopted in further studies of consumer behaviour in mobile channel and the development of new marketing strategies. This study found that there is a need to develop an understanding about mobile consumers' requirements from mobile shopping platforms in order to provide pleasurable shopping experiences in fashion m-retail, which influences retailers' competence of retaining existing and acquiring new customers.

CHAPTER 7 – BENEFITS-VALUE THEORY (BVT)

DEVELOPMENT

7.1. Introduction

This chapter presents the findings of the primary data gathered during the fourth phase of this study, which explores the development of key core-categories identified during focus groups data analysis. Linking back to Chapter 5, this chapter critically explores the benefits sought from fashion shopping via smartphones and highlights implications for evaluation of their impact on final value. This chapter presents key findings and emphasizes major benefits sought influencing shopping experiences exclusively on smartphones. Emerging from the results is a list of mostly used and expected features of mobile shopping channel, informing how mobile apparel consumers prefer to shop.

The purpose of this empirical study is to fill the gap in research relating to ‘perceived’ benefits in apparel m-retail. There is a need to broaden an understanding about fashion consumers’ behaviour in m-retail, therefore, respondents were encouraged to talk about how and why they use mobile for fashion shopping, along with questions about who they are and how they select apparel products. This approach supported in gathering data about a complete shopping journey and consumers’ experiences using smartphones.

This chapter is organised as follow: key core-categories, categories and themes are presented and discussed, a theoretical framework combining these core-categories is developed and presented, and finally the conceptual emerging model is related to the existing literature.

7.2. Emerging Key Core-Categories

Four key core-categories emerged from data analysis through application of GT method and data coding procedures (Appendix 7A). This section has explored the components of each core-category, as they were identified in the primary data of this study. These interwoven core-categories of rationale behind mobile fashion consumers’ decision-making processes include: *personality* (PRESB), *product* (PRODB), *process* (PROCB) *benefits* and *perceived value*.

PERSB are benefits consumers are seeking to satisfy as a personality, and these have influence on consumers’ acceptability within a group. PRODB are the benefits, which are achievable through purchasing products with certain benefits, which facilitate the ability to express

PERSB. These are the benefits directly attached to product's features and characteristics. PROCB are benefits which can be achieved through shopping involvement, and facilitate shopping channel specific consumer needs. These are the benefits directly linked to features and characteristics of the shopping channel or platform. Perceived value relates to the level of satisfaction with purchased product, services received or shopping experiences.

The findings will be discussed from core-categories to concepts, and the emphasis will be brought to how the categories provide a needed explanation for core-categories. In addition to distinguishing between these core-categories, the determinants in a form of categories with their properties as concepts, are identified and described. This will assist in providing a comprehensive account about possible mechanisms of consumer shopping behaviour. The theory developed will be discussed and presented as a set of core-categories and their influence on developing knowledge about consumer behaviour.

Each of the core-categories of fashion shopping benefits represent one of the three-level shopping choices, such as personality benefits, product benefits and process benefits. A number of references were made regarding the features or services fashion consumers are expecting to experience when shopping for apparel products via smartphones. The central concept of fashion shopping as a phenomenon is value, and the consumer evaluates the results for this core-category at the final stage of shopping.

7.2.1. Core-Category - Personality Benefits

The group of *personality benefits* was accumulated through comparison and data analysis. It became apparent that fashion consumers differ in terms of who they are, how they perceive themselves and the importance the fashion phenomenon has on them.

The eleven major categories, of the core-category *personality benefits*, constructed from transcripts (Appendix 7D) analysis are: *fashion forward*, *confident shopper*, *impulse purchaser*, *being attractive*, *utility seeking*, *overly green shopper*, *shopaholic*, *traditionalist*, *socially gregarious*, *shopping as therapy*, and *socially introverted*. The key assertion of this study is that fashion consumers do not fit neatly into one personality type, they reflect complex personality traits derived from a combination of personality benefits they seek.

7.2.1.1. Fashion Forward

The terms '*looking what's new*' and '*looking for trends*' are often used by the participants to describe that they are interested in novelty, especially, new trends and new collection offerings from their favourite fashion retailers. It was not surprising that the majority of participants were *fashion forward* because they have interest in fashion and experience using mobile for fashion shopping or browsing.

7.2.1.2. Confident Shopper

Confident shoppers describe consumers and the way they shop, their independent views and strong opinion about most things around them. The concept of *confident shopper* is expressed as '*know what I want*'. The following sub-categories were developed based on the data: *opinionated*, *enjoyable lifestyle* and *independent*. This means that confident shopper enjoys being who she is and living the way she lives. This feeling of happiness is related to a concept of confidence.

7.2.1.3. Impulse Purchaser

The category of *impulse purchaser* has two dimensions: '*unplanned purchases*' and '*for future use*'. Interestingly, both concepts are unplanned, but the reasoning for purchasing is different. The consumers are prompted to unplanned purchases due to '*discounts, sales or advertisements*'. Another benefit of impulse shopping strand is purchasing something driven by the desire to have the product for future use:

'...just in case if I am gonna have an event, I am one hundred percent sure that I have this here.'

7.2.1.4. Being Attractive

The characteristics of the category *being attractive* - '*looking perfect*' and '*having time allowance for yourself*' - are important drivers motivating consumers to buy fashion products. One of the participants said:

'...if I'm very tired, and I don't have time for shopping or some extra activities I try to find time for them.'

Depending on the perception of '*self*' the consumer might choose different types of products.

7.2.1.5. Utility Seeking

There was a clear strand of references regarding purchasing anything only when *'really needed'*. *Utility seeking* has two distinct characteristics: *'buying for occasions/seasons'* and *'buying when really needed'*. The utilitarian reason for shopping, guided by changing seasons and occasions, and a real need to have that product, were determinants of *utility seeking benefit*, *'like my jeans ripped'* and purchasing anything only when *'really needed'*.

7.2.1.6. Overly Green Shopper

The personality trait *overly green shopper* has two dimensions: *changed buying habits* and *responsible shopper*. A number of participants have noticed that their fashion shopping habits have changed with time. Those who used to buy freely in the past, *'do not see any reason to spend a lot of money on clothing'* and *'stuffing [their] wardrobe with unnecessary clothing'*, which they may not wear. *'Responsible shopper'* consciously avoids excessive shopping in order to help the environment through reduced consumption.

'I try and buy from places that are sustainable and stuff. I don't really buy that much stuff. Try, and reuse the stuff, and find other ways of getting clothes for shopping.'

7.2.1.7. Shopaholic

In contrast to the personality described above *shopaholic* is the kind of person who loves shopping and enjoys every aspect of it. The interviewees referred to spending a lot of money on fashion and buying excessively.

'Today, I actually bought 20 things, but six of them were from ASOS, about four of them were from River Island, six of them were from Nasty Girl. Again, I bought 18, or no 16. I don't do it on purpose, it's only because I am addicted to looking [at] stuff online.'

Shopaholic consumers realize they are excessive purchasers of clothing via any shopping channel they come across, but do not do anything about it, because that is an important part of their personality.

7.2.1.8. Traditionalist

Some interviewees were *'concerned with change'* and not interested in the latest fashion trends, they were assigned to *traditionalists* group:

'I'm not comfortable with change, so I would like to stick with things like brands that I've always been comfortable with, and always know.'

7.2.1.9. Socially Gregarious

The benefit *socially gregarious* described enjoying social interactions with friends and the need of being accepted in the social group. Shopping involvement is highly 'social' activity for some consumers:

'...in a bar somewhere. I say: "I saw this yesterday, on the Topshop website". So I will just show them, then send [a website link] to them.'

7.2.1.10. Shopping as Therapy

Two types of benefits such as 'treat self' and 'shopping to feel better' were found the most common reasons to get involved in *shopping as therapy*. The availability of various shopping channels allows these consumers to conduct this type of shopping involvement where and when it suits them.

7.2.1.11. Socially Introverted

Some of the participants described themselves as 'anti-social' in terms of fashion shopping. Some of the participants might have an ideal version of 'self', however, the actual version of 'self' has become apparent as the further discussion evolved.

'I rather do it online. Even if it means buying three different sizes of the same thing, then return two back. I still rather do that... rather than going into bricks-and-mortar shops. I am, quite, an anti-social shopper.'

It has emerged that the *impulse shopping* benefit is linked with *fashion forward*, *shopping as therapy* and *shopaholic* benefits. Whereby, *socially introverted* personality interconnects with *traditionalist* and *utility seeking*. The overview of the *personality benefits* showed that consumers cannot be assigned to one personality type, and these personal benefits can be further grouped into consumer segments based on personal shopping styles and personality attributes. However, this possibility will be analysed further (Section 8.2.).

7.2.2. Core-Category - Product Benefits

Product benefits affect consumer behaviour when choosing fashion products in-store or online via laptop or mobile. This core-category does not have shopping channel specific attributes, and *product benefits* are the same in any shopping channel, any context or shopping environment. However, there occurred a number of variations between the participants, in

regards to what product benefits are more important to some consumers, and less to others. It is what consumers are seeking from fashion products functionally or aesthetically. The data analysis showed that apart from common benefits of *size*, *fit* and *comfort*, there are noteworthy concepts of *brand*, *quality* and *material*. Interestingly, links between the following concepts have emerged: *quality - brand*, *quality - price*, and *material - price*. Therefore, *value* categories reflect the major categories of *product benefits*.

7.2.2.1. Category – Fit

The category *fit* reflects the consumers' desire to buy fashion products which would fit their body type. Although the notion of *fit* affects the resulting value from shopping involvement indirectly, it can be an obstacle in achieving the product benefit of perfect fit. The five major concepts constructed from the data analysis are '*knowing the size buying from the same brands*', '*checking the fit*', '*standard in sizing system needed*', '*concerned with fit*', and '*perfect fit*'. The key assertion of this category is that achieving a positive resulting benefit allows value to be added to customer. The *fit* category was present in majority of cases, and 16 out of 18 participants highlighted the importance of fit when selecting fashion products. Moreover, *fit* is the top product benefit fashion consumers are seeking from apparel shopping.

Although it could be argued that *fit* and *size* are the properties of the same category, but the findings showed that consumers perceive *fit* and *size* as separate concepts. The data analysis showed that the products of the same size might have different fit. There was an issue related to a standard in sizing system in apparel. The fact that sizes are different across different fashion retailers is an obstacle for shopping online or on mobile.

'Because some shops not always have the same size, is it? It could be a size 6 in Zara but a size 10 in New Look or Topshop or...'

'Even within the same brand the sizing and fit are not consistent.'

Quite often consumers prefer to shop from the same brand to avoid disappointments. It is much easier to stick to one brand and know that you can get the same fit clothing. There is a link between three concepts - *fit*, *size* and *brand*. In order to achieve benefits of *fit* and *size* consumers would need to be loyal to the brand. The data analysis showed that the category *fit* is not autonomous from other categories within *product benefits* core-category, suggesting that loyalty to certain brands is driven by the need to satisfy a complex set of *product benefits*.

7.2.2.2. Category – Price

Price category was the second after *fit*, appearing in 15 out of 18 cases. Moreover, it is apparent from the data analysis, that in some cases the price is the first thing that fashion consumers look at. One of the reasons to shop online or on mobile is ‘*saving money*’, which links with *price* benefit. This means that in some occasions fashion consumers might be seeking price benefits of the product via saving money benefit of the process available via desktop or mobile. When the participants were asked how do they decide where to buy the products they want, some said that ‘*wherever is cheapest then, probably*’. In some occasions the ability to buy something cheaper enhances value, which corresponds with *sense of achievement* value.

During coding, the links between the following concepts were identified: *price* and *saving money* benefits and *sense of achievement* value. This shows that there are several stages in shopping involvement which fashion consumers undertake.

7.2.2.3. Category – Size

The category *size* comprises of four theoretical concepts: *checking the size*, *difficulty to know the size*, *vanity sizing* and *shaming sizing*. It is apparent from the concepts, that difficulty to know the size is an important obstacle for online shopping via desktop or mobile. Moreover, consistent with the category of *fit*, the concepts identify crucial issues within fashion industry, which are central for product benefits:

‘Even sometimes, in the UK from one shop to another. [Size] 8 in this shop is different to [size] 8 in this shop.’

The concept of *size* has influence on the way consumers perceive their bodies. Sometimes it might have a misleading impact on consumer’s ‘*self-confidence*’. Even if the consumer did not change in size, the fact that the same consumer cannot fit in the clothes from another retailer, might have a negative impact on them.

Another interesting concept emerging from the data coding and analysis is related to *shaming sizing*, which is a new development in the fashion retail research. The concept of *shaming sizing* became apparent after a number of participants complained about some apparel retailers using the sizing system with minimized sizes, compared to the majority of other fashion retailers in the market. This phenomenon makes consumers feel uncomfortable, and having a negative impact on resulting value from fashion shopping involvement.

'I think Zara wants to shame you are like bigger than you are. They are like high street 'Victoria Beckham', you know...'

Seemingly opposite concept to *shaming sizing* is the concept of *vanity sizing*. The findings showed that *vanity sizing* represents a sizing system used by some apparel retailers, when the consumer with the same body measurements will have to buy clothing in a smaller size than from other retailers. These retailers use enlarged sizes, what make consumers feel they are of smaller size. This concept in some cases has a positive impact on the resulting value of the shopping involvement.

'I used to shop in French Connection, but in French Connection I can be size 6. I love the feeling that I can be size 6. That is why I used to shop in French Connection. I would never shop in River Island, because in River Island I am size 10.'

The category of *size* has implications for positive or negative consumers' self-perception and resulting value.

7.2.2.4. *Category – Brand*

The category - *brand* - represents the benefits achievable in relation to specific brands and fashion retailers. This means that *'knowing the brand'* is a sort of guarantee that the product will satisfy the major *product benefits - fit, size, quality and comfort*. *Brand* is one of the top product benefits consumers seek with fashion products as it received 11 out of 18 cases of the study. Moreover, there is a relation between *'knowing the brand'* and *'trust the brand'* concepts, which in turn has implications on the confidence to shop for fashion products online, and especially on mobile. It is apparent that the trust in brands has implications for future purchases from that brand, and eventually becoming a loyal consumer.

Brand has an impact upon overall consumer's expectations. There was a clear divide into uncertainty related to brand and trust in brands. The participants had a willingness to continue shopping from fashion retailers they trust, they know, in order to *meeting expectations*. The most importantly, the consumers develop a strong positive bond with the retailers they trust and know.

7.2.2.5. *Category – Quality*

Quality category was observed to have an impact on the end value, because two value categories emerged from the data analysis, such as *quality-price* and *quality-brand*

relationships. Moreover, *quality* has a '*reliability of product*' property. What in turn suggests a perception of trust, which is derived from the trust in the brand. However, there was an opposite concept attached to *quality* category, which proposed that some consumers are '*concerned about quality*'.

More than half of all participants attached a meaning of quality to products which are '*easy to care about*', '*can wear regularly*', and '*will last longer*'. This means that quality benefit suggested the end values related to the following: '*quality-price*', '*quality-brand relationship*', '*lasting investment*', and '*suitable for regular use*'.

7.2.2.6. Category – Material

Material category had two major streams related to '*ability to touch the material*', and '*the information about the fabric*', which is available on most websites and apps. In both instances, the concepts attached to the category *material* have important implications on the final value of shopping involvement, which is *material-price relationship*:

'...a lot of high quality clothing, there is no that much difference between something that is £150 and something that's £500. ...can both [products] be made out of Polyester'.

The consumers attached a meaning to the concept of material in relation to quality and price:

'You can see what the materials are. I don't like wearing too much artificial materials, I like things made of cotton or wool. You usually see in the product description. That's always good when you are doing online shopping, you can have a look at the material. So, you can see: Polyester 93%, Nylon 7%.'

There is a high level of uncertainty related to the material when buying online. As one of the participants said, even '*if it is made of cotton, you never know how that cotton fabric will look like or feel like*'. *Material* has an impact on the comfort. The consumers cannot be sure about the material they will get when buying online, this could be one of the possible obstacles for shopping via digital means.

7.2.2.7. Category – Design

The participants expressed their perceptions also about *design*. This was not surprising because the topic of the discussion was related to fashion. However, it is important to acknowledge that for most of the consumers under this study, *design* was associated with '*shape*' and '*style*'.

'Sometimes it's your style, but it does not look nice. So, OK, it is my style, but I cannot wear it. But other time it's my style, but it's really look like makes me fatter or it does focus in a not very nice area, that I don't like to look.'

'...could buy something that is even in a cheaper store, but it follows the idea of my style'.

Design benefit is co-related through interactions with friends, celebrity endorsement and magazines:

'...you see... a model looking nice. You will be - yes, I'd like to have this.'

'...if you have seen someone wearing something [nice], [and] they look really good. You need to have that.'

7.2.2.8. Category - Comfort

Many of the participants regarded *comfort* as something mainly related to shoes. However, *comfort benefit* is not limited to shoes, and *'being comfortable'* is one of the main benefits clothing can offer. Most importantly, those participants who emphasized the importance of *comfort*, have suggested a link to the *being happy* value.

7.2.2.9. Category - Colour

Colour is one of the benefits fashion consumers are seeking to satisfy. Most importantly, *colour* has implications for products for occasions and events. Consumers guided by the need to buy new clothing for a special event will have a specific colour in mind.

'...depending for what event. Because if I need a very formal one, and I would focus on a very particular colour and style.'

7.2.2.10. Category - Complementing Things

The category - *complementing things* - combines two major concepts - *'matching with own wardrobe'* and *'needing to buy other items to complement other things bought'*. These two concepts look similar, but only in regard to matching items. However, the reason behind each of them is completely different. For example, *'matching with own wardrobe'* concept relates to benefit of finding items which would be suitable to wear with the garments which the participant has already got at home. In this instance, the consumer is making rational choices based on previous shopping outcomes:

'I think how it goes into your closet as well, like there is something that gonna go with other items that you've got too. You want something that is gonna

go with the kind of things that you gonna want to wear or what you already wear. If it's something like a dress, then it's kind of find those shoes that will go with it or accessories. Or if it's a top or a pair of pants, or a skirt, it's got to go with the other items of clothing that would go with it.'

On the other hand some of the participants anticipated that they would like to receive personalized suggestions related to products they are about to purchase. These consumers rely mainly on the retailer's competence in finding matching combinations, and suggesting best ways to style your look.

'...in online store they try to match a lot of ... clothes and accessories together. If you are not expert, this is helping you. Because sometimes, in store you have, here you can find like dresses, in completely different part of the store you can find shoes, and bags in completely different part. But in online, you can have, they might suggest you what they could provide you as a matching accessory. Yes, if you are not an expert this can help you to make a decision.'

Complementing things benefit positively impacts upon overall satisfaction with shopping involvement. Whether the consumer is looking to complement items with already existing wardrobe or looking to buy a set of completely new items, the majority of consumers seek the *complementing things* benefit.

7.2.2.11. Category - Unique Original Things

The benefit *unique original things* refers to the consumer's need to be different and 'to look amazing and unlike':

'...usually I might spend a lot of time to find something that I won't be able to see this outside. I don't want to repeat, I don't want what all the people are wearing, or want to have. I try to look and find something unique, very unique.'

There is a link between the product benefit *unique original things* and the personality benefit *being attractive*, which allows for being noticed and recognized as a strong and unique personality.

7.2.3. Core-Category - Process Benefits

The core-category *process benefits* represents the type of benefits achievable via various shopping channels. Three major themes (Figure 66) emerged within this core-category include: mobile channel, desktop, which includes online shopping on PC or laptop, and

shopping in-store. There are two sub-themes within these themes: *benefits* and *issues* to shop via chosen shopping channel. This study found that consumers choose one or another shopping channel based on benefits they are seeking, and on current or previous experience. It is apparent from the data analysis that mobile channel has a significant impact on the overall shopping experience and is an important part of it. Consumers choose which shopping channel to use based on several criteria:

'...if I want something specifically, so it would be mobile first, and then the store, and then the laptop. ...if I am 100% sure, I would like to order it online. So I want it to deliver to my house, I don't want to go to look for anything in the mall.'

It is apparent that those consumers who prefer to shop online either via mobile or desktop, have crucial reasons to avoid shopping in stores. *Process benefits* relate to decisions made regarding choices of the shopping channel, shopping experience and involvement in shopping activities. Three themes within process core-category emerged from data analysis, namely mobile, desktop and in-store. These themes are interconnected and consumer makes decisions about which channel to use based on their shopping goals and shopping experience. It emerged that each theme is made of two opposite sub-themes: positive and negative aspects of the channel.

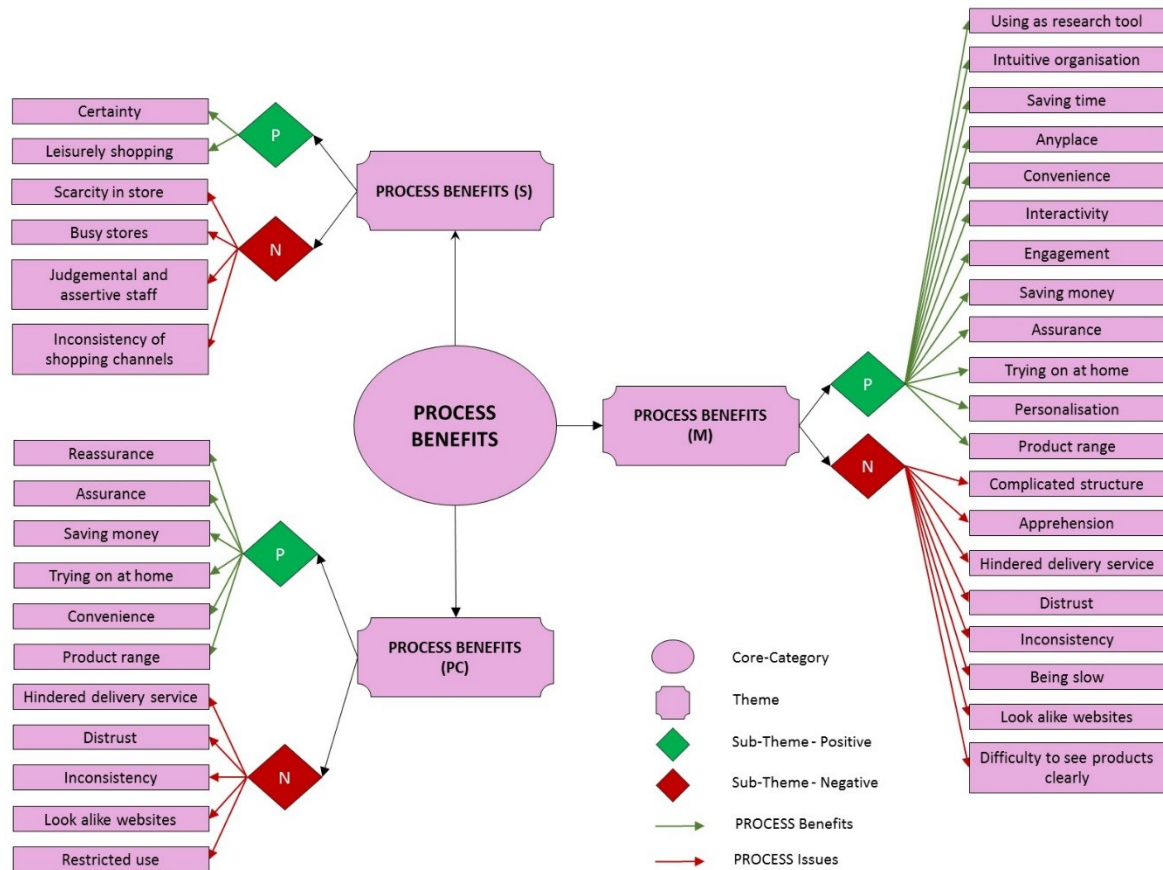


Figure 66: Key themes, sub-themes and categories of the core-category 'process' benefits.

This section will present and discuss a theme dedicated to mobile channel, and benefits sought and issues experienced on smartphones (Sub-sections 7.2.3.1.1. and 7.2.3.1.2). Themes regarding desktop and store shopping channels are available in Appendix 7B.

7.2.3.1. Theme - Mobile Channel

As described above the theme - *mobile channel* - has two sub-themes: *benefits to use mobile* and *issues to use mobile*. These two sub-themes emerged from the data during the fifth stage of coding (Figure 20). Focus group participants had distinct perceptions towards positive and negative sides of shopping via smartphones.

7.2.3.1.1 Sub-Theme – Benefits to Shop on Mobile

Benefits to use mobile combine all positive categories related to shopping via mobile shopping channel, and specifically via smartphone. A total of 12 categories were related to benefits to use smartphones for fashion shopping related activities.

7.2.3.1.1.1. Category – Using as Research Tool

The category *using as research tool* aggregates the following concepts: browsing, comparing is easier on mobile, and checking on mobile before going to the store. The most striking is the fact that all focus group participants were using their smartphones for researching in one way or another.

One of the reasons to use mobile as research tool is preliminary research prior going to stores. A number of participants found this activity useful, saving them time because they know which stores to visit.

Product comparisons are facilitated by online environments. However, comparison websites or mobile apps specifically designed for fashion shopping are rare to date. Some of the participants were keen to use comparison platforms in the future. They like the idea of *'seeing a number of brands all in one place'*, and being able to compare them:

'My reason, I am sure, it already exist. I don't use it anyway. But something like where you can, maybe, cross shopper, like, cross different shops. Or compare, like, to compare different things that you, I've seen a dress, in one shop and then in another one, and you wanna, you kind of, want to see them all in one page or something. I research, like comparing prices.'

The benefit *using as research tool* has implications to impact upon *shopping experience* value, as it enhances the overall shopping involvement.

7.2.3.1.1.2. Category – Anyplace

The category *anyplace* is concerned with using the mobile anywhere. Although the concept of place is unlimited a number of participants said they use their smartphone mainly at home. For some of them the only time they can do shopping is at night, when they are in bed. Whereby, others like shopping whilst watching television. Mobile shopping channels expand the possibilities consumers have:

'Anywhere you go, you got your mobile phone, like, you are waiting or you are in the bus, you can shop in your pyjamas. And, anytime you usually feel like, oh, ok I must have a dress.'

The benefit of using mobile for shopping from home is in the ability to be in any position, such as to lay down or sit relaxing on the sofa. There is no need to sit in front of the desk to do shopping. Another determinant for beneficial use of mobile is the fact that smartphones are

lightweight. Summarizing the benefit of *anyplace* it is obvious that it is contributing to *convenience*.

7.2.3.1.1.3. Category – Intuitive Organisation

Intuitive organisation is a category representing the features of mobile platform which are the most positively influencing the overall shopping experience on smartphones. Four major concepts contribute to the benefits of intuitive organisation, namely *rigorous product page*, *easy to use*, *clear logical structure*, and *easy navigation*.

Rigorous product page is a complex concept comprising four theoretical constructs: *visuals*, *accurate product information*, *informative reviews* and *stock availability*. The *rigorous product page* represents the complexity of mobile platforms with emphasis on liked properties of the platform, as well as highlighting the problematic, and expressing ideas about desired features which should be incorporated into mobile platforms.

One of the most important elements of any mobile platform are '*visuals to see details*'. As mobile screen is really small, compared to desktop, which many of the consumers were used to before smartphones started influencing shopping behaviour. It is not surprising that visuals are at the top of the list among other codes under concept of *rigorous product page*. The following selective codes were aggregated to a group of axial code '*visuals to see detail*': *attractive pictures*, *catwalk videos*, *avatars*, *zoom in*, *views from different angles*, *size of the pictures*, and *layout of the content in search results*. Within the concept - *accurate product information* - the following features were identified: *description*, *measurements*, *washing instructions*, and *material composition*.

'So many companies are really good, they give you specific details, measurements. So retailers can be very accurate in description, better is for the consumer. Material, get information.'

The concept *informative reviews* grouped codes related to reading reviews, which assist when making decisions by providing information about quality and fit of the garment.

'Customer reviews are one of the best things about it because... because you can't find that in a shop.'

Stock availability was found important for those consumers who would use their mobiles before going to store, because it would allow them to check if the product is available in that store or another.

The concept *rigorous product page* has important implications towards decision-making process involved, particularly on a small screen of the smartphone. If the content on product pages is comprehensive and useful, it helps in evaluating the actual product, and eliminating possible frustrations during after-purchase stage.

Another concept related to the category *intuitive organisation* is the concept *easy to use*. The concept '*clear logical structure*' refers to the architecture of the mobile platform, and location of the main buttons. The participants expressed their opinions about the way some mobile websites or apps are structured, and in most instances the current structure did not satisfy them. The preferred properties of the mobile platform were as follows: '*a few clicks process*', '*clear menu and structure*', '*user friendliness*', and '*standard layout of the main buttons*' throughout digital platforms:

'Just a few clicks, not a too difficult, so that you have, like, to fight something to ten for links or something.'

Although, the concept *easy navigation* had the lowest number of cases, but it is an important contributor towards the final value of the *shopping involvement*. Some participants noted that it is important to be able to find a product they are looking for quickly and easily:

'It has to be something that is easy to navigate. It's so important, because you don't have enough time to see everything, it's just what you feel like you want to see. And you want to see that in that moment. It has to be very easy to navigate, you know.'

Summarising the category *intuitive organisation*, it is apparent from the data that fashion consumers have experience using various fashion mobile shopping platforms, and they have developed a number of perceptions about what is suitable for them and satisfactory. It is important to develop a comprehensive knowledge not only about what these mobile consumers expect from fashion products they buy via mobile, but what do they expect from the mobile shopping platform.

7.2.3.1.1.4. Category – Saving Time

The category *saving time* represents the benefit which is achievable via a smartphone because of constant connectivity and ability to use any time that is convenient. Moreover, this category captures all aspects related to time concept, such as *using mobile any time*, *finding products quickly*, *making payment quickly*, and *quick delivery*. This suggests that the benefit of *saving*

time is specifically related to the use of smartphones for shopping. This category did not appear in the sub-theme of benefits to use desktop, which is discussed in Appendix 7B.

As discussed earlier, mobile allows for *anyplace* use as it is closely related to the concept of *using mobile any time*, which allows the consumers for a complete control of their time. Therefore, it might be even more enjoyable to use it.

Furthermore, the concept '*finding products quickly*' is strongly linked to concept from *intuitive organisations*, namely '*clear logical structure*' and '*easy navigation*'. The possibility to find easily and quickly the products that the consumer is looking for is of great value for the overall *shopping experience*.

Another important aspect of *saving time* category is the concept of *making payments quickly*. However, not all payment options available on fashion retailers mobile websites and apps are quick and easy. Some consumers are dropping at the point of payment because they cannot purchase products without a bank card:

'And most of the time it requires my card details, and I end up putting things to my basket and dropping it, because I am too lazy to go downstairs and pick my purse to pick my card.'

The concept '*quick delivery*' has implications for the immediacy of having the products purchased. Moreover, delivery service has impact on the perceived value after purchasing things online. As one of the participants said:

'I guess if you ordered something online and it arrives like really quickly and everything is fine with it, I guess. You think, oh, yea, you are happy with experience. But I wouldn't think I could consciously kind of value that shopping or think about it.'

In many cases the uncertainty in regards to delivery period was frustrating, and many of the consumers would prefer the goods to be delivered in a shorter period of time.

The category *saving time* has links with category *anyplace*. Moreover, it is impacted by the level of *intuitive organisation*, and influences the *convenience* benefit and *shopping experience* value.

7.2.3.1.1.5. Category – Convenience

The category *convenience* emerged as a concept initially from data coding. However, it was noticed that there are a number of other concepts associated with this concept, which can

contribute to overall benefit of convenience. In addition to convenience in general way, which some of the participants referred to, the concepts such as a *'possibility to keep things in the basket'*, and a *'selection convenient delivery services or return options available'*, were aggregated under a more abstract category of convenience.

Delivery options allow the user to make choices which are the most convenient for that situation. Returns serve a dual purpose. Firstly, in case the product is not satisfactory, the consumer has a choice whether to keep it or return it. Secondly, returns assure consumers and guarantee that the retailer is reliable.

Keeping things in the basket is a concept related to the ability to search for some products, add them into the basket, and purchase them, or review the basket before purchasing after a certain period of time. This allows for time control as well, because the consumer would not need to make instant decisions, and has an option to consider the products, maybe compare with alternative products before finally purchasing. One of the participants said she leaves the products in the basket because the payment process is too long, and she cannot proceed with it at that moment of time or does not have sufficient budget. Therefore, she benefits from finding those products in the basket, when she has time to purchase.

The facility of *keeping things in the basket* had a strong positive response from the participants. One of them said she would use her mobile more often:

'...you would have an app that will show all your baskets for different shops. You know, like, you can have for different log in information. That would definitely make me use my smartphone a lot more, because I can double check what it is and what can I afford while on my, while I am on the go.'

Convenience has influence on *shopping experience* value as it impacts on the control over the process of shopping involvement. Eye tracking experiments on smartphone (Chapter 6) showed that some participants add items to the basket first, and then review their basket to make their final choices. This helped them during the shopping process. As commented by one of the participants, she was not sure if she would be able to find that product she liked later during the shopping involvement.

7.2.3.1.1.6. Category – Saving Money

One of the major benefits suggested by the participants is *saving money*. The participants in 10 cases out of 18 spotted that they are *'getting more discounts online'*. This promoted

customer engagement. Although, many of the participants do not normally distinguish between mobile and desktop, for them all the shopping channels which are not in-store are online. Quite often even when talking about mobile shopping, they used the term online. From users' perspective the difference is only the device they use, but not the channel. This led the researcher to add the category *saving money* to the sub-theme *benefits to shop on desktop or laptop*.

The concept '*getting more discounts online*' will be discussed in this category. Moreover, there is a distinct comparison made with shopping in-stores. Promotions tend to attract consumers and encourage purchases, especially if it is only available online, then it would drive consumers to shop online more:

'...sometimes, if you purchased, if you bought your stuff online, it is much cheaper than if you bought it in the store.'

Discounts had positive responses from the participants, there has another concept emerged related to buying during sales. It was identified that '*buying during sales is easier online and on mobile*'. This suggests that it is not only cheaper to buy online, but also easier to buy cheaper products.

Some participants have strategies in place how to shop on mobile during sales. Although, buying during sales and getting discounts encourage the consumers to shop online, but there was another reason that drives some consumers to online shopping. This is the concept related to '*saving money on transport*' and suggests that some consumers prefer to shop from anywhere they are, but actual stores. In this way they will save money by not paying for public transport or car parking. Are local councils discouraging shopping in town centres by introducing compulsory car parking fees?

'In my opinion it is convenient. You need to go to the shop. And then you, just, you know, open your mobile phone and just look at your application that you've got. You need to pay for transportation as well [public transport]'

Summarizing the data analysis and results, for 11 out 18 cases *saving money* is an important benefit, which drives consumers to use their smartphones to buy fashion products online.

7.2.3.1.1.7. Category – Trying on at Home

The most interesting category emerging from the data coding and analysis is *trying on at home* category. It was surprising that 11 out of 18 cases supported the idea to try things on at home:

'I don't like to try things in-store. I did, I do, but I don't like try them in the stores. Sometimes it is taking long time, it is really long.'

The process of *trying on at home* has an important impact on the resulting value from the shopping involvement. However, apart from the unwillingness to try things in-store, some participants expressed that trying on at home helps them in evaluating their purchase. Therefore, it has impact on the final value.

It was identified that *trying on at home* is sort of confirmation of the purchase on occasions when the product is purchased in-store. Sometimes, it is the only place where the product is tried on, because some participants do not like spending their time in the fitting room in-stores. It might be an issue in winter, when consumers wear more layers to keep themselves warm. Another finding was related to the size and lights of the fitting room, which limits the ability to see yourself in proper light and full height.

7.2.3.1.1.8. Category – Assurance

Assurance refers to full confidence to shop via mobile due to a number of factors: *being confident to buy online, receiving order updates, possibility to get refund, and using secure Wi Fi* for shopping.

The concept of *being confident to buy online* represents those consumers who have experience using mobile for shopping, and they are confident that nothing can go wrong. One of the contributing factors adding to confidence to shop online is knowledge of the size needed and the brand. Another important factor contributing to *assurance* is receiving '*order updates*':

'When I receive emails saying about tracking information about your parcel or your order. I really appreciate that and I get a message that 'it arrived already in store'. Or the courier has picked it from the warehouse, and it's on your way. At least you know you will get it that day so you will be expecting.'

Awareness that the consumer can get a refund is building trust in the process. For some participants accessing a secure and free Wi Fi adds value. One participant elaborated about

using Wi Fi for a couple of minutes during the focus group, demonstrating an impact on the probability of her using a smartphone.

Assurance has impact on consumers' willingness to use smartphone for shopping, and influences the final value in a positive way if the factors of assurance are met. Therefore, it is viable that retailers provide all needed means to allow for assurance via mobile.

7.2.3.1.1.9. Category – Engagement

Within the category *engagement* four major concepts emerged, namely '*responding to customers online in quick and pleasant manner*', *engaging customer service online*, *ads from retailer*, and *newsletters and emails with discounts*. *Engagement* refers to ways of contact between the consumer and the retailer. The participants appreciated the new level of customer service online, which is different from customer service in-stores. Most importantly, there was a distinction made by the participants about the difference levels of customer service provided in-stores and online. The findings are important in terms of *shopping experience* value, because the consumers not receiving appropriate customer service might become disengaged and transfer to different retailers.

One of the features emerged from the focus group was *instant chat* service on the website or app, which allowed for a quicker response, does not cost anything, and is helpful at the point of shopping. Moreover, having chat, the consumer would not need to wait a day or more, because somebody would respond within a couple of minutes of a request.

'I prefer a live chat. I like a live chat when they have it in the website. It's really, really important. It's free and I only sometimes you need something. It, maybe, a stupid question that it's very easy to have, to help find something and you can't find. So, it's easy, and you go ask someone who can guide you.'

Engaging customer service online had a different meaning attached to it. It was more about understanding consumers' needs and offering what the consumers would expect to see as customer service. Receiving *ads from retailer* provides positive stimuli to visit a retailer's website, especially if there is a direct link to the product featured in the ad. Participants welcomed *newsletters with discount* triggering them to visit the website and start shopping.

Engagement plays a crucial role in attracting and keeping the consumers involved and returning regularly. Moreover, it has emerged that customer service in stores need immediate

review, because participants were not pleased with the customer service, which they receive in store, opposed to the online environment.

7.2.3.1.1.10. Category – Interactivity

The category *interactivity* emerged as a result of combining several concepts, which were related to two-way communication between the consumer and the mobile platform, or another consumer. Moreover, the recommendations from friends plays an integral part in the shopping process, because it confirms belonging within the group. *Interactivity* gathered the following concepts: *'seeing ads on social media or recommended by friends'*, *sharing clothing ideas, using mobile to avoid idle time, building outfits and mood boards, and rewards.*

The concept *'seeing ads on social media or recommended by friends'* shows that fashion consumers are influenced by the mood of the group, and a sense of belonging is essential. Sometimes, friends influence each other to start using mobile for shopping. As one of the participants confessed, that she was keen to try it after hearing friends talk about it.

Friends' influence is one of the factors impacting on shopping behaviour. Some consumers are ready to share their buys with anybody, especially with friends. One of the participants wanted to show all other participants what she bought earlier during the focus group discussion:

'I just want to show someone a nice clothing that I really like. So I think will suit them. Or it will be in a bar somewhere, so I have got an event, but I've got nothing to wear. Or I say 'I saw this yesterday, on the Topshop website' so I will just show them to give them a brief show, maybe link them the website address, then send it to them.'

Sharing clothing ideas or recent purchases becomes a social phenomenon, because it is part of the interaction between people. This is especially viable when friends share the idea of fashion style, and then they compete to find out who will get a better deal or have stylish jeans. Through sharing consumers prove that they belong to that group.

There are occasions when the mobile plays a role in *avoiding idle time*. This suggests that consumers want to get busy at some uncomfortable moments. What the consumer does with the smartphone, probably, depends upon the level of involvement in fashion. Those who are shopaholic, or enjoy shopping as therapy, might pick up their phone and browse for clothing in such situations. This is really interesting, because a smartphone becomes not only a means of communication, but also a device which helps to avoid idle situations.

Some fashion retailers have specially built platforms for those interested in creating outfits and styling their own looks. This is highly interactive, and attracts many users. When these ideas are shared with friends then the friends get involved, and this interactive process unfolds.

However engaging the idea of interaction would look, it mostly becomes popular among those consumers who are very *fashion forward*, and fashion is a core platform for their self-representation. This activity was present among those participants who had a great interest in mobile shopping, as well as sharing ideas with friends. It was found that these consumers are very confident in what they do, and fashion shopping is part of their social lives.

Moreover, it was found that some of the participants like playing fashion games. They would prefer to receive rewards for doing so, which would allow them to buy even more apparel products. This seems to be a close loop of interaction and shopping experience.

'A website, an online retailer that you could upload your picture to wearing an item that you just bought from that store, and it find more new uploads and interact with that website. The more points you get, and you can get money off for doing that. People can like you, and follow your profile.'

Interactivity has an impact on overall involvement in fashion shopping activities. More importantly, fashion is a source of fun for some consumers; it is not merely functional items covering their body to keep them warm and protected.

7.2.3.1.1.11. Category – Personalisation

Personalisation covers several aspects, such as *personalised services, recommendations for similar products, and recommendations for styles*. It was found that different consumers need different types of personalisation. There are consumers who *'know what they want'*, and they would expect the mobile platform to offer the products that are very similar to what they are searching for, and they would not need anything that is out of that range.

'Personalized service, so if they start to learn, what you like, and they suggest you. So, if they have stylists that work for them, and that stylist styles your particular look you go for. Then you know that they always will be picking up things more around the web for you. I want, like, personalized suggestions.'

Another concept related to personalisation required a completely different approach, and these consumers need the retailer's help in finding the right clothing, and matching accessories (as described in 7.2.2.10). Furthermore, retailers need to know what type of

consumer is one or another consumer visiting their mobile website or app, and offer personalised services accordingly.

7.2.3.1.1.12. Category - Product Range

The category *product range* includes two main concepts: *greater variety of products* and *more sizes available*. Consumers looking for more sizes decide to start shopping online because they cannot find required sizes in-stores:

'I also like doing online because I can find sizes I need, because most stores may not have all the range of sizes available.'

Often sales staff in stores directs consumers to check online when they do not have a required size in store. In addition, shopping online is more beneficial because there are more various products available. However, some participants have noticed that different shopping platforms have different ranges of products available (in agreement with findings in Chapter 4 and Chapter 5). In most instances, consumers prefer shopping online because it gives them more choice.

The data analysis and coding helped in developing a core-category related to *process benefits*. Each of the categories, represent a different benefit, which are achievable through a process of using smartphones. Summarising the data analysis the following findings emerged:

- Most of the *process* categories contribute towards value development related to imperceptible values, such as *shopping experience, being happy, and sense of achievement*.
- Some of the *product benefits* are achievable via *process benefits*.
- Shopping involvement has an integral role in the whole fashion shopping process.

7.2.3.1.2. Sub-Theme – Issues to Shop on Mobile

It has emerged from data that mobile fashion shopping is not without issues, and apart from benefits a number of issues were identified. These issues are important problem areas, which could be resolved by implementing necessary changes in the design and architecture of mobile apps and websites. Therefore, the issues were analysed in detail, and possible benefits were suggested, and a total of 26 selective codes were aggregated into 8 categories (Appendix 7C). The overview of number of cases each of the categories was observed is shown in Table 32.

Table 32: Categories within the sub-theme issues to use mobile.

Sub-theme	Title of the category	Sources	References
Issues to use mobile	Complicated structure	10	22
	Hindered delivery service	9	44
	Apprehension	8	17
	Difficulty to see products clearly	6	8
	Being slow	5	7
	Distrust	5	13
	Inconsistency	5	12
	Look alike websites	3	5

7.2.3.1.2.1. Category – Complicated Structure

The category of *complicated structure* has occurred in 10 out of 18 cases. This is the top issue related to mobile shopping platforms, and ‘difficulty to use’ is the main cause of it on mobile.

‘I think with me is that, you know, when you go on the actual website, and you go on your mobile, that's quite different. The screen is not as usable as it is always small and you have to expand it to make sure you can see. And, also, if you want to see more you have to try to expand it to make sure that you can see. I think, maybe, it is because, you know, the fact that have been issues so coming up more now so, maybe, they are not still quite technical and not enough high yet.’

‘I feel’ like’ I have fed up on my iPhone, I feel like eh... I would: ‘no, oh no I just clicked on something...’ Oh using Safari to browse through the websites on an iPhone is a challenge. It's definitely a challenge.’

Complicated structure is one of the main obstacles to shop on smartphone, because users struggle to easily find desired products:

‘For me it's sometimes difficult to find stuff, in some websites. it's not so clear you know, not so logical.’

‘...sometimes website gives you more information than an app. In app it just to browse, the structure is a bit complicated, because it's quite small and they try not to put everything because it is very small.’

‘I do absolutely love Zara, but their website is very, very confusing. It's really confusing to use, things will randomly pop-up. It's usually on the mobile version they tend to have menu in the top left corner, like a little press button, and usually, I don't know if it's just my phone, but it takes you to something completely different that I've clicked on because all together is so zoomed out, that you can't press on anything properly.’

Participants were not impressed with some fashion retailers, which did not manage to create mobile websites:

'Some websites don't have hm, don't have the software, you know, I don't know it's not ready for a mobile phone. So something like that. They have the same in desktop view.'

'Zara's website isn't a mobile, they just tend to return to normal, their website is not like phone compatible, you see. Or on my phone anyway. Primark, actually, have a mobile website, they don't show the items. I remember having a look. I would shop in Primark, if they would have an online store.'

Complicated structure is an obstacle for *intuitive organisation*, *saving time* and *convenience* benefits. Therefore, it has a negative impact on the final value from the shopping involvement.

7.2.3.1.2.2. Category – Hindered Delivery Service

The category *hindered delivery service* sums up the concepts related to issues regarding delivery services, such as *difficulties with returns and refunds*, *delivery charges*, *'worried about the parcel'*, and *delivery time*.

Difficulties with returns and refunds were apparent when using some specific payment methods, which are quicker than regular bankcard payment. However, the returns procedures for these purchases are different from regular payment methods:

'I paid with PayPal for that particular thing, and I was not able to get my refund in store. I had to call through customer services, waiting on a queue before able to speak to somebody. The problem was the item was not the way I expected, so to return it's much more trouble and more difficult than if I would have paid with a credit card straight away. I was not able to return it to the store.'

'I must confess, I am not very good returning things. This is my weak point. If it is already time, I feel really guilty, oh, no, no, no. Most of the time I buy, I hardly return things. And sometimes I think, I wish I would might.'

'I had got a new card, I've lost my card, my debit card. I'd got a new one. And I had a refund, but it'd gone into my bank account. But because I changed my card, they wouldn't release the payment. my bank account didn't change, it was just my card number, these 12 digits. Hm. But they wouldn't release the payment for me for a long time...'

'Refund is a hassle. And the other thing, if things are delivered to your house, and then if you don't like it, it's really hassle to go back and send it again. Especially, if you have to make an appointment, for them to come and pick up, and it will cost you.'

Although, most fashion retailers offer a free delivery service, but in some occasions for those who wish the products delivered quickly, like next day, the delivery charges would be applied:

'Especially, it's abroad. If you buy and that brand is not local, not in UK, so it's taking long time. And sometimes, they mention that you will have to pay for expenses.'

For some participants shopping online is *'like a gamble'*. They have seen what they ordered, but yet they do not know until the last minute if what they ordered will be what they expected:

'Everything, every time when I receive something new I was so happy and it was so scared, and excited what I am gonna find inside, but I didn't have problem with suppliers.'

'...or the online shopping I think my concern is for the delivery service, the some brands or some shops need to like have the faster delivery. For example, I bought a bag and it took for three months ...'

'Then they sent me a link with, to transaction, to tracking hm tracking my order, and when you click on it, it doesn't even show you any information. So I was really, really worried. It was really stressful.'

More often consumers are not willing to wait long for delivery, they would prefer their order to arrive quickly:

'If I ordered something online and it takes me, hm, more than a week to wait for an item, it is really frustrating.'

Delivery services influence the overall *shopping experience*. In situation when the delivery services make consumers worried, and even frustrated, these consumers might look for alternative fashion retailers to buy apparel products. The quality of delivery impacts upon final value of shopping involvement.

7.2.3.1.2.3. Category – Apprehension

The category *apprehension* emerged through comparison of various selective codes. The most importantly it refers to concepts related with anticipation of possible mistakes by *'clicking something wrong'*, because the smartphone has a small screen, it is difficult to pay via mobile and there are *'unexpected pop-ups appearing on the screen'*. The participants anticipated that

they do not like surprises when shopping, and sometimes this is an obstacle for them to proceed with a payment:

'And usually, when I am using iPhone, I have a feeling that I did something wrong.'

'I feel like, I fed up, on my iPhone, I feel like eh. I would, no, oh no, I just clicked on something... Oh...'

'I mean when you are scrolling down, you may accidentally click or press something.'

'Some things gonna go wrong down the line. Because I think we've not been trained to make purchases of mobile. So, a laptops won't be, like people are hasty about that. And I think mobile takes another step further, it's another uncertainty for people.'

The analysis of the transcripts showed that some consumers are more concerned about possible mistakes on mobile. These consumers could become more confident with future purchases if the payment process would be simplified to maximum, and it would be clear from start to the end.

7.2.3.1.2.4. Category – Difficulty to See Products Clearly

This problem - *difficulty to see products clearly* - occurred in nearly half of the cases, and it suggests that the issue with seeing products properly is possible obstacle in involving in fashion shopping:

'Sometimes, you cannot see any condition [of the product] that maybe we cannot [see] like important condition, like how to read ... of it [description].'

'On the mobile you can't see the details that you want to see. It is hard. On the iPhone that is.'

'For me it looks much, much nice in photos, than real. Which you see it's normal, while you see it - oh, my dream shirt or something.'

'It looks always very nice online, but when you get the item, it does not really.'

'For example, you can click so that they put like small picture, or something, just for the material. You can see exactly. But it's for mostly the brands. That the local like Chinese are not very good. For example, there is website, specialist in nightwear. Like gowns and those things. So it looks like WOW. It is perfect. When you order it, the material is really poor, because the one that they put in the picture, it's much, they use much nicer material.'

The category *difficulty to see products clearly* refers to honest presentation of products online, in the way that consumers would be able to see all the details and be clear about the material used. If the consumer is sure about what is getting right from the offset, there would be less disappointments after receiving the product. Therefore, the final value would be positive and encouraging further purchases.

7.2.3.1.2.5. Category – Being Slow

Category *being slow* emerged from the data analysis. Moreover, the same concept emerged from the mobile app reviews analysis, and eye tracking experiments on smartphone. The most importantly, the slow loading speed is affecting most mobile fashion consumers:

'Really, it do so slow sometime, you know the . When you use the site it goes so slow, you can't find something. It takes ages, and it's like sometimes I find something.'

'I don't really use that many. I suppose. Yea, I only mobile I have use with ASOS, and it was yes slow.'

'I don't know, one of the things that I don't like to do about online shopping. Is sometimes the Internet is just to download the pictures, sometimes the screen just freeze or the pictures ... like. Sometimes, but not always. To be honest. It does annoys me. I wouldn't like to wait. I would like to do it, click to click, so the picture is in front of me. But this is not happening all the time. So sometimes I do not like to do that. So I get bored, I will switch off my ... the sites. I don't like to do that.'

The loading speed influences the *shopping experience*. It was noted, that overall shopping experience using mobiles for shopping is related to the majority of the process benefits or issues.

7.2.3.1.2.6. Category – Distrust

Although, the category *distrust* appeared in only 5 cases out of 18, it should not be underestimated. It is important to understand what makes consumers worried most when shopping on mobiles in order to offer the shopping platform, which would make them confident shoppers:

'And definitely there is a risk with online purchasing to buy something that would not fit, or that it is not, it is not what you want. But, it is a change and it is good taking into consideration this opportunity. Some of them are scared and they just don't want to use. I know a lot of people that have iPhone but they are using this access just for phone.'

'I would not be able to type all my credit card details when let's say I am on a bus or on a tram. I bought few times on my mobile. And when I done it I used PayPal because it is quicker. So I find it a bit of a barrier when you have to fill in full credit card details.'

'I think for me, because I shop through my phone, it's more security thing that. To make sure that it's secure and that the details are not been leaked anywhere or anything like that. I think that's something that most people associate with mobiles and tablets that it's not secure I want say PayPal, but I personally had bad experience with PayPal. So I don't feel like it's necessarily a securer payment method, it's just something that it you plug your details in, and it's convenient. That's all PayPal is.'

As noticed from the comments made by some of the participants, most concerns are related to the payment. How could retailers build the trust in the shopping process and payment? Probably, it could come with experience shopping via mobile, and learning that there are brands that can be trusted.

7.2.3.1.2.7. Category – Inconsistency

Inconsistency is another category, which relates to differences between the shopping channels. This became apparent from the focus group discussion, and it was observed from mobile app reviews analysis, that the same fashion retailer has different products on the mobile app and website. Moreover, it is a big difference between the products and sizes range in-stores and online. The participants during the focus groups highlighted these differences, and specifically emphasized that it is not very satisfactory for them:

'I think with me is that, you know, when you go on the actual website, and you go on your mobile, that's quite different. You say true, because I think some online can be more expensive or can be in store like more expensive. I think it's been a few situations where I have gone in a store and they've told me that is this price, and then I've checked online it is different price.'

'...sometimes website gives you more information than an app. They try not to put everything because it is very small.'

'...sometimes, the products in store are not that what I'm looking for compared with online shopping.'

The issue of *inconsistency* might be apparent in situations when some consumers are *shopping as therapy* at home, possibly, browsing, and then the following day deciding to go and visit the retailer they like to try the product. However, the product might not be available in-store, but only online. The process of *shopping as therapy* might be interrupted, and the sale might

be lost. It is possible, that a clearer message could be passed to consumers, who are browsing online, which products are primarily available only online. Sometimes, the consumer can see a note next to the product, saying *'exclusively in stores only'* or *'exclusive to online'*. It would make it easier for consumers to be prepared and informed about which options of shopping channels to use.

7.2.3.1.2.8. Category – Look Alike Websites

Another category, which was not present in many cases, but was sufficient to account for, was *look alike websites*. This category refers to visual appearance and design of mobile websites and apps. As some of the participants noticed, many of the fashion retailers' digital platforms look the same:

'Every single website I have been seen, I have clicked 'Yes' on, it's very, very generic website, they all, pretty, look exactly the same. There is no differentiation in that, so you not gonna remember the company and the brand so much if you need to when you are shopping, because they are all really, really generic.'

'...just not very inspiring. Just a bit boring.'

'They are pretty standard. They all are the same for me.'

Moreover, some participants said that the website look boring and not inspiring. If the mobile platforms do not have a differentiation, then consumers might lose interest shopping with those fashion retailers.

Interconnections between sub-themes emerged from data analysis, suggest that consumers switch between shopping channels due to benefits they seek to satisfy or issues experienced (Figure 67). It has emerged from data that issues encountered via mobile channel impetus switching to other shopping channels, either desktop or in-store, satisfying fashion consumers' needs. Multi-channel retailers can still benefit from fashion consumers' channel-switching, but pure-play fashion retailers can lose their potential customers attempting to shop via smartphone.

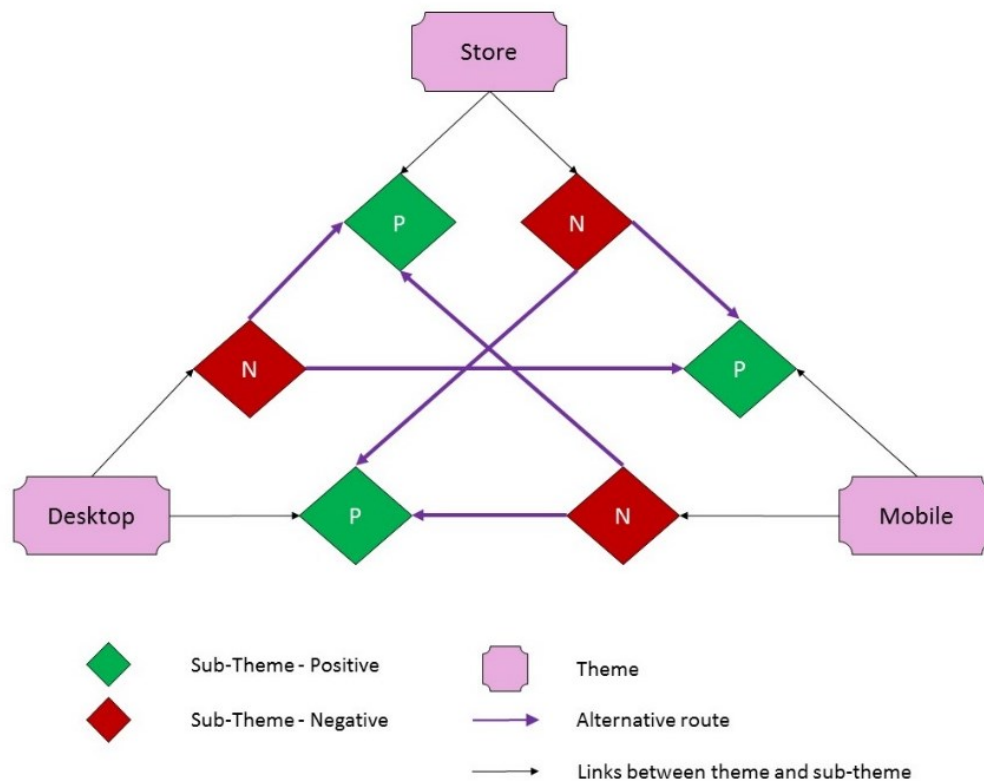


Figure 67: Links between sub-themes within 'Process' benefits core-category.

7.2.4. Core-category – Value

Core-category *value* has emerged as a result of three stages of coding, when selective codes were grouped into theoretical concepts. The participants were encouraged to share their views about the way they evaluate the shopping involvement, and when they think they have got value from it.

7.2.4.1. Category – Meeting Expectations

A confirmation that the consumer has made the right decision is the most important value among the participants of this study. Acknowledging that it is what the consumer wanted actually gives the confidence in own actions, and, possibly, brings satisfaction from shopping involvement. Most importantly, the transaction is not finished at the point of payment: there is a period of evaluation, which either results in value and brings satisfaction, or leaves the consumer disappointed.

'So everything is like I am good at predict, and how it's based for me, so it's like the most thing, important thing as you bought it and there is like perfect,

you have made the right choice. I mean it worth it to buy. So that I make the right decision.'

Some consumers might spend over three weeks evaluating the purchase. It could be a case for higher price tag purchases, because of the risk involved. There are some consumers who are 100% sure about their shopping choices, and they don't even need to consider or evaluate their purchases. *Meeting expectations* value showed to be one of the most important values from fashion shopping. Moreover, this value could possibly sum up many other values, as meeting expectations is a very abstract category, which could have various determinants.

7.2.4.2. Category – Shopping Experience

The category *shopping experience* represents a group of concepts related to evaluation of the shopping involvement as a process:

'I would evaluate all, the product, and the... how happy I was during the [shopping] process as well.'

It emerged from the data that there are two possible results of the shopping experience, such as positive, and negative experiences. Moreover, it was noticed that a positive shopping experience is expected, and consumers do not consciously attach a value to it. However, in cases of negative shopping experience, there is actual chain reaction, which would influence the consumer to find alternative shopping routes:

'If it's the bad experience you might not go back and buy again.'

The *shopping experience* involves many aspects, such as *ambience, easy to find and pay, 'knowing that will not crash', customer service, and price.*

7.2.4.3. Category – Quality-Price evaluation

A link emerged between *quality* and *price*, suggesting that consumers expect higher quality for items of higher price, and vice versa. The consumers purchasing expensive products expect equivalent level of quality. When the relationship fractures, the consumer does not achieve the quality expected for the price paid, and consumer disappointment has negative consequences for brand loyalty:

'I know what I pay for. That's fine, I am aware of that, but there are certain things that I do if I pay money, I do expect to be a good quality.'

There are less disappointments when consumers are shopping from cheaper brands, so they do not expect high quality. Some consumers are happy to have a relatively good quality for a

lower price items. This means that in most cases *quality* has an impact on the *value* achieved through the shopping involvement. It would be worth exploring the concept of quality and price relationship in future studies, and to evaluate the range of price levels and quality expectations attached to it.

7.2.4.4. *Category – Suitable for Regular Use*

The consumers expect to use the products they buy regularly. Moreover, for 7 participants the willingness to wear the product repeatedly is a determinant of value:

'...the best thing you after that when you start wearing that, and I: 'Oh my God, I will wear it again tomorrow.'

It appears that the value *suitable for regular use* is important among fashion consumers, even if they often purchase on impulse. Some of the participants just use a cliché phrase '*value for money*', when they talk about value:

'If I wear something repeatedly for a longer period of time, so if I am still wearing it a year later, like three days a week, I am like wow, I have got this really good buy, that was a good value for money, it lasted, and I still like it.'

There is a noticeable link between *quality*, *material* and *suitability for regular use*. This suggests that certain *product benefits* are determinants of the final *value*, and impact on the satisfaction from shopping involvement.

7.2.4.5. *Category – Getting Value for Money*

The category *getting value for money* refers to satisfaction from shopping involvement in relation to the cost of the product. Moreover, the value for money can have two opposite outcomes, such as *worth the money* and *wasting money*.

'Sometimes, you may spend less and you feel even better than the other brand that you would have spent more.'

Getting value for money and *suitable for repeated use* are linked, and both contribute towards the final value. Moreover, some consumers admitted they often receive an extra discount even on sale products if the item is a bit damaged. In these situations consumers can achieve the value for money when shopping in-stores.

7.2.4.6. *Category – Quality-Brand Relationship*

As discussed in 7.2.4.3. about *quality-price evaluation*, *quality-brand relationship* has similar implications. It has emerged from the data that consumers have predetermined expectations when they shop from certain brands. There is a link between *brand* and *quality* level expected, and consumers' loyalty will reduce when there is an unsatisfactory balance between *quality* and *brand*.

'Sometimes you even pay for an expensive brand, and it's exactly the same what you are getting in Primark.'

The relationship between the quality and the brand's reputation has impact on the final value and future purchases.

7.2.4.7. *Category –Lasting Investment*

The category *lasting investment* emerged from the data as in-vivo code '*buying clothes as a good investment*', which developed into an independent category. Moreover, it is apparent from the data that, especially, for those consumers who purchase higher price tag fashion products, they expect those products to last for a longer period of time, and be an investment. This means that the value of achieving investment when buying fashion is related to *brand*, *price* and *quality*:

'I tend to, maybe, save up a lot of my money and buy one item that I know it's gonna last me, like I've saved for these jeans, it were like £270. Hudson jeans they are. I know that I have never made a better investment, I think it always pays to spend a bit more money. That's what I see clothing it is an investment. I do see it as something that has got a bit long lasting as well. That's why, I buy something neutral pieces, and then statement pieces as well.'

There is a link between *lasting investment* category and *sense of achievement*, because consumers admitted they have '*never made a better investment*', which is an expression related to achievement.

7.2.4.8. *Category – Being Happy*

Being happy is a category which reflects a personal value. It implies feelings related to pleasant shopping experiences, meeting expectations about the product, or fulfilling personal benefits:

'It has to make the consumer more exciting. I think, when you are shopping you want to, because as a person, you want to wear the clothes that you feel

happy and comfortable when you wearing that. Sometimes, you know, especially, when you are spending a bit of money or even you maybe not... You want to wear something that makes you happy.'

Being happy extends beyond the core product benefits and includes shopping experience:

'I would evaluate all, the product, and the way... how happy I was during the process as well.'

7.2.4.9. Category – Sense of Achievement

The category *sense of achievement* relates to the process of shopping, and signifies that the consumer has reached a goal creating a sense of pride:

'During travel there, travel to Selfridges, on the mobile I ordered it as well. You know, like when I check in the, when I went to Selfridges, it was gone, but I already bought it!'

'You say, 'Oh, really? How much you think it cost?' And, I am always really chuffed, if I get a bargain. So, I just: 'Well, this was only £40 from Juicy Couture.'

It was observed that *sense of achievement* can be reached in situations when the consumer managed to buy something cheaper than other consumers. Moreover, the *sense of achievement* is possible through social interactions, and it cannot be excluded from the social factor attached to it.

7.2.4.10. Category – Material-Price Relationship

Material-price relationship emerged during the data coding, and it refers to value achieved through a balance of the product's quality of the material and its price.

'You can see that's, that did not cost them a lot money to make, so it's not worth paying £170 for that really nice dress, when you see the same one in Topshop a lot cheaper. So, you say: 'Go and get that one'.'

When the balance between the *material* and *price* is reached the consumer achieves the *value*, and vice versa.

7.3. Benefits – Value Theory (BVT) Development

It is important to note that these four core-categories emerged from an analysis of the data, and represent shopping involvement as a chain of decisions made based on different level of benefits, which result in value. Most importantly, it was noted that none of the categories

within each core-category can explain the consumer behaviour independently without links with other categories. The theory proposed suggests that in order to explain fashion consumer behaviour, especially shopping behaviour on mobile devices, there is a need to account for overlaps between categories and complex human behaviour. The personality benefits were identified as a basis for differentiation, they are neither mutually inclusive nor mutually exclusive. The consumer behaviour should be considered in the context of life circumstances.

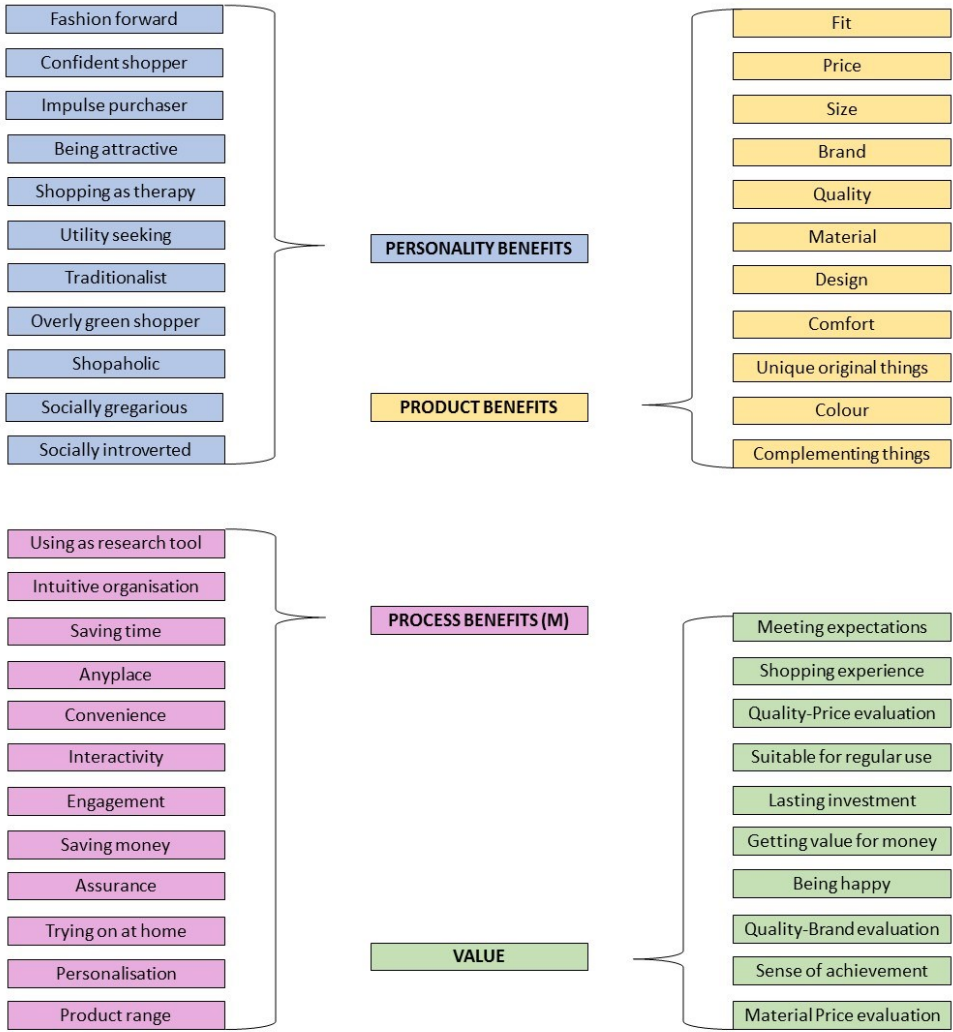


Figure 68: Emergent theoretical core-categories.

This study aimed to build a new theory, combining research objects, constructs and interactions between them. Key core-categories (Figure 68), described in Section 7.2., were further explored during theoretical focus group (TFG) (Appendices 3H and 7D), which helped to finalise links between these core-categories through logical interconnections of conceptual propositions and validate the emerging theoretical model. The relationships and predictive mechanisms explaining mobile consumers’ behaviour emerged directly from the empirical data. This research has built a substantive Benefits-Value Theory (BVT) (Figure 69) based on

data saturation within a specific contextual setting, namely apparel m-retail, and the theory emerged from the empirical data which aimed to explain shifts in decision-making processes when shopping for apparel products via smartphones.

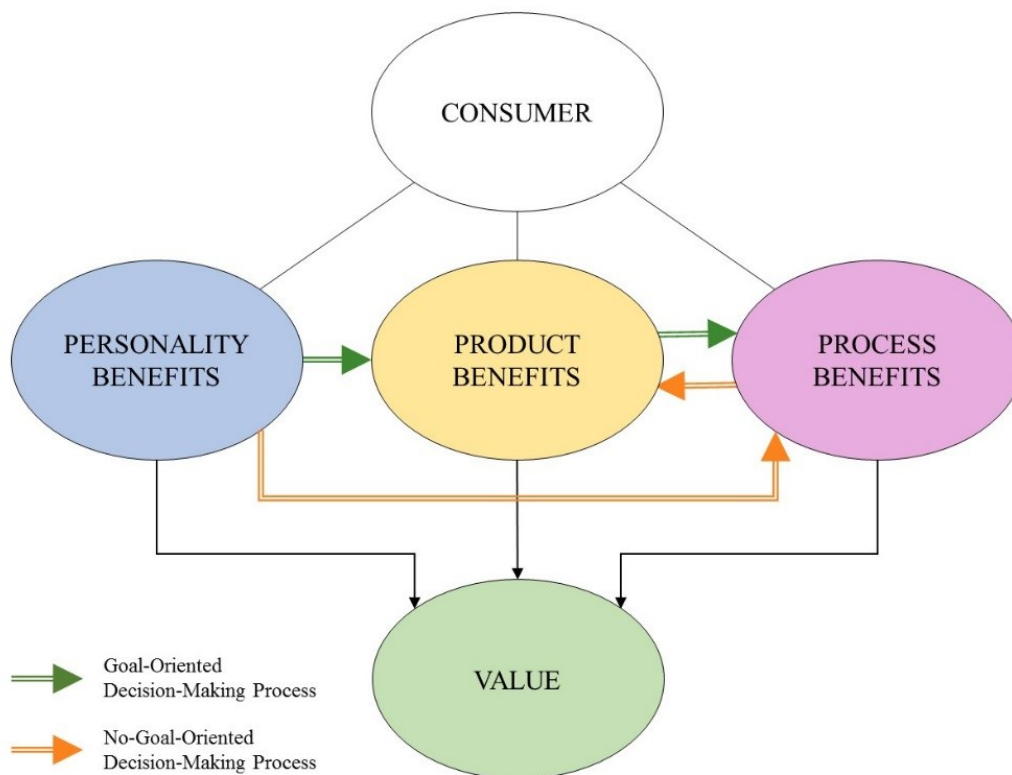


Figure 69: The Benefits-Value Theory with core-categories.

Based on BVT mobile consumer decision-making process is determined by three types of benefits, namely personality, product and process benefits. From the analysis it was found that fashion consumers, using mobile devices for shopping, follow through a decision-making process, determined by three types of benefits: *personality* (PERSB), *product* (PRODB) and *process benefits* (PROCB) (Figure 69). Moreover, the aggregated benefits result in a final *value*, which reflects a complexity of individual expectations.

Consumer benefits are not singular and mutually exclusive, rather consumers seek benefits consecutively through three distinct stages, which guide consumer decision processes as the shopping involvement progresses (Figure 69). The theory emerging from this study is fashion consumers are influenced by various levels of shopping benefits whilst involved in shopping activities for apparel products, and the result of this involvement culminate in value. If the value achieved meets the requirements of the consumer, the consumer can potentially become loyal to the retailer or shopping channel. Therefore, the retailer’s value through customer base will increase.

Fashion consumers make a range of decisions during fashion shopping. This means that, based on personality type, the consumer will be looking for a product which will satisfy those personality benefits by specific product benefits. Moreover, fashion shopping involvement is no longer considered as exclusive to one shopping channel, so the choice of process benefits become apparent. The advantages of the shopping channel influence consumers' preferences towards possible shopping routes, which satisfy process benefits. As the result, the consumer will evaluate overall shopping involvement and the value outcome will be established. In occasions of negative value score the consumer will decide whether the shopping experience was worth the time, effort and money spent. If the value receives a positive score, the consumer will return to the same shopping involvement for further purchases.

7.4. Relation to Literature

The categories within each core-category were compared to previous research by identifying benefits and value concepts from related previous literature (Table 33). The current study extends previous theories by adding a three-dimensional construct of shopping benefits: personality, product and process benefits. Other researchers have examined these categories separately, but not as a three-stages construct. The current study has expanded knowledge in the area of benefits apparel consumers seek via smartphones. Anker et al. (2015) suggested a similar construct in regards to value, and proposed that value is constructed as a three-levels logic, such as product-dominant logic, service-dominant logic, and consumer-dominant logic. Whereby, Pihlström and Brush (2008) argued that value consists of monetary, convenience, emotional, social, conditional, and epistemic value forming a multidimensional construct.

A number of *personality benefits* (Table 33) were supported by previous studies:

- *Fashion forward* (Kinley, 2010; Park and Sullivan, 2009; Shim and Bickle, 1994);
- *Confident shopper* (Botschen et al., 1999; Gil-Saura and Ruiz-Molina, 2009; Lacey, 2009; Shim and Bickle, 1994; Tiggemann);
- *Impulse purchaser* (Botschen et al., 1999; Sandy and Minjeong, 2010; Sohn and Choi, 2014),
- *Being attractive* (Kinley, 2010; Park and Sullivan, 2009; Shim and Bickle, 1994; Tiggemann and Lacey, 2009);
- *Shopping as therapy* (Atalay and Meloy, 2011; Gil-Saura and Ruiz-Molina, 2009; Kang and Johnson, 2011; Rick et al., 2013; Shim and Bickle, 1994; Sohn and Choi, 2014);
- *Socially gregarious* (Deon, 2011; Gil-Saura and Ruiz-Molina, 2009);
- *Utility seeking* (Shim and Bickle, 1994);
- *Traditionalist* (Botschen et al., 1999).

However, these *personality benefits*, as described above, were developed within in-store and online contexts, but not in apparel m-retail. This paper extends existing concepts of personality benefits, and constructs three new *personality benefits*, which were not found in previous studies:

- *Overly green shopper*;
- *Socially introverted*;
- *Shopaholic*.

In regards to *product benefits*, a number of categories were supported by previous studies:

- *Price* (Hong and Koh, 2002; Park and Sullivan, 2009);
- *Brand* (Hong and Koh, 2002; Park and Sullivan, 2009);
- *Quality* (Bhatnagar and Ghose, 2004; Botschen et al., 1999; Kim and Lee, 2000);
- *Design* (Hong and Koh, 2002; Tiggemann and Lacey, 2009);
- *Comfort* (Hong and Koh, 2002; Park and Sullivan, 2009; Tiggemann and Lacey, 2009)
- *Unique original things* (Hong and Koh, 2002; Kinley, 2010; Park and Sullivan, 2009; Shim and Bickle, 1994; Tiggemann and Lacey, 2009).

The current research extends knowledge by developing new *product benefits*, which were developed by focusing on mobile shopping behaviour, and were not accentuated when shopping in-stores:

- *Fit*;
- *Size*;
- *Material*;
- *Colour*;
- *Complementing things*.

The most striking findings emerged within *process benefits* core-category, and the following benefits were supported:

- *Using as research tool* (Green Atkins and Kim, 2012; Green Atkins and Kim, 2016);
- *Saving time* (Green Atkins and Kim, 2012; Green Atkins and Kim, 2016; Voropanova, 2015);
- *Convenience* (Achadinha et al., 2014; Spaid and Flint, 2014);
- *Saving money* (Achadinha et al., 2014; Green Atkins and Kim, 2012; Green Atkins and Kim, 2016; Spaid and Flint, 2014; Voropanova, 2015).

Although, benefits related to *intuitive organisation* (Spaid and Flint, 2014), *interactivity* (Voropanova, 2015) and *assurance* (Green Atkins and Kim, 2016; Voropanova, 2015; Spaid and Flint, 2014) were partly supported but had limited explanation what these benefits could

bring. The current study has extended knowledge by developing the following new *process benefits*:

- *Anyplace;*
- *Engagement;*
- *Trying on at home;*
- *Personalisation;*
- *Product range.*

Six *value* categories out of ten were supported by previous studies:

- *Shopping experience* (Davis and Hodges, 2012; Mathwick et al., 2002; Overmars and Poels, 2015; Sachdeva and Goel, 2015; Wachter, 2000);
- *Quality-price evaluation* (Chaudhuri and Ligas, 2009);
- *Suitable for regular use* (Hennigs et al., 2015; Kim, 2002; Wachter, 2000; Ko et al., 2010; Sweeney and Soutar, 2001; Wachter, 2000);
- *Getting value for money* (Hennigs et al., 2015; Mathwick et al., 2002; Sweeney and Soutar, 2001; To et al., 2007);
- *Being happy* (Botschen et al., 1999; Sweeney and Soutar, 2001; Wagner, 2011);
- *Sense of achievement* (Sweeney and Soutar, 2001; Kim and Kim, 2014).

This study extends *value* construct by developing novel value concepts:

- *Meeting expectations;*
- *Quality-brand relationship;*
- *Lasting investment;*
- *Material-price relationship.*

The current research extends previous theories by adding a three-dimensional construct of shopping benefits: personality, product and process benefits. These benefits were examined in various studies separately, but not as a three-stages construct (Table 33). Anker et al. (2015) suggested a similar construct in regards to value, and proposed that value is constructed as a three-level logic, namely product-dominant, service-dominant, and consumer-dominant logic. BVT theory expanded the knowledge in the area of benefits apparel consumers seek via smartphones.

Table 33: Relation to the literature.

Core-category	Category	Relation to literature
Personality	Fashion forward	Fashion (Park & Sullivan, 2009), fashion image (Shim & Bickle, 1994), fashion forward (Kinley, 2010)
	Confident shopper	Social status/prestige (Shim & Bickle, 1994), own decision (Botschen et al., 1999), self-esteem (Tiggemann & Lacey, 2009), confidence (Gil-Saura & Ruiz-Molina, 2009)
	Impulse purchaser	Buying urge (Botschen et al., 1999), compulsive buying behaviour (Sohn & Choi, 2014), impulse purchases (Sandy & Minjeong, 2010)

Core-category	Category	Relation to literature
	Being attractive	Body appearance and impression (Park & Sullivan, 2009), sex appeal/femininity (Shim & Bickle, 1994), mature/sophisticated look (Shim & Bickle, 1994), appearance investment (Tiggemann & Lacey, 2009), sexy (Kinley, 2010)
	Shopping as therapy	Self-improvement (Shim & Bickle, 1994), retail therapy (Sohn & Choi, 2014), (Atalay & Meloy, 2011), (Rick et al., 2013), therapeutic shopping (Kang & Johnson, 2011), special treatment benefits (Gil-Saura & Ruiz-Molina, 2009)
	Utility seeking	Functional/comfort (Shim & Bickle, 1994)
	Traditionalist	Customer loyalty (Botschen et al., 1999)
	Socially gregarious	Social benefits, relational benefits (Gil-Saura & Ruiz-Molina, 2009), social, emotional (Deon, 2011)
	Overly green shopper	---
	Socially introverted	---
	Shopaholic	---
Product	Fit	---
	Price	Budget (Hong & Koh, 2002), price (Park & Sullivan, 2009),
	Size	---
	Brand	Brand (Hong & Koh, 2002), brand value (Park & Sullivan, 2009),
	Quality	quality of products (Bhatnagar & Ghose, 2004a), Better quality of merchandise (Kim and Lee, 2000), quality of the product (Botschen et al., 1999),
	Material	---
	Design	Fashion (Hong & Koh, 2002), fashion (Tiggemann & Lacey, 2009),
	Comfort	Practicality (Hong & Koh, 2002), comfort (Park & Sullivan, 2009), (Tiggemann & Lacey, 2009),
	Colour	---
	Complementing things	---
	Unique original things	Self-expression (Hong & Koh, 2002), personality identity (Park & Sullivan, 2009), individuality (Shim & Bickle, 1994), individuality (Tiggemann & Lacey, 2009), individualist (Kinley, 2010),
Process - mobile	Using as research tool	Information search, planning (Green Atkins & Kim, 2016), comparison shopping (Green Atkins & Kim, 2012),
	Anyplace	---
	Intuitive organisation	Product information (Spaid & Flint, 2014),
	Saving time	Time/effort savings (Voropanova, 2015), effort/time saving (Green Atkins & Kim, 2016), (Green Atkins & Kim, 2012),
	Convenience	Empowerment (Spaid & Flint, 2014), convenience (Achadinha et al., 2014), perceived control (Achadinha et al., 2014),
	Saving money	Saving money (Voropanova, 2015), economics (Spaid & Flint, 2014), (Achadinha et al., 2014), money saving (Green Atkins & Kim, 2016), (Green Atkins & Kim, 2012),

Core-category	Category	Relation to literature
	Trying on at home	---
	Interactivity	Hedonic benefits (Voropanova, 2015),
	Assurance	Right purchase (Voropanova, 2015), (Green Atkins & Kim, 2016), security, trust (Spaid & Flint, 2014),
	Engagement	---
	Personalisation	---
	Product range	---
Value	Meeting expectations	---
	Shopping experience	Overall shopping experience (Sachdeva & Goel, 2015), shopping trip value, in-store shopping value (Davis & Hodges, 2012), shopping enjoyment (Mathwick et al., 2002), experiential value (Overmars & Poels, 2015), user experience (Wachter, 2000),
	Quality Price evaluation	Favourable match between quality and price (Chaudhuri & Ligas, 2009),
	Suitable for regular use	Quality/performance (Sweeney & Soutar, 2001), product performance (Kim, 2002), (Wachter, 2000), functional (Ko et al., 2010), (Wachter, 2000), functional (Hennigs et al., 2015),
	Getting value for money	Price/value for money (Sweeney & Soutar, 2001), economic value (Mathwick et al., 2002), financial (Hennigs et al., 2015), cost saving (To et al., 2007)
	Quality Brand relationship	---
	Lasting investment	---
	Being happy	Feeling good (Botschen et al., 1999), emotional (Sweeney & Soutar, 2001), happiness (Wagner, 2011)
	Sense of achievement	Social (Sweeney & Soutar, 2001), sense of accomplishment, self-fulfilment, self-respect (Kim & Kim, 2014)
	Material Price relationship	---

7.5. Summary of the Chapter

Key categories that influence fashion shopping behaviour via smartphones have been developed from focus group discussions. Emerging data underlined the consumer's perspective regarding the use of smartphones for fashion shopping, and BVT theory was also established, which reflects the actual consumer's perceptions towards mobile fashion shopping. Furthermore, three core-categories were proposed within a sought benefits construct, which represent sequential choices consumers make based on benefits they seek from shopping involvement. The term 'shopping involvement' has been used to explain that some participants achieve benefits sought not exclusively from purchasing, but also from

browsing via smartphones for a number of purposes. The overall shopping involvement results in value. If the value meets consumers' needs and expectations, these consumers can potentially become loyal customers. Therefore, the whole shopping involvement impacts future shopping behaviour. BVT theory provides an account not only of consumer behaviour, but proposes possible strategies for offering satisfactory shopping experiences.

This study proposed a theory unpacking complex consumer m-retail behaviour based on benefits sought, which evolve in a sequence specific to consumer type. Fashion consumers seek multiple benefits from shopping for apparel products, and consumer's needs can be better understood and satisfied using the BVT theory for segmentation (Section 8.2.).

As identified through a thorough literature review, the majority of previous studies had a distinct focus on benefits and value from product. The current study has highlighted mobile channel specific benefits and values, which received limited attention in previous studies. Moreover, the theoretical model shows that there are distinct differences between personality, product and process benefits, when shopping on smartphones.

GT that has been developed in this study offers a new theoretical construct about the consumer shopping decision-making process, which involves three stages of benefits sought, namely personality, product, and process benefits. It integrates categories specific to mobile shopping channel, and provides a starting point for further research on consumer shopping involvement when using smartphones. The proposed theoretical model can be applied to a variety of additional settings, such as retailer-focused studies to validate the existing findings. This theory provides an account about consumer behaviour, and recommendations for marketing strategies can be drawn from it offering satisfactory shopping experiences.

The further studies can extend BVT theory by investigating what features are required within a mobile shopping platform (Section 8.3.) in order to satisfy consumers' needs in fashion m-retail. A proposed model of essential features of mobile channel (EFMC) is discussed in relation to benefits sought and BVT theory in Section 8.5. The further studies could adopt the theoretical model to develop a parsimonious and practical scale for consumer behaviour analysis and segmentation.

CHAPTER 8: FURTHER ANALYSIS AND DISCUSSION

8.1. Introduction

This chapter brings together the key findings pertaining to the development of a theory of the interactive relationship between mobile retail and its consumers. The contributions in this research imply that mobile consumers make purchasing decisions influenced by more than features of the mobile shopping platform. In fact, these decisions are made under the influence of a range of causes. Earlier chapters have outlined major problem areas of mobile channel and identified beneficial aspects of mobile shopping including features which can address these benefits. These were described within retailer's context and beyond it and provide settings for conceptual explanations and theory development for mobile apparel retail in the UK.

This chapter synthesises conceptual propositions derived from previous chapters and reflects on the nature of theoretical and conceptual contributions to knowledge. This chapter is divided into four major sections.

The first section explores the concept of consumer segmentation. The emergent Benefits-Value Theory conceptualises three distinct levels of benefits, namely Personality, Product and Process, with a final value from the shopping outcome, which all together can affect future purchase decisions. BVT theory was applied to consumer segmentation within apparel industry and the resulting findings enable the development of knowledge base about mobile fashion consumers in the UK and targeting appropriate consumer segments. Furthermore, four emergent mobile consumer types are identified and presented, based on benefits sought and value, which highlight the potential for consumer segmentation strategies with apparel m-retail. This study conceptualises the influences of internal and external factors on mobile consumer behaviour.

The second section discusses the requirements surrounding the consumer-oriented mobile shopping platforms. The stages in developing a conceptual model of essential features of mobile platform (EFMC) are presented illustrating the key features contributing to the pleasurable for mobile user shopping experiences via smartphones.

The third section explores how EFMC can be used to evaluate the provision of the major apparel retailers in the UK through mobile channels, namely their mobile apps and websites. The EFMC model demonstrates how retailers can develop their mobile channels to deliver better and more desirable shopping channels for their customers, because EFMC model delivers commercial benefits relevant to apparel retailers as well as benefits consumers.

In the last section of this chapter the elements of this strategic approach and its integration approach are presented provide theoretical contribution of this study. This section concludes by the application of the emergent theory as a way of integrating the relevant aspects of the marketing strategy development within apparel m-retail and further enhance understanding of the theory. The resulting findings increase an understanding of the range of factors to be considered by apparel retailers when re-designing their mobile marketing strategy and mobile shopping channels and developing retail propositions appropriate to the particular needs of the target population.

8.2. Application of BVT Theory to Segment Mobile Consumers

8.2.1. Introduction

The data gathered during focus group discussions showed that there are observable differences between the participants despite all of them belonging to the same gender, age group and using smartphones for fashion shopping. The aim of the research study is to develop a marketing strategy for mobile fashion consumers, and there is a need to segment the participants in order to identify the most profitable segments for fashion retailers to target.

The focus groups data were analysed and coded using Grounded Theory approach employing NVivo 10 software. The results of the data analysis showed that there are four main categories, which are as follows: personality benefits, product benefits, process benefits and value. There were differences in participants' preferences and attitudes towards these groups of benefits. Therefore, the cluster analysis of aggregated data was chosen as an objective approach in discriminating between those differences. There was a need to implement a cluster analysis which would be reproducible with other data sets. Moreover, it was important to look at the data as a whole and to associate separate participants to different consumer groups.

NVivo 10 is software for qualitative data analysis offering various functions. One of them is running matrix coding queries. This function allows for allocating a number of times the participant has talked about the specific theme. Therefore, the matrix coding query was created to match cases with themes and codes. The resulted matrix was exported to excel spreadsheet, and an example of 5 cases with all benefits is in Appendix 8A. The results of the matrix query show that there are a number of instances when some of the participants did not talk about some benefits, and talked about others. Moreover, the numbers in the matrix table show how many times the participant referred to identifiable benefit. The overview of the data in the matrix reveals that there are observable differences in participants' responses. Saldana (2013) argued that although qualitative data outputs might have quantitative representations of the data, some of these could include word frequencies, code frequency counts and matrix display of 'quantitized' qualitative data in Excel spreadsheets. He points out that word frequency in the data corpus does not necessarily suggest significance. Moreover, exploring frequencies of qualitative data as a query could be helpful in exploring emergent but undetected patterns (Saldaña, 2013). Therefore, the contents of the table in Appendix 8A

cannot be used in current form for cluster analysis, therefore existing data set was transformed into binary data set by assigning '0' for categories, which had no references and '1' – for those with any number of references (Appendix 8B).

Cluster analysis was used in order to segment participants from focus groups into homogeneous groups cluster, and the objective was to develop a taxonomy, which would segment the participants into groups with similar perceptions (Black et al., 2014). Moreover, cluster analysis shows to be more commonly adopted tool for qualitative researchers by guiding theory and context-informed interpretations (Henry et al., 2015). According to Macia (2015) cluster analysis is a useful quantitative tool for researchers interested in identifying typologies within the data produced by qualitative inquiry. Henry et al. (2015) argued that in order to conduct a systematic subgroup analysis within a qualitative data set the clustering method is the most appropriate tool. Moreover, clustering methods do not require generalizable data sets, but allow to compare meaningful groups of cases (Macia, 2015). Once the consumer clusters are determined, marketing strategies can be developed with different appeals to satisfy each consumer segment. Therefore, there was a need to develop a method to use the outputs from qualitative data analysis as a basis for segmentation framework which would address the differences in shopping behaviour specific to fashion consumers, and in particular to mobile fashion consumers. As a result, the effective segmentation procedure would allow to account not only for individual differences in qualitative data analysis, but also for evaluating consumer behaviour as members of relatively homogeneous group which is portrayed through their common profiles (Black et al., 2014). This methodology would be helpful in developing new segmentation frameworks for fashion industry, which would account not only for demographic, psychographic or behavioural data, but also for perceptions and especially for benefits as a segmentation base. Interestingly, cluster analysis can show 'potential for more systematic exploration of the meanings of relational configurations of code structures over that of individual codes in isolation' and can be partly used in interpreting the codes in qualitative analysis (Henry et al., 2015).

8.2.2. Comparison of Segments Identified

Based on hierarchical cluster analysis approach (Section 3.5.5.5.) and resulting cluster solutions (Appendix 8C), a four-cluster solution was selected for analysis. The variables used for cluster analysis were attributes of personality benefits, product benefits and value. A small sample used for cluster analysis was deemed sufficient based on review of previous research

using cluster analysis in qualitative studies (Appendix 3K). Initial focus groups participants were clustered in this phase, and TFG participants were used to validate emerging consumer groups (Section 8.2.3.).

Table 34: Comparison of numbers of cases and percentages in each cluster.

Cluster number	1	2	3	4	Total
Number of cases	5	5	5	3	18
Percentage	27.78	27.78	27.78	16.67	100%

The overview of the data in Table 34 showed that three out of four groups are equally sized, accounting for 28% of the sample, and a group 4 is slightly smaller, reaching around 17%. This cluster solution deemed appropriate because the members in these groups represent meaningful groups based on detailed knowledge of the data and participants’ responses from focus group discussions. This was an important argument when deciding if this cluster analysis was the most appropriate.

The cases were assigned to appropriate groups, and frequencies for variables used for cluster analysis and variables not used for clustering were calculated and compared between these groups. The dataset was analysed further in terms of meaningful differences between these four groups of consumers. Firstly, the clusters were compared based on the frequencies of the variables used for cluster analysis, namely personality benefits, product benefits and value. The researcher was looking for a meaningful characterization of identified segments. Variables used for cluster analysis were used to characterize each of the clusters developed, and variables which were not used in the clustering were used to guide a marketing strategy development.

Personality

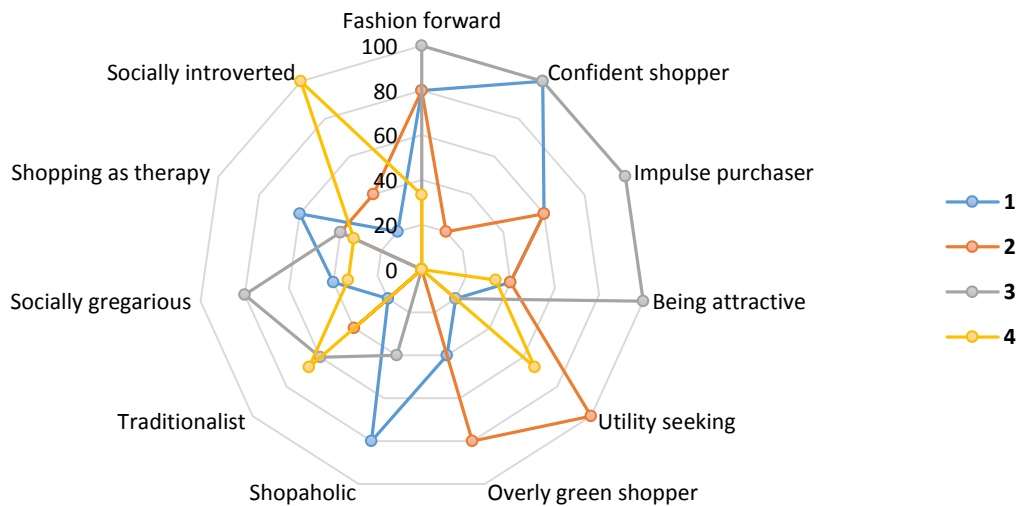


Figure 70: Segments Compared based on Personality Benefits.

In order to evaluate the differences between these clusters, the frequencies of all variables were compared (Appendices 8D, 8E). However, it was considered that ordering the data in the table form largest to smallest would be easier to unpick the core differences between these consumer groups. There was a need to identify the top benefits in the category to characterize the members of each cluster. Therefore, all of the attributes in the category were ordered in descending order (Appendix 8F). Firstly, each consumer group is characterised based on variable used for clustering. These variables help to describe identified consumer groups based on personality traits, product benefits and value. Secondly, consumer groups are described in regards to process benefits they seek when shopping for apparel products.

As the key differences were identified between these four segments, it is important to compare the attributes that were not used for cluster analysis and cluster development. Therefore, the frequencies for four segments were compared across a number of process benefits. This enabled to identify key areas within the shopping involvement which are important to members of distinct clusters (Appendix 8E). Whereby, it is important to note that all four groups were seeing the benefit to use mobile as research tool. This suggests, that whether fashion consumers buy or not fashion products via their smartphones, the mobile channel plays an important role in overall shopping involvement for most consumers who own a smartphone.

8.2.2.1. Cluster 1 – Fashion Therapists

Consumers in first cluster are characterised as confident, shopaholic and often shopping as therapy. Only cluster solution developed using three variables categories for clustering brought this group into light. Other clustering approaches mainly merged these consumers with other groups member. The cluster analysis in the phase 4 revealed their distinct differences from other cases gathered during focus groups. In regards to product benefits, these consumers focus mainly on price, followed by fit, size and material. These consumers were seeking in getting value for money, particularly in quality and price relationship, fashion items suitable for regular use and meeting expectations.

The consumers of this segment are characterized as confident, shopaholic and shopping as therapy. They have high interest in fashion, but are not fashion leaders. However, they appear to support a high number of benefits to use mobile for fashion shopping, such as using as research tool and convenience accounting for 100%. Whereby, intuitive organisation, saving time, anyplace, interactivity, product range accounting for 80%. The benefit of saving money was on the third place for these consumers, and accounted for 60% of the sample. Interestingly, interactivity benefit was the same important as for segment 3, accounting for 80%. The interactivity benefit would need to be analysed in more detail further. Among the issues to use mobile, these consumers found complicated structure, apprehension and inconsistency, followed by hindered delivery service and being slow.

In addition to use mobile for fashion shopping these consumers can use desktop or laptop. However, the frequencies for product range and reassurance accounted for only 60%, and saving money, assurance and convenience only accounting for 40%. The findings suggest that consumers from this segment are rather mobile shoppers than desktop, because the frequencies for desktop benefits are significantly lower than for mobile benefits. The main issue to use desktop is inconsistency, accounting for 60% of the sample.

In regards to shopping in stores, 100% of these consumers recognised certainty as the main benefit. Whereby, only 40% of them identified leisurely shopping as a benefit to shop in store. These findings support the findings about the use of desktop PC or laptop. It suggests that the consumers of this segment might be shopping as therapy, but they might mainly do it via their mobile. Among the issues to use desktop they identified scarcity in store as the main, accounting for 60%. 40% of the sample were not satisfied with inconsistency of shopping channels and busy stores.

Adding to the discussion, the consumers from segment 1 had had the highest percentage out of all other segments for product range on mobile, accounting for 80%. This suggests that mobile has a high potential to be the main shopping platform for shopaholics seeking relaxation.

8.2.2.2. Cluster 2 – Responsible Shoppers

The second cluster comprises a group of people, who had a specific agenda for sustainable and overly green shopping. These consumers mainly buy new clothing for utility benefits, but they have a moderate interest for fashion and check what is new regularly, but do not buy very often. The key product benefits for these consumers were fit and price, followed by brand. This suggests that these consumers pay more attention to the brand they purchase fashion products from. This could be related to their overly green orientation, which guides them in brand choices with these attributes. However, these consumers highly valued meeting expectations and shopping experience.

The members of the cluster 2 are characterized as responsible shoppers with a high interest to fashion. They make responsible choices when shopping for fashion products and care about impact on environment. However, they yet buy fashion products via mobile. The analysis of the frequencies showed that 100% of these consumers use mobile as research tool. Moreover, 80% of them identified the following benefits: intuitive organisation, saving time, anyplace, engagement and assurance. Saving money and personalisation accounted for 60% of the sample. The only benefit these consumers did not recognise was 'product range'. Moreover, 'product range' had zero presence for benefits to use desktop. This suggest that these consumers are able to find all needed fashion products, and, possibly, do not have high demand for variety.

Among the main issues, these consumers have identified complicated structure and being slow, accounting for 40%.

Interestingly, reassurance and assurance were the top benefits to use desktop, valid for 100% of cases. Among issues these consumers have identified the whole range, but with a very low frequency, approximately 20%. This suggest that desktop might be an alternative shopping channel for these consumers.

In regards to shopping in store the consumers from this segment observed the least number of issues in stores. This group is the only group out of all four which seems to support stores

more than the rest. Adding to that, 100% of the sample recognised certainty as the main benefit.

8.2.2.3. Cluster 3 – Fashion Forward

Consumers in the third cluster appeared to have the most fashion oriented views, such as being fashion forward, confident, need to be attractive, and these consumers are highly socially gregarious, accounting for 80% of the segment size. These consumers paid the highest importance to size and fit, followed by quality and design. Their emphasis did not exclude price, brand, material and colour. In regards to value, the consumers in this group had very high focus on meeting expectations, shopping experience, being happy and lasting investment. For these consumers fashion is not a one-off thing, which will be thrown away after a short time, they value fashion items which make them happy and they are sure it is something that will last and have a value after some period of time.

The most active group in terms of fashion shopping, and, especially, fashion shopping via mobile, is the segment 3. All benefits to use mobile were essential for these consumers, accounting for high frequencies. The whole sample appraised the following benefits: using as research tool, intuitive organisation, anyplace, convenience and trying on at home. 80% of the sample enjoy the following benefits achievable via mobile: saving time, interactivity, engagement, saving money, assurance and personalisation. Moreover, product range benefit had the lowest frequency accounting for 60%. The results suggest that these consumers highly value the benefits achievable via mobile, and are potentially the most active users of mobile shopping channel out of four segments.

Interestingly, these consumers have identified all eight issues areas of the mobile channel. This suggest that they have experience using their smartphones, and, therefore, know more about possible benefits of it and problem areas. Top three problem areas are complicated structure, apprehension and hindered delivery service, accounting for 80%. It is evident from the data, that these consumers have used more fashion retailers' websites on mobile than other segments. 40% of the sample noticed that majority of fashion retailers' websites look alike.

In addition to experience to use mobile, these consumers have vast experience in using desktop or laptop for fashion shopping. The segment had high frequencies of all benefits on desktop. More importantly, reassurance, convenience and trying on at home benefits were

observed in entire sample. Although, product range benefit accounted for 60%, it was surpassed by assurance and saving money benefits, accounting for 80%.

The top problem of the desktop shopping is hindered delivery service, accounting for 80%. It is apparent that these consumers are not fully pleased with delivery services, because this issue was apparent for clusters 2, 3, and 4 using desktop, and all clusters using mobile.

In contrast with other segments, certainty benefit to shop in store accounted for only 60% of the consumers from this segment. Busy stores and judgemental and assertive staff were the top issues to shop in store (80%). Moreover, these issues had the highest frequencies compared with other segments. Out of the sample 60% from this segment found scarcity in store dissatisfactory. The findings suggest that issues to shop in store could be driving these consumers to find alternative shopping channels, which can satisfy their fashion shopping needs.

8.2.2.4. Cluster 4 – Reserved Shoppers

The fourth cluster was a group of people who were highly socially introverted, had traditionalist views for fashion and were driven by utility benefits for fashion shopping. Although, this group accounts for the smallest number of cases, it is distinct from other groups. The consumers in this segment focused primarily on fit, price, brand and quality, followed by size and material. It is not surprising that these consumers were seeking quality – brand and quality – price relation, supplemented by suitability for regular use and getting value for money. The consumers from this segment use mobile mainly as research tool. Approximately 70% of the sample prefer to try fashion products at home.

One of the main issues to use mobile for these consumers is difficulty to see products clearly, accounting for 100% of the sample. This suggest that these consumers have a different perception of the way they examine fashion products before buying, because all other segments found this issue important in 20% cases. Hindered delivery service, accounted for approx. 70% of the sample. Whereby, complicated structure and distrust followed a list of issues indicated by these consumers.

Trying on at home benefit topped a list of benefits to use desktop, followed by assurance, saving money, convenience and product range. The most striking findings from the data analysis of issues to use desktop, show that these consumers raised only two problem areas of the desktop, such as hindered delivery service and distrust. These findings suggest that

either these consumers did not use desktop for fashion shopping or do not encounter any problems whilst using it. These considerations will need to be evaluated by looking into interview transcripts.

Moreover, these consumers do not shop leisurely in store, but certainty was apparent in all cases. These consumers are from one of the most dissatisfied segment in regards to shopping in store. The major problem present in all cases is scarcity in store, followed by busy stores and judgemental and assertive staff, accounting for almost 70% of the sample. The third of the sample was dissatisfied with inconsistency of shopping channels.

8.2.2.5. Consumer Groups Summary

The results show that only two consumer segments are aware about the benefits mobile channel has for fashion shopping. Members of the segments 1 and 3 have all range of benefits to use mobile, but with a varied importance level. These findings suggest that these two segments have experience to use mobile channel, and know about the benefits it brings. Whereby, the segment 2 has less experience than segments 1 and 3, but more than the segment 4. The consumers from the segment 2 know about the benefits of the mobile channel, nevertheless, they do not buy too many fashion products. The members of the segment 4 have identified only two thirds of the possible benefits to use mobile, and the frequencies of those benefits are very low. This suggests that the consumers who belong to the segment 4 use the mobile channel rarely. The same applies to benefits to use desktop for fashion shopping, the segment 4 had the lowest frequencies of the sample for benefits on PC or laptop. More importantly, segment 4 did not see any benefits of leisurely shopping, fashion shopping for them is a nonessential activity. Moreover, shopping in store ensures a certainty benefit. Segment 4 has very low percentage of 'fashion forward' benefits. They are socially introverted, what supports the findings that they find more issues to shop in stores, such as judgmental and assertive staff and busy stores. Moreover, these consumers seek fit benefits in fashion products, and their main issue to shop in stores is 'scarcity in store'. This suggests, that there could be a link between the appearance of the consumer, their confidence, perception of fit and availability of sizes to satisfy these benefits.

The main differences between the selected clusters were evaluated in terms of process benefits. Therefore, the each segment was characterized based on process benefits the members of the segment were seeking, and these findings were linked to core profiles described earlier.

8.2.3. Validation of Clustering Framework Proposed

Four segments were identified as a proposition of BVT theory application for consumer segmentation. This clustering study involved five distinct sets of clustering approaches to segmentation (Section 3.5.5.5.), and only combination of PERSB, PRODB and VALUE resulted in meaningful heterogeneous clusters. The knowledge of the data gathered and distinct characteristics of all respondents was useful in determining the level of differences among participants. An application of clustering approach in qualitative studies deemed appropriate in developing a framework for consumer segmentation and identifying segmentation base and segments' descriptors.

Initial sample used for cluster analysis consisted of 18 participants. For a purpose of validation of identified cluster solution, an extended sample, consisting of initial sample and participants from TFG group was used. 5 new participants were tested for fit in identified consumer groups. Therefore, a cluster analysis of extended sample was conducted (23 participants), and initial segments were compared with new 'extended' segments (Section 3.5.5.5.).

The sample used in the cluster analysis was accepted as sufficient in line with a validation of clusters identified through TFG data collection used in developing BVT (Sections 3.5.5.4.4. and 7.3.). TFG was used to reinforce a developed segmentation model. TFG participants were tested for fit in identified clusters, and were assigned into those groups of consumers. This is in accordance with GT work, and was used as a part of building a theory. The segmentation framework based on BVT theory was accepted as valid based on 5 participants from TFG, who fit nicely in identified segments (Appendix 8F). A slight variation across variables was noted, which was not significant. Therefore, resulting segments, called consumer groups, were accepted as valid, and application of BVT theory for segmentation framework was effective and lead to meaningful clusters. A further empirical work is need in order to test this segmentation framework in a large scale quantitative study.

8.2.4. Summary and Implications

Cluster analysis was useful in discovering groups of fashion consumers within a complex and rich data derived from focus groups. Moreover, the small sample size was not an obstacle in achieving this objective. The four-cluster solution helped guide the benefits fashion consumers seek with fashion retailers. The cluster analyses aided in identifying better ways to

understand and satisfy variation in needs and shopping channels of potential fashion consumers using smartphones for browsing or purchasing of fashion items.

Most importantly, the development of clusters and the results of cluster comparison proved to be useful in developing an understanding about mobile fashion consumers' needs. The knowledge about benefits consumers are seeking can reinforce the development of more nuanced marketing strategies specifically targeted at mobile shopping channel. This study showed that in order to identify what are the differences in the benefits to use mobile between the segments consecutive cluster analysis was implemented.

It was crucial to identify appropriate variables for the cluster analysis resulting in meaningful and heterogeneous groups of consumers. The five phases cluster analysis were conducted and the resulting groups were compared. The findings showed that cluster analysis based on personality benefits only produced two clusters with generic differences. The phases 2 and 3 of the cluster analysis, which were based on personality and product benefits, and personality benefits and value, resulted in three clusters. This approach was rejected because the consumers with important differences in fashion shopping behaviour were merged together diminishing the impact of following personality traits: shopping as therapy, impulse purchaser, shopaholic, utility seeking and overly green shopper. The clusters developed during the phase 5 of the cluster analysis were disproportionate, and did not reflect the actual differences between them. The phase 4 of the cluster analysis produced substantial cluster solution with heterogeneous groups. The analysis showed that distinguished differences between segments are achievable by implementing cluster analysis based on three categories of variables, namely personality benefits, product benefits and values.

Newly developed segments were characterised based on variables used for clustering. This helped to understand what was important for the consumers in each segment and identify the differences in overall fashion shopping behaviour.

Finally, clusters were analysed based on frequencies of process benefits, and the main differences in fashion shopping behaviour were determined. This helped in describing the segments' process benefits choices in relation to profiles developed in previous step. Moreover, consequential links between shopping channel preferences and consumer profiles were established. The findings showed that segments 3 and 1 display the highest level of engagement in fashion shopping activities. Moreover, there is a link between the level of

involvement in fashion shopping and the shopping channels consumers use. It was established that mobile shopping route was prevalent among active fashion shoppers, fulfilling such benefits as anyplace and convenience.

The consumer segment, which has the highest propensity to buy fashion products via various shopping channels, and specifically via smartphones, has higher expectations towards mobile shopping platform. Moreover, these consumers have more experience using mobile channel for shopping, what guides them in what they are willing to be able to do on their smartphones. Likewise, more experienced users have very precise expectations. Therefore, fashion retailers need to understand the differences between fashion segments and develop mobile shopping channels to comply with consumer expectations. Whereby, less experienced consumers with smartphones might not even know about benefits and possibilities the mobile shopping channel can provide, and are less keen to explore it due to their shopping preferences. The link can be established with the study on comparing experienced and inexperienced mobile users (Section 6.3.), which was conducted using eye-tracking technology on smartphone.

Consumers in identified clusters all use technology, in particular smartphones, but the differences in their shopping behaviour are remarkable. Furthermore, the findings of the cluster analysis showed that it is insufficient to segment fashion consumers based on one or two variables, and previously used models were missing the element of technology. Moreover, fashion consumers do not portray one personality trait, but they comprise a complex essence of personality traits. Furthermore, three shopping channels, namely mobile, desktop and in-store, were implemented in the segmentation framework, helped to highlight distinct shopping behaviours among clusters.

8.3. Model of Essential Features of Mobile Channel (EFMC) Development

8.3.1. Introduction

This section presents the conceptual framework of essential features on mobile shopping platforms that was developed from the results of three empirical studies presented in Chapters 5, 6 and 7. This framework, therefore, is a combination of consumers' perspective on factors affecting their shopping experiences on mobile. The purpose of this mixed GT methodology was to discover key features of the mobile platform satisfying mobile apparel consumers' needs. The aim of this study was to develop a conceptual framework for consumer-oriented mobile apparel channel. Theoretical sampling was selected within GT approach in order to capture consumers' viewpoints through data-rich findings. A model of essential features of mobile channel (EFMC) derived from primary data findings from three stages of primary data collection through a robust research design facilitated an understanding of mobile consumers' perspective about mobile shopping platforms.

8.3.2. EFMC Model Development

A development of EFMC model was conducted in three stages. Firstly, the most comprehensive list of features of mobile platforms developed through analysis of eye tracking experiments was used as a basis for the conceptual framework. The list of used, liked and desired features of the mobile platform (Section 6.2.3.) was selected as a basis for conceptual model development (Table 25). It comprises variables reliant on context, which are actually used mobile features, and highlighted the features which were not present on these mobile platforms but are equally contributing to seamless shopping experiences via mobile. The subsequent features were identified through interviews with participants, and would not be captured through merely eye tracking experiments.

The list of features of mobile platform was developed by combining the features from three datasets. The primary list developed based on eye tracking experiments findings (Figure 71), which comprised 29 features, was extended by adding the features developed from mobile app reviews, accounting for 28 features, and focus groups findings (Figure 72), which revealed 16 separate features. A comprehensive list of key features of mobile platform was developed, and it comprises 43 mobile features in total. These features in the list were re-grouped based on the stage of the shopping journey, and were assigned to one of the following groups:

browsing, product page and checkout. Out of total 43 features of the EFMC model (Figure 73), 23 of them were assigned to the browsing stage, 12 for product pages stage, and 8 for the checkout stage of the shopping journey.

Model development based on the results from eye tracking experiments was not exhaustive (Figure 71). Although, the number of features identified from the eye tracking data analysis is comprehensive, but might not address all the needs mobile fashion consumers can have when using smartphones for fashion shopping. Moreover, the eye tracking experiments were conducted with two fashion retailer's mobile platforms, namely mobile app and website accessed on smartphone. Therefore, there was a need to enhance the model through triangulation of empirical findings. This was achieved by looking for possible features of the mobile platform from mobile app reviews analysis data, which was conducted with a focus on one fashion retailer. The second phase of the model development gathered features identified during eye tracking experiments and mobile app reviews analysis. Mobile app reviews were not in tension with eye tracking findings, these fed into a model organically (Figure 72).

The findings from focus groups suggested that based on open discussion about the use of smartphones for fashion shopping and browsing these participants shared ideas and their experience about using smartphones for shopping activities. Therefore, the results from focus groups discussions were considered to include in EFMC list which can satisfy mobile fashion consumers' needs without being context bound. Therefore, the third stage of the model development accounted for features identified during eye tracking experiments and mobile app review complemented by features identified during focus groups discussions.

Triangulation (Figure 22) was used to develop a model of the mobile platform for fashion shopping. None of the separate data sets used were exhausting. Moreover, these data sets did not conflict within the model, but helped to build a comprehensive model. Using the findings from mobile app reviews analysis a number of previously identified features were supported. Moreover, additional 12 features were added to the model. However, the model seemed to be limited due to focus on one fashion retailer. Therefore, in order to create a valid and comprehensive model, which could be used to evaluate any fashion retailer's mobile platform, there was a need to look for unique elements of the model, which would be grounded by data with open focus. Figure 72 presents the process of framework development by combining data sets from eye tracking experiments, mobile app reviews and focus groups. Whereby, the central column labelled 'Features' represents the features identified during eye

tracking experiments and the list of new features emerging from mobile app reviews and focus groups. The Figure 72 shows that the majority of the features in the model of mobile platform organically emerged and are supported by three different datasets. This allows to conclude that none of the data sets are exhaustive, but not conflicting either. Furthermore, the data sets used in the framework are building up and complementing one another. EFMC model (Figure 73) was developed, it reflects which features contribute to consumer satisfaction. EFMC will be used as a framework for evaluation of mobile fashion shopping platforms.

EFMC model was developed, and it reflects the features which are needed to be implemented on the mobile platform for consumer satisfaction (Figure 73). The features in the model of mobile platform were grouped according to the stage of the shopping journey these could be found and used by fashion consumers. The total number of features identified across all touch points is 43. Whereby, 23 of them have impact on shopping experience at the browsing stage, 12 are important during the product evaluation and 8 contribute towards seamless purchasing process.

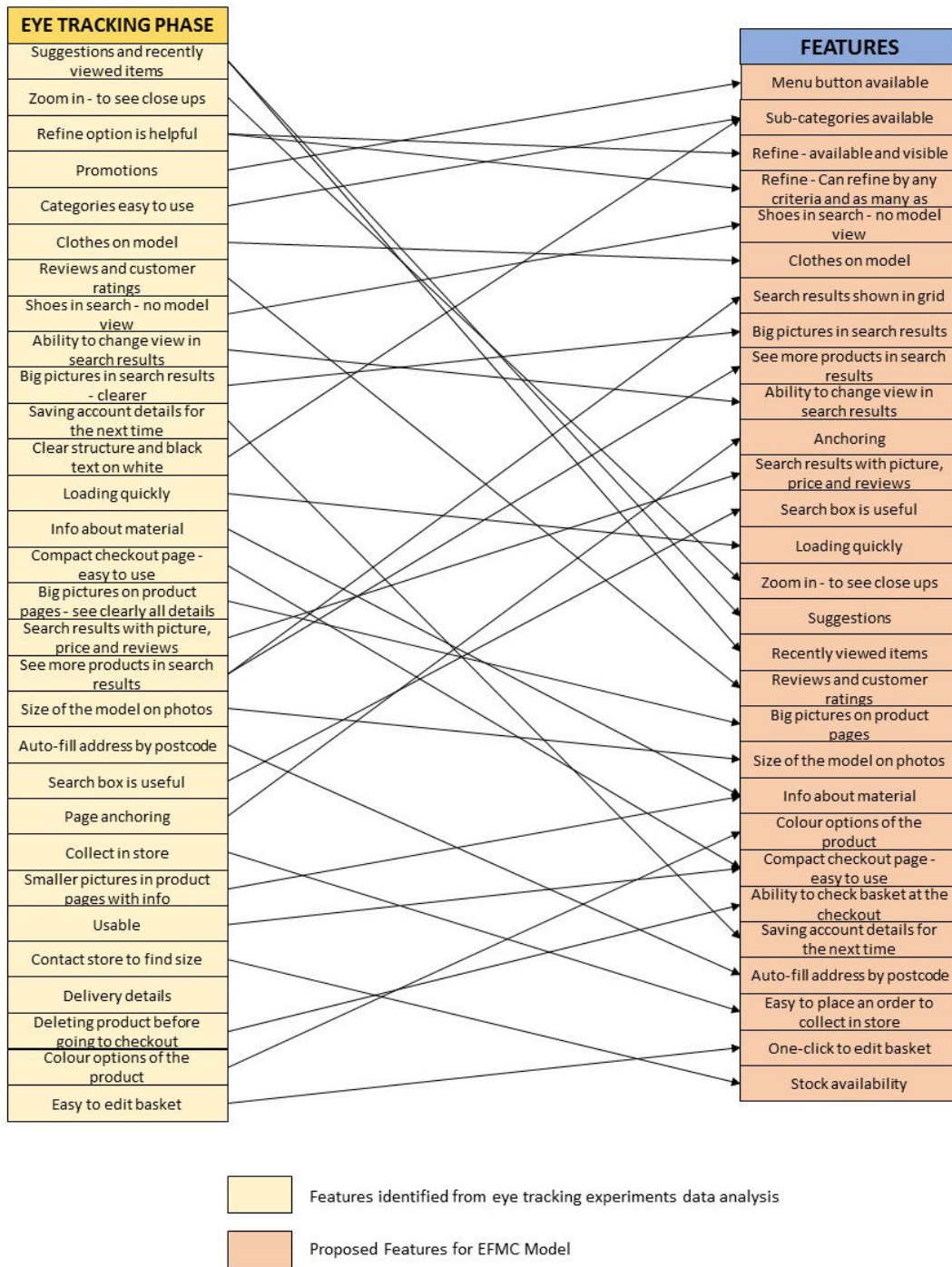


Figure 71: Development of EFMC Model – Phase 1 – based on findings from eye tracking data analysis.

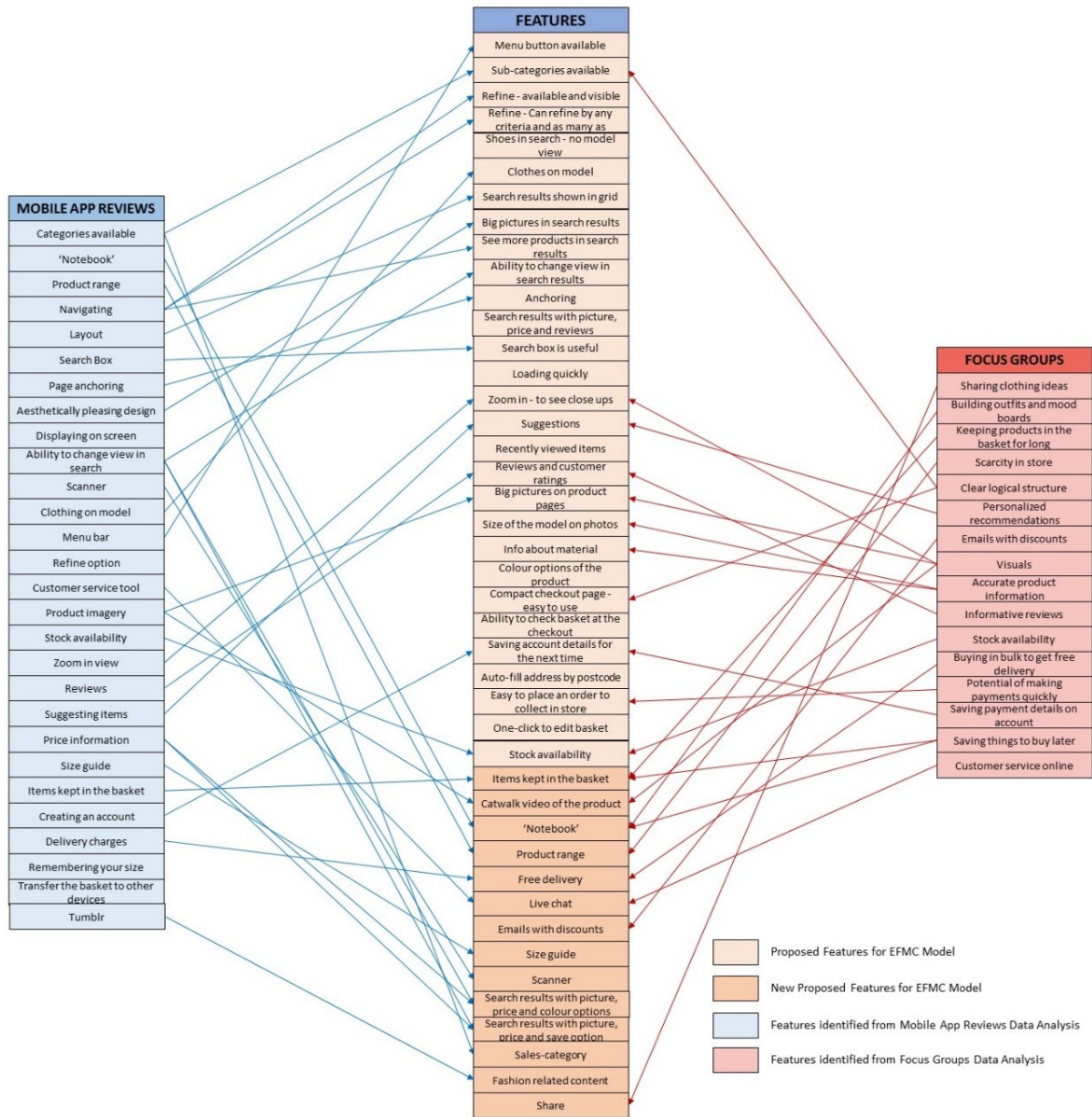


Figure 72: Development of EFMC Model – Phase 2 and Phase 3 – based on triangulation of Eye Tracking, Mobile App Reviews and Focus Groups data.

FEATURES		
Browsing		Product page
Menu button available		Zoom in - to see close ups
Sub-categories available		Suggestions
Sales-category		Recently viewed items
Product range		Reviews and customer ratings
Refine - available and visible		Big pictures on product pages
Refine - Can refine by any criteria and as many as		Catwalk video of the product
Shoes in search - no model view		Size of the model on photos
Clothes on model		Info about material
Search results shown in grid		Colour options of the product
Big pictures in search results		Stock availability
See more products in search results		Share
Ability to change view in search results		Size guide
Anchoring		
Search results with picture, price and colour options		
Search results with picture, price and save option		
Search results with picture, price and reviews		
Search box is useful		
Loading quickly		
'Notebook'		
Fashion related content		
Scanner		
Emails with discounts		
Live chat		
		Checkout
		Compact checkout page - easy to use
		Ability to check basket at the checkout
		Saving account details for the next time
		Auto-fill address by postcode
		Easy to place an order to collect in store
		One-click to edit basket
		Free delivery
		Items kept in the basket

Figure 73: EFMC Model of Mobile Shopping Platform.

A feature identified during focus group discussion related to 'live chat' was checked on Burberry website. Some of the participants who referred to chat feature as one of the most positive elements of the online shopping including mobile shopping is the ability to ask questions either about the product or about any other aspect of the shopping process directly while interacting with the platform. This suggests that ability to contact customer services on the touch spot is a valuable element of the overall shopping experience. This adds another dimension to shopping in virtual space and still being able to communicate directly with the live person. Burberry website has two options of direct contact with customer services, and

these are as follow: 'Live Chat' and 'Call Me Back'. The option to use 'Live Chat' is available at any stage of the shopping journey, but the option to request 'Call Me Back' is only available on the search results and product pages. Taking into account the fact that for those who expressed their interest in using customer services in virtual space, these participants emphasized the possibility to chat live with somebody from customer services and ask for help when they are using the shopping platform. Based on these observations the feature 'Live Chat' was added to the browsing group of features. Although, some consumers might expect to receive instant support on product pages, having questions about the product or other products they cannot find, but in most cases the customer services would be found on the home page or through menu button.

8.3.3. Relation to Literature

This section discusses and compares a new EFMC model against findings of previous studies. The features within each stage of the shopping journey were compared to previous research by identifying mobile app and website design elements and features from related previous literature (Table 35). The current research extends previous theories by developing a three-stages model of essential features of mobile channel comprising of 43 distinct features. Other researchers have examined these categories separately, but not as a three-stages construct. The current research has expanded knowledge in the area of features required on mobile shopping platforms from apparel consumers' perspective. Magrath (2014) suggested a similar construct in regards to branding design elements and emotional responses towards them.

A number of *browsing stage features* (Table 35) were supported by previous studies:

- *Menu available* (Tung et al., 2014);
- *Sub-categories available* (Magrath & H. McCormick, 2013b; Tung et al., 2014);
- *Product range* (Siddiqui et al., 2003);
- *Refine available and visible* (Magrath, 2014; McCormick & Livett, 2012; Tung et al., 2014);
- *Big pictures in search results* (Siddiqui et al., 2003);
- *Ability to change view in search results* (Magrath & McCormick, 2013b; Tung et al., 2014);
- *Page anchoring* (Tung et al., 2014);
- *Search box is useful* (Siddiqui et al., 2003);
- *'Notebook'* (Tung et al., 2014);
- *Fashion related content* (Magrath, 2014; Magrath & H. McCormick, 2013b; McCormick & Livett, 2012; Rowley, 2009);
- *Scanner* (Zhao & Balagué, 2015);

- *Emails with discounts* (Magrath, 2014; Magrath & McCormick, 2013b; Siddiqui et al., 2003);
- *Live chat* (Siddiqui et al., 2003).

However, these *browsing stage features*, as described above, were developed based on models created within online environments, but not in apparel m-retail. This research extends existing models of mobile platform design, and constructs ten new features important at the browsing stage, which were not found in previous studies:

- *Sales-category;*
- *Refine by any criteria and as many;*
- *Shoes in search –no model view;*
- *Clothes on model;*
- *Search results shown in grid;*
- *See more products in search results;*
- *Search results with picture, price and colour options;*
- *Search results with picture, price and save option;*
- *Search results with picture, price and reviews;*
- *Loading quickly.*

In regards to *product page features*, a number of features were supported by previous studies:

- *Zoom in-to see close ups* (McCormick & Livett, 2012);
- *Suggestions* (Magrath, 2014; Magrath & McCormick, 2013b; Zhao & Balagué, 2015);
- *Reviews and customer ratings* (Tung et al., 2014);
- *Big pictures on product pages* (Magrath, 2014; Magrath & McCormick, 2013b; McCormick & Livett, 2012);
- *Catwalk video of the product* (Magrath, 2014; Magrath & McCormick, 2013b; McCormick & Livett, 2012; Siddiqui et al., 2003; Tung et al., 2014);
- *Info about material* (Magrath, 2014; Magrath & McCormick, 2013b);
- *Stock availability* (Siddiqui et al., 2003);
- *Share* (Magrath, 2014; Magrath & McCormick, 2013b; McCormick & Livett, 2012; Tung et al., 2014; Zhao & Balagué, 2015);
- *Size guide* (McCormick & Livett, 2012; Rowley, 2009; Siddiqui et al., 2003; Tung et al., 2014).

The current research extends knowledge by developing new *product page features*, which were developed by focusing on mobile shopping behaviour, and were not accentuated when shopping online on PC or laptop:

- *Recently viewed items;*
- *Size of the model on photos;*
- *Colour options of the product.*

The most striking findings emerged within *checkout stage*, and only one feature of the checkout stage was supported:

- *Free delivery* (Siddiqui et al., 2003).

Although, previous studies analysed mobile payments but majority of the features of EFMC model required at the checkout stage were not supported. The current research has extended knowledge by developing the following new *checkout features*:

- *Compact checkout page-easy to use;*
- *Ability to check basket at the checkout;*
- *Saving account details for the next time;*
- *Auto-fill address by postcode;*
- *Easy to place an order to collect in store;*
- *One-click to edit basket;*
- *Items kept in the basket.*

The current research extends previous theories by adding a three-dimensional construct of essential features of mobile channel based on consumers' requirements: browsing stage, product page and checkout stage. A number of features within EFMC model were examined in various studies separately and often based on the models developed within online environments, but not as a three-stages construct specifically designed within mobile shopping context (Table 35). EFMC model expanded the knowledge in the area of features apparel consumers desire to use when shopping via smartphones.

Table 35: Relation of elements of EFMC to Literature.

Core-category	Category	Relation to literature
Browsing stage	Menu available	Homepage icon (Tung et al., 2014)
	Sub-categories available	Merchandise categorisation (Magrath & H. McCormick, 2013b), category (Tung et al., 2014)
	Sales-category	---
	Product range	Wide product range (Siddiqui et al., 2003)
	Refine available and visible	Product categorisation (refine by colour, brand , price) (McCormick & Livett, 2012), sort by A-Z, brands (Tung et al., 2014), customisation (Magrath, 2014)
	Refine by any criteria and as many	---
	Shoes in search – no model view	---
	Clothes on model	---
	Search results shown in grid	---
	Big pictures in search results	Pictures (Siddiqui et al., 2003)
	See more products in search results	---

Core-category	Category	Relation to literature
	Ability to change view in search results	Customisation (Magrath & McCormick, 2013b), page views, products on this page (Tung et al., 2014)
	Page anchoring	Back to the first page (Tung et al., 2014)
	Search results with picture, price and colour options	---
	Search results with picture, price and save option	---
	Search results with picture, price and reviews	---
	Search box is useful	Search facility (Siddiqui et al., 2003)
	Loading quickly	---
	'Notebook'	Collages (create trend boards) (Tung et al., 2014)
	Fashion related content	Style pages, trend information, magazine (McCormick & Livett, 2012), trend information, style advice (Magrath & H. McCormick, 2013b), fashion and style (Rowley, 2009), trend information, style advice (Magrath, 2014)
	Scanner	Scan barcode/QR code (Zhao & Balagué, 2015)
	Emails with discounts	Vouchers, rewards, competitions, incentives, discounts, social media (Magrath & McCormick, 2013b), exclusive online offers (Siddiqui et al., 2003), product promotions, vouchers, rewards, competitions, incentives, discounts (Magrath, 2014)
	Live chat	Online customer service (Siddiqui et al., 2003)
Product page	Zoom in-to see close ups	Zoom function (McCormick & Livett, 2012)
	Suggestions	Personalisation (recommendations) (Magrath & McCormick, 2013b), product personalisation (Zhao & Balagué, 2015), personalisation (Magrath, 2014)
	Recently viewed items	---
	Reviews and customer ratings	Rate items (Tung et al., 2014)
	Big pictures on product pages	Garment images (McCormick & Livett, 2012), multiple garment views (McCormick & Livett, 2012), product imagery (Magrath & McCormick, 2013b), graphics (Magrath, 2014)
	Catwalk video of the product	Catwalk (McCormick & Livett, 2012), video (Magrath & McCormick, 2013b), video (Siddiqui et al., 2003), videos (Tung et al., 2014), video (Magrath, 2014)
	Size of the model on photos	---
	Info about material	Practical product information (Magrath & McCormick, 2013b), practical product information (Magrath, 2014)
	Colour options of the product	---
	Stock availability	Stock information (Siddiqui et al., 2003)

Core-category	Category	Relation to literature
	Share	Social media (McCormick & Livett, 2012), social media (Magrath & McCormick, 2013b), share with external social networks (Zhao & Balagué, 2015), share by email, Facebook, Twitter or other social media (Tung et al., 2014), social media (Magrath, 2014)
	Size guide	Measurements for individual garments and size guides (McCormick & Livett, 2012), fitting and sizing (Rowley, 2009), sizing guide (Siddiqui et al., 2003), size chart (Tung et al., 2014)
Checkout stage	Compact checkout page-easy to use	---
	Ability to check basket at the checkout	---
	Saving account details for the next time	---
	Auto-fill address by postcode	---
	Easy to place an order to collect in store	---
	One-click to edit basket	---
	Free delivery	Free delivery (Siddiqui et al., 2003)
	Items kept in the basket	---

8.3.4. Summary and Implications

EFMC model was developed through triangulation of findings from three empirical studies, which reflect the current mobile fashion consumers' perspective about seamless shopping experiences via smartphones. 43 features of EFMC model were identified and grouped based on their importance to browsing, product page and checkout stages of the shopping journey. All features aggregated in the EFMC model were, either used, or desired by mobile consumers. Relation to literature conducted in Section 8.3.3. revealed that EFMC model extends existing knowledge about mobile shopping by adding a range of unique elements, which were not discussed previously. Out of 43 features of EFMC model 20 of them are newly developed features, namely 10 features related to browsing stage, 3 within product pages, and 7 for checkout, which were not discussed in previous studies. EFMC model extends existing knowledge in the area of mobile retail, and particularly apparel m-retail. EFMC model was used as a framework for case study analysis (Section 8.4.). This conceptual model allows to evaluate apparel m-retail from consumers' perspective.

8.4. Evaluation of Apparel Retailers' Mobile Apps and Websites

8.4.1. Introduction

The EFMC model (Figure 73) was used to conduct case studies and to evaluate current state of mobile apparel retail based on consumers' perspective about seamless shopping experiences on smartphone. Each fashion retailer's mobile platform was evaluated by scoring all feature from the EFMC model against its availability and implementation on the mobile platform. The following fashion retailers were analysed and compared:

1. ASOS
2. Topshop
3. River Island
4. Next
5. H&M
6. Zara
7. New Look
8. Boohoo

The comparison of the features listed in Figure 73 was conducted using retailers' mobile apps and websites on smartphone. This comparison was focused mainly on iOS smartphones and conducted using iPhone 5S. As retailers' websites can be accessed on iPhone on Chrome and Safari browsers, it was important to evaluate the differences between these browsers when accessing the website. Websites accessed on Safari and Chrome browsers were compared, and the results showed that there were no differences in the layout and navigation depending on the browser chosen. Figure 74 shows the comparison of the screenshots of Topshop website accessed on Chrome and Safari browsers. The only difference observed on these two browsers is the position of 'Back' button on the screen, which is known for consumers who are used to one or another browser. Apart from that the layout, navigation, menu and shopping basket buttons are in exactly the same locations on both websites.

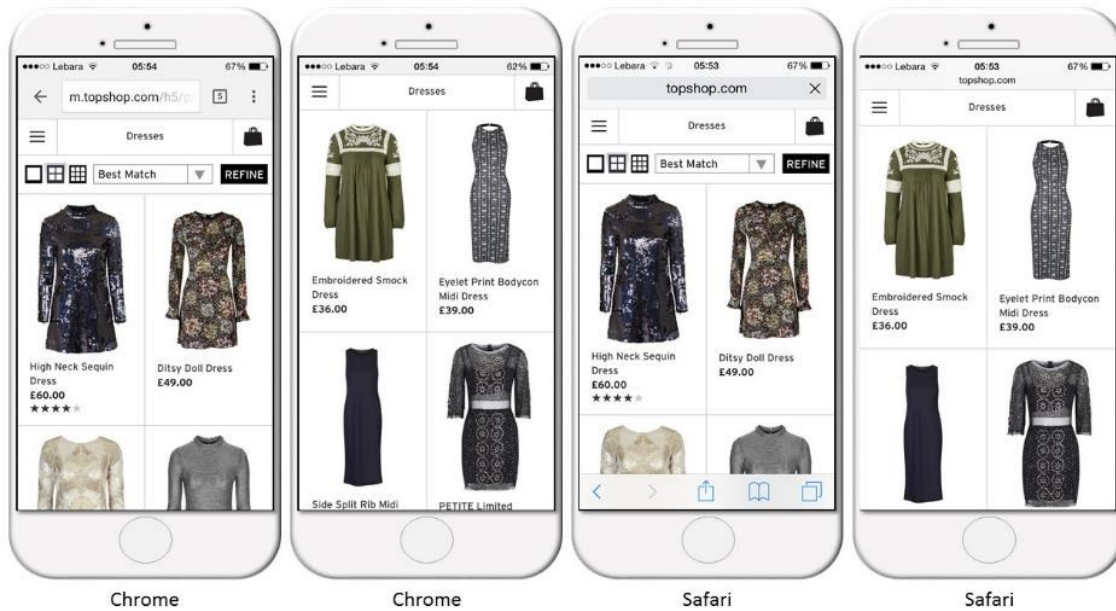


Figure 74: Comparison of the screenshots of Topshop website accessed on Chrome and Safari browsers.

The results of the comparison were recorded based on EFMC model against all important features, and those available marked as present, and those not available left blank. This allowed to compare approaches used by these fashion retailers. Moreover, the visual layout, size of the features and their position on the screen were compared among the retailers in order to look for standardization in mobile channel.

8.4.2. Analysis of Visual Clues

This section presents the analysis of visual clues used on mobile apps and websites. It was important to document these at the point in time through capturing screenshots, as mobile shopping environments are very dynamic and evolving. This means that the same visual information might not be available after certain period in time.

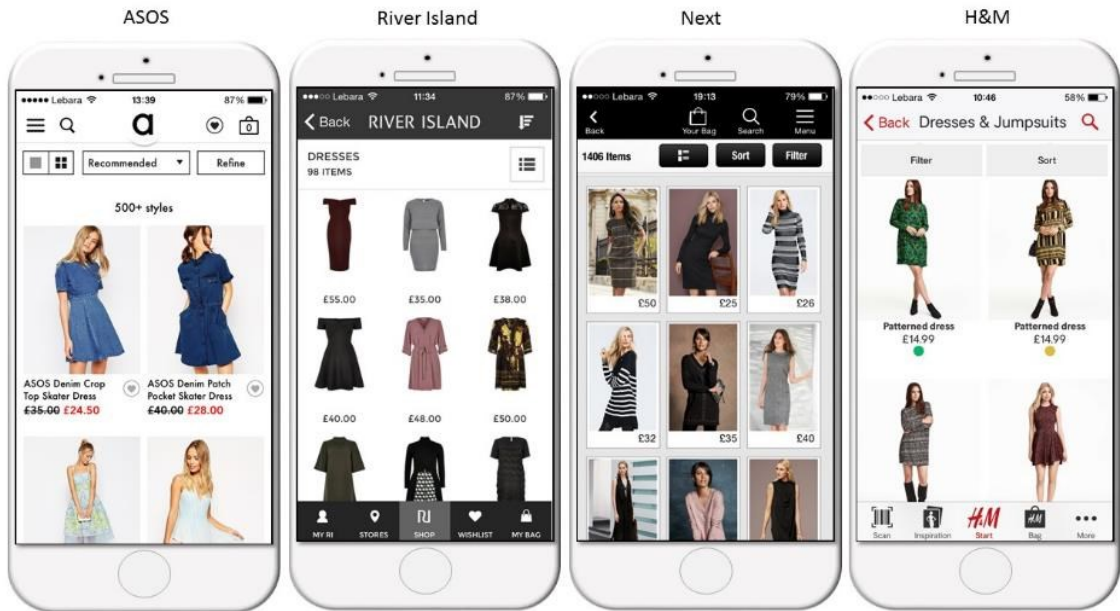


Figure 75: Default search results on mobile apps (1).

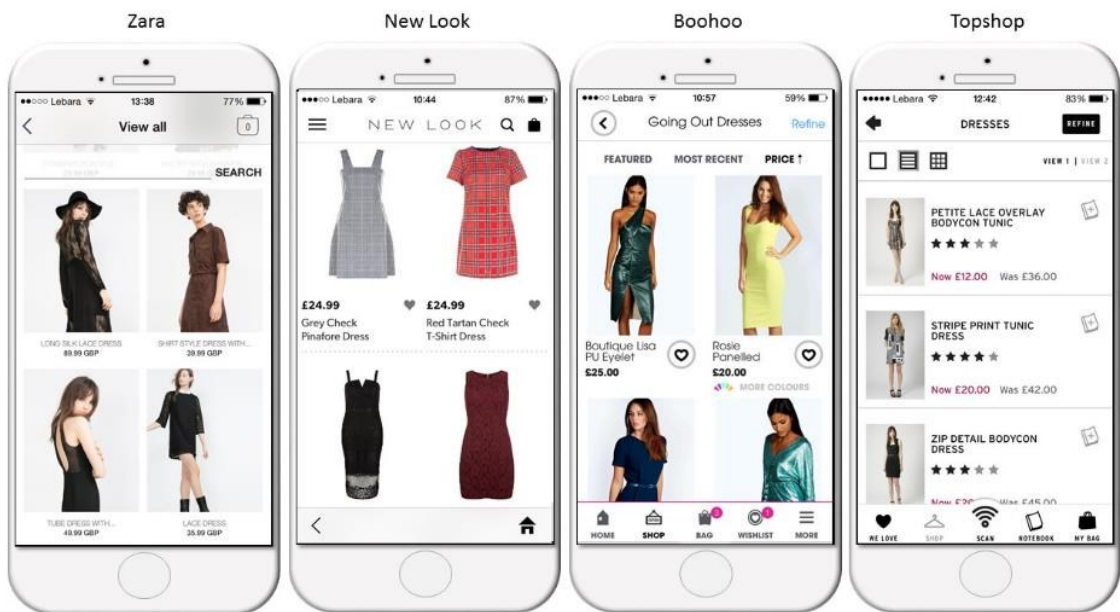


Figure 76: Default search results on mobile apps (2).

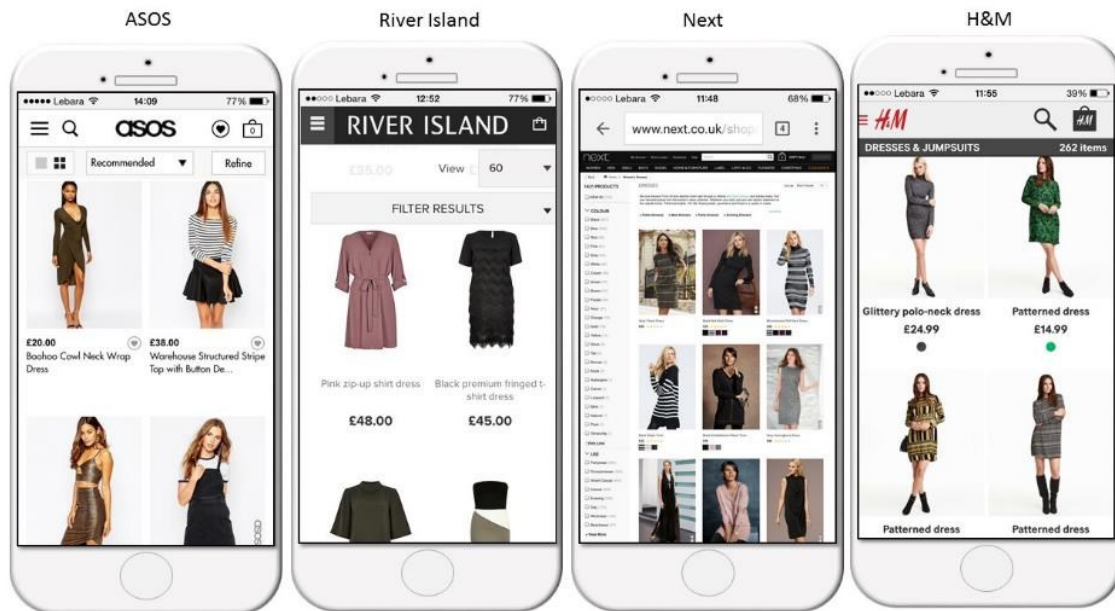


Figure 77: Default search results on websites (1).

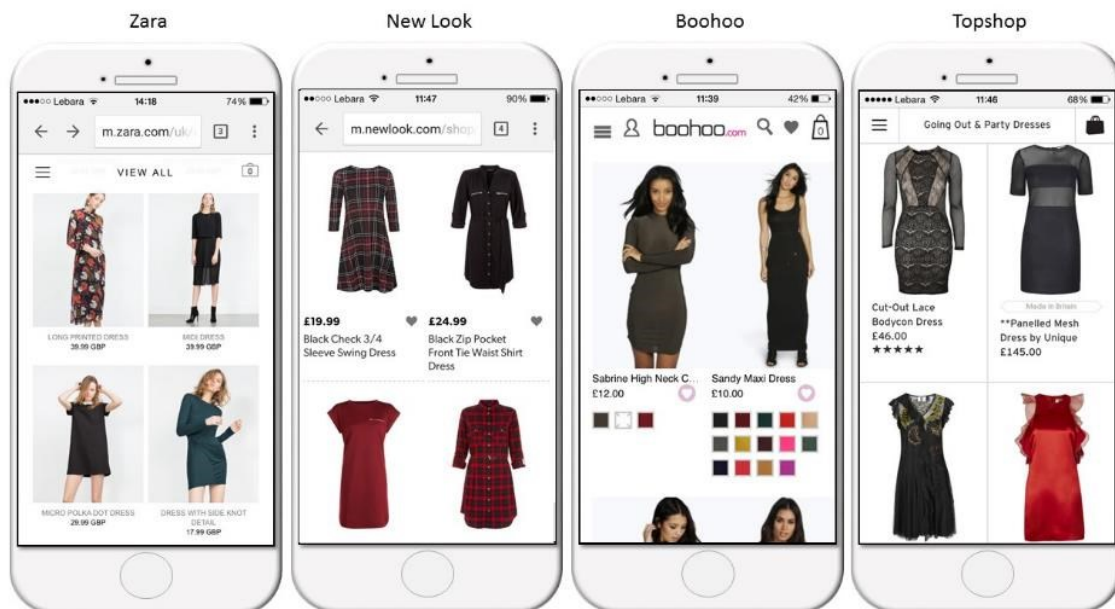


Figure 78: Default search results on websites (2).

The analysis of the default layout of search results on mobile apps (Figure 75, Figure 76) and websites (Figure 77, Figure 78) showed that fashion retailers have both mobile apps and website, but their approach on these two mobile platforms is different in most cases. Moreover, comparison between different fashion retailers suggest that there is a need for standardization in layout, which is implemented on most classic websites. This would make consumers' browsing and eventually purchasing of fashion products easier and more pleasant.

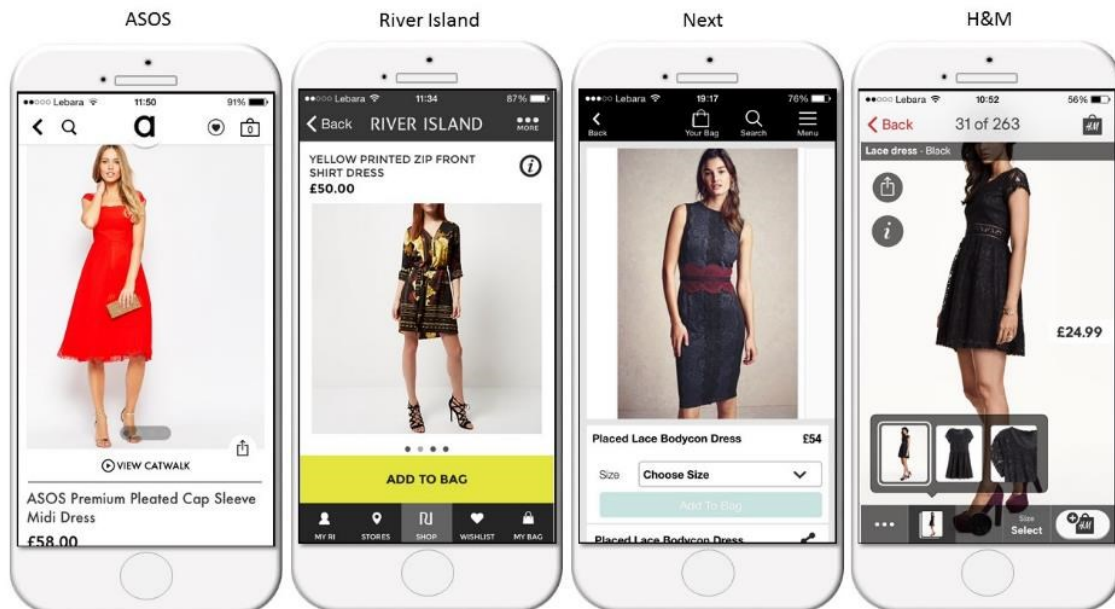


Figure 79: Product page on mobile apps (1).

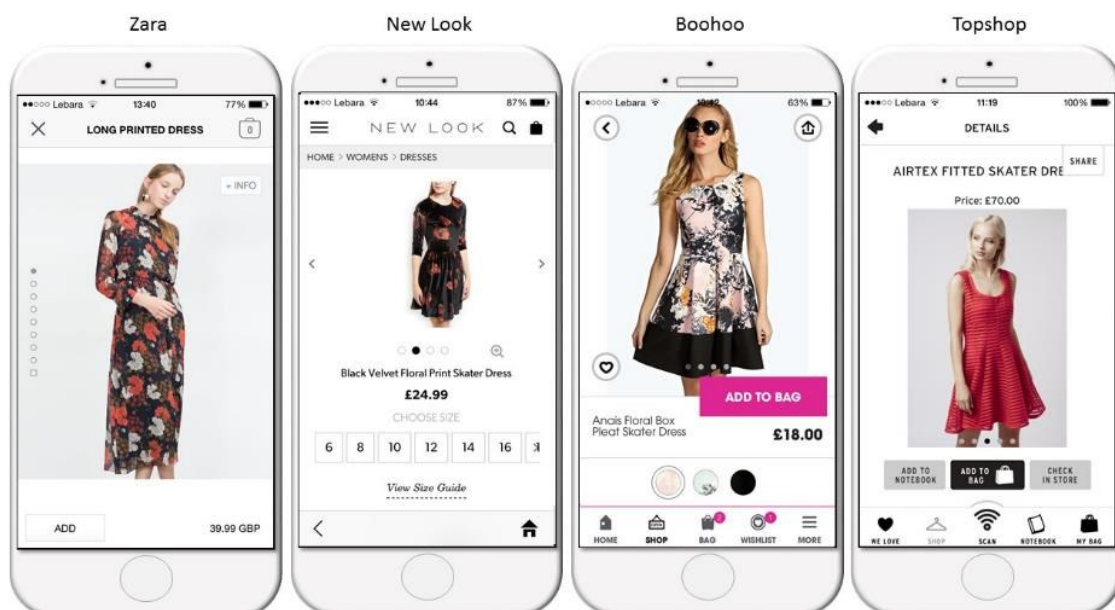


Figure 80: Product page on mobile apps (2).

The content of product pages (Figure 79, Figure 80, Figure 81 and Figure 82) was evaluated based on the size of photos of the product, the gestures required to navigate the page, the information available about the product. The results suggest that fashion retailers use entirely different design solutions on mobile platforms, which might be confusing mobile fashion consumers.

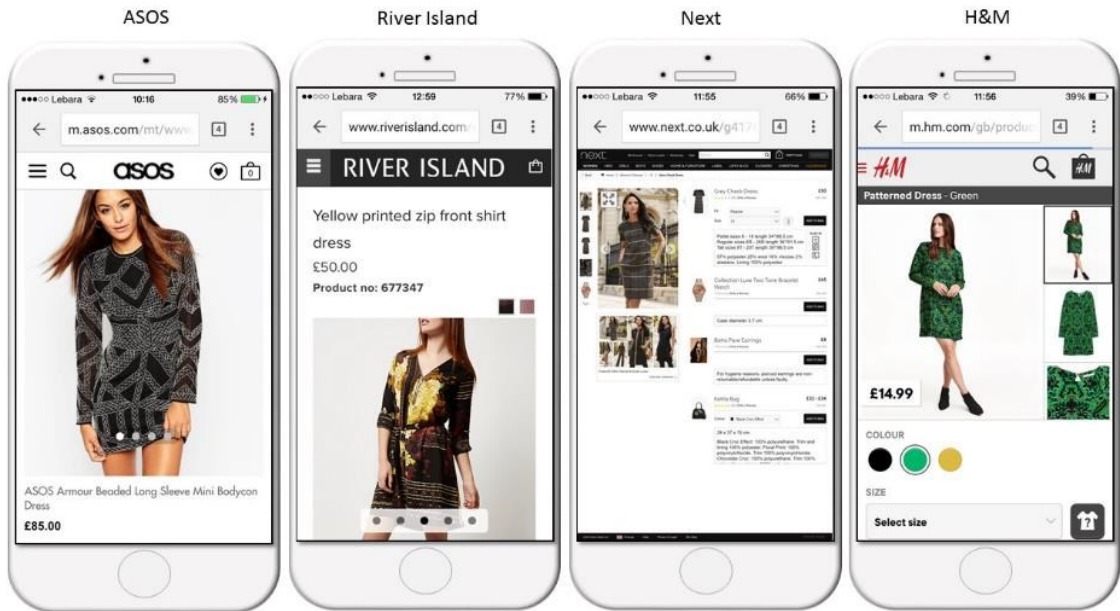


Figure 81: Product page on websites (1).

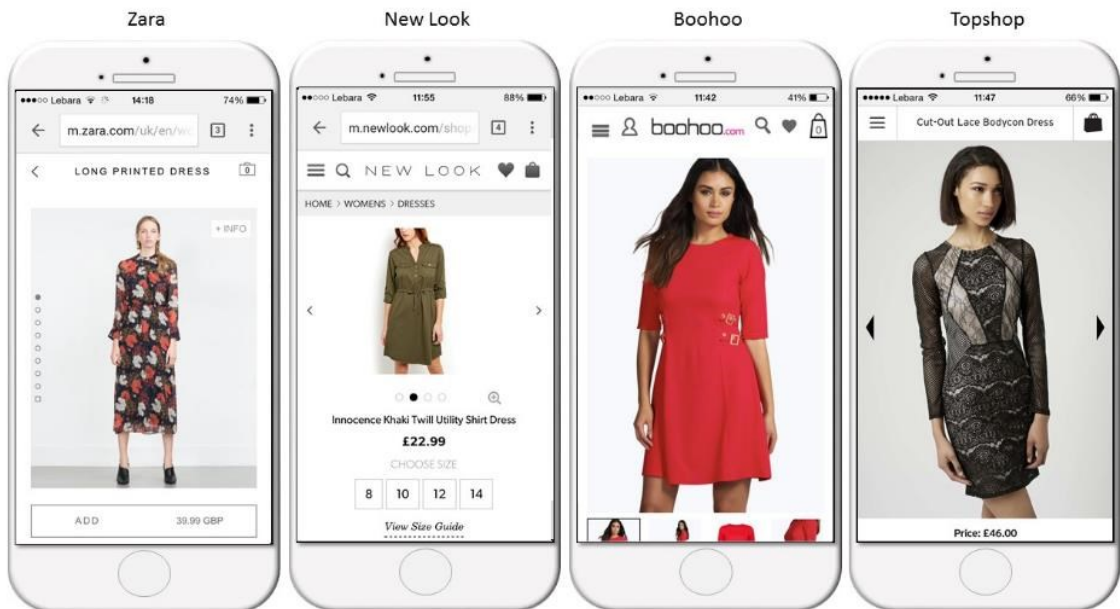


Figure 82: Product page on websites (2).

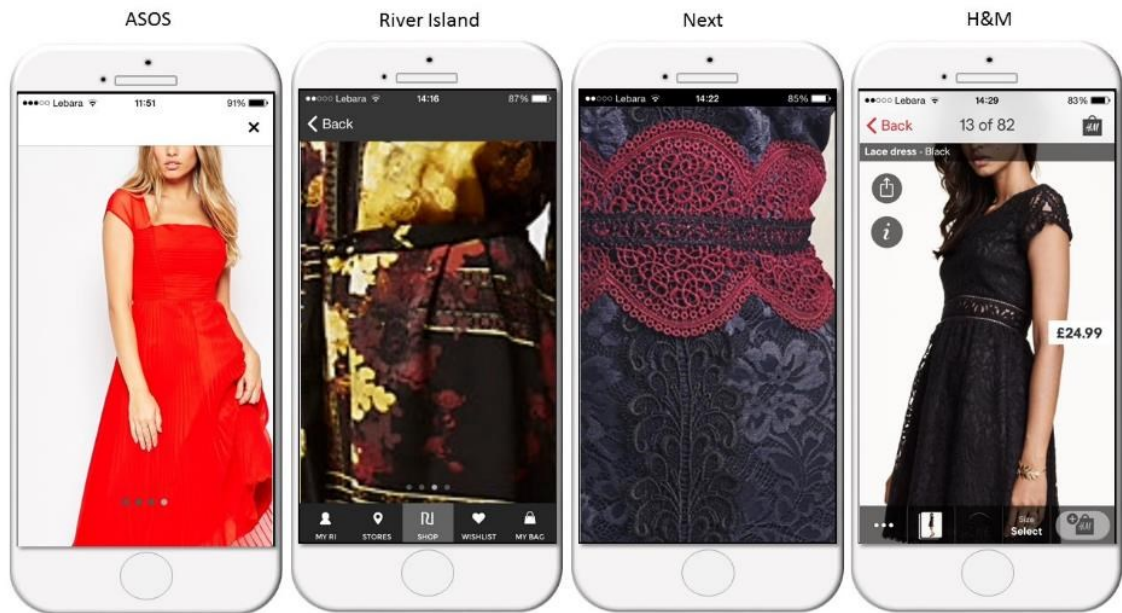


Figure 83: Zoom in on mobile apps (1).

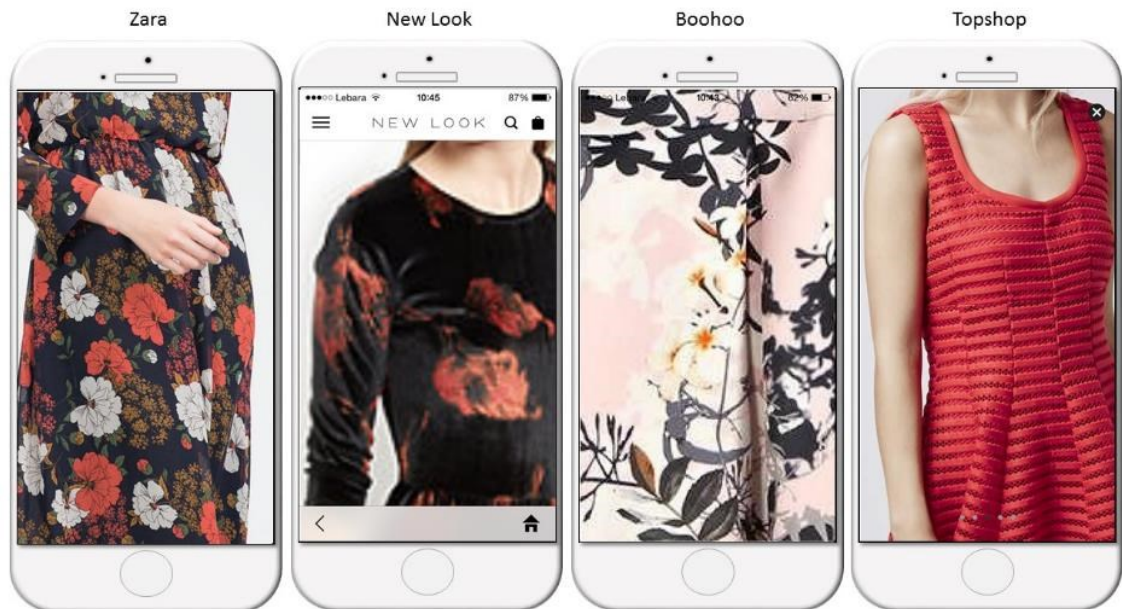


Figure 84: Zoom in on mobile apps (2).

Although, most of fashion retailers had zoom in option, but the quality of pictures and extent of zoom were different. Therefore, the screenshots of zoomed product photos were compared (Figure 83, Figure 84, Figure 85 and Figure 86).

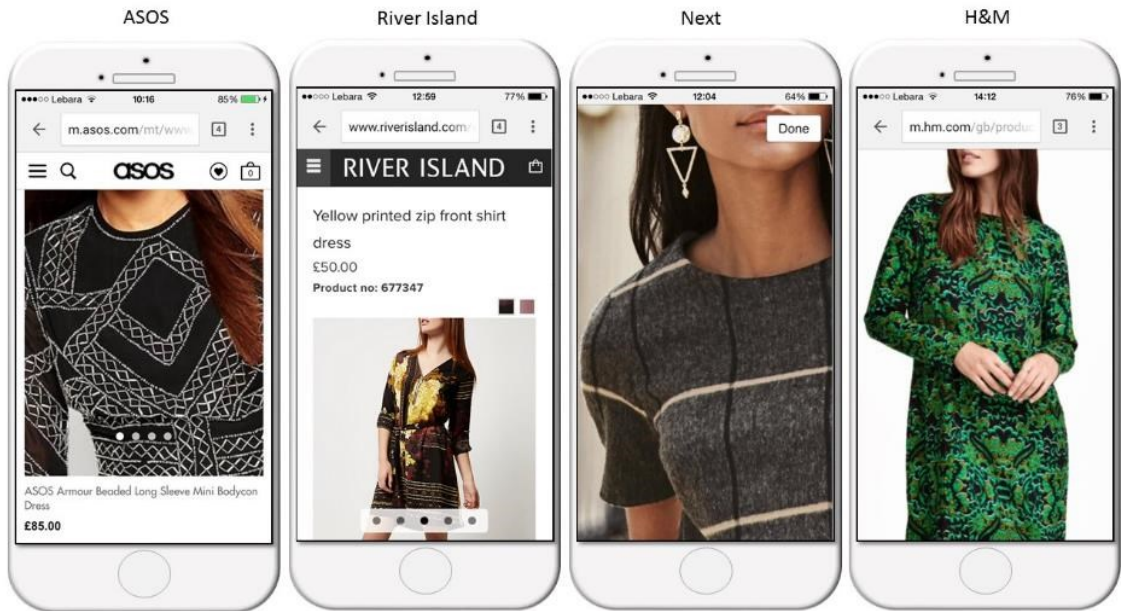


Figure 85: Zoom in on websites (1).

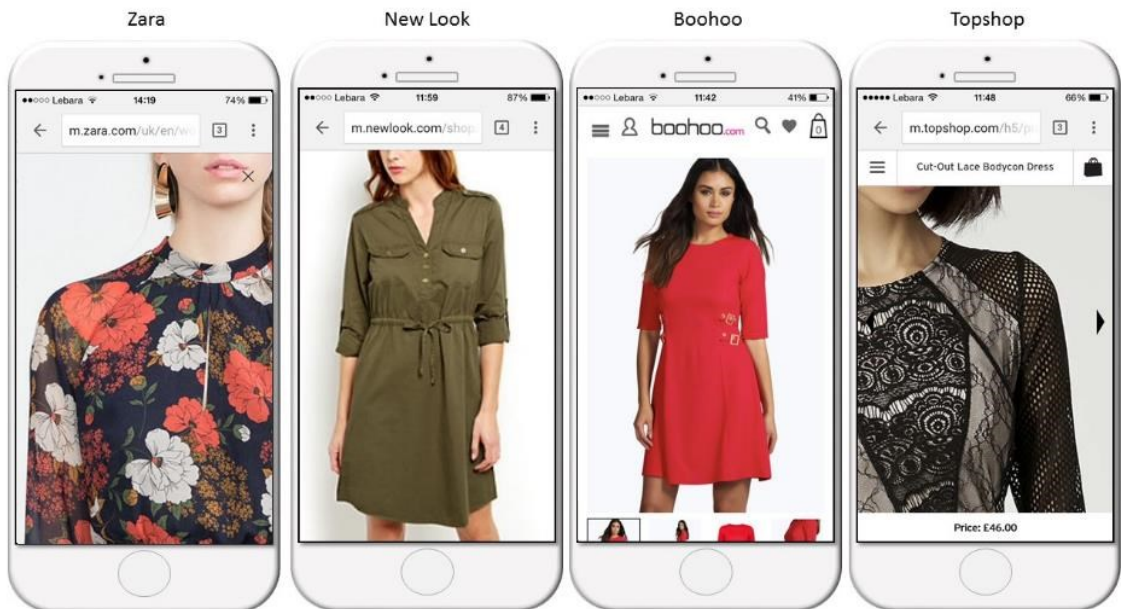


Figure 86: Zoom in on websites (2).

8.4.3. Results of Evaluation of Apparel Retailers' Mobile Shopping Platforms

The data gathered during case studies were aggregated into an Excel table using observation notes (Appendix 8H) and data from visual clues analysis using screenshots were gathered during case studies. The features were scored '1' for a feature available and '0' for a feature absent on the mobile platform. A total sum of all feature scores were calculated for each fashion retailer (Appendix 8K). This allowed to calculate a total score of positive elements implemented by fashion retailers to date.

'Easy to edit basket' feature was compared between fashion retailers, and numbers of steps were calculated, evaluated and scored. During the eye tracking experiments on Topshop mobile app and website, significant differences were identified in the approach to edit the basket and the number of steps needed to complete this task. According to participants of the study, one-step edit basket was the most welcome approach on mobile platforms. Therefore, the 'easy to edit basket' feature was renamed into 'one-click edit basket'.

The number of steps needed to delete a product from the basket on the mobile apps was higher in most cases than on the websites (Appendix 8J). Only H&M website had higher number of steps than on the mobile app. However, both mobile app and website exceeded the minimum number of steps by one or two, compared to those fashion retailers which have one-click approach in editing the content of the basket and deleting a product. The lowest number of steps required to delete a product from the basket is one, the highest is four, which was observed on Topshop mobile app. New Look and River Island are the only two fashion retailers which kept a simple one-click approach at the basket for deleting a product on both mobile platforms.

Based on the data in Appendix 8J the ease to edit a basket was evaluated. Those fashion retailers which supported a one-click route to delete a product from the basket were awarded a score for easy to edit basket feature. Whereby, the fashion retailers which has two or more steps needed to delete a product from the basket did not get any score for that feature.

Search box availability was evaluated from screen shots of search results pages. The results of the search action were not evaluated, because this could be investigated in further research study.

The feature to refine had two variations as recorded from case studies. One, refine option was available and visible all the time while browsing, secondly, the features to refine was available, but only visible at the top of search results page. It would not be visible in the middle of search results. As it was found during eye tracking experiments, the users could not find refine button and did not know whether it was available at all on that mobile platform, because it was just at the top of the page. These users decided to refine search results after browsing for some period of time, because they were not able to find products they were looking for. Therefore, they wanted to use refine button to assist with their search. Based on these findings, the feature available and visible all the time was awarded a score of 1, and the feature to refine, which was available only at the top of the page, was not awarded any score. There is another variation in refine feature's functionality. And this is related to the way the search results are generated after refine button was used. One design solution was based on refining by one criteria at a time. This means that the user would go to refine section, and would be able to choose only one option of one filter. This action would result in the mobile platform automatically generating a modified search results. Another design approach allowed the user to go to refine section and select as many criteria as wanted. This means the user would be able to select two different colours at a time, style or any other desired filters. Then the user would click on 'Apply' button, and the mobile platform would generate modified search results. Although, these two design solutions are very different, but it was found from eye tracking experiments that the option which allows to select any number of criteria would be more desirable among mobile fashion consumers. This was based mainly on the idea that the option that allows to refine by as many as needed at once, which would save time and would require less numbers of steps.

The scores were compared among these fashion retailers and percentage of potential used calculated (Appendix 8K). Moreover, it would be important to compare these retailers' approach at various stages of the shopping journey. From observation it is clear that some retailers might do better at browsing, when others might be better at the checkout.

Default search results pages were compared based on layout, size of pictures, number of pictures shown on screen, what is included in addition to product page and product's title (Figure 75, Figure 76, Figure 77 and Figure 78). Case studies were analysed and compared based on 43 criteria. Out of total 43 features identified as positive attributes contributing to seamless shopping experience on smartphones, none of the fashion retailers analysed in case

studies has reached the maximum score. The highest score so far is 30 points out of 43, which accounts for 69.8% of possible potential used by fashion retailers to date (Table 36 and Table 37). There are numerous areas for future improvement in the mobile channel, and fashion retailers are losing by not satisfying mobile fashion consumers’ needs.

There was a debate regarding which mobile platform is the most useful and liked among fashion consumers. Therefore, the scores of mobile apps were aggregated into separate tables in order to compare with the scores of websites (Table 36).

Table 36: Comparison of the total numbers of features implemented on mobile apps and websites.

Features (out of 43)	ASOS mob app	River Island mob app	Next mob app	H&M mob app	Zara mob app	New Look mob app	Boohoo mob app	Topshop mob app	Average
Mob app	29	19	23	24	21	22	26	30	24
Web	20	18	18	20	16	22	26	26	20.8

Only three fashion retailers have made efforts to develop similar propositions on both mobile platforms. These are River Island, New Look and Boohoo. The rest of the fashion retailers in case studies have put more emphasis in developing mobile apps than websites, with some scores difference ranging from 4 to 9 elements.

The percentages of features implemented by fashion retailers were compared: in terms of mobile platform, namely mobile app and website (Table 37). On average fashion retailers have used merely above 56 % of possible potential in satisfying mobile fashion consumers’ needs with mobile apps, and less than half of possible potential was used to date on websites. The findings suggest that there is a need for improvements to be done to mobile channels in order to meet mobile fashion consumers’ expectations. These consumers know exactly what they want to be able to do on smartphones and how, but fashion retailers have not focused much attention on consumer experience on these fairly new mobile platforms.

Table 37: Comparison of the percentages of the potential implemented by fashion retailers to date, %.

Feature	ASOS mob app	River Island mob app	Next mob app	H&M mob app	Zara mob app	New Look mob app	Boohoo mob app	Topshop mob app	Average (%) in relation to the EFMC model
Mob app	67.4	43	52.3	55.8	47.7	51.2	60.5	69.8	56
Web	46.5	41.9	40.7	46.5	37.2	51.2	60.5	60.5	48

A comparison of percentages of possible potential implemented to date by fashion retailers on various stages of the shopping journey on mobile apps and websites (Appendix 8K). The results are surprising, because some retailers focused more on developing mobile apps, but did not consider consumers’ expectations towards websites.

The comparison of the potential achieved on the browsing stage, product pages and checkout between mobile platforms showed that while some fashion retailers did well on browsing stages, their mobile platforms were underdeveloped at other stages, including checkout. The potential was compared between fashion retailers’ mobile apps. The results of the comparison showed that big fashion retailers on average implemented about half of possible potential in satisfying their consumers. The maximum was achieved by Topshop’s mobile app at the browsing stage, accounting for almost 70%. Moreover, Topshop mobile app along with ASOS mobile app have used the best practices on product pages, accounting for 75% of potential (Appendix 8K). However, at the checkout stage Topshop mobile app has achieved only average level of 62.5%. Interestingly, New Look’s mobile app was the best at the checkout with 87.5% of potential used. This retailer has covered nearly all features expected by mobile fashion consumers.

Fashion retailers’ websites were compared across various stages of the shopping journey (Appendix 8K). In regards to browsing stage on the website the maximum of 52% was observed on Boohoo website. Overall, websites on average were lacking retailers’ attention on browsing stages and product pages, but had the highest results at the checkout stage accounting for around 65%. Interestingly, average potential at the checkout on the website was higher than on the mobile app (60.9%). This can explain why consumers prefer websites

opposed to mobile apps as found in the earlier study (Chapter 4). On average the browsing stage was the most refrained area of the website with only 40% of potential implemented to date. It is apparent that fashion retailers have put enormous efforts in the development of mobile app forgetting that their consumers are free to navigate not only between devices, but also between shopping platforms. The product pages on websites have lower potential than product pages on mobile apps. However, one of the good examples to date is Topshop website, which had the highest potential of over 83% (Appendix 8K). This is the best result to date. River Island had the lowest results on product pages accounting for only 33%. The most striking results to emerge were related to the checkout stage. The only fashion retailer having the highest potential to date at the checkout is New Look, with over 87%. Moreover, 6 out of 8 retailers had exactly the same score for their checkout stage on websites, accounting for over 62%. In addition, there are 3 fashion retailers' mobile apps with the same result at the checkout. It was important to compare these cases for any similarities in approach implemented on mobile shopping platforms.

The comparison of features used at various stages of the shopping journey among fashion retailers show that these retailers have different design approaches in regards of features, which these retailers implemented on their mobile platforms to date (Figure 87 and Figure 88). Moreover, the data showed that some retailers have reached upper limit of potential at some stages, and did not implement it properly on others. Visualisations of the data were created based on the results (Appendix 8K), to compare the level of potential implemented on mobile apps and websites. The data sets for mobile apps and websites were compared and are presented in Figure 87 and Figure 88.

The data analysis showed that half of fashion retailers in these case studies did not reach even average level of potential possible. Moreover, most of fashion retailers to date did not analyse mobile fashion consumers' needs and did not create mobile platforms guided by consumer research. Only separate cases were closer to potential possible to achieve, but even those would have to improve their already existing mobile platforms.

Figure 88 revealed that only Boohoo and Topshop websites have implemented better practices on product pages, nearing the potential possible. However, their strategies on browsing and checkout stages need appropriate improvements in order to lead in apparel m-retail market.

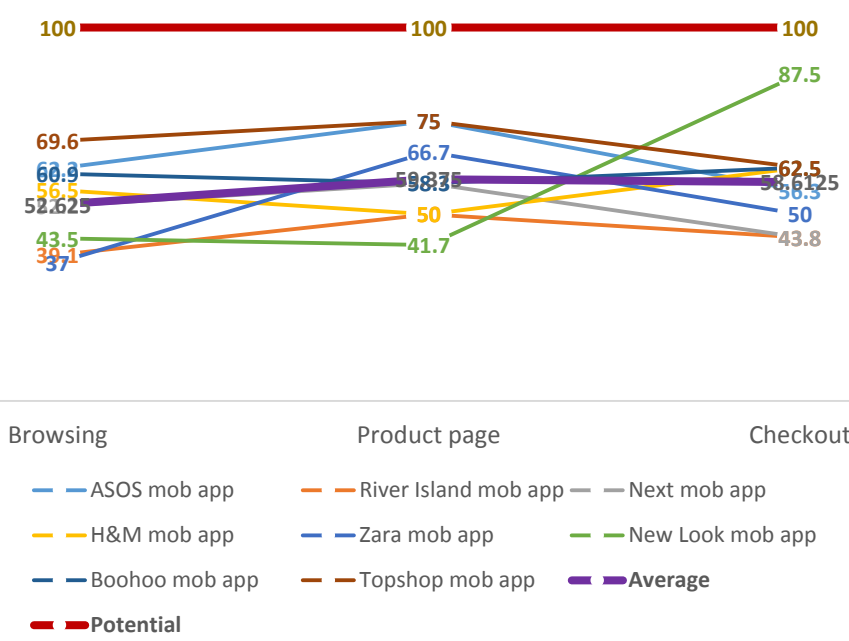


Figure 87: Comparison of percentages of the features used on mobile apps in comparison to the possible potential and average among fashion retailers used to date, %.

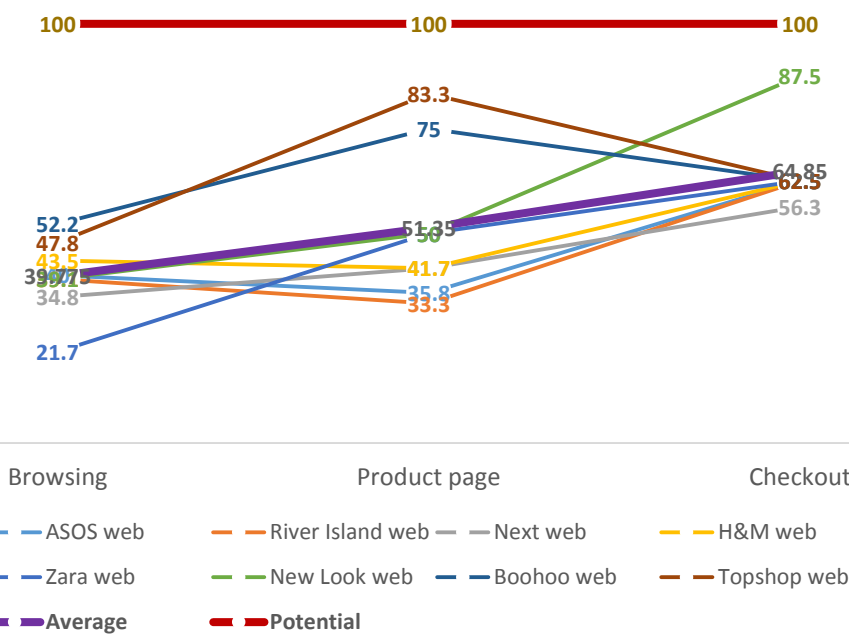


Figure 88: Comparison of percentages of the features used on websites in comparison to the possible potential and average among fashion retailers used to date, %.

8.4.4. Summary and Implications

EFMC conceptual model (Section 8.3.) showed that potentially successful mobile platform should have all the features which were identified through further data analysis. The findings of evaluation of apparel retailers mobile platforms showed that there is a lack of understanding about specific mobile fashion consumers' needs and expectations, and it is not sufficient to apply an existing knowledge about online shoppers' behaviour to mobile platforms. There should be more research focus in the area of mobile shopping channels and impact that new technologies have on consumer behaviour.

The results suggest that none of fashion retailers in this case studies has achieved a maximum potential in terms of the proposition of features of the mobile channel. These findings revealed that in majority of cases these retailers have put more efforts into developing mobile apps, but not into optimizing their mobile websites.

To date there is a lack in standardization of mobile platforms in the fashion market, what makes it more difficult for consumers to browse and make purchases. Moreover, none of fashion retailers in the case studies has achieved the maximum of potential mobile channel gives. The findings showed that fashion retailers need to implement appropriate changes in their mobile platforms in order to offer a seamless shopping experience. These findings are correspond with recent report by Drapers (2016b) that in 2016 57% of UK smartphone users have not downloaded any fashion retailer or brand mobile apps on their smartphones, and 24% prefer to use mobile websites compared to only 14% using mobile apps.

The further research needs to be carried out in the area of mobile fashion channel. The findings from case studies are compared and combined with findings from focus groups. Whereby, the features identified in case studies were mapped against benefits which are achievable through those features (Section 8.5.).

The data analysis showed that to date fashion retailers have not used all the potential that mobile shopping channel has to offer. In order to address the needs of mobile fashion consumers these fashion retailers need to implement all key features on their mobile platforms, especially when these consumers are young and advanced new technology users.

8.5. Mobile Fashion Marketing Strategy Development for Consumer Acquisition and Retention

8.5.1. Introduction

The development of clusters and the results of consumer groups comparison (Section 8.2.) were used in developing an understanding about mobile fashion consumers' needs, and therefore, in developing a comprehensive marketing strategies specifically targeted at mobile shopping channel and its consumers.

The consumer segment, which has the highest propensity to buy fashion products via various shopping channels, and specifically via smartphones, has also higher expectations towards mobile shopping platform. Moreover, these consumers have more experience using mobile channel for shopping, what guides them in what they would be willing to be able to do on their smartphones. The implications that experienced users have very precise expectations towards the mobile shopping channel, informed that these need to be addressed by fashion retailers. Whereby, less experienced, or not experienced consumers with smartphones might not even know what possibilities the mobile shopping channel could provide, and are less keen to explore it due to their shopping preferences. The link can be made with the study on comparing experienced and inexperienced mobile users (Section 6.3.), which was conducted using eye-tracking technology with smartphones.

Cluster analysis helped to identify consumer groups in the sample of fashion consumers using mobile for fashion shopping. Furthermore, a small sample size was not an obstacle in achieving this objective. The four-cluster solution helped in understanding the benefits fashion consumers seek with fashion m-retailers. The cluster analyses helped in identifying ways to better understand and satisfy variations of needs and shopping channels of potential fashion consumers using smartphones for browsing or purchasing.

The findings of the cluster analysis showed that it is not enough to segment fashion consumers based on one variable. Moreover, fashion consumers do not belong to one personality group, they comprise a complex essence of personality traits. It is important to understand intricate differences these consumers represent.

8.5.2. Marketing Strategy Delineated

It is important to outline what marketing strategy is, and to define what action plan needs to be developed in order to achieve the aim of the marketing strategy. Therefore, a literature review was conducted in order to describe the meaning of marketing strategy, and to highlight which strategic approach was selected for a purpose of this study. Gbadamosi et al. (2013) argued that 'the purpose of marketing is about creating and delivering value to customers'. Moreover, value-orientation is a way to achieve a success in the marketplace. Kollat et al. (1970) argued that a number of separate constructs have been used in understanding how consumers shop and make purchasing decisions, and 'consumer behaviour is influenced by a variety of factors interacting in complex ways'.

According to Malhotra et al. (2012) marketing research, consistent with European Society for Opinion and Marketing Research, aims to identify opportunities and problems, and to generate and refine marketing actions. Whereby, problem identification research can be linked to the description, understanding and satisfying targeted consumer groups, through problem-solving research, which helps to develop a solution. The problem-solving research can address the following types of issues: determining segmentation basis, selecting target markets by creating consumer profiles, determining the process of consuming products and services, and consumer experiences (Malhotra et al., 2012).

The buying decision-making models (Figure 89), have developed from five-stages (Kollat et al., 1970) to seven-stages process (Blackwell et al., 2000), but these basic decision-making processes were not getting involved with how personality traits, product and process benefits influence the whole decision-making process. Vignali and Vranesevic (2006) argued that buyer behaviour models based on evaluation of alternatives, considered explicit nature of retail variables.

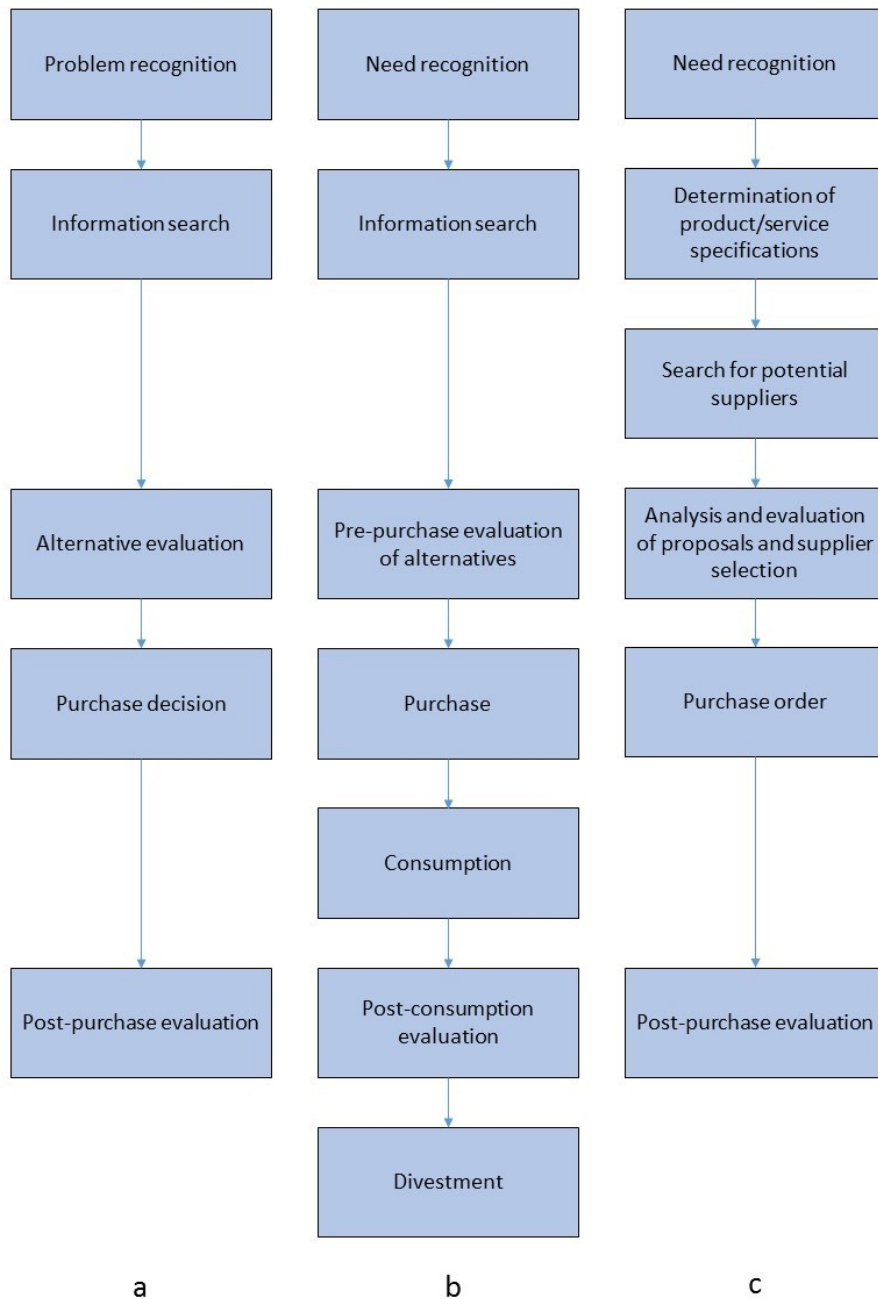


Figure 89: Consumer decision-making processes compared:
 a - Consumer decision-making process model (EKB). Source: adapted from Kollat et al. (1970),
 b - Consumer decision process model. Source: adapted from Blackwell et al. (2000),
 c - Organizational buying decision-making process. Source: adapted from Kotler and Keller (2007).

Chaffey and Smith (2013a) described SOSTAC planning for e-marketing as a six-stage planning, including such stages as situation analysis, objectives, strategy, tactics, actions, and control. Strategy was summarized as the way to fulfil the objectives of the plan, and what online value propositions should be created for different segments (Chaffey & Smith, 2013a). Moreover, Chaffey and Smith (2013a) noted that sloppy e-marketing causes high attrition rates from consumers, which is a result of inefficient design of customer experiences on site. This statement could be adopted for mobile marketing.

Another important factor before developing a marketing strategy, is to identify the market penetration approach. For this purpose Ansoff's matrix (Figure 2), is used, which shows opportunities for product and market innovation (Chaffey & Smith, 2013a).

In regards to marketing strategy development involving the use of mobile shopping channels, and consumers' growing interest towards this shopping route, there are four possible marketing strategies, which could be developed for apparel retailers implementing digital shopping propositions (Figure 2). Firstly, the product development strategy can add value to existing products, developing new digital products, changing payment models or increasing product range, which would be exclusively available through digital shopping channels, including mobile platforms. This strategy could be related to proposition of customized, unique, digitally printed products through specifically designed strategies involving the use of mobile devices. Secondly, there is a potential of expanding to new markets with existing products. For this strategy new geographic markets could be easily accessed via digital means mainly, including the mobile shopping platforms. The third proposition could be focused on market penetration and re-developing existing marketing strategy within the existing market with existing products. This marketing strategy could be implemented by improving customer loyalty and value, resulting in market share growth. And finally, diversification strategies, focusing on new products and new markets.

In a case of this research project, the strategy development will not affect product development, and will focus on existing products, such as existing fashion products in existing mobile websites or apps, but with a focus on marketing penetration strategies, such as market share growth, customer loyalty improvement, and customer value improvement.

Gbadamosi et al. (2013) suggested that customer net value will increase if total customer value increases at a faster rate than total customer cost (Figure 4, Figure 90). However, the authors argued that the concept of value is multidimensional and can be interpreted differently by different stakeholder groups in the marketing system. Value-adding activities and superior benefits can help in gaining new customers and retaining them by applying relational marketing (Gbadamosi et al., 2013). Adding to this the superior customer-focused value can be delivered through marketing mix to the target market. According to Chaffey and Smith (2013), online value proposition should emphasize unique advantages of being online, such as immediacy, interactivity, faster, convenient, better experience, more resources or

information online. Moreover, online proposition value must clearly summarize what a customers can get what they cannot get from the retailer's competitors.

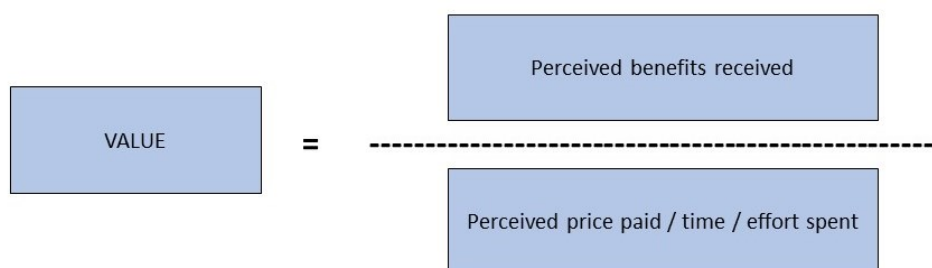


Figure 90: Value concept. Source: Gbadamosi et al. (2013).

According to Ström et al. (2014) 'value is the benefits offered by the product or service compared to customer sacrifices for acquisition and use of the product and service relative to competition and differs based on consumer product experiences'. However, value concept has to be unpacked because of the differences between consumers' personalities and the value these consumers are seeking to achieve. A consistent three dimensional Benefits-Value Theory (BVT) was developed (Chapter 7), which can explain why fashion consumers using smartphones for shopping consider the mobile shopping channel as value. Furthermore, it explains how this complex concept of value can be achieved through delivering appropriate process benefits to consumers through the implementation of features required on mobile shopping platforms in order to deliver those process benefits. It was identified that depending on personality traits consumers might be seeking different types of value, such as personality, product or process value. Moreover, consumers represent complex personality traits seeking complex value.

The current study aimed to outline factors influencing fashion consumers' retention towards mobile shopping platforms, based on qualitative evidence from UK. Moreover, this strategy has a primarily focus on the use and implementation of consumer favourable mobile platforms. The data obtained during TFG provided a clarification on a number of issues related to the Benefits Value theory. Firstly, it provided final missing links and validated existing links between core-categories within the theoretical model. Secondly, it completed the process of saturation. And, finally, TFG revealed two distinct sequential decision-making processes, which are either goal-oriented or no-goal-oriented (Figure 91). Furthermore, these two

decision-making processes can be adopted by any consumer segment, and will be associated dynamically with a complex concept of value.

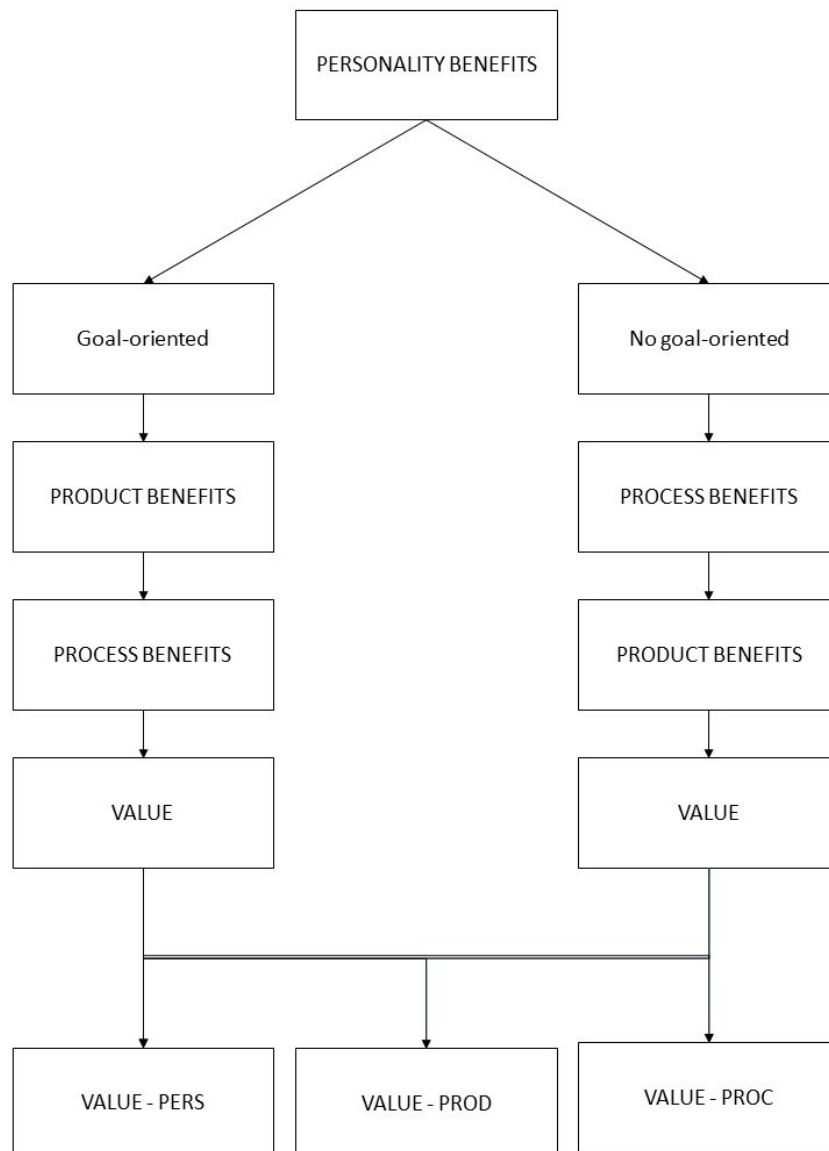


Figure 91: Decision-making processes in relation to shopping benefits and value.

The result of focus group data analysis showed that benefits shopping in stores are important when using digital shopping channels. Some of the participants noted that they are more likely to use a brand they know on mobile, because they know the quality, size, and fit, provided by that brand. Moreover, the certainty benefit of the store becomes secondary in these situations, and accommodates the choices of other process benefits, which are unique to online environments, namely desktop or mobile. These findings suggest that in store experience can be one of the stages in the overall shopping involvement. Certainty is one of

the main benefits to shop in store among certain segments of consumers, but is not a case for other segments.

The marketing strategy was developed based on the framework in Figure 92, starting with consumer segmentation, identifying target consumer segments, delineating value these consumers seek through process benefits addressing these values, and identifying components of mobile platforms to satisfy the above benefits resulting in value.

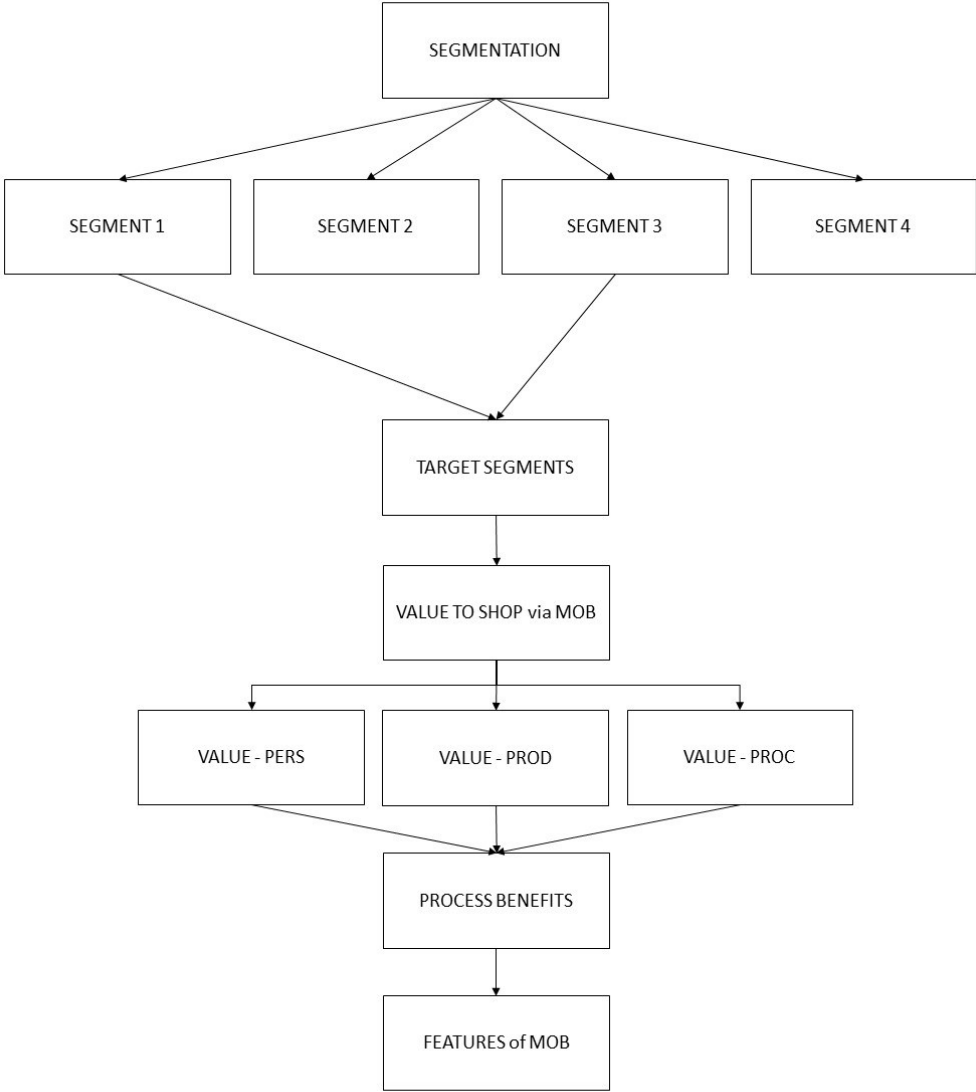


Figure 92: Value-based strategy development.

The cluster analysis, resulting in four consumer segments, identified based on shopping benefits (Section 8.2.). The results showed that two out of four segments are the most profitable for fashion retailers. Therefore, the strategy development focuses on these segments, which have the highest interest in fashion consumption. The target segments

identified are consumer groups 1 and 3, namely 'Fashion Forward' and 'Fashion Therapists'. Although, both these segments could be potentially of interest for fashion retailers, but these two segments differ in a number of ways. Firstly, in terms of their personality, these consumers seek different personality benefits. Secondly, the requirements these segments have towards product benefits. Thirdly, they preferred distinct process benefits. Finally, the differences in regards to value they seek to achieve from shopping involvement.

It became apparent, that 'Fashion Forward' consumers have the highest propensity towards fashion shopping via digital means, particularly, via smartphones or other mobile devices. Moreover, these consumers have the highest requirements towards the products they buy, value they seek to achieve, and are most experienced shopping for fashion products, especially, in digital environment. However, their expectations from shopping involvement did not decrease with experience but, adversely, increased. Although, mobile fashion consumers provide an additional revenue for fashion retailers by shopping via mobile shopping platforms, but increasingly, demand more from fashion retailers' side in regards to satisfying these needs. Therefore, a specifically targeted marketing strategy focusing on mobile fashion consumers' needs and expectations is required focusing on consumers' perspective.

The development of marketing strategy is based on consumer group-specific approach, which shows what features consumers prioritise when shopping for fashion products using smartphones. Moreover, the focus of the strategy development is mainly on the process benefits and features related to processes involved when shopping for fashion products through the mobile channel. It is important to acknowledge that the data collection and objectives of the focus groups discussions were, mainly focused on mobile shopping behaviour and perceptions, but aspects related to shopping in store or online on PC or laptop emerged as inclusive factors in consumer behaviour. Mobile shopping channel for most of the fashion consumers is an extension of other shopping propositions, and is one of the possible shopping routes. Only 'Fashion Forward' consumers had the highest interest and experience of using mobiles for fashion shopping activities.

8.5.2.1. Consumer Group 1 – Fashion Therapists: Social Switch-Shopaholics

Confident, shopaholic, shopping as therapy, using multiple shopping channels depending on their mood or needs, and expecting all shopping channels reflect the same content and

products, because they like 'switch-shopping' (Figure 70 and Figure 93). The strategy development for this segment cannot be focused only on one shopping channel, but has to incorporate the combination of all three shopping channels as it emerged from the findings. This consumer group might be using mobile channel at research stage or during the periods of therapy shopping. Therefore, they have identified inconsistency between the shopping channels as one of the obstacles in their shopping involvement. Moreover, they emphasized the benefits of product range in all shopping channels.

It is important to note that 'Fashion Therapists' have a high propensity towards shopping as therapy and shopaholic behaviours, but these consumers did not emphasize shopping experience as one of important values for them. Instead, these consumers were rather more interested in suitability to use the product bought regularly, with quality and price balance, and achieving it on a relatively acceptable price. However, in terms of using mobile devices or shopping on desktop, these consumers were not seeking benefit of saving money. Although, they seem to be focused on price, but they use mobile shopping channel due to other reasons, than price. One of them is an opportunity to see more products, like wider products range available in digital stores than in bricks and mortars. Most importantly, these consumers are more likely to switch between shopping channels.

Although, 'Fashion Therapists' claim that price is important for them, but they do not seek benefits of saving money when they are in a state of retail therapy. As some of the participants mentioned, if they like something, as long as they can afford it, they will buy, even if they did not plan this purchase before. This suggests that therapy shopping consumers are more likely to spend on higher price tag items, than any other segment. Although, during the focus groups 1 to 5 only around 40 % of the them said that shopping as therapy makes them happy. However, during the TFG the majority of the participants agreed that retail therapy makes them happy. Moreover, for some of them this shopping approach is more likely to happen in stores, whereby, for others it would be online only. It is important to highlight that shopping as therapy is no longer primarily benefit of shopping in stores. The findings revealed that shopping therapy could be done through browsing activities, which take place either in store or online. One of the participants said that she could spend time looking at the same product in store, and feel happy through this kind of involvement without the actual purchase. Another one said that she likes browsing on her mobile when she is in her bed, and this activity makes her relaxed and happy through contemplating of beautiful fashion products, and imagining

which ones she would like to try on in store in the nearest future, or even to buy. Unfortunately, for some of the consumers, shopping in the bed ends at the stage of browsing due to unsatisfactory payment methods required, which would require them to get up from their bed in order to pick a bankcard.

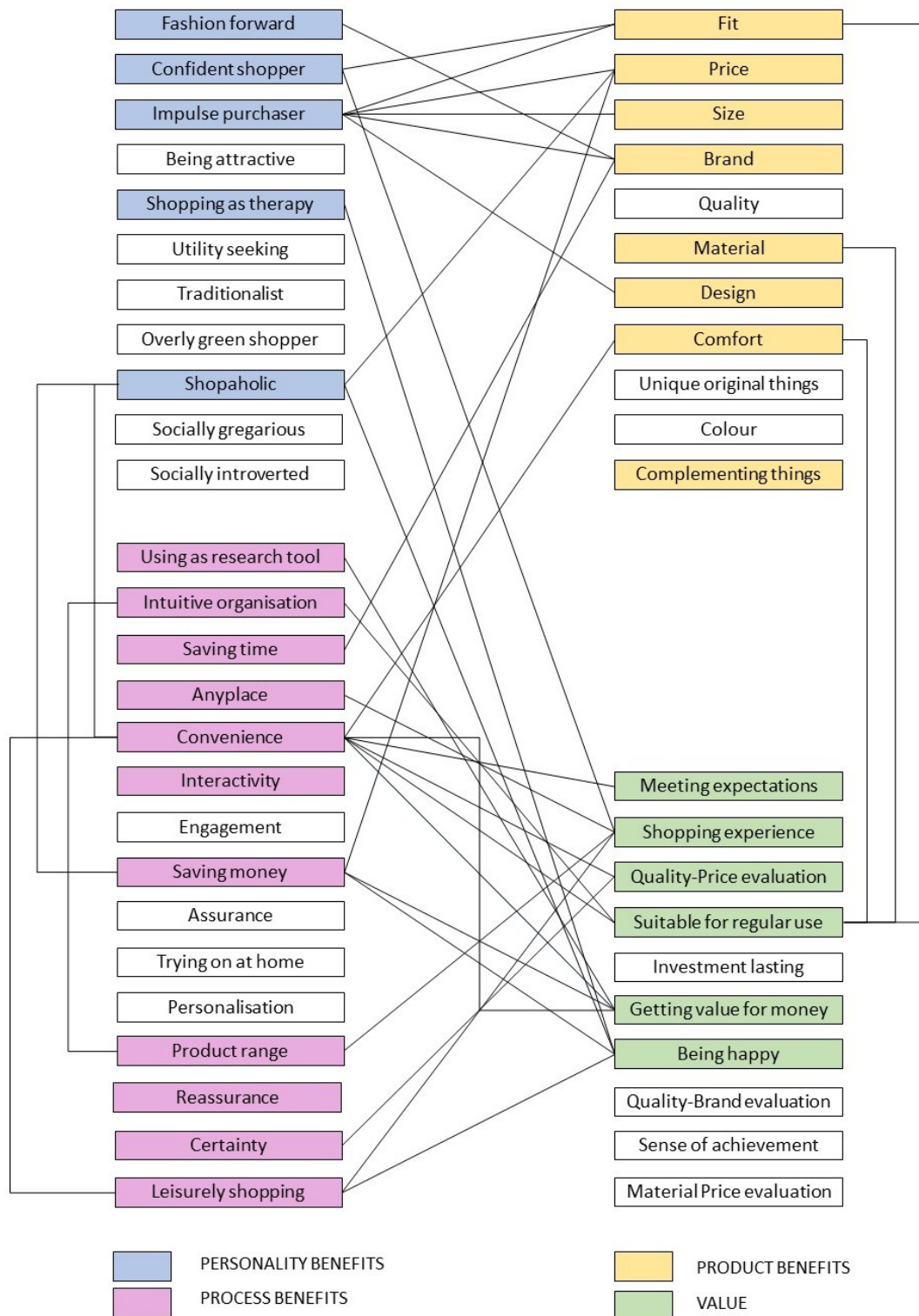


Figure 93: 'Fashion Therapists' - links between benefits and value.

'Fashion Therapists' seem to use mobile channel for browsing activities when in a state of shopping therapy, like having a browse before sleep in their bed. Moreover, this consumer segment was the only one very concerned about the inconsistency of shopping channels. This suggests that 'Fashion Therapists' might prefer to actually buy fashion products in stores, after they have seen certain products online via mobile any other digital device. There appears a

new approach to shopping which was not available before, such as browsing for shopping therapy. This trend might have an impact on retailers' traffic data, and the retailers might suggest that consumers really love the products they view most. However, this type of the consumer can browse for many nights for the same retailer's products, looking at them, imagining how could wear them. Eventually, going and trying it on (the product observed for a period of time on mobile) in store after many days, when the state of shopping therapy might reach the height of urgency, and this consumer knows where to find the products they might love to look at.

Although, shopping as therapy is one of the characteristics of this segment, but the major factor in their shopping behaviour is confidence and shopaholism. Moreover, the main reason why these consumers use shopping therapy for improving the mood, is their enjoyment from shopping. However, they like shopping but they do not see much value from shopping experience. 'Fashion Therapists' are mainly interested in obtaining fashion products, which will provide value. Impulse buying is important for them as a result of shopping therapy. Whereby, consumers from 'Fashion Forward' consumer group enforce impulse buying for achieving benefits of being attractive.

8.5.2.2. Consumer Group 3 – Fashion Forward: Experienced Innovative Shoppers with High Expectations

Confident, fashion forward, socially gregarious shoppers willing to be attractive, with great expectations from products they buy, and from the final value they can achieve. These consumers can be characterized as experienced innovative shoppers with high expectations (Figure 94).

'Fashion Forward' consumers are by far more demanding in regards to fashion products, shopping process and value. This consumer group is the only group which has the highest propensity to shop via mobile channel, and are willing to buy fashion products regularly in order to be attractive. They are fashion forward and new product-driven. Moreover, these consumers see the most benefits to shop via mobiles, and have high expectations from this shopping channel (Figure 94).

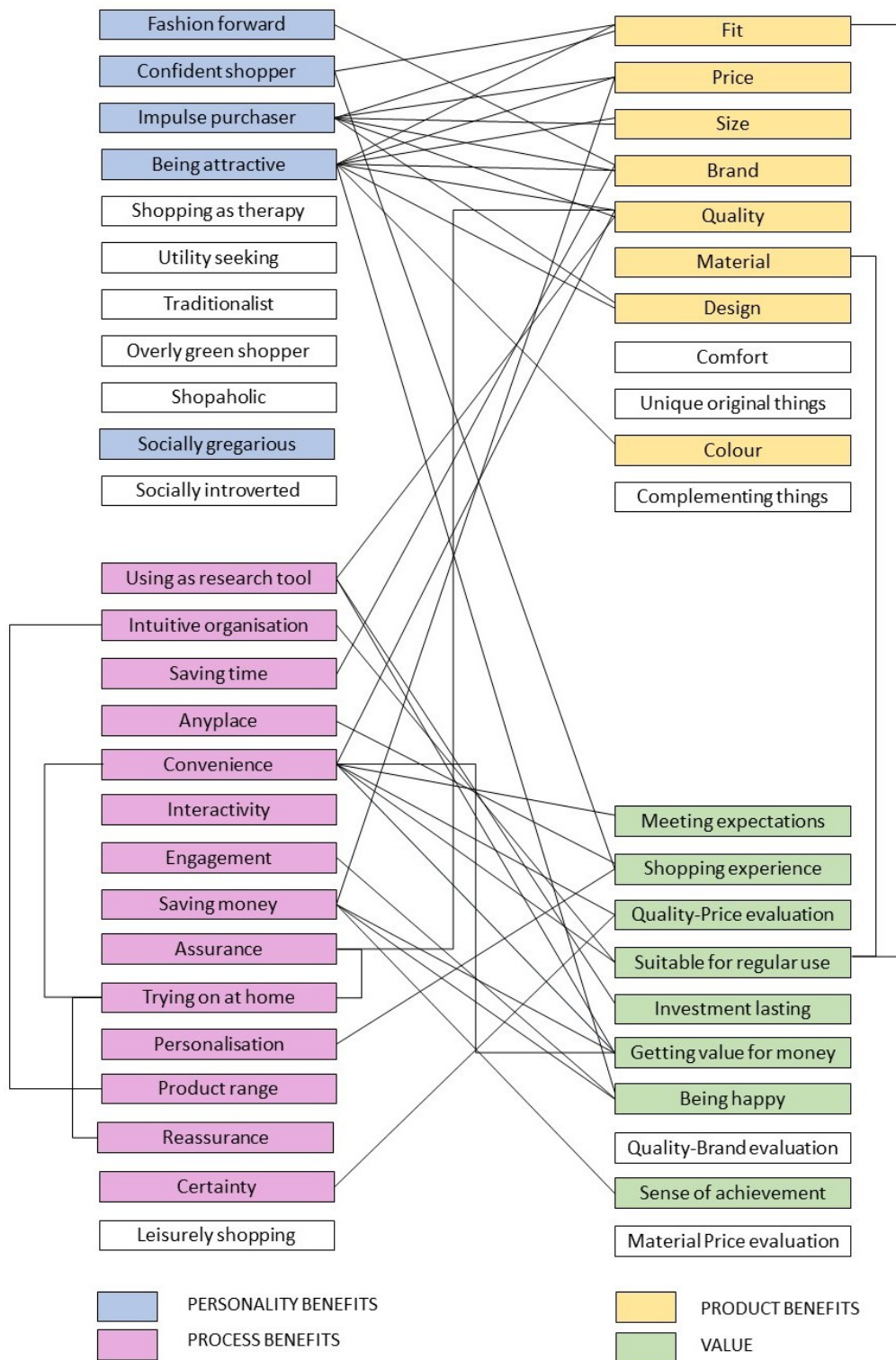


Figure 94: Segment 3 - links between benefits and value.

Moreover, as identified from the descriptions of consumer groups 1 and 3, these consumers have more experience shopping via mobiles, than any other segment. Therefore, the results from the comparison between experienced and inexperienced users (Section 6.3.) can be applied for a better understanding about the differences in shopping behaviour and shopping experience of these consumers.

The strategy proposed based on the benefits consumers seek from mobile shopping channels, and the use of features available via those channels depends on the market the retailer is targeting. In cases of existing customer base, the features identified for experienced users can be applied. In case of acquiring new customers or redirecting existing desktop or store consumers to use mobile channels, it has to be accounted for inexperienced users' shopping behaviour on mobile. Moreover, it is important to identify what consumers like or expect within mobile platforms, and to identify differences in behaviour and experience. Therefore, the issues identified for both groups of users can be adopted in redesigning existing mobile platforms. Moreover, the issues found from focus group data analysis showed required improvements in order to add value to consumers through mobile channel, what cannot be achieved via another shopping channels.

Although, there were differences identified between 'Fashion Therapists' and 'Fashion Forward' consumers in regards to process benefits, but it is apparent from the results that 'Fashion Forward' consumers seek all process benefits from mobile, but one. Whereby, 'Fashion Therapists' seek lesser number of process benefits, but expect the one that 'Fashion Forward' did not emphasize. Therefore, the strategy needs to address all of the process benefits for mobile in order to satisfy highly demanding mobile consumers. By addressing all required process benefits, retailers can assure that they can provide a value to their consumers. Therefore, the features addressing those benefits, in turn, address the value established at the earlier stage (Figure 95). This means that in order to deliver value to consumer, consumers' expected benefits need to be satisfied. Moreover, the EFMC model of the mobile platform (Section 8.3.) serves as a framework in identifying which features are required to satisfy consumers' process benefits. The links between process benefits to shop on mobile and the essential features of mobile shopping channel emerged from focus groups data coding, and highlight that all 43 features are required in order to satisfy fashion consumers' process benefits using mobile, which are determinants for resulting value (Figure 95).

The model of EFMC model gathers all required features, which consumers are willing to be able to use on their smartphones, there are a number of services, which are not elements of the shopping platform, but represent services provided by retailers. This means that the services, such as order updates, refunding the money, contribute to benefits of 'assurance', and can be delivered through customer services strategy as part of the marketing strategy.

Benefits of 'anyplace' and 'trying at home' are independent from retailer's influence, and are possible due to consumers' conscious choices.

An overview of the Figure 95 shows that in order to satisfy the benefits of 'intuitive organisation', the retailers need to implement most of the essential features on their m-commerce platforms. The evidence in Section 8.4. highlighted that none of the fashion retailers in the case studies have implemented the majority of the essential features, and some of them were better at checkout, when others were leading in product pages. The average use of features on mobile apps was just above 50 %, and average mobile websites were lacking at browsing stages with less than 40% of the potential used, and leading only at the checkout adopting almost 65% of the potential features.

Moreover, identifying the value the fashion consumers are seeking through various benefits is of interest to retailers, there are issues related to the use of mobile channel, which represent actual barriers towards using the mobile devices for shopping. These problem areas identified during the focus group data analysis can guide fashion retailers and mobile platform developers in implementing relevant changes for improving consumers' value.

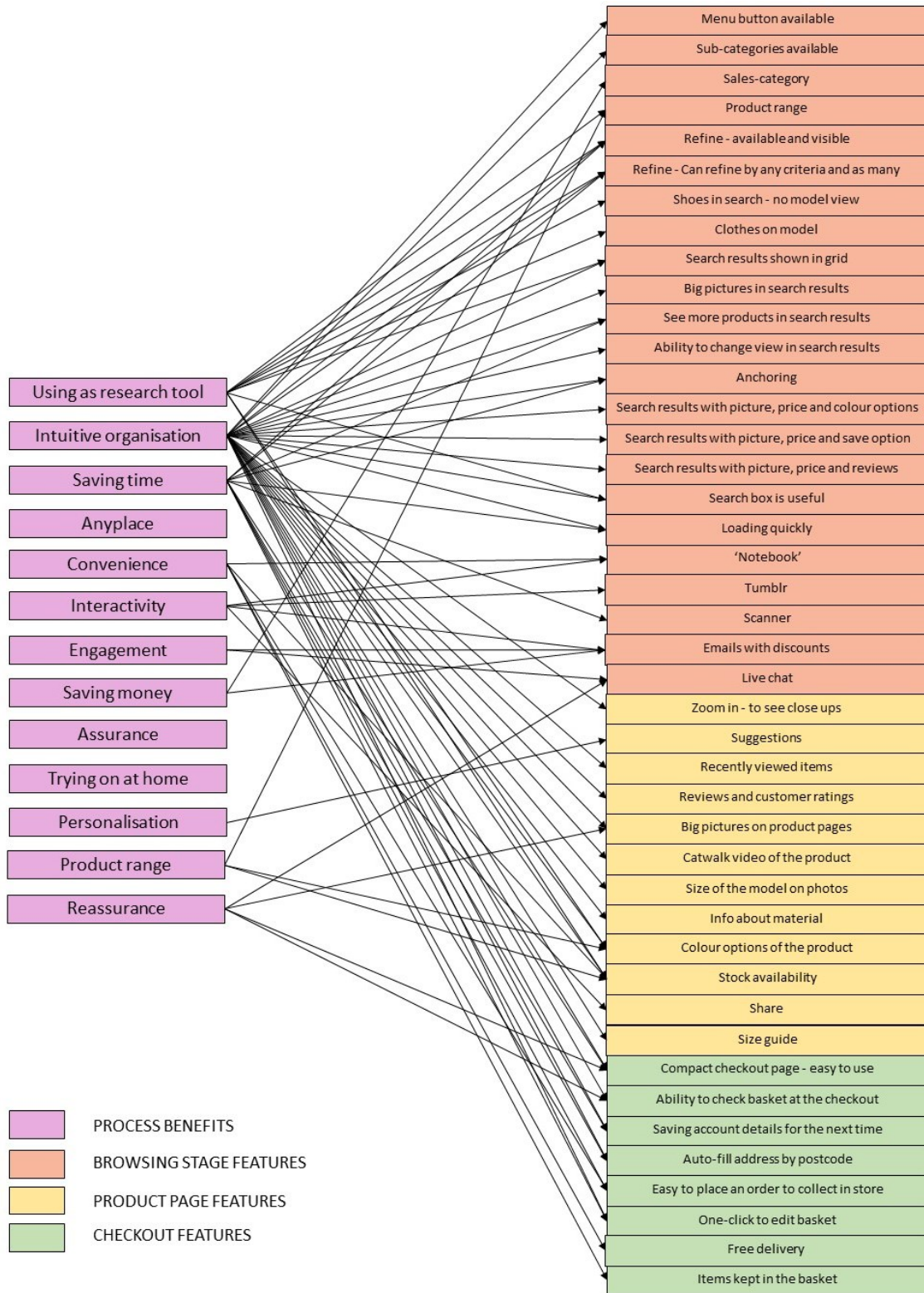


Figure 95: Components of mobile shopping platform addressing process benefits deliverable on mobile.

8.5.3. Summary and Implications

This is an example of prospective marketing strategy development for m-retail. This approach is quite generic in a way, it can be applied by many fashion retailers, as it reflects the actual consumers' perceptions towards mobile shopping platforms. Differentiation between mobile apps and websites disappears if this strategy is applied, and retailers need to provide adequate shopping channels to all their prospective consumers, whether they use mobile app or website. It was identified that mobile consumers prefer using websites on their smartphones, what is in agreement with latest research from comScore (2016). Over 60% of mobile consumers make purchases online via websites, whereby, in the UK the divide between these two platforms is nearly the same, accounting for 59.3% using mobile apps, and 60.5% websites (comScore, 2016). Therefore, the results showed that retailers focusing on developing mainly mobile apps (Section 8.4.) are lacking in meeting expectations of another potential consumer base.

Two consumer groups' expectations, namely 'Fashion Forward' and 'Fashion Therapists', used for marketing strategy development, cover exhaustive list of features addressing their needs, and other two consumer groups might find all relevant features in those shopping platforms. Therefore, a marketing strategy, that addresses the needs of a wider consumer population, accounting for shopping channel preferences and switching between them, can deliver commercial benefits relevant to apparel consumers.

8.6. Summary of the Chapter

This chapter presented further analysis of the findings of three empirical studies and their application in developing a conceptual model explaining mobile fashion consumers' behaviour, perceptions and expectations from mobile shopping channels. The use of GT in understanding of complex mobile consumers' types has been demonstrated by this research. BVT theory developed through GT methodology was applied for consumer segmentation, and identified four distinct consumer groups within the same socio-demographic population of consumers, who are females aged 18 to 34 years old. BVT theory showed that a different decision-making process is needed, compared to what was used in previous research studies. The variety of shopping channels has changed the way consumers make decisions when shopping, and consumers do not follow a linear path as postulated in past studies, but their decision-making process is influenced by the level of goal-orientation, affecting the benefits sought they want to satisfy first. The decision-making processes have to be considered more flexible than it has been considered previously, and an understanding of these can be integrated into coherent mobile app and website, which can help distinct consumer groups to fulfil their needs.

The development of EFMC model through a triangulation of results from three empirical studies served as a framework in evaluating current apparel retailers mobile shopping platforms. This was not possible at the offset of this study due to the lack of conceptual frameworks specifically developed for mobile shopping channel. EFMC model contributes to the knowledge by proposing a comprehensive, concise and more exhaustive theoretical model of expected features, which are essential on mobile shopping platforms. This model can be applied in further studies examining mobile consumers' behaviour in other contexts.

Evaluation of current apparel retailers' mobile apps and websites based on EFMC proved useful, as it revealed the actual level of mobile shopping platforms implemented by fashion retailers. The findings revealed that majority of retailers need to understand their consumers first before developing mobile strategies and developing mobile platforms, or prior re-designing existing ones.

Finally, this chapter has proposed a marketing strategy based on knowledge and understanding of mobile consumers' behaviours and needs. This last section summarised the findings of all sections of this chapter by proposing a conceptual framework of combined BVT

and EFMC models. This final marketing framework can explain how mobile consumers benefits sought can be addressed through appropriate features of EFMC, resulting in final value, which is a determinant of future shopping behaviour and loyalty.

The emergent conceptual EFMC model highlights the potential apparel retailers can achieve in their mobile channels and offers an understanding of mobile fashion consumers whose behaviour cannot be characterised based on demographics. This information and segmentation strategy can be useful for marketing managers because they can tailor their offerings to address these distinct consumer groups.

CHAPTER 9 – CONCLUSIONS AND RECOMMENDATIONS

9.1. Introduction

This chapter presents the conclusions of the thesis, its contribution to knowledge, implications, limitations, recommendations and further work that are derived from four phases of empirical studies presented in Chapters 4, 5, 6 and 7, followed by four phases of further analysis in Chapter 8. These chapters presented the characteristics of mobile apparel consumers, their shopping experiences and perspectives, the state of apparel m-retail in the UK, the factors influencing consumer behaviour and affecting propensity to shop via mobile and implementation of marketing strategies in this substantive area of commercial value for apparel retail. This chapter presents a summary of outcomes of this thesis including the contribution to knowledge and implications for academia and business alike. This chapter concludes by reviewing limitations of the study and recommendations for further research.

This thesis advances the apparel m-retail and mobile consumer behaviour literature in several ways. The application of GT, specifically mixed GT, provides significant knowledge that goes beyond that gathered via quantitative approach. Prior research was focused on models and theories developed within desktop and in-store environments, and had assumed that mobile consumers using smartphones would exhibit behaviours similar to patterns observed with online environments.

9.2. Outcomes of the Thesis

This thesis contributes to the ongoing debate about the impact of technological advances and the widespread ownership of smartphones, on consumer shopping behaviour. Smartphones allow for constant access to favourite apparel retailers and create new opportunities for both retailers and consumers. This new phenomenon is transforming retail and marketing strategies currently used.

Earlier studies, which used quantitative approaches to investigate mobile consumer behaviour, mainly focused on testing hypotheses and links between variables applying existing models. These approaches constrained opportunities of developing new knowledge in the area of apparel m-retail.

This thesis has contributed to marketing research methods by adopting a mixed GT approach. This more holistic approach allowed the construction of data-informed conceptual models, which when applied together can help to understand mobile fashion consumer behaviour. This orientation enabled building a new theory and theoretical propositions, which are based on data saturation. It is a good exemplar for future studies of unconventional application of GT method to learn about salient factors and processes influencing mobile consumer behaviour focusing on understanding how to address that behaviour. Furthermore, triangulation within further data analysis proved a rigorous technique, the use of multiple data sources including mobile app reviews, eye tracking, interviews and focus groups, served to broaden the knowledge base about factors influencing mobile consumers' behaviour. The research methodology adopted in this thesis enabled identification of important factors and processes of mobile consumer behaviour, which were not established in previous research.

This research analysed apparel m-retail in the UK and consumer behaviours. Each chapter in this thesis has contributed towards the accomplishment of research aims. All four research aims have been achieved in this thesis through application of mixed GT methodology. This section revisits research aims, reviews the contents of each results chapter, summarises the outcomes of the thesis and asserts a contribution to knowledge.

9.2.1. Outcomes of Aim 1

Aim 1 sought to analyse mobile apparel retail in the UK and was accomplished by the analysis of secondary data (literature review and industry articles) on apparel m-retail, the review of fashion mobile apps available in the market to date and the evaluation of apparel retailers' mobile apps and website in case studies.

Chapter 2 reviewed previous research about apparel m-retail in the UK, mobile marketing, market segmentation and conceptual models applied in this area. A critical review of previous studies on apparel m-retail, mobile marketing, mobile consumer behaviour and consumer segmentation forms the basis of useful contribution of this study by chronologically organising research in the area of m-retail. A taxonomy of the variables used in segmentation in apparel industry was developed. The identified variables were created for bricks-and-mortar and web browser consumer segmentation, and there was a lack of variables specific to mobile shoppers. Therefore, a fresh way of capturing mobile consumers' characteristics was necessary in apparel m-retail, informed a need to produce a novel segmentation framework different from bricks-and-mortar and web browser environments.

Chapter 3 presented the research design applied in this thesis. Chapter 4 reported the findings from survey about mobile consumers in the UK. It introduced the list of favourite apparel retailers' mobile apps. The findings of this phase were used as a sample frame for further phases of the research. Chapter 5, informed by the findings of Chapter 2, reviewed what mobile platforms were available in the market to date. Mobile app reviews analysis resulted in identifying numerous problems using mobile platforms, influencing mobile consumers to abandon mobile apps and shop from more user-friendly websites. The EFMC model (Chapter 8) was used to evaluate apparel retailers commercial platforms, namely mobile websites and apps. This phase of the research identified that apparel retailers have been developing mobile shopping platforms without exhaustive understanding their consumers' expectations.

9.2.2. Outcomes of Aim 2

Aim 2 sought to evaluate mobile apparel retail consumers' experience and their perspectives. This was met through the analysis of primary data collected in four phases regarding basic mobile consumer characteristics, their past experiences using mobile apps, real time shopping experiences, behaviour on mobile apps and websites and their overall shopping journey via smartphones.

Chapter 4 reported the scope for this research study by presenting basic characteristics of mobile consumers in the UK, females aged 18 to 34 years old using iOS or Android OS smartphones. Chapter 5 identified mobile consumers' experiences using Topshop mobile apps on iOS and Android OS smartphones and highlighted consumers' dissatisfaction with current mobile platforms. The results of Chapter 6 showed that consumers behaved significantly differently when using mobile app and website on smartphones. This chapter logged actual mobile shopping behaviour through the use of eye tracking technology. A range of problem areas were identified on these two mobile platforms, with some of them observed on both platforms. The eye tracking experiments highlighted that some users were ready to abandon shopping involvement due to browsing issues and slow loading speed. A need for a comprehensive list of essential features of a mobile platform influencing consumers' shopping journey was identified, which informed the work in Chapter 8. The findings presented in Chapter 7 extend existing literature by identifying consumers' benefits sought and value from mobile fashion shopping based on qualitative data analysis. The comparison of mobile consumer groups identified in Chapter 8, by applying BVT to segment consumers, showed that these consumers seek to satisfy different combinations of benefits sought specific to their

group. Retailers accounting for these differences in consumer behaviour can implement mobile strategies aimed at satisfying these consumers' expectations.

9.2.3. Outcomes of Aim 3

Aim 3 has been accomplished by applying GT principles to build a theory explaining mobile apparel consumer behaviour and processes involved during their shopping journey. These are summarised in Chapters 7 and 8. Its fulfilment furthermore underscores key interactive relationship between mobile apparel retail and its consumers.

Chapter 7 involved developing GT related to mobile consumers use of smartphones for fashion shopping. Benefits Value Theory (BVT) was developed to explain the relationship between levels of benefits and their influence on shopping involvement, unpacking complex consumer behaviours in m-retail based on benefits sought, which evolve in a sequence specific to consumer group.

9.2.4. Outcomes of Aim 4

The process of achieving Aim 4 has been discussed in the methodology (Chapter 3) and further analysis (Chapter 8). Aim 4 has been fulfilled by the development of a conceptual framework for consumer-oriented mobile apparel channel.

This research contributes to knowledge by looking at the ways consumers perceive mobile platforms, and respond with distinctive behaviours and attitudes. A conceptual framework, developed in this thesis, addresses what companies are doing on mobile and what consumers think about it. A conceptual model of Essential Features of Mobile Channel (EFMC) was developed, emphasizing 43 features required on mobile platforms based on saturation of data about used and desired features sought by mobile fashion consumers. The EFMC model highlighted areas of mobile platforms that have been neglected by apparel retailers. These findings have important implications for retailers' strategy development. The EFMC conceptual model extends existing knowledge in the area of mobile shopping platforms, it can be implemented in retailers' strategy focusing on identifying the most important features sought by their target consumers.

9.2.5. Outcomes of Aim 5

The main contributions of this research are theoretical. A new framework for fashion consumer segmentation was developed based on the BVT theory, and provided a base for a

novel way of identifying consumer groups in apparel m-retail. The findings showed that distinguishable differences between consumer clusters were identified by implementing cluster analysis based on personality and product benefits sought and consumer values. Four distinct consumer clusters have emerged within the same socio-demographic consumer group: Fashion Therapists, Responsible Shoppers, Fashion Forward and Reserved Shoppers. Consumer profiles have been developed accounting for links between consumer personalities, shopping channel preferences and the level of involvement in fashion shopping. Fashion Forward and Fashion Therapists displayed the highest level of engagement in fashion shopping activities, and mobile shopping route was predominant among these consumers. The range of shopping channels had impact on the way mobile consumers make decisions when shopping. Mobile consumers do not follow a linear path as postulated in past studies. Their decision-making process, influenced by the level of goal-orientation, affects what benefits sought they want to satisfy first. According to BVT theory benefits sought are not independent, and consumers sequentially undergo through three distinct stages in order to achieve value from shopping involvement, which reflects a complexity of mobile consumers' expectations.

Chapter 8 involved further analysis by triangulating the findings from three empirical studies. The EFMC model was developed (Chapter 8), which served as a framework in evaluating current apparel retailers' mobile shopping platforms. Finally, a mobile marketing strategy was proposed based on the conceptual frameworks developed in this research.

It is important to acknowledge that mobile channel is a distinct shopping venue from online shopping environments accessible via PC and laptop, and conceptual frameworks need to be developed accounting for these differences in order to satisfy mobile consumers' expectations. This research identified that in order to understand mobile fashion consumers and offer engaging mobile shopping platforms, retailers need to apply a combination of theoretical frameworks together: BVT theory, consumer segments based on personality and product benefits and value, mapping against EFMC model, in order to develop appropriate mobile marketing strategy for target consumer group.

9.3. Implications of the Study

This research extends existing conceptualisations of the online retail environments and consumption experience based on saturation of data. This thesis developed conceptual

models and theory to expand understanding of the mobile consumer experience in apparel m-retail. The findings of this research study have theoretical, practical and methodological implications for academics, practitioners and retailers.

Methodological implications relate to the innovative research design of this thesis, application of mixed GT methodology, adoption of a new approach to application of eye tracking technology with smartphones in real-time shopping involvements and triangulation of the findings from distinct data sets. Theoretical implications relate to the development of new theoretical frameworks: BVT theory, a novel consumer segmentation framework and EFMC conceptual model. Perceived benefits sought from mobile fashion shopping and value have been identified influencing consumers' future shopping behaviour. The findings have practical implications for retailers, especially marketers and developers. A new framework for mobile marketing strategy has been developed by combining BVT theory, consumer segmentation based on benefits sought and EFMC conceptual model. Retailers can attain value by applying these frameworks (Chapters 7 and 8) and developing their own mobile offering strategy.

9.4. Limitations and Recommendations

Further work can be done in a number of areas building upon this study. The conceptual model and theory were developed based on the UK apparel industry, therefore, further work needs to gather qualitative data in other countries or other retail industries in order to confirm or modify these frameworks, and to create generalizable theory applicable in any context. This way GT developed in this thesis can be elevated from substantive to formal theory by widening the scope of the theory and its generalisability.

The findings originated from only females aged 18 to 34 years old. Therefore, further work can be done to investigate mobile shopping behaviours of other demographic groups. It was not possible to pursue this issue in this study due to time constraints.

The EFMC model can be applied in future studies as a framework for a survey design to gather contextualised retailer-focused consumer preferences from mobile shopping platforms. This can help before building new mobile shopping platforms or implementing necessary improvements to existing mobile platforms.

9.5. Summary of the Chapter

Refining an understanding of how mobile consumers interact with mobile apparel retail has been the main aim pursued in this research. The work presented in this thesis has fulfilled all four aims and has contributed new knowledge to the academic understanding of mobile consumer benefits in apparel m-retail. This study has contributed new BVT theory supporting existence of three levels of benefits sought, namely personality, product and process benefits, and value, as holistic process in decision-making considerations by mobile consumers. This study has also identified 43 features of mobile platform (EFMC), which have practical implications for apparel m-retail industry. Recommendations for designing mobile apparel platforms were proposed, with implications to acquire new and retain existing customers through engaging mobile channels. The mobile marketing strategy developed in this thesis can help retailers to segment consumers, identify profitable consumer groups and deepen their connection with the brand through offering unique mobile shopping experiences.

Several contributions have been made regarding the apparel m-retail environment, its elements as influencing factors in assuring mobile consumer benefits and value. This research proposed a framework for diagnosing the strengths and weaknesses of mobile platforms. Shopping journey and behaviour models established how to profile and segment the consumer base by assigning value to fashion retail and capturing consumers' complexity. The findings have important implications, and this dynamic framework can be used to predict consumers' future purchase behaviours.

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APPENDICES

APPENDIX 3A – Smartphone Ownership by OS

Report	Year	Country	iOS, %	Android OS, %
(IDC, 2016)	2013	Worldwide	12.9	79.8
(Kantar WorldPanel, 2016)	2013	UK	30.6	56.2
(Ipsos MediaCT - Tech Tracker, 2013)	2013	UK	21	20
(IDC, 2016)	2014	Worldwide	11.6	84.8
(Kantar WorldPanel, 2016)	2014	UK	28.5	58.4
(Statista, 2016)	2014	UK	42.3	51.3
(DeviceAtlas, 2015)	2014	UK	54.53	35.42
(IDC, 2016)	2015	Worldwide	13.9	82.8
(Kantar WorldPanel, 2016)	2015	UK	40.1	51.5
(Statista, 2016)	2015	UK	43.3	51.7
(Intel, 2015)	2015		29	56
(Kantar WorldPanel, 2016)	2016	UK	34.8	58.8
(Statista, 2016)	2016	UK	43.5	52
(IpsosMORI, 2016)	2016	UK	35	34
(DeviceAtlas, 2016)	2016	UK	58.5	37.67

APPENDIX 3B – Questionnaire Example

Questionnaire: Mobile Fashion Shopping



- 1) What Operating System is your mobile device? Tick what is applicable:
 - iOS
 - Android
 - Other. Please specify _____

- 2) What model smartphone do you have?
Type _____

- 3) Have you experienced a different Operating System mobile device before using this one?
 - No, I always use the same brand phone.
 - Yes. Please specify what mobile phone you used before _____

- 4) Do you do fashion shopping via your mobile device?
 - Yes
 - No, but I research clothing via my mobile device

- 5) How often did you purchase fashion products via your mobile device within last 12 months?
 - 10 and more
 - 7-9
 - 4-6
 - Less than 3

- 6) Do you prefer to use mobile apps or websites for fashion shopping? Please choose one.
 - Mobile app
 - Mobile optimized website
 - Website
 - Don't know the difference

- 7) What is your favourite way of purchasing fashion items via mobile device? Please choose one.
 - Purchasing a product for home delivery
 - Reserving a product to collect and pay for in-store
 - Purchasing a product to collect later in-store

- 8) Do you find other routes to buy fashion products you have seen on mobile? Tick all applicable:
 - I buy in-store
 - I buy on my PC
 - I buy on my laptop
 - I buy on my tablet
 - I buy via my smartphone

9) Which fashion retailers have you bought from via mobile device within last 6 months?

- Type _____
- Type _____
- Type _____
- Type _____
- Type _____

10) Indicate on the scale the answer that matches your view most closely.

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
I research clothing on my mobile before buying in-store					
I research clothing in-store before buying via my mobile					
I research and buy clothing via my mobile					
I do not like the idea of making payments on a mobile					
Usability of mobile device for browsing/shopping is poor					
Website/products do not display properly on small screen					
Website does not load quickly enough					
Payments are too hard to make on mobile device					

11) What are the most important factors that make you purchase clothing via mobile device? Tick all applicable:

- The product I want is easy to find
- The product I want is available
- The range of products is greater than in-store
- I get a discount when I purchase online
- The ability to shop from any location and any time
- The ability to view products in more detail
- The ability to compare with other products

12) What fashion apps do you use? Please type the names below.

- Type_____
- Type_____
- Type_____
- Type_____
- Type_____

13) Are all your favourite fashion retailers' mobile apps available for your mobile device to download?

- Yes, I found all I needed
- Yes, but only some are available as mobile apps
- No, none of them have mobile apps

14) How important are the opinions of friends and family on what you purchase?

- Very important. I ask for advice all the time.
- A bit important. I make purchasing decisions myself, but look what my friends are wearing.
- Not important at all. I make all purchasing decisions myself and do not need to hear what others think about it.
- Don't know. I ask for an advice sometimes, although, I am not dependent on that.

15) What gender are you?

- Female
- Male

16) What age are you?

- 15-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

17) What is your highest level of education?

- Formal school education incomplete
- GCSE / O level
- A Level
- College Trade/technical/vocational training
- Associate Degree
- Bachelor's degree
- Professional qualification
- Master's degree
- Doctorate degree

18) What is your employment status?

- Full-time (30 or more hours per week)
- Part-time
- Contract, Freelance or Temporary Employee
- Self-employed
- Semi-retired
- Retired
- Homemaker
- Stay-at-Home Parent
- Full-time Student
- Part-time Student (working MORE than 30 hours per week)
- Part-time Student (working LESS than 30 hours per week)
- Unemployed
- None of the above

19) What is your job level?

- Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)
- Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)
- Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)
- Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)
- Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))
- Student
- Casual worker – not in permanent employment
- Housewife/ Homemaker
- Retired and living on state pension
- Unemployed or not working due to long-term sickness
- Not working due to disability
- Full-time carer of other household member
- Other _____

Are you interested in being involved in further research study? Would you like to take part in face-to-face interview? Please type your email address and/or phone number below.

Thank you for your participation and valuable input.

APPENDIX 3C – PFS-F and PFS-F-E Surveys: Comparison of the Results

1) What Operating System?

	PFS-F	PFS-F-E
iOS	81.38	80.79
Android	18.62	19.21

3) Have you experienced a different Operating System mobile device?

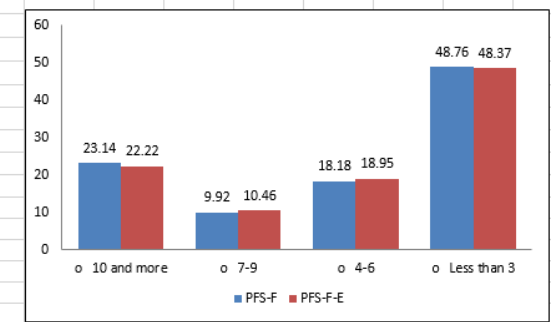
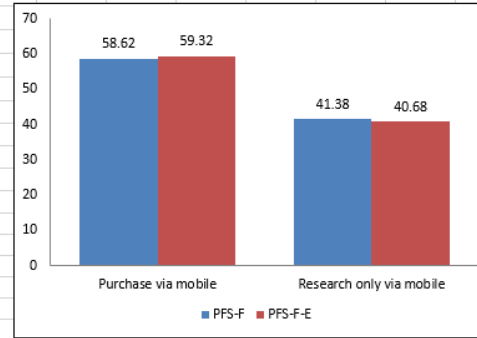
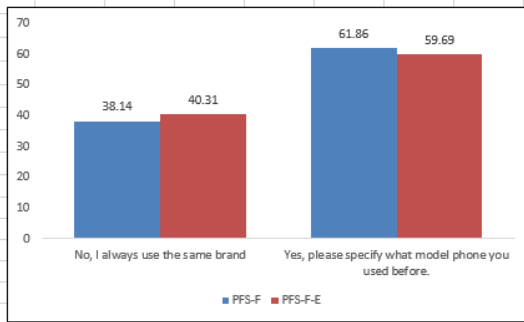
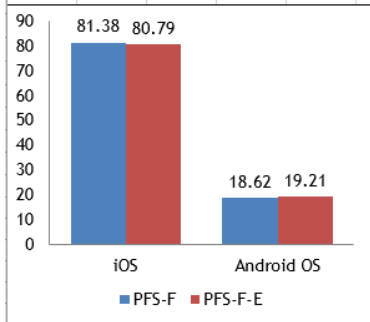
	PFS-F	PFS-F-E
No, I always use the same brand	38.14	40.31
Yes, please specify what model phone you used before.	61.86	59.69

4) Do you do so?

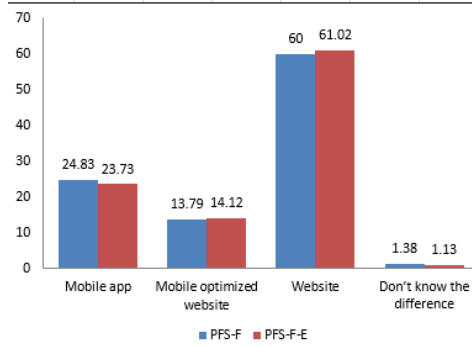
	PFS-F	PFS-F-E
Purchase	58.62	59.32
Research	41.38	40.68

5) How often do you use mobile devices?

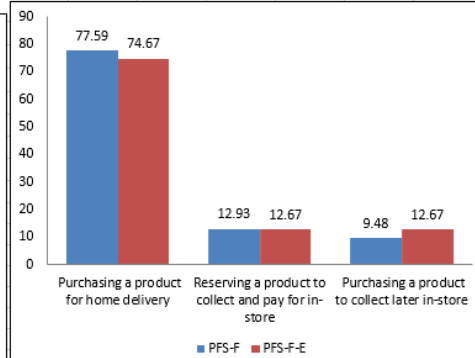
	PFS-F	PFS-F-E
o 10 and more	23.14	22.22
o 7-9	9.92	10.46
o 4-6	18.18	18.95
o Less than 3	48.76	48.37



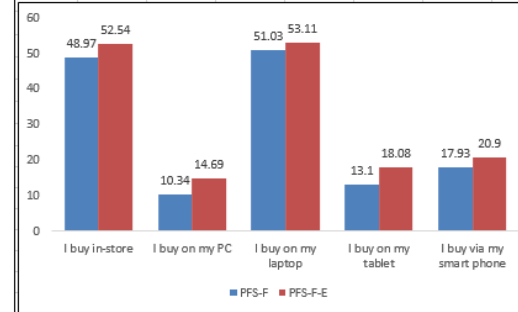
6) Do you prefer		
	PFS-F	PFS-F-E
Mobile app	24.83	23.73
Mobile optimized website	13.79	14.12
Website	60	61.02
Don't know	1.38	1.13



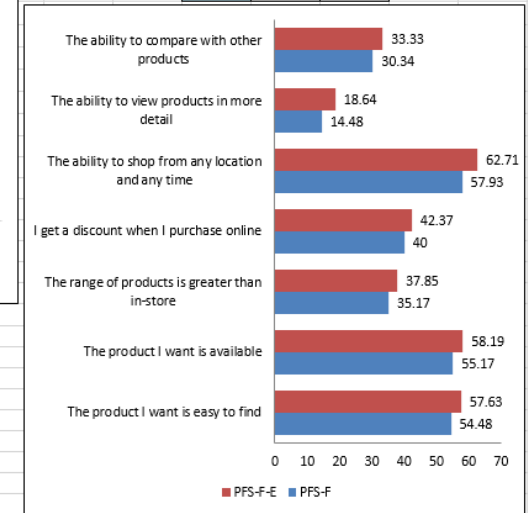
7) What is your		
	PFS-F	PFS-F-E
Purchasing a product for home delivery	77.59	74.67
Reserving a product to collect and pay for in-store	12.93	12.67
Purchasing a product to collect later in-store	9.48	12.67



8) Do you find other routes		
	PFS-F	PFS-F-E
I buy in-store	48.97	52.54
I buy on my PC	10.34	14.69
I buy on my laptop	51.03	53.11
I buy on my tablet	13.1	18.08
I buy via my smart phone	17.93	20.9

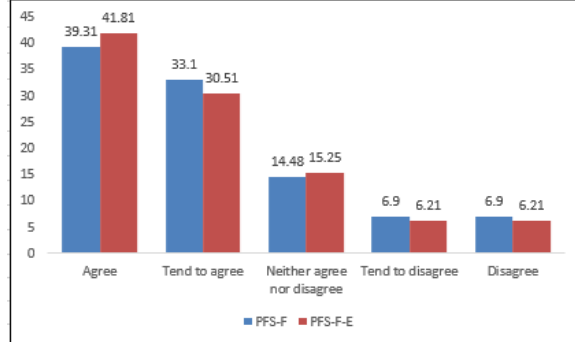


11) What are the		
	PFS-F	PFS-F-E
The product I want is available	54.48	57.63
The product I want is easy to find	55.17	58.19
The range of products is greater than in-store	35.17	37.85
I get a discount when I purchase online	40	42.37
The ability to compare with other products	57.93	62.71
The ability to view products in more detail	14.48	18.64
The ability to shop from any location and any time	30.34	33.33



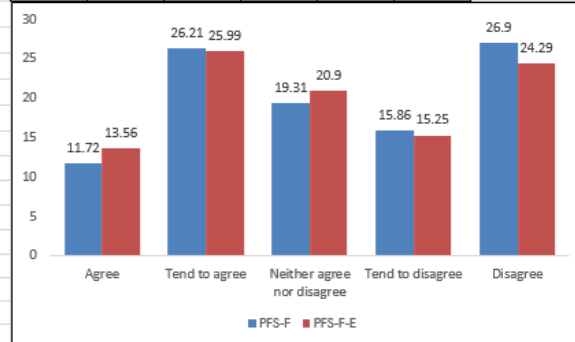
I research clothing on my mobile before buying in-store

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	39.31	33.1	14.48	6.9	6.9
PFS-F-E	41.81	30.51	15.25	6.21	6.21



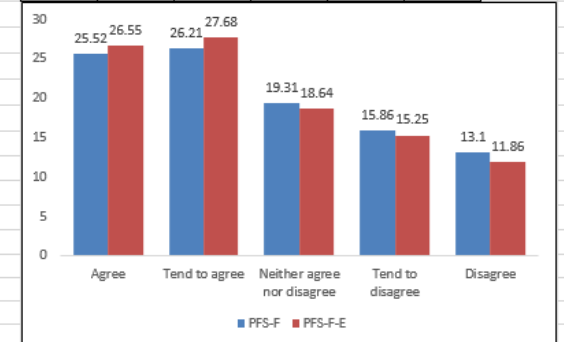
I research clothing in-store before buying via my mobile

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	11.72	26.21	19.31	15.86	26.9
PFS-F-E	13.56	25.99	20.9	15.25	24.29



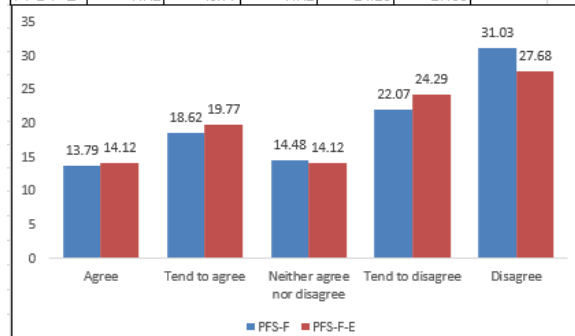
I research and buy clothing via my mobile

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	25.52	26.21	19.31	15.86	13.1
PFS-F-E	26.55	27.68	18.64	15.25	11.86



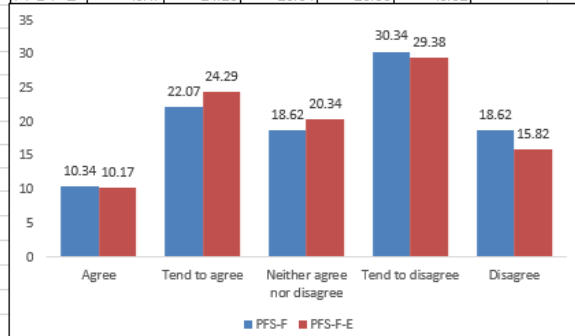
I do not like the idea of making payments on a mobile

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	13.79	18.62	14.48	22.07	31.03
PFS-F-E	14.12	19.77	14.12	24.29	27.68



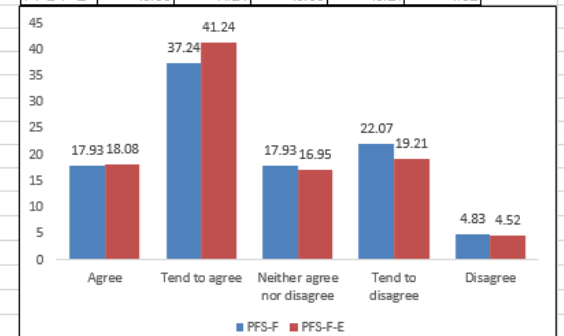
Usability of mobile device for browsing/shopping is poor

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	10.34	22.07	18.62	30.34	18.62
PFS-F-E	10.17	24.29	20.34	29.38	15.82



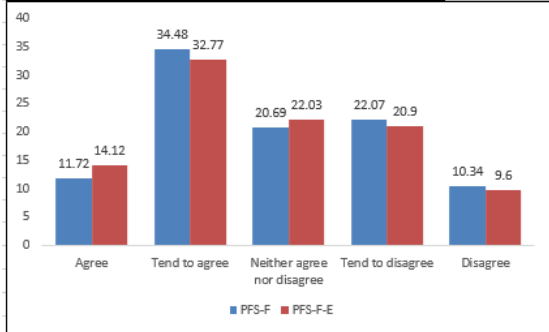
Website/products do not display properly on small screen

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	17.93	37.24	17.93	22.07	4.83
PFS-F-E	18.08	41.24	16.95	19.21	4.52



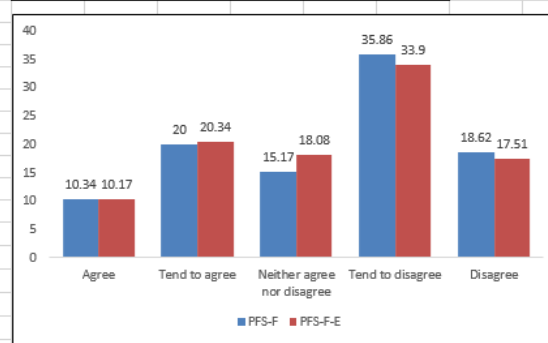
Website does not load quickly enough

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	11.72	34.48	20.69	22.07	10.34
PFS-F-E	14.12	32.77	22.03	20.9	9.6



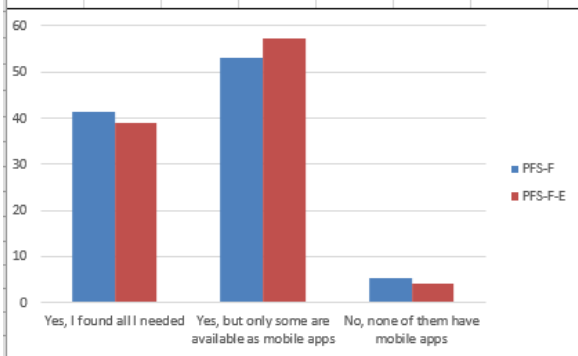
Payments are too hard to make on mobile device

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F	10.34	20	15.17	35.86	18.62
PFS-F-E	10.17	20.34	18.08	33.9	17.51



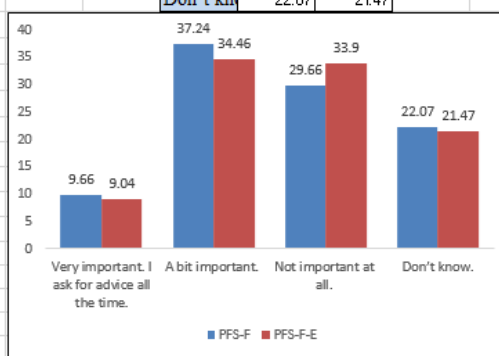
13) Are all your favourite fashion retailers' mobile apps available for your mobile device?

	PFS-F	PFS-F-E
Yes, I found all I needed	41.49	38.89
Yes, but only some are available as mobile apps	53.19	57.14
No, none of them have mobile apps	5.32	3.97



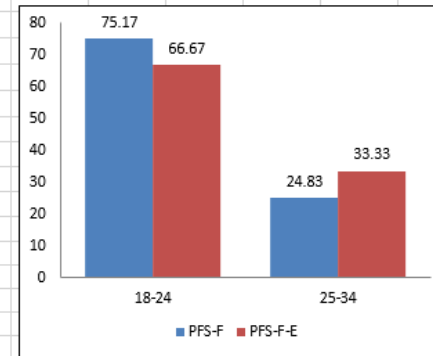
14) How important are the opinions of friends and family on your mobile device usage?

	PFS-F	PFS-F-E
Very important. I ask for advice all the time.	9.66	9.04
A bit important.	37.24	34.46
Not important at all.	29.66	33.9
Don't know.	22.07	21.47



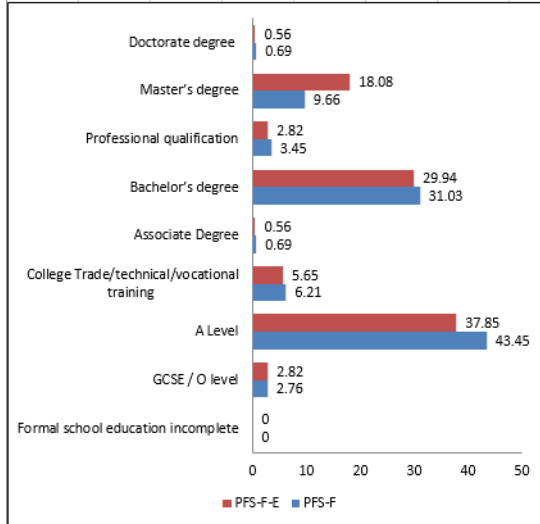
15) What age are you?

	PFS-F	PFS-F-E
18-24	75.17	66.67
25-34	24.83	33.33



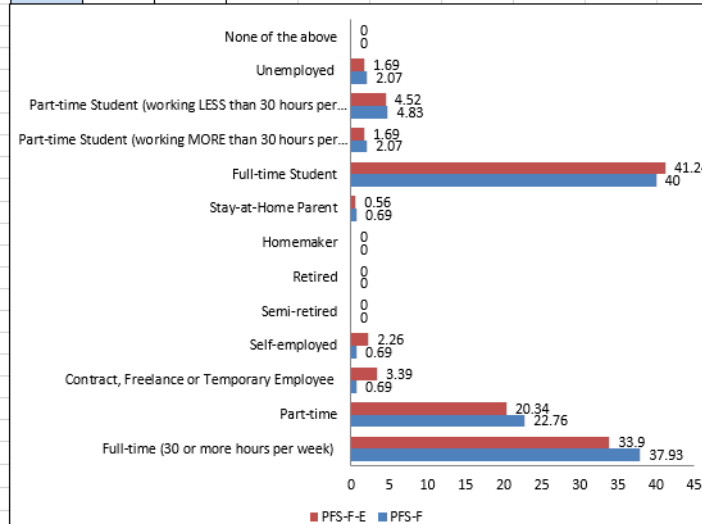
16) What is your

	PFS-F	PFS-F-E
Formal school education incomplete	0	0
GCSE / O level	2.76	2.82
A Level	43.45	37.85
College Trade/technical/vocational training	6.21	5.65
Associate Degree	0.69	0.56
Bachelor's degree	31.03	29.94
Professional qualification	3.45	2.82
Master's degree	9.66	18.08
Doctorate degree	0.69	0.56



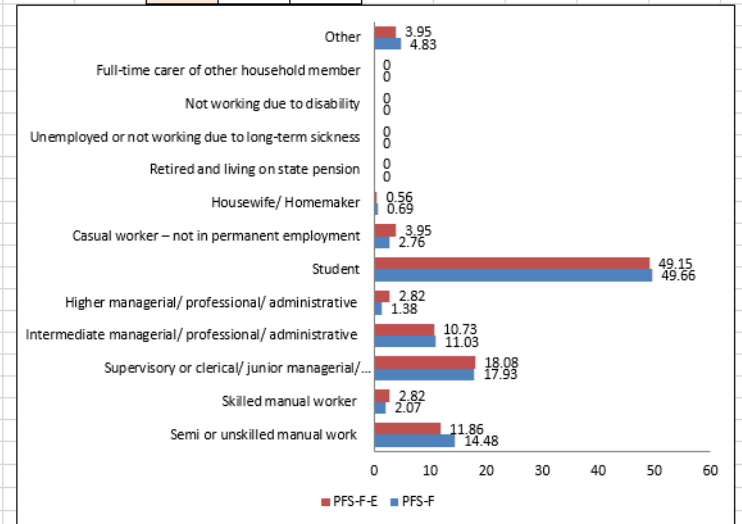
17) What is your

	PFS-F	PFS-F-E
Full-time (30 or more hours per week)	37.93	33.9
Part-time	22.76	20.34
Contract, Freelance or Temporary Employee	0.69	3.39
Self-employed	0.69	2.26
Semi-retired	0	0
Retired	0	0
Homemaker	0	0
Stay-at-Home Parent	0.69	0.56
Full-time Student	40	41.24
Part-time Student (working MORE than 30 hours per week)	2.07	1.69
Part-time Student (working LESS than 30 hours per week)	4.83	4.52
Unemployed	2.07	1.69
None of the above	0	0



18) What is your job level?

	PFS-F	PFS-F-E
Semi or unskilled manual work	14.48	11.86
Skilled manual worker	2.07	2.82
Supervisory or clerical/ junior managerial/ intermediate managerial/ professional/ administrative	17.93	18.08
Intermediate managerial/ professional/ administrative	11.03	10.73
Higher managerial/ professional/ administrative	1.38	2.82
Student	49.66	49.15
Casual worker – not in permanent employment	2.76	3.95
Housewife/ Homemaker	0.69	0.56
Retired and living on state pension	0	0
Unemployed or not working due to long-term sickness	0	0
Unemployed	0	0
Not working due to disability	0	0
Full-time carer of other household member	0	0
Other	4.83	3.95



APPENDIX 3D – Survey Data Types

Data	Data type	Data Type Description	Appropriate Charts and Graphs for Frequency Data
Categorical	Descriptive (nominal)	A name value or category with no order or ranking implied. A simple frequency count of how often the nominal category occurs can be built with nominal data.	Bar chart or pie chart
Categorical	Ranked (ordinal)	Agreements (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree). There is a ranking of views where order of such views is important, but there is no suggestion that the differences between each scale are identical. It is used to rate the quality of something or agreements.	Bar chart
Numerical	Continuous (interval)	Numerical values are assigned, there is no absolute zero, but intervals are equal.	Histogram, frequency polygon
Numerical	Discrete (ratio)	The scale is interval and there is an absolute zero, that represents some meaning.	Histogram, frequency polygon

Adopted from Gray (2014) and Saunders et al. (2015).

APPENDIX 3E – Overview of iOS Mobile Apps Version History

Overview of iOS Mobile Apps - Multichannel Retailers

Apparel retailer's app	Topshop		River Island		Next	
	Version	Update date	Version	Update date	Version	Update date
Version History	4	05/11/2013	2.3	28/09/2012	3.9	27/08/2013
	3.2.4	17/09/2013	2.2	04/04/2012	3.8	27/07/2013
	3.2.3	02/09/2013	2.1	02/02/2012	3.7	09/04/2013
	3.2.2	30/07/2013	2	31/08/2011	3.6	05/03/2013
	3.2.1	20/06/2013	1.3	20/07/2011	3.5	11/07/2012
	3.2	07/05/2013	1.2	13/05/2011	3.4	14/05/2012
	3.1	07/05/2013	1.1	11/05/2011	3.3	04/04/2012
	3.0.3	07/02/2013	1	16/12/2010	3.2	02/03/2012
	3.0.2	14/01/2013			3.11	22/12/2011
	3.0.1	11/12/2012			3.1	19/12/2011
	3	04/12/2012			3	05/12/2011
	2.0.8	17/08/2012			2.9	17/10/2011
	2.0.7	26/06/2012			2.8	27/09/2011
	2.6	16/03/2012			2.7	10/08/2011
	2.0.5	15/03/2012			2.5	08/07/2011
	2.0.3	08/02/2012			2.04	30/07/2010
	2.0.2	27/01/2012			2.03	10/06/2010
	2.0.1	21/12/2011			v2.01	02/06/2010
	2	19/12/2011			1.8	18/02/2010
	1.0.5	24/01/2011			1.5	05/02/2010
1.0.4	05/01/2011			1	29/12/2009	
1.0.3	19/12/2010					
1.0.2	26/08/2010					
1.0.1	09/08/2010					
Number of current version's reviews	22 (3)		796 (4)		224 (3.5)	
Number of all versions' reviews	5,207 (2.5)		2,450 (3.5)		11,415 (3)	

Overview of iOS Mobile Apps - Pure-Play Retailers

Apparel retailer's app	ASOS		Ebay Fashion		Very	
	Version	Update date	Version	Update date	Version	Update date
Version History	2	10/10/2013	2.0.1	11/10/2013	8.1	19/09/2013
	1.8	15/05/2013	2.0.0	26/08/2013	8	12/07/2013
	1.7	11/02/2013	1.9.0	04/04/2013	7.11	20/02/2013
	1.6	02/02/2013	1.8.2	13/02/2013	7.7.1	25/09/2012
	1.5	03/08/2012	1.8.1	20/11/2012	7.7	17/09/2012
	1.4	29/02/2012	1.8.0	15/10/2012	7.3	06/06/2012
	1.3	14/12/2011	1.7.0	15/08/2012	5	22/11/2011
	1.2	27/10/2011	1.6.1	22/05/2012	1.6	25/06/2011
	1.1	27/09/2011	1.6.0	08/05/2012	1.5	30/03/2011
	1	13/09/2011	1.5.1	24/01/2012	1.4	21/01/2011
			1.5.0	19/12/2011	1.3	02/11/2010
			1.4.0	04/10/2011	1.2	21/09/2010
			1.3.2	05/07/2011	1.1	23/07/2010
			1.3.1	10/05/2011	1	25/06/2010
			1.3.0	06/04/2011		
			1.2.1	15/01/2011		
			1.2.0	06/01/2011		
			1.1.0	03/10/2010		
			1.0.1	02/08/2010		
			1.0.0	15/07/2010		
Number of current version's reviews	59 (2.5)		10 (4.5)		0	
Number of all versions' reviews	880 (3)		425 (2.5)		1,079 (2.5)	

APPENDIX 3F – Overview of Android OS Mobile Apps Version History

Apparel retailer's app	Rating	Current version	Updated	Size, MB	Downloads	Number of reviews	Oldest review date	Number of screen shots
Topshop	4.5	1.1.3	08/11/2013	10.25	50,000+	35	08/08/2013	19
River Island	-	-	-	-	-	-	-	-
Next	-	-	-	-	-	-	-	-
ASOS	4.8	1.0.1	11/11/2013	1.64	50,000+	114	08/10/2013	23
Ebay Fashion	-	-	-	-	-	-	-	-
Very	-	-	-	-	-	-	-	-

APPENDIX 3G – Eye Tracking Experiments on PC

Introduction

There was a need to overview approaches to usability testing of websites and mobile apps. Starting from the development of frameworks for similar studies involving user's interaction with the media, such as accessing retailer's online shops via computer and smartphone.

First of all the differences between the most relevant schools of thought were highlighted, as well as the criticisms that accompany this area of research. The aim of this phase of the research was to develop a link between consumer behaviour, particularly intention to purchase fashion products, and User Experience (UX) phenomena. Therefore, the development in the area of UX will help to identify possibility to adopt relevant approaches for ways to analyse the data from eye-tracking experiments.

There were a number of questions that arose from Topshop mobile apps review analysis, informing a need to develop knowledge in this underexplored area. How do customers perceive the idea of using smartphones for fashion shopping? What features do they consider most important while using mobile devices? How do consumers actually perform a particular task? How do they browse? How do they make a purchase? How can fashion retailers make it easier for consumers to use mobile devices? What unmet customer needs could retailers address with new features possible with mobile devices that were not possible with PC?

UX research methods include traditional and emerging approaches. Traditional methods widely used by researchers can be complemented by using emerging methods like usability testing, which involves direct observations of users' interaction with an interface, revealing the extent to which an interface supports users' goals, offering identifying specific ways to improve the website. According to Centralis (2003) usability testing also has following limitations:

- inquiry is limited to the scope of the interface and tasks tested;
- cannot directly address fit with users' overall process;
- relies on self-report to understand larger context;
- may require a more complex test set-up.

Usability testing approach can help in developing a detailed understanding of the purchase process, including stages, decision criteria and information needs. According to Centralis research methods (2003), 'conducting usability testing allows to assess current offering and

identify opportunities for improvement', and the best research design would need to combine usability testing with field interviews.

According to Nielsen and Budiu (2013) usability studies do not require hundreds or thousands of participants to identify a problem area on the website or mobile app, and there is no need to measure it. Even larger companies are advised to start its mobile usability research with smaller, qualitative studies, which would help to identify major usability problems that should be addressed immediately (Nielsen and Budiu, 2013).

Demo Session of Eye-Tracking Experiments at the Usability Lab: Topshop website on PC

Date: 12/05/2014

Duration: 1.30 pm – 4.00 pm

Technician: Sandra Fletcher

Moderator: Zofija Tupikovskaja-Omovie

This demo session helped to identify the best possible settings arrangements needed during experiments. This was useful to test the experiment in terms of duration, settings of the software for experiments, and post experiment interview. The following notes made during the demo session are presented next.

Plan for experiments in the Usability Lab for using static eye-tracking technology

Participants - females aged 18 to 34 years old. Each session will have one participant at a time, researcher (me) and technician(s).

Duration of the session - 45 min. This is including eye-tracking and post-eye-tracking interview.

Devices - desktop computer (in the Lab) with static eye-tracker.

Plan for experiments:

- Prior to experiment the participant will:
 - Read an information sheet;
 - Sign a consent form to participate in the experiment-interview;
 - Sign a consent form to take photos (additional, not inclusive);
 - Fill in a short questionnaire.
- The participant will be introduced to the way eye-tracking technology works, and will be informed about all the necessary setting and calibration requirements by the technician of the lab.

- The participants will use Topshop's website www.topshop.com on desktop computer to complete a task according to specified scenario leading to a purchase. This will be to browse the website in order to find a fashion product and complete a purchase.
- After all tasks are recorded the participant will be interviewed about their experience using smartphones for fashion shopping, and shown the eye gaze re-play to remind them using the website, and asked to comment about any likes and dislikes, difficulties, issues and advantages during browsing and purchasing stages on the computer. The researcher will ask the participant to explain why did she look long on one or the other part of the screen, part of the website or a link.

Settings for the experiments using static eye-tracker:

- During experiment:
 - The technician will stay in the same room with the participant and moderator;
 - The laptop with the eye-tracking software will be placed behind the participant so that the participant would not be able to see it during the experiment.
 - Introduction to eye-tracking technology by the technician;
 - One experiment per one participant (1/1);
 - No video recording of the face of the participant;
 - Audio recording could stay switched on in case the participant would comment about anything during the experiment;
- Before the interview:
 - The software builds the experiment;
 - The time to review the answers from the questionnaire, and to set which questions to ask;
- During interview:
 - RTA;
 - No video recording of the face of the participants;
 - Only audio recording using the webcam;
 - Interview of the participant, asking questions from the list;
 - The participant will be invited to comment about their experience during the experiment;
 - Gaze replay - A full video recording of gaze movement will be replayed on a screen in front of the participant.
- After experiment/interview:
 - Photos will be taken of the participant (who consented to take photos) while using the website in the lab / with eye-tracking glasses looking at mobile app on smartphone (no need to use real eye-tracker, this is for visualisation purposes only).

Data files required at the end of experiments:

- Gaze replay;
- Scan path of all pages identified;
- Heat map of all pages identified;
- Focus map of all pages identified;
- Statistical files of all pages;
- RTA file

Booking slots for experiments allocated as follow:

- Thursday, 15th May 2014:
 - 14.00-14.45 (booked)
 - 14.45-15.30 (booked)
 - 15.30-16.15 (booked)

- Monday, 19th May 2014:
 - 9.00-9.45 (no participant up to date on 13/05/2014)
 - 9.45-10.30 (booked)
 - 10.30-11.15 (booked)
 - 11.15-12.00 (booked)
 - 12.00-13.00 LUNCH BREAK
 - 13.00-13.45 (booked)
 - 13.45-14.30 (booked)
 - 14.30-15.15 (no participant up to date on 13/05/2014)
 - 15.15-16.00 (booked)

Data files would be ready for collection as follow:

- Tuesday's session – Monday, 19th May;
- Monday's session – Thursday, 22nd May;

Setting up of the experiments with Topshop website using eye tracking technology

In order to capture shopping experiences on the Topshop website, there were developed two types of shopping journeys for each participant, these are the actual shopping journey, which participant has undertaken on the website during the experiment, and desired shopping journey, which the participant desired to have undertaken to have the shopping experience more satisfactory. The second type of shopping journey was developed based on interview conducted during experiments and after the actual use of the website, therefore, the data represent the experience the participant thinks would be more pleasant than the one just experienced during the experiment.

Participant recruitment for the project

Participants were recruited by posting the call for participants online. A short description of the project explaining what is eye tracking technology, and how is it used. There was a link to a short survey where all interested had an opportunity to express their interest in the project and leave their contact details.

Call for Participants:

Looking at Topshop website and mobile app using Eye-Tracking glasses.

Want to contribute to research in Fashion Mobile Marketing?

This study is investigating how mobile fashion consumers interact with fashion websites and mobile apps on smartphones.

If you answered yes to any of these questions:

- You are a female between the age of 18 and 35 years;
- You own a smartphone;
- You like fashion;
- You purchase or browse via your mobile phone.

We would be interested to hear from you. Your participation is voluntary.

We are currently seeking volunteers to interact with Topshop website and mobile app using Eye-Tracking glasses with an interview afterwards.

Participation will last for approx. 60 min., and will take place on one of the following days 14, 15, 16 or 19 May in John Dalton building at MMU, Manchester.

You can make an important contribution to the research in the area of Fashion Mobile Marketing.

Please click on the link below to leave your contact details:

<https://www.quicksurveys.com/s/Sk8f4F>

Thank you for your time in advance.

Feel free to contact me if you have any questions.

Kind regards,
Zofi

Table 38: Call for Participants posted online.

All respondents received an email of appreciation for their interest in the project (Table 2).

On 09/05/2014 the total number of people who responded was 16. An email was sent to all of them on 09/05/2014 in the form shown below:

Subject:

Participation in research project: Looking at Topshop website using Eye-Tracking glasses

Dear Miss,

Thank you so much for responding to the call for participants and showing your interest in this exciting research project. Your input and contribution will have an impact on the development in the area of Fashion Mobile Marketing.

I would like to inform you that your response was accepted, and you will receive a link to a booking system with a precise time slots available for you to choose from on Monday.

Best wishes,
Zofi

Table 39: Email of appreciation for interest in the research project.

An email with a link to a booking system (Table 3), was sent to all respondents on 12 May 2014. Unfortunately, out of four days planned for eye tracking experiments, only two were available due a high demand and fully-booked The Usability Lab. Therefore, the booking system had only time slots available for 15 and 19 May 2014.

Along with the link to the booking system all the participants were sent an information sheet about the project to read in advance before coming to the Usability Lab, directions to the venue, and useful contacts.

Email sent to people who responded to the Call for participants, TO CHOOSE THE TIME SLOTS FOR EXPERIMENTS on 12/05/2014.

Doodle event poll on Doodle.com

Subject:

Booking time slots for participation in research project: Looking at Topshop website using Eye-Tracking glasses

Dear participant,

Thank you so much for responding to the call for participants and showing your interest in this exciting research project.

I would like to invite you to choose your preferred time slot in order to secure your place and take part in the research project focusing on Topshop website with the use of eye-tracking technology.

Please proceed to the booking system by clicking on a link below:

<http://doodle.com/eircwfsfw5pz5rx3>

Your input and contribution will have an invaluable impact on the development in the area of Fashion Mobile Marketing.

Please find a Research Participants Information Sheet attached.

Thank you for your time in advance.
Looking forward to seeing you at the usability lab.

Best wishes,
Zofija

Table 40: Email with a link to the booking system.

Response rate

The total number of people who responded to the call for participants was 21, out of them ten people have booked for the experiments, but only seven participants have actually taken part in the experiments. The response rate was 70%. The most exciting fact was that all the participants are willing to take part in further research projects and the second wave of experiments with eye tracking technology.

Brief description of the task

Each experiment was guided by the task the participant had to do on the website. They had a fixed budget to spend on the website, and could purchase up to two items from the website.

Profile Information:

Date of birth: 10 April 1993

Miss Lilly Brown
1 Tulip Road
Partington
Manchester
M31 4JE
Email: lillybrown201@gmail.com
Mob: 07952446274

Topshop account:

- User name: lillybrown201@gmail.com
- Password: 1redtulip

Budget: £75.00

No more than 2 items for an evening out.

Interview description

During the interview stage the participants were asked the following questions about their experience of using smartphones, mobile apps and websites for fashion shopping.

Questions asked during post-experiment interview:

1. Why do you use your smartphone for fashion shopping related activities such as browsing / purchasing?
 - 1.1. What are the main reasons?
 - 1.2. Why do you buy / browse on mobile?
2. Where do you use your mobile / smartphone for fashion shopping?
3. How do you use a smartphone for online fashion shopping?
4. When do you shop / browse for fashion products via smartphone?
5. What role does your smartphone play in your shopping journey? Do you browse and purchase on mobile, or browse on mobile and go to store to purchase, or browse on mobile and use tablet to purchase, or anything else? Check answers to Q8 from survey.
 - 5.1. Why do you buy fashion on laptop?
 - 5.2. Why do you buy fashion products on tablet?
 - 5.3. Why do you buy in-store?
 - 5.4. Why do you buy on mobile?
6. How do you remember what you have looked at on your smartphone?
7. How would you describe your experience of using Topshop website / smartphones for fashion shopping?

- 7.1. What issues have you come across when accessing fashion retailers via mobile?
- 7.2. What is positive about using smartphones for fashion shopping / browsing?
8. What negative or issues have you experienced while using Topshop website on PC / laptop?
9. What is positive about using Topshop website on desktop computer / laptop?
10. How could you describe the loading speed of the website?
11. Why did you look long on one or the other part of the screen? Check the video recording.
12. What do you think about website in comparison to mobile app?

Retrospective think aloud

After the interview the participant was asked to think aloud. This is retrospective verbalizations of the experience on the website. During this stage the participant had an opportunity to comment on actual use of the website, usability and navigation.

'Think aloud means that you should really think aloud, this is verbalize everything that comes to mind, and not mind my presence in doing so, even when curse words come to mind for example, these should also be verbalized. Act as if you were alone, with no one listening, and just keep talking' (van Gog et al., 2005). These recommendations are normally used during this stage of experiments.

Analysis of the data from Topshop experiments with eye tracking technology

Actual shopping journey on Topshop website

According to survey data about mobile fashion consumer the majority of respondents preferred to use websites for fashion shopping via mobile devices. These results suggested that websites might have better usability for browsing and purchasing on the mobile, and these websites possibly are easier to use at the checkout. Therefore, there was a need to develop a knowledge about fashion consumers' behaviour online while using PC, and then to compare their experience with those using mobile devices, particularly smartphones. The following objectives for this stage of research were identified:

- To develop a shopping journey map;
- To look for similarities and differences among participants;
- To measure the time spent at the checkout;
- To identify fashion consumer habits online;
- To identify which consumer group could the participant belong to;

Participant 1

Participant 1 (P1) uses iOS mobile device for fashion shopping, but has purchased less than 3 times within the last 12 months. Although, P1 is familiar with mobile devices and uses three fashion retailers' mobile apps, such as Asos, Topshop and Next, she prefers to use websites for fashion shopping. The only alternative route to buy fashion products P1 has seen on smartphone is laptop. This suggests that P1 is native laptop user familiar with websites, which could support their choices of interface. It is important to note that P1 said that only some of her favourite fashion retailers have available mobile apps to download on her smartphone. In regards to questions about experience of using mobile devices for fashion shopping P1 thinks that usability of mobile device for browsing/shopping is not poor, website/products display properly on small screen, and websites load quickly enough. The only concerns seem to arise in regards to questions about the idea of making payment on mobile and payment. P1 neither likes nor dislike the idea of making payments on a mobile, and P1 neither agreed nor disagreed that payments are too hard to make on mobile device.

P1 has the shortest and the smoothest shopping journey among all the participants. This participant was very focused on the task set by moderator. It seems that P1 is very familiar with Topshop website, because right from the start of the shopping journey, P1 has refined the search results according to task's specifications, which saved her time. At the start of the experiment P1 has gone to Categories and chosen Dresses, and the search results have shown 1063 items. Then she refined the search results by the price, selecting only those items that are under £75.00, and the search has shown 1014 items. The refining by the category, selecting only party dresses, has shown only 21 item. And, finally, refining by size, to show only size 10 items, has shown only 13 items. This refine by option seems to be very easy to use and functional. The refine by feature has some down sides too. The total search results were filtered resulting in only 13 items from 1063.

This participant values convenience and makes purchasing decisions quickly, which suggests that P1 could be an impulse shopper. As seen from Table 1, P1 has the shortest shopping journey among all the participants. Impulse shoppers do not browse for a long periods, they make their buying decisions quickly based on of the item found.

Participant	Total duration of the experiment, ms
P1	447858
P2	664786
P3	611319
P4	880193
P5	841538
P6	670857
P7	961808

Table 41: Total duration of the shopping journey on Topshop website by participants (P), ms

The average number of pages visited on Topshop website by participants, seen on Table 2, during eye tracking experiments is 22. The number of pages ranged from 8 to 38 for the shortest and the longest shopping journey consequently, whereby the majority of participants visited around 25 pages. The overview of the numbers shows that P1 has the shortest shopping journey not only in terms of duration but by the number of pages visited, because P1 has visited only 8 pages on Topshop website.

In order to compare separate stages of the shopping journey a break down table of time spent on each stage needs to be developed. This will help to analyse how each of the participants behaved during eye tracking experiments, and will enable to identify which consumer segment each of the participants belongs to. In addition to the time spent on each of the stages there is a need to study how many product pages each participant has visited during one shopping journey, and how many items has the participant purchased. According to Segmenting the UK mobile fashion consumer segments, P1 falls to Time-Conscious Consumers group.

Participant 2

Participant 2 (P2) had very rapid eye movement, which made it a bit difficult to calibrate the eye tracker in the beginning of the experiment. The calibration process was a bit shaky, because P2 had very rapid eye movement on the screen. During the eye tracking experiment

the calibration was lost for few ms on 3 pages, therefore there are no static data files about those pages.

P2 behaved differently than P1 during the shopping journey, she spent the majority of time browsing on Topshop website, it took her over 10 min to browse before choosing the items to purchase. P2 has visited 24 pages on the website in total, of which she visited 14 pages browsing before visiting the first product page. Then P2 visited another four pages browsing before visiting the second product page.

P2 is a loyal iOS user because she has never experienced a different OS mobile device before using the current iPhone. This participant does not purchase clothing via mobile, but uses smartphone for browsing. P2 preferred interface – website, and her favourite way of purchasing is - reserving a product to collect and pay in-store. PC is the main means to purchase fashion products P2 has seen on smartphone. The participant researches clothing on mobile before buying in-store. Overall attitudes towards using mobile for fashion shopping are negative because P2 does not like the idea of making payments on a mobile, and thinks that payments are too hard to make. Moreover, P2 tends to agree that usability of mobile devices for browsing and shopping is poor. According to P2, websites/products do not display properly on small screen, and website does not load quickly enough. Although, P2 prefers to use website, the participant said that all favourite fashion retailers' mobile apps are available for her smartphone to download.

Participant 3

Participant 3 (P3) uses smartphone for fashion shopping. Although, P3 prefer to use mobile apps for fashion shopping and browsing, the participant stated that only some fashion retailers mobile apps are available for her mobile device to download. Currently P3 has iPhone 4S, but she has experienced a different OS in the past, such as Blackberry Curve and Samsung Galaxy. Overall, P3 has shopped 4-6 times via mobile device in the last 12 months, and she prefers to purchase a product for home delivery. P3 purchases fashion products she has seen on smartphone mostly in-store and on PC.

The participant also provided an account on her attitudes towards making payments on a mobile. It appeared that P3 does not have any problem of making payments on mobile. Besides, she thinks that payments are easy to make. The only dissatisfaction P3 has towards usability and display of website and products on small screen. P3 neither agreed nor disagreed

with a statement that website does not load quickly enough on mobile, suggesting that this participant probably has experienced both slow and fast loading speeds.

Participant 4

Participant 4 (P4) currently uses iPhone 4S, but has experienced a different OS in the past, such as Blackberry. This participant purchases fashion products via mobile, accounting for 4-6 times within the last 12 months. P4 prefers mobile apps for shopping and browsing, and her favourite way of purchasing via mobile device is purchasing a product for home delivery. Moreover, P4 stated that all her favourite fashion retailers’ mobile apps are available for her mobile device to download. Fashion products seen on smartphone are mostly purchased by P4 on laptop or smartphone.

P4 agreed that she researches clothing on mobile before buying in-store, and tends to agree that she researches in-store before buying via mobile. This suggests that mobile is a starting point of the shopping journey and an ending point too, which might play an important role in overall shopping experience.

P4 thinks that websites’ loading speed is quick enough. This participant likes an idea of making payments on mobile and thinks that payments are fairly easy to make. Moreover, P4 is partly satisfied with the usability of mobile devices and display of websites and products.

Participant	Total duration, ms
P1	447858
P3	611319
P2	664786
P6	670857
P5	841538
P4	880193
P7	961808

Table 42: Total duration of the shopping journey on Topshop website by time, ms.

According to P4 the main factors that make her purchase via mobile device are:

- The product is available;
- The ability to shop from any location and any time;
- The ability to view products in more details;
- The ability to compare with other products.

P4 has spent a long period of time on Topshop website before purchasing two items (Table 5), this participant is the second to the last by the total duration of the shopping journey.

This participant has visited six product pages, whereby two of them were retailer's suggested products ('Why not try...') similar to those that P4 was looking at. The detailed information was extracted from eye gaze video recording, but the files that SMI software created as final files related to this participant did not provide any information about those suggested products. The information about product pages, see Table 3, gathered from static files suggested that P4 has visited only three product pages during her shopping journey on Topshop website. This suggests that in order to create a detailed shopping journey maps for each participant the main source of information is video file, but not separate static files that picture separate webpages visited.

Participant 5

Participant 5 (P5) uses Windows7 phone, and she has not experienced any other OS mobile device before using this one. According to the scope of the research project, only two OSs were of interest. Although, P5 does not qualify the selection criteria by OS, this participant is an important source of data for the project because she uses mobile device for fashion shopping, and P5 has made more than 10 purchases within the last 12 months. Moreover, P5 is a multi-channel customer, because she buys fashion products she has seen on smartphone in-store, on PC and tablet.

P5 prefers to use mobile apps for fashion shopping, and all her favourite retailers' mobile apps are available for her mobile device to download. The favourite way of purchasing via mobile is reserving a product to collect and pay for in-store. The participant uses mobile in a number of ways, including for research before buying in-store, and as a main way of shopping.

Interestingly, P5 neither agrees nor disagrees that usability is poor, website/products do not display properly, and websites do not load quickly enough. This might suggest that the participant is not satisfied with the shopping experience on mobile devices, but it looks that the experience manageable. P5 likes the idea of making payments via mobile and thinks that

payments are not too hard to make on mobile. Overall, P5 has positive attitudes towards the use of mobile devices for fashion shopping and browsing.

Participant 6

Participant 6 (P6) is a loyal iOS user, and she has not experienced a different OS before using this one. P6 uses smartphone only to browse for fashion products, and her main way to purchase those fashion products she has seen on mobile is on her tablet. Although, P6 prefers to use websites, she found all need favourite fashion retailers' mobile apps available to download for her mobile device. This participant likes purchasing a product for home delivery.

P6 researches clothing on her mobile before buying in-store and on the tablet. P6 does not like the idea of making payments on a mobile, and this could be one of the main reasons for not purchasing via mobile, in addition she neither agreed nor disagreed that payments are too hard to make on mobile.

In regards to usability, display on a small screen and loading speed P6 tends to have positive attitudes.

Among the most important factors to use mobile devices are availability of products, a greater range of products than in-store, and getting a discount.

Participant 7

Participant 7 (P7) currently uses iOS mobile device, but has experienced other OS before using this one. P7 purchases clothing via mobile, and did it more than 10 times within the last 12 months. Although, P7 prefers to use websites, she found all her favourite retailers' mobile apps available to download for her smartphone. Her favourite way of purchasing is for home delivery. P7 mainly buys fashion products she has seen on smartphone in-store.

P7 tends to think that usability of mobile device is good, but agrees that website/products do not display properly on small screen. Moreover, P7 seems to have experience with various loading speeds, because she neither disagrees nor agrees that website does not load quickly enough.

P7 has no problems with making payments on mobile devices, moreover, she tends to like the idea of making payments via mobile and thinks that payments are not too hard.

The most important factors for using mobile for shopping are as follow:

- The product I want is easy to find;
- The product I want is available;
- The range of products is greater than in-store;
- The ability to shop from any location and any time.

Participant	Trial nr	Duration, ms						
		P1	P2	P3	P4	P5	P6	P7
	Trial 1	67440	8293	22268	13258	30670	18476	14407
	Trial 2	62162	6572	66695	27085	17462	56150	39146
	Trial 3	43526	23223	28496	81354	19078	22390	10209
	Trial 4	33690	105097	35867	11659	62185	35473	24049
	Trial 5	24686	16574	96084	9015	29001	20358	25034
	Trial 6	73405	39823	21396	25085	57612	28792	-
	Trial 7	90227	16646	13137	18168	18218	14899	26549
	Trial 8	52722	18170	26875	40397	18969	22206	1910
	Trial 9		32441	19540	9056	9673	57253	71363
	Trial 10		-	21590	20265	18121	27522	19169
	Trial 11		-	27742	10711	11274	31810	6841
	Trial 12		-	64186	23118	-	28514	39860
	Trial 13		25019	104846	12836	-	28289	28690
	Trial 14		41431	62597	21520	15847	20454	16459
	Trial 15		21999		39281	-	3234	52902
	Trial 16		6155		7679	49165	30009	7904
	Trial 17		14501		34056	13051	14173	24508
	Trial 18		64178		106331	17721	48480	48927
	Trial 19		3220		113325	52783	106584	24190
	Trial 20		22230		17662	-	55791	11730
	Trial 21		16542		61861	25767		-
	Trial 22		57854		12704	25148		44618

Participant	Trial nr	Duration, ms						
		P1	P2	P3	P4	P5	P6	P7
	Trial 23		60640		14478	62924		12163
	Trial 24		64178		89000	154155		13500
	Trial 25				60289	132714		-
	Trial 26							14891
	Trial 27							16943
	Trial 28							18312
	Trial 29							-
	Trial 30							19344
	Trial 31							30806
	Trial 32							8541
	Trial 33							11715
	Trial 34							95836
	Trial 35							40375
	Trial 36							14084
	Trial 37							70494
	Trial 38							56339
Total duration, ms		447858	664786	611319	880193	841538	670857	961808
Items viewed		1	2	3	6	4	4	6
Items purchased		1	2	2	2	2	2	3

Table 43: Duration of all shopping journey by participants, ms. (Trials in green - product pages visited, Trials in purple - checkout pages)

Analysis of the Consumer Behaviour on Product Pages

Search stage is important in finding items that would be of interest for consumers, whereby, product pages are important in terms of making a decision to buy or not to buy the product. There are a number of variable that need to be considered in the decision making process. These could be aesthetic, functional and societal. An impulse to buy from the research stage,

beautiful photos of the product, great fit on a model, colour, pattern, design, description, product reviews, other suggested items, discount, and some others.

The product page is a catalyst of purchasing decision. The time spent on product pages varies by each participant, and by the category the product belongs to. The average time spent on one product page for the population of the sample is 38218.32ms. The shortest average duration of visiting a product page is 22114.5ms, and the longest – 77216ms, see Table 5.

Participant	P1	P2	P3	P4	P5	P6	P7
Average time spent on one product page, ms	77216	22114.5	23827.3	30705	22208.3	49358	42099.2
Average time spent on product page, ms	38218.32						
Total time spent on all product pages, ms	77216	44229	71482	92115	88833	148074	252595

Table 44: Time spent on product pages, ms

It is important to note that P2, P5 and P3 have a similar tendency to quick decision making, whereby their average time spent per product page is less than 24000ms. There is a need to look at each product page separately in order to identify trends in consumer behaviour. There is a possibility that one category of products may require more attention and time for inspection of the item than the other.

Participant	Average time spent on one product page, ms
P2	22114.5
P5	22208.25
P3	23827.33
P4	30705
P7	42099.17
P6	49358
P1	77216

Table 45: The ranking of the average time spent per product page, ms

P1 has visited only one product page and purchased that item after examining it thoroughly. P1 was the only participant who spent the most of the time on a single product page.

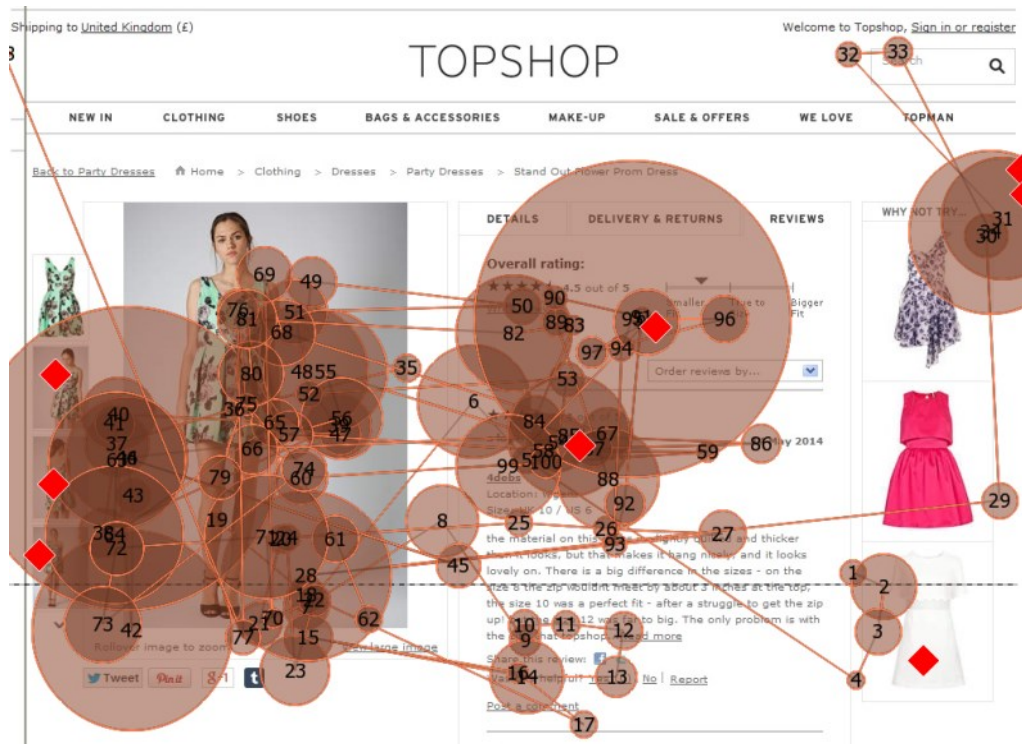


Figure 96: Product page viewed by P1, total scan path map.

The focus map shows the eye gaze movement trajectory and the time spent looking at the areas of interest. The bigger the circle, the longer the participant has focused on that point of the website. The total focus map of the product page is displayed above. As the focus map contains a lot of points of focus it makes it difficult to study the scan path from this file. Therefore, scanpath video file comes very useful again, particularly in this research project focusing on consumer behaviour, not just website pages visited.

Scan path video file allows to look in detail on areas of the product page that the participant has looked at by creating a detailed view of any stage of this process, by creating screen shots of the video replay.

First of all P1 looked at the description of the product, and the way to zoom the photos for a detailed view. P1 has focused on looking at each photo provided with zoom in feature that allows to see the garment in detail. Then looked at rating of the item on the review section of the product page, reading the actual review posted by other customers who bought this item. Moreover, the focus fixation, it is numbered 6 on the focus map, on the rating of the item was longer than on any other information regarding the review.

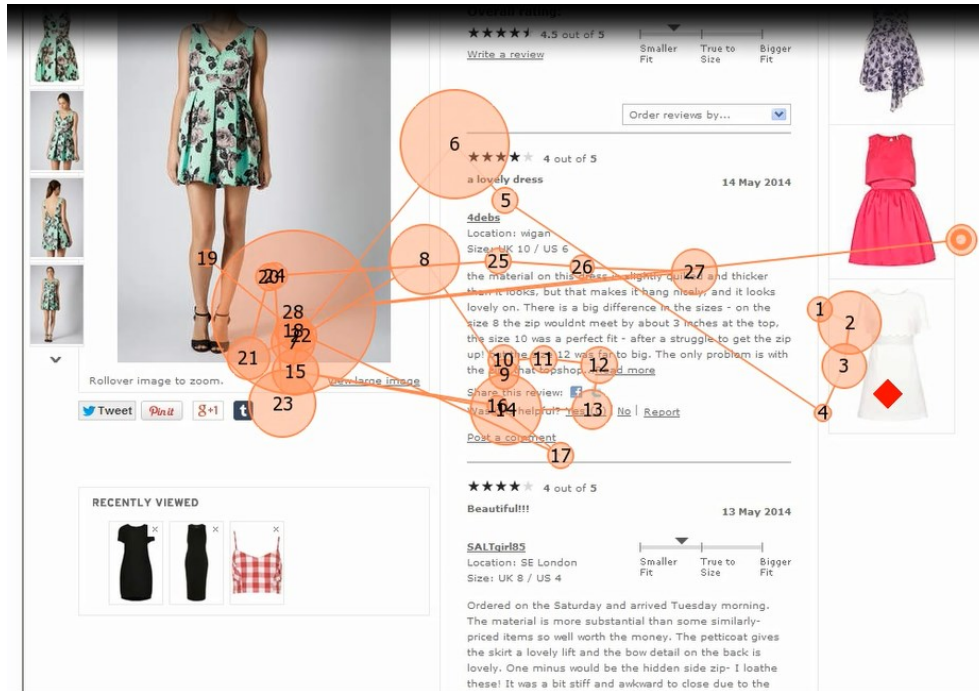


Figure 97: Product page viewed by P1, scan path map stage 1.

The most striking finding from the scan path map is that P1 focused on product rating and was reading only the first review that is next to the photos of the product. P1 did not scroll down to look for more reviews. It seems that the information provided from review forms an detailed and concise overview of the product of interest. The information extracted from reviews seems to be an important indicator of fit, quality and perceived satisfaction.

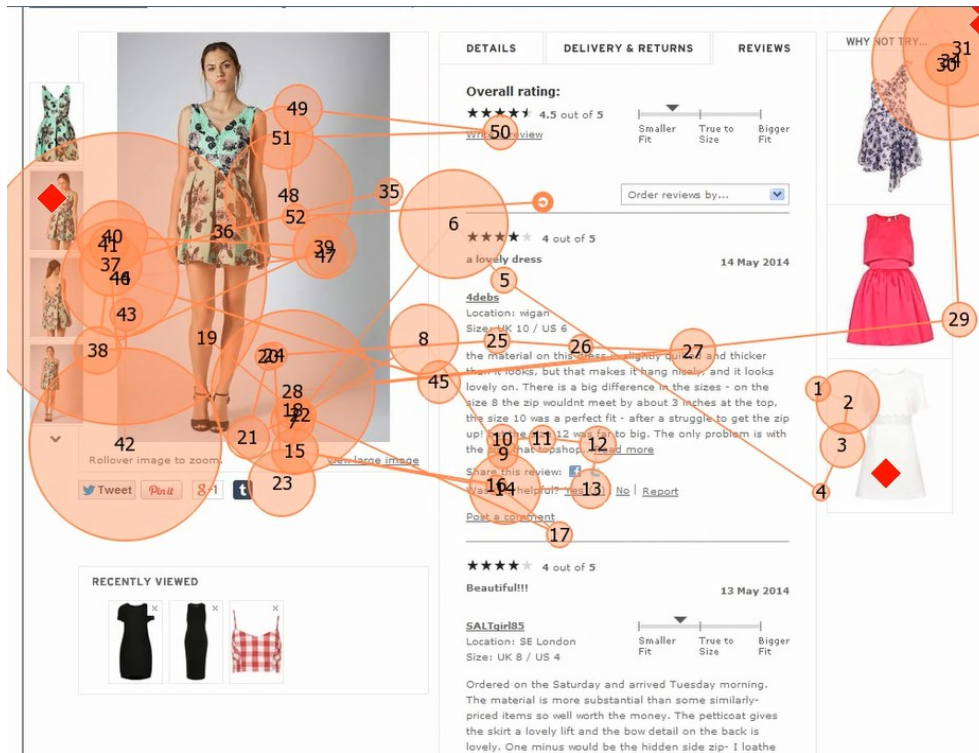


Figure 98: Product page viewed by P1, scan path map stage 2.

After reading the review and looking at the rating, P1 moved her attention towards the photos of the product. P1 has spent a long period of time looking at the photos. She examined all the product's photos provided on the Topshop website.

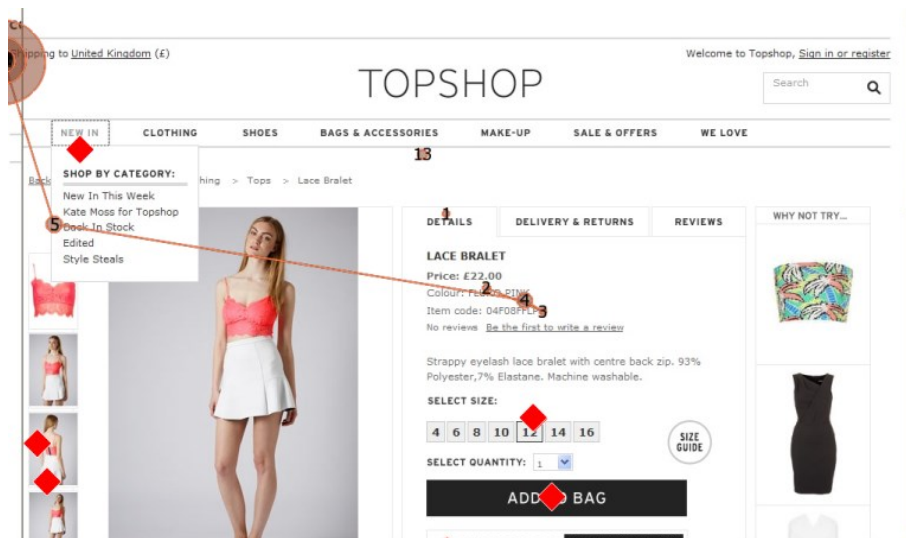


Figure 99: Product page 1 visited by P2, scan path static file.

P2 has spent the shortest time analysing the product page 1, and a similar situation was observed when P2 visited the product page 2, see Figure 4-5. Moreover, by the average time spent on a single product page P2 has the shortest duration. Although, P2 has a long period of browsing on the website, but P2 seems to find the item she likes and an immediate impulse

to buy it. This participant could be a representative of impulse fashion shoppers, suggesting to analyse how the other two participants, who have a similarly short duration of time spent on the product page, behave on the website.

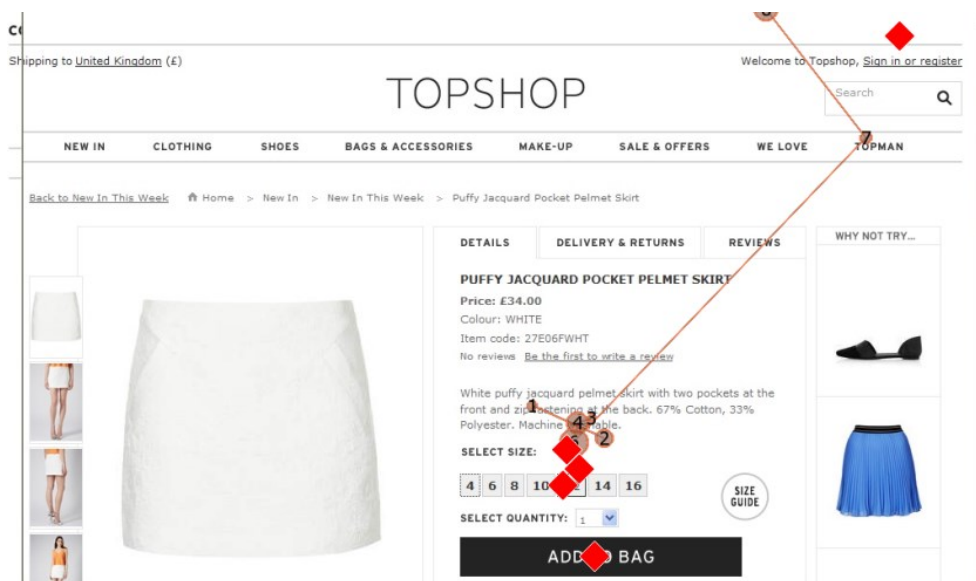


Figure 100 : Product page 2 visited by P2, scan path static file.

The observation of P2's behaviour on the product page on Topshop website shows that this participant does not need other customers' reviews or retailers' suggestions in order to make a decision to purchase a selected product. P2 looked at the description and product photos as the main means for deciding about the item's suitability.

P3

One of the issues working with eye tracking data discovered so far is related to visual files produced by SMI software. Sometimes the file does not show the product page, sometime this appears to have impact on other pages too, as it opposed to be but as a final screenshot of the page it looked like just before clicking and navigating away to another web page on the website. This means that in place of standard product page with photos, description and reviews the final visualization file displays an open categories tab with an overlay of scan path or heat map. This makes it difficult to evaluate the participant's behaviour on some web pages, including product pages.

P3 has visited three product pages on Topshop website and purchased 2 items out of 3. By the total time spent on Topshop website P3 is the second in a top list for the quickest shopping journey.

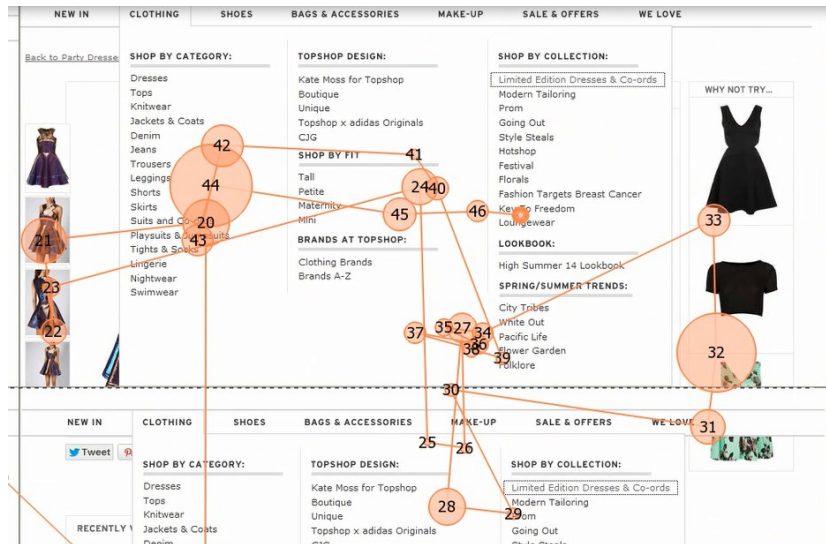


Figure 101: Product page 1 visited by P3, stage 1 extracted from scan path video file.

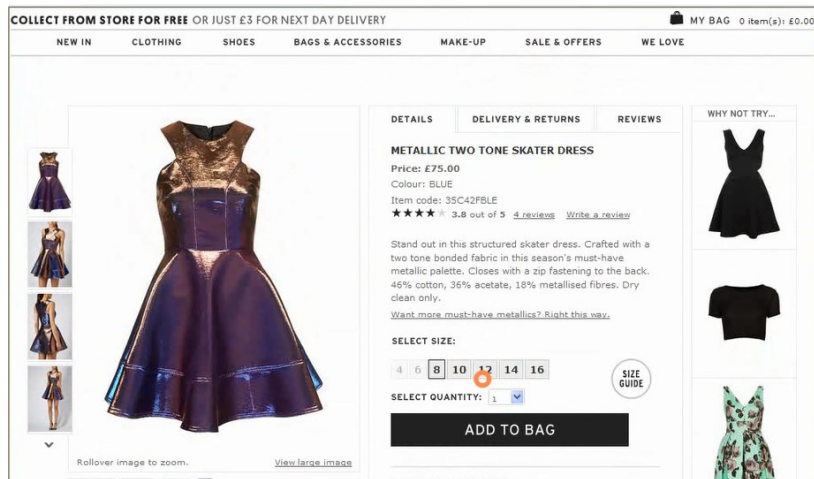


Figure 102: Product page 1 visited by P3, stage 1 extracted from eye gaze video file.

There is a need to use Photoshop in order to create a proper visualization of the selected product pages. Adobe Photoshop software allows to change transparency of the picture and to overlay one photo over the other one. See Figure 4 for the screenshot of the visualization produced for SMI Scan path video file of the chosen product page. This photo shows the eye gaze movement trajectory over a category tab, as a screenshot of the web page before visiting a different page. See Figure 5 for a screenshot of the same product page created from eye gaze video file, but this photo does not have a scan path trajectory on it.

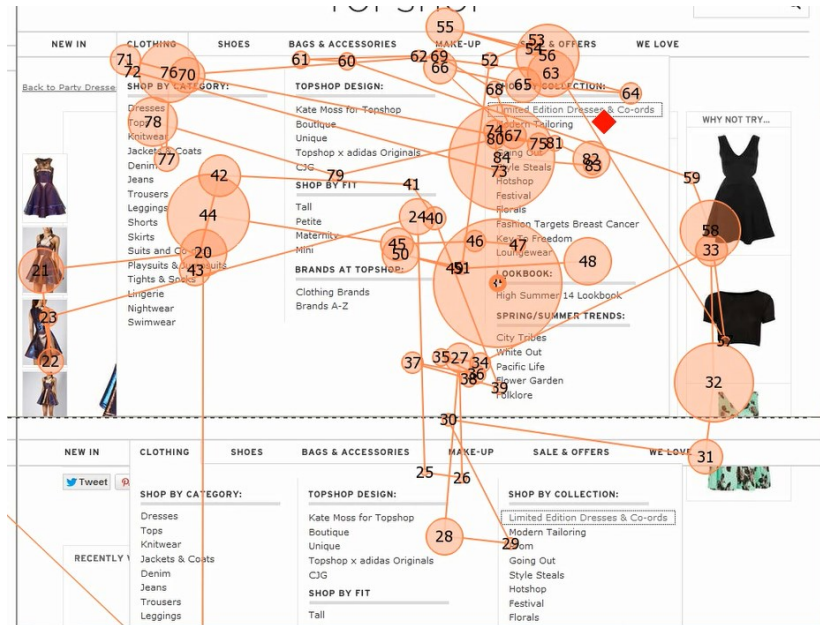


Figure 103: Product page 1 visited by P3, stage 2 screenshot created from scan path video file.

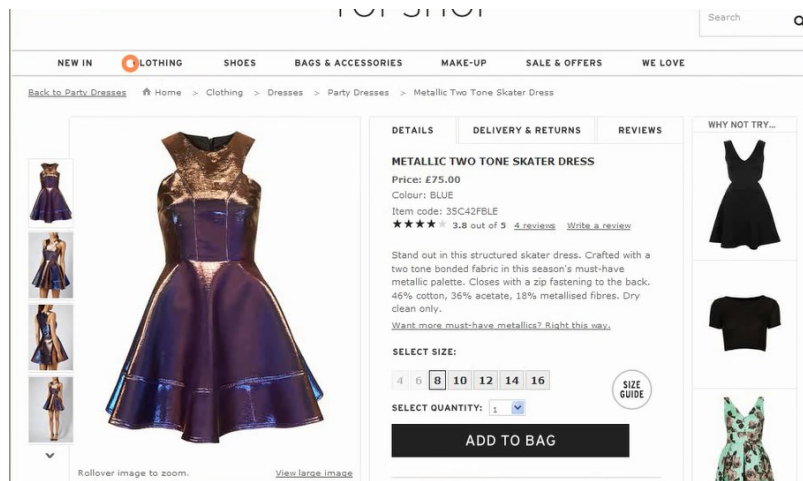


Figure 104: Product page 1 visited by P3, stage 2 screenshot created from eye gaze video file.

P3 has spent more time on product page 1 than on product on any other page. By the average time spent on a single product page P3 is on the third position and belongs to a group of other two participants who did not spend much time examining product pages. This finding suggests that P3 could be an impulse buyer.

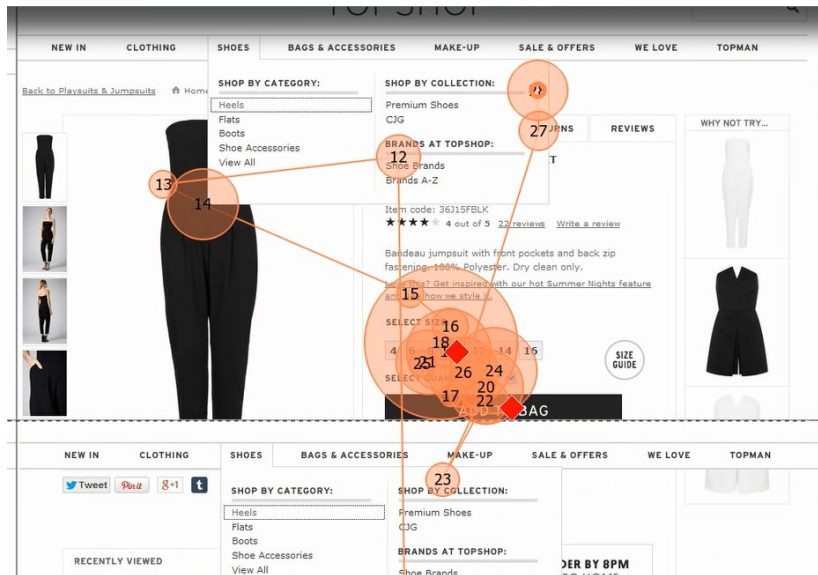


Figure 105: Product page 2 visited by P3, screenshot of the scan path just before adding the product to the bag.

An overview of the scan path of P3 visiting a product page 2 just before navigating to another web page shows that P3 has made a decision to purchase the product after a quick look at the photo and a brief reading of the description, see Figure 8.

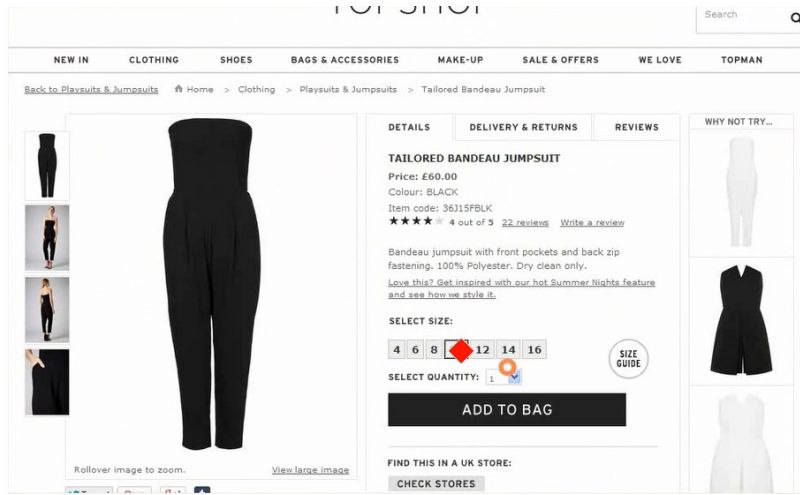


Figure 106: Product page 2 visited by P3, screenshot from gaze video file.

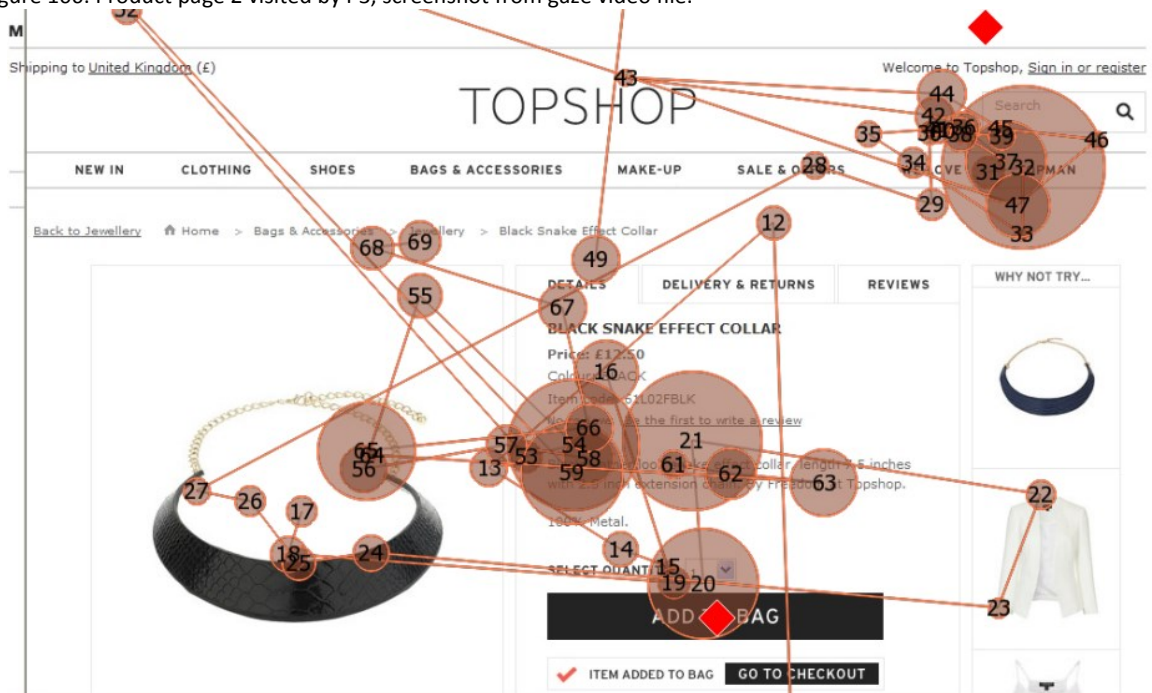


Figure 107: Product page 3 visited by P3, scan path static file.

P4

P4 has visited 6 product pages during her shopping journey on Topshop website, and purchased two items out of six. P4 looked at two retailer's suggested products similar to the product 1 but did not make a decision to purchase any of the items.

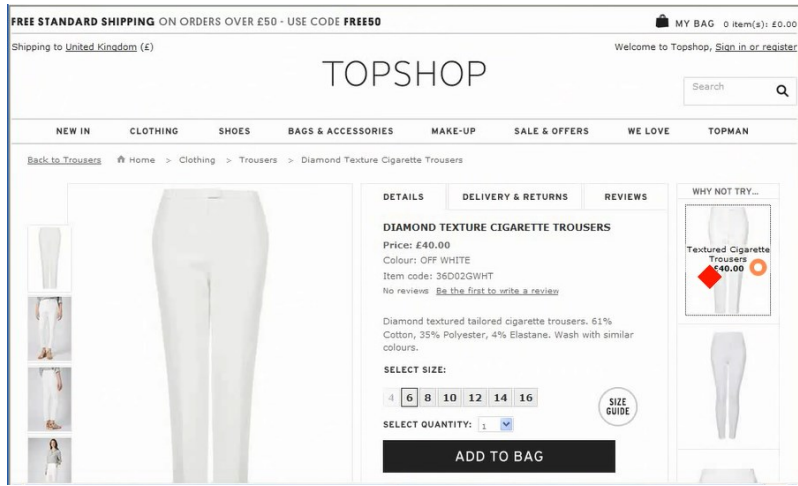


Figure 108: Product page 1 visited by P4, screen shot made from eye gaze video file.

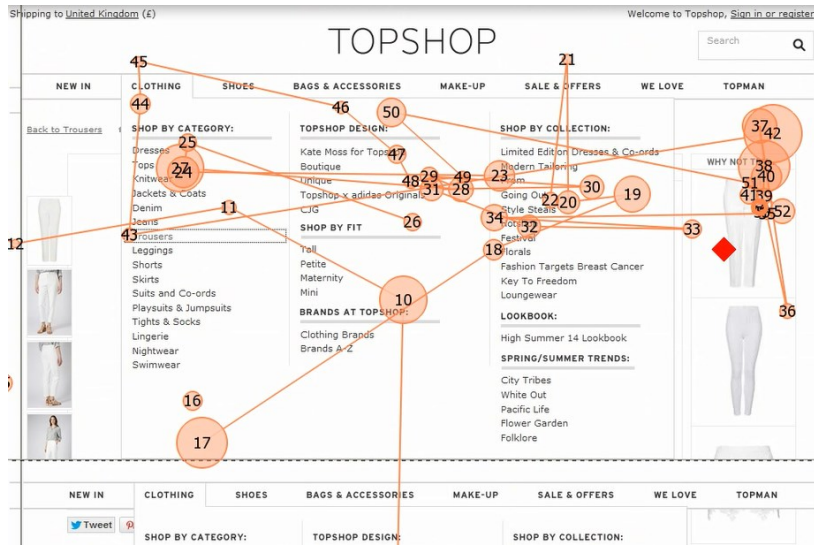



Figure 109: Product page 2 visited by P4, screen shot made from scan path video file.



Figure 110: Product page 3 visited by P4, screen shot made from eye gaze video file.

MORE TIME TO SHOP! NOW ORDER UNTIL 8PM FOR NEXT DAY DELIVERY TO HOME MY BAG 0 item(s) £0.00

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CONTRAST GINGHAM WRAP SKIRT

Price: £36.00
Colour: MONOCHROME
Item code: 27M26FMON
★★★★ 4 out of 5 [2 reviews](#) [Write a review](#)

Monochrome contrast gingham wrap skirt 54% Cotton, 44% Polyester, 2% Elastane. Machine washable.
Model is 5'10" and is wearing a size 10



SELECT SIZE:
4 6 8 10 **12** 14 16 SIZE GUIDE

SELECT QUANTITY:

ADD TO BAG

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MORE TIME TO SHOP! ORDER BY 8PM FOR NEXT DAY DELIVERY TO HOME

White Ottoman Wrap Skirt
£32.00

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- Suits and Blazers
- Playsuits & Jumpsuits
- Tights & Socks
- Lingerie
- Nightwear
- Swimwear

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- Boutique
- Unique
- Topshop x adidas Originals
- CHG
- SHOW STRET
- Tall
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- Maternity
- Mini

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- Brands A-Z

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- Going Out
- Style Steals
- Hotshop
- Festival
- Florals
- Fashion Targets Breast Cancer
- Key To Freedom
- Loungewear

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- WINTER/SUMMER TRENDS
- City Tribes
- Life Out
- 16
- 58
- 20
- 50

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FREE STANDARD SHIPPING ON ORDERS OVER £50 - USE CODE FREE50 MY BAG 1 item(s) £36.00

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DETAILS DELIVERY & RETURNS REVIEWS WHY NOT TRY...

HIGH NECK ANIMAL CAMI



Price: £28.00
Colour: WHITE
Item code: 13A03FWWT
★★★★ 4 out of 5 [2 reviews](#) [Write a review](#)

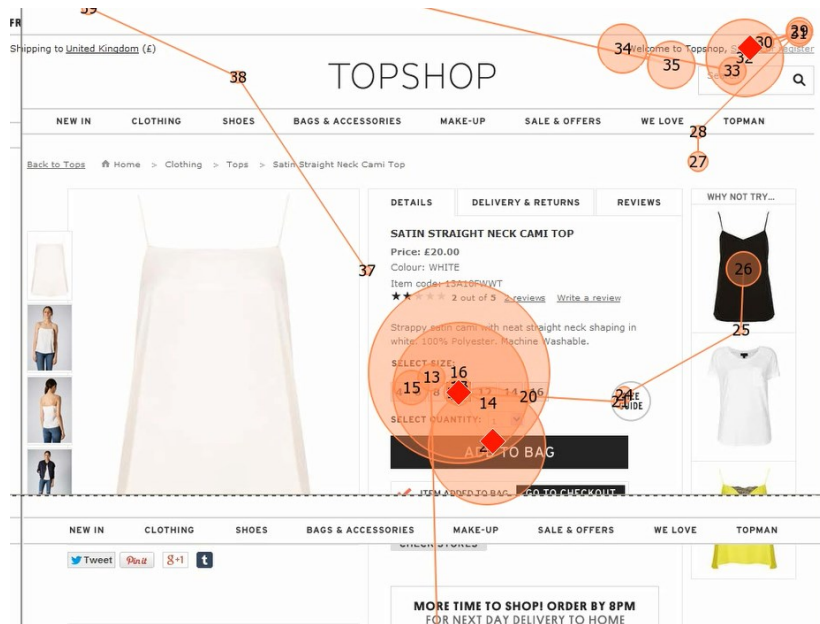
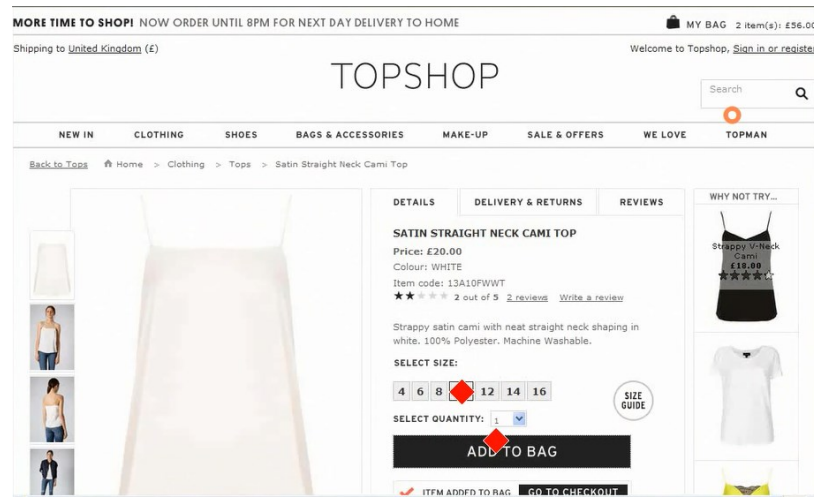
Sleeveless high neck cami in all over textured jacquard animal print in white. 100% Viscose. Machine Washable.

SELECT SIZE:
4 6 8 10 12 14 16 SIZE GUIDE

SELECT QUANTITY:

ADD TO BAG



P5

Although, eye tracking technology provides a detailed account about what exactly did participants do during the experiments, and where did they look, this technology requires a critical approach toward the data analysis. P5 visited a product page 1 and at the end of observation on this product page P5 decided to search for another products. Therefore, P5 clicked on the categories tab and looked at it for the categories listed. The scan path static visual file generated from SMI eye gaze file, shows a total eye gaze trajectory on the product page including the eye movement on the categories tabs till P5 clicked on the chosen category and navigated to another web page, see Figure 14. Therefore, in order to develop a better understanding of the exact eye gaze movement on the product page, there is a need to look at the eye gaze trajectory on the video file, making a required screen shots at a time, see

Figure 15. Only by looking at the data stage by stage the results will produce an accurate account about consumer behaviour online.

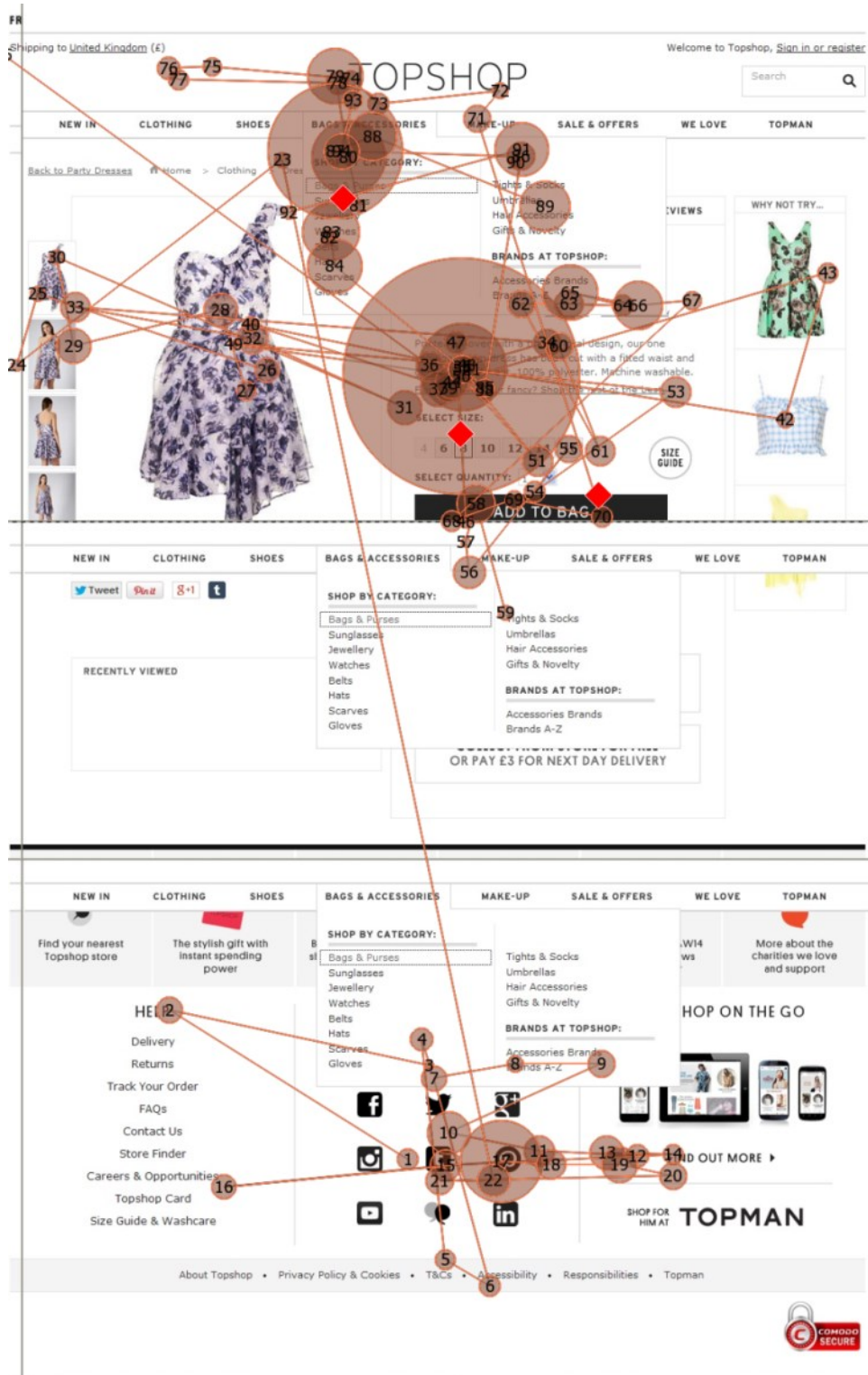


Figure 111: Product page 1 visited by P5, scan path static file picture.

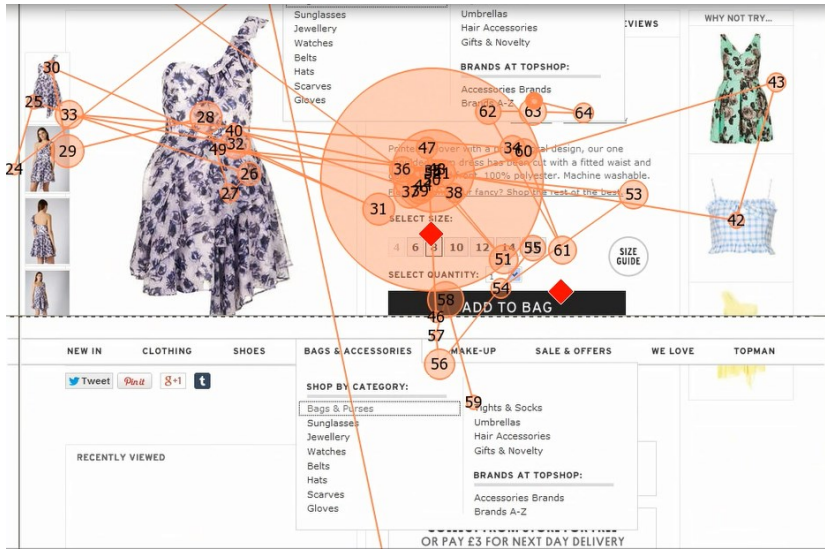


Figure 112: Product page 1 visited by P5, screen shot made from eye gaze video file.

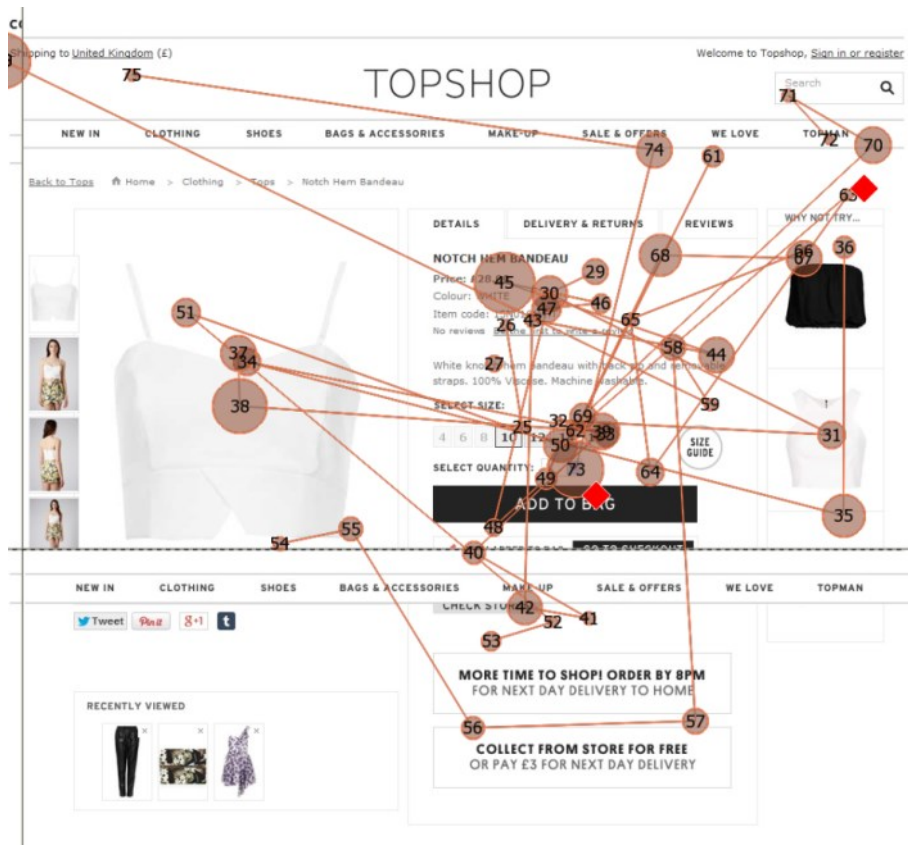


Figure 113: Product page 2 visited by P5, scan path static file picture.

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18 150 48 14 13 8 9 43 42 41 40 31 32 33 38 35

7 20

21 28 26

6

1 2 3 4 5

DETAILS DELIVERY & RETURNS REVIEWS WHY NOT TRY...

Over 13 ratings: ★★★★★ 3.9 out of 5

10 42 43 41 40 31 32 33 38 35

09 May 2014

Location: Los Angeles Size: UK 10 / US 6

Smaller Fit True to Size Bigger Fit

41 I really like this dress, but much thicker/heavier material than I imagined it would be (thought it would be more airy and floaty). Also slightly longer than I had expected—much more of these things is really problematic! I've normally a size 6 or 8, and bought an 8 as this was the only size left—I think the 6 would have been ideal as this is slightly loose on me, though still... [Send message](#)

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★★★★★ 4 out of 5

cute dress 09 March 2014

fabulousness Location: NYC, NY Size: UK 6 / US 2

I really like this dress. It's a great basic black dress that can work day or night. I was unsure which size to get because I am a UK/US in Europe but I got the US2 and it fit perfectly.

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★★★★★ 4 out of 5

basic black dress 27 January 2014

absorb Size: UK 6 / US 2

Smaller Fit True to Size Bigger Fit

basic—could be dressed up or down for day or night.

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Was this helpful? [Yes](#) [No](#) [Report](#)

Post a comment

★☆☆☆☆ 1 out of 5

disappointed 27 January 2014

rsnrsh Size: UK 8 / US 4

Smaller Fit True to Size Bigger Fit

am I the only one who couldn't get this over my shoulders? I would thought it would have a zip as the material doesn't have any stretch in it. I've seen it on a few girls and it looks gorgeous so I was disappointed when I couldn't even get it over my shoulders. I'm only a size 6-8 (even went up to a size 10 when I have never been)

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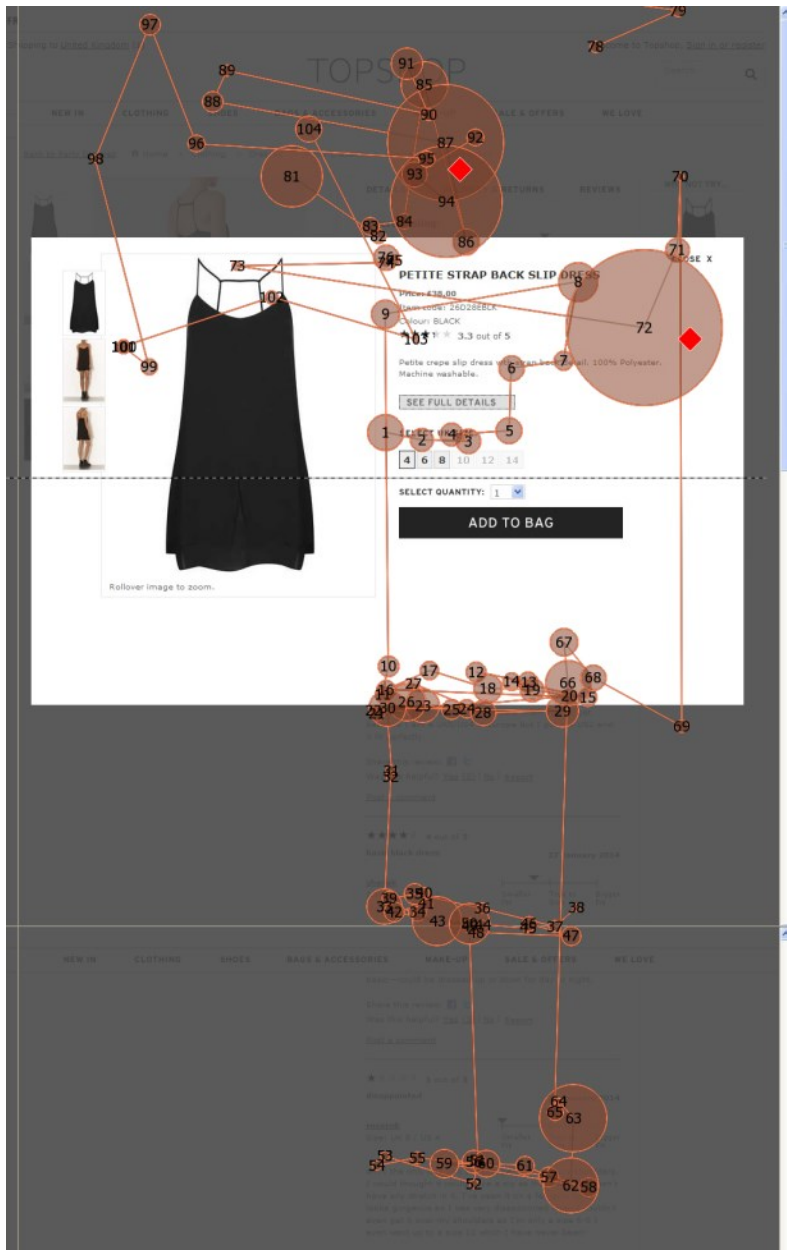
1 2 3 4 5 Next

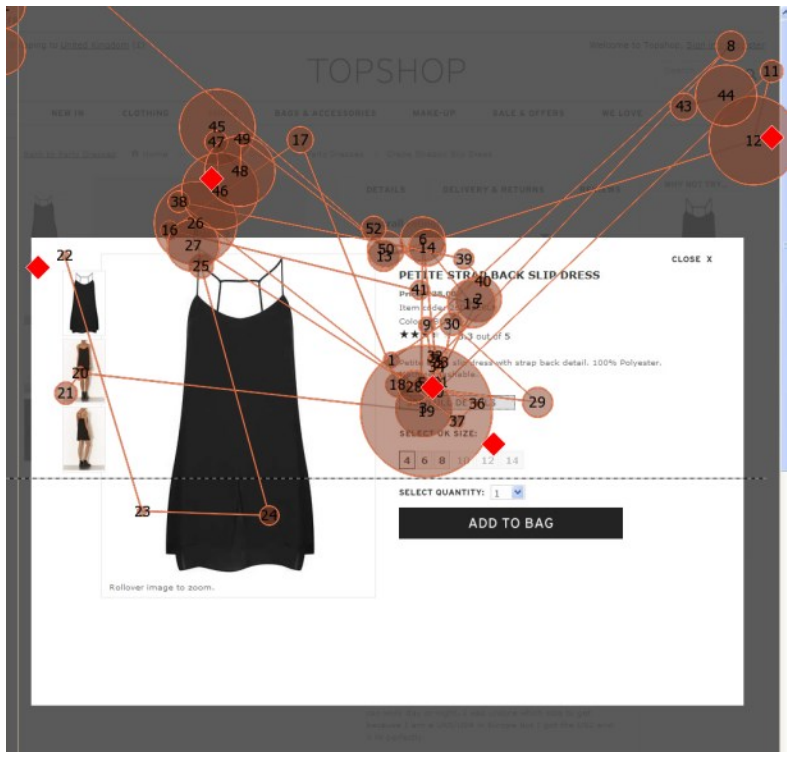
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Back to Clutch Bags Home > Bags & Accessories > Clutch Bags > Suede Embossed Snake Clutch Bag

DELIVERY & RETURNS REVIEWS WHY NOT TRY...

SUEDE EMBOSSED SNAKE CLUTCH BAG
 Price: 71.00
 Colour: BROWN
 Item #: 25524FGRN
 Suede Outer with embossed snake-effect finish.
 H: 21CM Width: 18CM. Leather. Specialist Clean Only.

ADD TO BAG GO TO CHECKOUT

ITEM ADDED TO BAG

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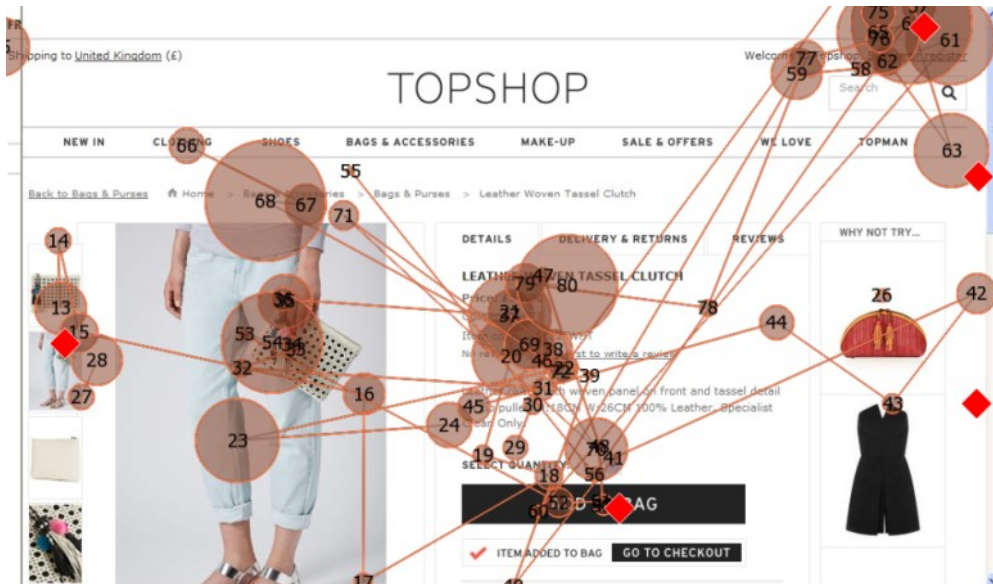
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P7

P7 has visited six different product pages, going back to the same item two times, and making a decision to buy three items out of six viewed. This participant spent a lot of time examining each product page, including a thorough analysis of product pages' photos using a zoom in option that allows a close view of the garment, reading descriptions and looking at other products suggested by retailer.

Although, P7 spent most of her time analysing product pages, she has added the product 1 to her basket without choosing a size, just clicking add button. This action added the product 1 in size 6 when P7 normally wears size 10.

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11 10 8 7 6 5 4 3 2 1

DETAILS DELIVERY & RETURNS REVIEWS

TILE PRINT CLUTCH
 Price: £22.00
 Colour: RED
 Item code: 66264
 with zip closure, H:23CM
 W:32CM Specialist Clean Only.

ADD TO BAG

56 55 54 53 52 51 50 49 48 47 46 45 44

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[Back to Dresses](#) > [Dresses](#) > Leaf Applique Mesh Overlay Sundress

LEAF APPLIQUE MESH OVERLAY SUNDRESS
 Price: £90.00
 Colour: WHITE
 Item code: 404129

No reviews. [Write first to write a review](#)

Get ready for the sunshine in this happy dress. Delicately decorated with leaf applique all over and a mesh overlay, it features a long neck and button fastening. Style it with sandals and you're ready to go. 100% viscose. Machine washable.

SELECT SIZE:
 6 8 10 12 14 16

SELECT QUANTITY:

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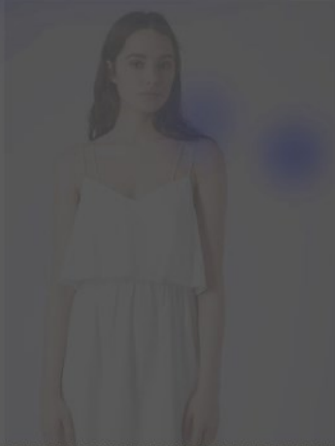
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DETAILS DELIVERY & RETURNS REVIEWS

WHY NOT TRY...

CUT-OUT CRINKLE OVERLAY SUNDRESS

Price: £34.00

Colour: WHITE

Item code: 10400/WHT

★★★ [3 out of 3 reviews](#) [Write a review](#)

Be ready to soak up the sun in this strappy sundress cut with a crinkle overlay to the waist and cut-out to the back. Fastens with button back fastening. Wear it with flat sandals to finish the look. 100% cotton. Machine washable.

SELECT SIZE:

4 6 8 10 12 14 16



SELECT QUANTITY:

ADD TO BAG



CRINKLE BARDOT BANDEAU TOP
CLOSE X

Rollover image to zoom.

Price: £22.00
Item code: 13K09GWHT
Colour: WHITE

Crinkle bandeau top with bardot detail in white. 100% Viscose. Machine Washable.

[SEE FULL DETAILS](#)

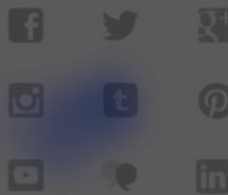
SELECT UK SIZE:

4 6 8 10 12 14 16

SELECT QUANTITY:

ADD TO BAG

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Rollover image to zoom. [View large image](#)

DETAILS DELIVERY & RETURNS REVIEWS

CUT-OUT CRINKLE OVERLAY SUNDRESS

Price: £34.00
 Colour: WHITE
 Item code: 10H08FWHT
 ★★★★★ 3 out of 5 [1 review](#) [Write a review](#)

Be ready to soak up the sun in this strappy sundress cut with a crinkle overlay to the waist and cut-out to the back. Fastens with button back fastening. Wear it with [flat sandals](#) to finish the look. 100% cotton. Machine washable.

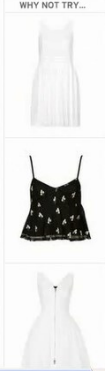
SELECT SIZE:
 4 6 8 10 12 14 16 [SIZE GUIDE](#)

SELECT QUANTITY: 1

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DELIVERY & RETURNS REVIEWS WHY NOT TRY...

CUT-OUT CRINKLE OVERLAY SUNDRESS

Price: £22.00
Item code: 13K09GWHT
Colour: WHITE

Crinkle bandeau top with bardot detail in white. 100% Viscose. Machine Washable.

SEE FULL DETAILS

SELECT UK SIZE:
4 6 8 10 12 14 16

SELECT QUANTITY: 1

ADD TO BAG

CRINKLE BARDOT BANDEAU TOP

Price: £22.00
Item code: 13K09GWHT
Colour: WHITE

Crinkle bandeau top with bardot detail in white. 100% Viscose. Machine Washable.

SEE FULL DETAILS

SELECT UK SIZE:
4 6 8 10 12 14 16

SELECT QUANTITY: 1

ADD TO BAG

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DISC ANKLET
 Price: £10.00
 Color: MULTI
 Item code: 07701GMUL
 No reviews [Be the first to write a review](#)

Gold-toned anklet with assorted coloured beads and discs and a row of crystal look stones, undone length 21cm with an extension chain. By Freedom at Topshop.
 100% Metal.

FIND THIS IN A UK STORE: Unable to check this item in store.

Sorry, this item is out of stock.

DELIVERY & RETURNS **REVIEWS** **WHY NOT TRY...**






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DETAILS DELIVERY & RETURNS REVIEWS WHY NOT TRY...

BRIGHTLY BEADED NECKLACE
 Price: £8.50
 Colour: MULTI
 Item code: 61165FMUL
 No reviews [Be the first to write a review](#)

Gold look necklace with cut out circular section decorated with brightly coloured beads. By **20**edam at Topshop.
 100%Metal.

SELECT QUANTITY:

ADD TO BAG

ITEM ADDED TO BAG **GO TO CHECKOUT**


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Checkout Stage Analysis from experiments with Topshop website

From the moment the participant has chosen an item that she wants to purchase and is ready to proceed with payment a checkout stage begins. The information about the checkout process was extracted from scanpath and stats files. For the P1 a Shopping basket was on scanpath 5, whereby for P5 – scanpath 22, and P7 - 31. Review the shopping basket for possibilities of few the same items appearing in the basket unplanned. From this point the checkout process starts. On this page the participant has to click Checkout button in order to proceed to checkout. On the next page the participant has to log in to Topshop account, or create a new account if the participant has no account with the chosen retailer. Then there is a need to input contact details, such as address, delivery details, then billing address, and payment details. Then the participant can click Confirm and Pay. The experiment with the use of eye-tracking technology provides an accurate account about the shopping journey duration with a particular emphasis on checkout process and the duration of the payment system on the classic website. This information will be compared to the duration and payment method on the mobile using mobile eye-tracking glasses.

The first observation coming from the data collected during experiments with eye-tracking technology of the Topshop classic website suggests that those participants who do not purchase via mobile but use other routes for fashion shopping such as PC or tablet were able to complete the checkout process quicker than those who purchase via mobile. The findings might suggest that these participants have more experience of using online shopping websites, and therefore, they did not have any problems in completing the transaction. It is important to take into consideration some additional factors involved in checkout process, such as delivery and payment methods. Although, all participants used the same bankcard and billing address for the experiment, but the duration of the checkout process is different.

Checkout process on classic website	Scanpath number	Duration, ms	Total duration, ms	Number of pages	Do you do fashion shopping via mobile?	Shopping frequency	Other routes for fashion shopping
Participant 1	scanpath 5	24686	241040	4	Yes	Less than 3	Laptop
	scanpath 6	73405					
	scanpath 7	90227					
	scanpath 8	52722					
Participant 2	scanpath 21	16542	199214	4	No	Less than 3	PC
	scanpath 22	57854					
	scanpath 23	60640					
	scanpath 24	64178					
Participant 3	scanpath 11	27742	259371	4	Yes	4 to 6	In-store
	scanpath 12	64186					PC
	scanpath 13	104846					
	scanpath 14	62597					
Participant 4	scanpath 21	61861	238332	5	Yes	4 to 6	Laptop
	scanpath 22	12704					Smartphone
	scanpath 23	14478					
	scanpath 24	89000					
	scanpath 25	60289					
Participant 5	scanpath 22	25148	374941	4	Yes	10 and more	In-store
	scanpath 23	62924					PC
	scanpath 24	154155					Tablet
	scanpath 25	132714					Smartphone
Participant 6	scanpath 17	14173	225028	4	No	Less than 3	Tablet
	scanpath 18	48480					

Checkout process on classic website	Scanpath number	Duration, ms	Total duration, ms	Number of pages	Do you do fashion shopping via mobile?	Shopping frequency	Other routes for fashion shopping
	scanpath 19	106584					
	scanpath 20	55791					
	scanpath 31	30806					
	scanpath 32	8541					
	scanpath 33	11715					
	scanpath 34	95836					
	scanpath 35	40375					
	scanpath 36	14084					
	scanpath 37	70494					
Participant 7	scanpath 38	56339	328190	8	Yes	10 and more	In-store
Average duration, ms			233264.5				

Table 46: Time spent at the checkout stage on Topshop website

There was a need to compare the time spent on each of these product pages, and compare focus and heat maps.

Analysis of the Website Elements

The data gathered during experiments with eye tracking technology enabled to look at the elements present on Topshop website, and how actually potential fashion consumers use those elements during their shopping journey. In order to compare what element do the participants use and how do they use them, there was a need to create a table with all the element of the website available and check which ones were the most popular (Table 10).

Shopping journey stages	Elements of Topshop website	P1	P2	P3	P4	P5	P6	P7
Home page	Scrolling banner		V					
	Categories	V	V	V	V	V	V	V
	Search box					V	V	
Browsing	Sort by				V			
	Show all items not per page			V	V	V	V	
Refine by	Category	V	V	V				
	Size	V		V	V			
	Colour			V	V			
	Price	V			V			
Product page	Product description	V	V	V	V	V	V	V
	Product photos	V	V	V	V	V	V	V
	Reviews	V				V	V	
	Why not try...				V			V
Delivery options	Standard delivery	V	V	V	V			V
	Free collect from store					V	V	
	Express or Nominated day delivery							
	Collect from store express							

Table 47: Elements of Topshop website by shopping journeys

From the Table 2 it is obvious that the majority of participants prefer to browse through categories when they are looking for something to purchase online. Out of all population of the sample only P2 has used Scrolling banner on Home page of the website for inspiration and something new. Two participants have used the Search box in order to quicker find the desired products. It is important to note that all attempts to use Search box produced none search results. This suggests that Topshop website has an element on their website that has no use or has not been developed properly.

Hypothesis 1: Websites that have Search box feature producing empty results will lose their customers.

Although, not too many participants have used Search Box feature during these experiments, there is a possibility that the other participants have had their own experience of using this feature in the past and therefore not using it anymore.

Out of total population of the sample more than a half of those who participated prefer to see all items on one page but not per page.

Hypothesis 2: Websites will provide positive shopping experience if the search results would be shown all on one page, as this will save time for consumers.

There is a need to check if loading time of all the items from the search is the same as loading per page view of each page of all the search results.

'Refine by' element is fairly popular among fashion consumers because it saves time and allows to refine search results according to personal needs. Three out of seven used multiple refining options during their shopping journey. It is important to note that one participant wished there would be 'Refine by' option on the website but did not know where to find it. This suggests that for those who are familiar with the website it is easy to browse the way they want, but those who are unfamiliar with Topshop website, might find it difficult to perform any browsing and shopping task.

Product page has a number of elements including product description, product photos with zoom in option, delivery details, reviews, and 'Why not try...' which is suggestion of similar items on the right side of the product page. Product description and photos are the most important element of the website whereby all the participants have used them on each product page they visited. For three participants 'Reviews' element is an important indicator of product's fit and quality. Those who referred to reviews were checking information about true fit to size, which helped them to make a decision to purchase the item they were looking at and choose the size right for them.

Hypothesis 3: Reviews left by customers help potential customers make a good choice of size.

Out of all participants who took part in experiments interacting with Topshop website only two appeared to use retailer's suggestions similar to the item the participant was looking at on the product page. Unfortunately, none of the participants has made a decision to purchase the suggested item. This element of the website could become an important part of shopping journey if implemented according to customers' needs.

Segmenting Topshop website Consumer

There are various key factors used for segmenting consumers. The one used in survey data analysis was based mostly on shopping frequency. An overview of consumer behaviour on Topshop website during eye tracking experiments showed that there are more elements that could be influencing assigning a consumer to one or the other consumer group. This mainly should be consumer behaviour as a central point. There is a need to consider a shopping frequency, attitudes towards mobile channel, and actual behaviour on the website, and use of other channels available.

Fixations on product pages from focus maps files will help to identify how long do the participants look at photos, read descriptions and reviews. This information could help to create a picture about each participant with the ideas for future use for segmenting mobile fashion consumer.

Mobile fashion consumers seem to be active multi-channel consumers using their smartphones during any part of their shopping journey. Therefore, there is a need to identify possible consumer groups for future analysis, and compare the results with already existing fashion segments. This study identified the role of PC and mobile devices in apparel m-retail, and will highlight the main factors influencing consumers' shopping journey.

A previous study revealed that consumers' purchase behaviour could be used as a base for consumer segmentation. The results from the current study need to be compared against the clusters identified based on purchasing orientation, with particular emphasis on shopping frequency. Each of the participants will be assigned to one of the five of the mobile fashion consumer segments (Tupikovskaja-Omovie et al., 2014c), based on their answers to questions from survey. Then each segment will be analysed by accompanying the existing segments with the data found from eye tracking experiments in order to create reliable base for developing a framework of mobile fashion business models.

Summary

The most striking findings emerged from the analysis of the data collected using eye tracking technology that the number of web pages visited does not reflect the actual time spent on the total shopping journey. The duration of browsing, exploring product pages and even of the checkout process vary depending on personal participant's behaviour.

From the first set of results were created ideas for the next set of interviews.

The first wave of experiments helped to identify areas of interest on the website that can be tested during the second wave of experiments and interviews. The following questions need to be addressed about likert level of loading speed, viewing all items vs. per page view of search results and use of scrolling banner.

Summary Report: Eye-tracking tests of Topshop website

The aim of this phase of the research project is to develop a link between consumer behaviour, particularly intention to purchase fashion products, and User Experience (UX) phenomena. Therefore, the development in the area of UX will help to identify possibility to adopt relevant approaches for ways to analyse the data from eye-tracking experiment.

There were a number of questions that arose from Topshop mobile app reviews analysis, guiding a need to develop knowledge in the area of UX that is underexplored. How do customers perceive the idea of using smartphones for fashion shopping? What features do they consider most important while using mobile devices? How do consumers actually perform a particular task? How do they browse? How do they make a purchase? How can fashion retailers make it easier for consumers to use mobile devices? What unmet customer needs could retailers address with new features possible with mobile devices that were not possible with PC? Phase 1 eye-tracking experiments were designed to develop a knowledge about consumers experience of using Topshop website on PC. This approach was chosen because many mobile app reviews referred to website as better means for shopping compared to mobile apps.

UX research methods include traditional and emerging approaches. Traditional methods widely used by researchers, such as interviews or surveys, can be complemented by using emerging methods like usability testing. According to Centralis (2003) usability testing can provide direct observation of users' interaction with an interface, and would reveal the extent

to which an interface supports users' goals, and this information could be used to offer specific guidance for improving an existing design. Usability testing approach was chosen because it can help to develop a detailed understanding of the purchase process, including stages, players, decision criteria and information needs. According to Centralis research methods (2003), conducting usability testing allows to assess current offering and identify opportunities for improvement. According to Nielsen and Budiu (2013) usability studies do not require hundreds or thousands of participants to identify a problem area on the website or mobile app, there is no need to measure it. Even the larger company is well advised to start its mobile usability research with smaller, qualitative studies, which would help to identify major usability problems that should be addressed as soon as possible (Nielsen and Budiu, 2013).

Participants were recruited by posting a call for participants online. The total number of people who responded to the call for participants was 21, out of them ten people have booked for the experiments, but only seven participants have actually taken part in the experiments.

Eye-tracking experiments were designed in the way that each participant would use Topshop's website (www.topshop.com) on desktop computer to complete a task according to specified scenario leading to a purchase. The task was to browse the website in order to find a fashion product and complete a purchase. According to Bojko (2013) tasks are important because they provide realistic goals, which help make participants' behaviour, including their eye behaviour, more representative of what they would do in real-world situations. The participants had a fixed budget to spend on the website, and could purchase up to two items from the website.

Eye-tracking experiments were set to gather the following data:

- Gaze replay (video file);
- Scan path (static picture file) of all pages identified;
- Heat map (static picture file) of all pages identified;
- Focus map (static picture file) of all pages identified;
- Statistical files of all pages;
- Scan path (video file) of all pages identified
- Retrospective Think Aloud (RTA) file (video file);
- Recorded interview (audio file);
- Observation notes.

The usability testing data analysis was complemented by traditional qualitative research methods, such as interview and RTA. After the interview each participant was asked to think aloud. This is retrospective verbalizations of the experience on the website. During this stage the participant had an opportunity to comment on actual use of the website, usability and

navigation. As a stimuli the participant was shown her gaze replay to remind about what she was doing on the website.

'Think aloud means that you should really think aloud, this is verbalize everything that comes to mind, and not mind my presence in doing so, even when curse words come to mind for example, these should also be verbalized. Act as if you were alone, with no one listening, and just keep talking' (van Gog et al., 2005).

Static data files, such as Scan paths, Heat maps, and Focus maps, are visualization files. These files are beautiful to look at but give very limited information about the actual shopping experience. These files were not useful and sometimes misleading because of the way the file presented a finalized picture of one participant's eye-tracking data on one web page. For example, P4 has visited a web page 8, that was a product page, but the visualization file presented a fixated view of the web page during the final second of the interaction. This means that the visual file shows not the product itself, but the menu of categories the participant has clicked on before navigating to another web page. This final picture then was overlaid by summarized visualization of scan path, heat map or focus map while on that particular web page, see Figure 1 and Figure 2. These files were not informative enough for our research project.

The following files produced during experiments, such as Gaze replay, Scan path (video file), interview recording, RTA and observation field notes, were the most valuable sources of data for the research project. Only the Gaze replay files and Scan path (video files) gave very rich eye-tracking data about participants' behaviour and experience on Topshop website. Statistical data files were partly useful for the analysis when looking at the actual time spent for the whole task, and separate shopping stages, such as browsing, product page visits and checkout stage.

In order to have a precise picture of shopping experience on the Topshop website, there were developed shopping journeys for each participant. These are the actual shopping journeys, which participants have undertaken on the website during the experiment. Following the shopping journeys' analysis there were fashion consumer groups identified with distinct differences of their behaviour on Topshop website.



Figure 114: P6's Heat Map of the web page 8 on Topshop website.

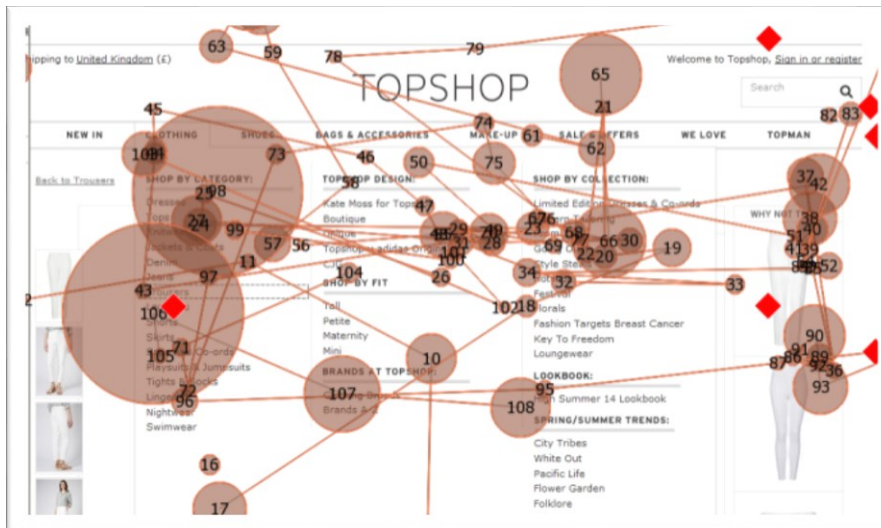


Figure 115: P4's Scan Path of the web page 8 on Topshop website.

Although, eye tracking technology provides a detailed account about what exactly did participants do during the experiments, and where did they look, this technology requires a critical approach toward the data analysis. In order to develop a better understanding of the exact eye gaze movement on the product page, there is a need to look at the eye gaze trajectory on the video file, making a required screen shots at a time. Only by looking at the data stage by stage the results will produce an accurate account about consumer behaviour online. According to Bojko (2013) there are benefits of combining eye tracking with other methods, this could be with RTA and/or interviews, and this will often result in a more complete set of findings than relying on obtaining the data only from one method.

The findings emerged from the analysis of the data collected using eye tracking technology that the number of web pages visited does not reflect the actual time spent on the total

shopping journey. The duration of browsing, exploring product pages and even of the checkout process vary depending on personal participant's behaviour.

The analysis of the shopping journeys showed that Topshop website has several problem areas:

- Search Box does not bring any results. This problem emerged with the same '0 results were found' message for two participants. Although, only two participants actually used this option, there is a possibility that others could have come across it too if they would have chosen to apply Search Box.
- Delivery option 'Free collect from store' is not a straight forward task. Each participant, who chose to collect their purchases from store, has gone through the same 'choose the store' process three times until able to successfully complete the transaction.
- Refine option brings a limited number of items, when there are obviously more items with the required characteristics.

The results of the data analysis from eye-tracking experiments suggest that Topshop website need to implement several improvements of the design of the website in order to satisfy consumers' need for seamless shopping experience and make it an enjoyable interaction.

APPENDIX 3H – Focus Group Discussion Questions

#	Questions
1	Why do you use mobile for fashion shopping?
2	What would you really like to achieve via mobile?
3	What do you think about shopping as therapy?
4	What do you think about sizing system in different brands?
5	What do you think about trying on clothing at home?
6	How do you use smartphones in your shopping journey?
7	How could you describe yourself?
8	What kind of person are you?
9	How do you choose apparel products?
10	What are you looking for when you start looking for a new product to buy?
11	How do you choose the best way to purchase that item?
12	How do you decide where to buy the fashion items you need?
13	Why do you choose that way of shopping?
14	How do you evaluate if you got the value?
15	When do you feel the transaction is finished?

APPENDIX 3J – Theoretical Focus Group (TFG) Questions

#	Questions
1	Why do you use mobile for fashion shopping?
2	What would you really like to achieve via mobile?
3	How do you make decisions when shopping for fashion products? Starting with identifying a need to buy something or just going shopping without any plan, and finishing your purchase, including any choices regarding what you are looking for, where and why you choose it.
4	What is an influence of who you are on what you buy?
5	What benefits are you seeking from fashion products you buy?
6	What are the benefits of your chosen shopping channel?
7	How do you use smart phones in your shopping journey?

APPENDIX 3K – Overview of Cluster Analysis in Academic Research

Cluster analysis is exploratory in nature, and the outcome of the clustering provides the best classification of cases used based on variables selected and approach chosen (Meyers et al., 2013). According to the authors, there are two types of cluster analyses: hierarchical clustering and iterative-agglomerative clustering (k-means clustering). Hierarchical clustering groups a small to moderate number of cases based on several quantitative attributes (Meyers et al., 2013).

According to Kaufman and Rousseeuw (2005), the clustering algorithm has to be chosen based on the type of data in the dataset and the purpose of the research project. Whereby Janssens (2008) has noted that the objective of cluster analysis is to sort cases of the sample into groups with a high degree of similarity between cases in the same group, and a low degree of similarity between cases in different groups. Moreover, there are four stages in the cluster analysis (Janssens, 2008) which are as follow:

1. Selecting variables, paying attention to the measurement level and the comparability.
2. Choosing a similarity, dissimilarity or distance index.
3. Choosing a cluster algorithm.
4. Determining the number of clusters and evaluation of the clustering structure.

At the first stage of cluster analysis it is important to distinguish between the types of data what will influence the choice of the clustering approach. An overview of the data in Appendix 8A shows that the data set has various values of scores for each participant. These scores in the table show the number of times the participants talked about the theme, but these numbers are not the results of a semantic differentiation, a Likert scale or staple scale. Therefore, the measurement level of these attributes is not continuous. However, in order to account for the data set as binary attributes it was decided to convert the values of each variable into either '1' for present attribute or '0' for absent for a participant. The resulting data set accounted for participants' scores of present benefits and absent variables (Appendix 8B). Meyers et al. (2013) argued that types of data collected limit kinds of data analyses which are appropriate to use with that sets of data. Qualitative measurements, which are often called categorical, nonmetric, dichotomous, grouped or classification variables, are those which are obtained from the nominal scale of measurement (Meyers et al., 2013). Whereby, quantitative variables are mostly of summative response, interval and ratio scales, also called

as continuous, metric or ungrouped variables. According to Field (2013) binary data is a categorical variable which has only two mutually exclusive categories. This means that the binary data can either be present or absent. The role which the variable plays in the research design is 'as entities specified by researchers to play their roles in a particular analysis' (Meyers et al., 2013).

During the second stage of clustering analysis it is important to identify the appropriate similarity, dissimilarity or distance index. According to Janssens (2008), for binary data a distinction can be made between 'matching coefficients' for the similarity indices. In distance indices, the two individuals would be clustered according to the closeness of one to another with regards to the variables which are used for clustering.

At the third stage of clustering approach the researcher has to choose an appropriate clustering algorithm. Janssens (2008) identified two main clustering methods, such as hierarchical clustering and partition methods. The distinction between these two methods is mainly in the data measurement type. The partition methods can only be applied for processing of continuous data. The hierarchical method can handle any of the data sets, would it be binary or continuous. Following the measurement level of the data, which is binary, the hierarchical clustering method is the only appropriate. The idea behind the hierarchical method is that in every step of the analysis only two cases are considered. Moreover, when a case gets assigned to a cluster, the cluster does not change for that case. It means once the case was evaluated and set to a cluster, it will stay in that cluster. Hierarchical clustering procedures have a number of advantages, such as treelike structures provide the researcher with a simple, but comprehensive visualisation of the whole range of clustering solutions (Black et al., 2014). Moreover, hierarchical clustering approach can be applied to almost any type of research question and data set.

The clustering algorithm in hierarchical clustering procedure defines the similarity between clusters. Moreover, there are numerous approaches available and these are as follow: single-linkage, complete-linkage, average linkage, centroid method, and Ward's method (Black et al., 2014; Tamasauskas et al., 2012). The Ward method (Janssens, 2008) is the method which is referred to as the minimum variance method, because it will generate clusters with the least possible amount of variance within each cluster. Ward method is the most commonly used method within hierarchical clustering. Ward's method is a procedure which tends to combine clusters with a small number of observations, and produce clusters with approximately the

same number of observations (Black et al., 2014). Malhotra et al. (2012) highlighted that the average linkage and Ward's procedure produce better results than other linkage methods using hierarchical method for cluster analysis. Tamasauskas et al. (2012) evaluated various distance measures of hierarchical clustering methods for binary data. The authors found that selection of clustering algorithm plays a significant role in achieving a well separated cluster solution (Tamasauskas et al., 2012), and the smallest errors were found for two clusters. Moreover, the error of hierarchical methods for binary data can be decreased by increasing the number of attributes used for cluster analysis (Tamasauskas et al., 2012). Malhotra et al. (2012) suggested to use squared Euclidean distances with Ward's method. According to Black et al. (2014), the Ward's method is the most appropriate if the researcher is expecting the clustering patterns to reflect equally sized clusters. According to Black et al. (2014) the best measure in defining similarity between the subjects is a distance measure of similarity. Interestingly, in management projects the segment is meaningful reaching at least 10 percent of the total sample size (Black et al., 2014).

The final stage of the clustering approach is to determine the number of clusters and evaluate the cluster strategy. Hierarchical clustering approach generates a set of cluster solutions, which can range from one cluster solution to numerous solutions. Therefore, it is important to justify the chosen clustering solution and the number of clusters which will be used for comparisons.

According to Everitt (2001), cluster analysis procedure produces outputs in a range of cluster solutions, and the researcher has to deal with one of the most difficult decisions when deciding on the optimal number of clusters. There are different stopping rules on cluster analysis, which can suggest different numbers of clusters. However, the highest number should be taken into account in uncertain situations (Everitt et al., 2001).

Ways of deciding on the number of clusters are different, and it is important to compare those with a particular emphasis on results obtained. Everitt (2001) argued that the majority of research projects are not interested in a whole hierarchy, but namely in one or two groups generated by cluster analysis. The dendrogram is a graphic device that is useful in displaying clustering results. The distances at which clusters were joined are shown on the horizontal scale of the dendrogram. Malhotra et al. (2012) noted that in the early stages of hierarchical clustering the distances are of similar magnitude. The distances at which clusters are combined at the last two stages of clustering are large in most cases (Malhotra et al., 2012).

Moreover, the information from the dendrogram about the increase in distances is useful in deciding on the number of clusters. According to Everitt (Everitt et al., 2001), one clustering solution can be selected based on comprised hierarchy, which is obtainable by cutting a dendrogram at a particular height. That position on the dendrogram sometimes is called 'best cut' (Everitt et al., 2001) or 'stopping rule' (Black et al., 2014). That point indicates that the clusters agglomerated before that stage of clustering are distant from each other. Everitt (2001) suggested that large changes in fusion levels are an indicator for 'best cut'. In order to decide how many clusters are formed. Black et al. (2014) suggested to examine increases in agglomeration coefficient, examine dendrogram and vertical icicle plots. Malhotra et al. (2012) argued that the distances at which clusters are combined in hierarchical clustering can be used as criteria in defining the cluster solution. The information about increases in the distances between the clusters combined can be obtained from the agglomeration schedule or from the dendrogram (Malhotra et al., 2012), and in the agglomeration schedule, particular attention should be paid to the value in the 'coefficients' column for sudden increases in the values as the criterion. These factors are an important stage in identifying the optimal number of clusters. Moreover, the researcher must select the cluster solution(s) which will represent the data structure (Black et al., 2014). For the purpose of determining the number of clusters, researchers use a stopping rule which suggests a variation of cluster solutions which can be compared before making a final decision. The procedure of stopping rule is mainly conducted manually, because statistical software does not calculate these criteria. Therefore, a natural increase in heterogeneity is a result of the reduction in number of clusters. The main technique for the stopping rule is to identify marked increases by looking at the trend in the values of these stopping rules across cluster solutions. In cluster solutions with no obvious increase in values of the heterogeneity measures the two cluster solution would normally have the highest stopping rule. Adding to the procedure of stopping rule described above it is noted that heterogeneity measures could be used to identify the stage of hierarchical clustering when the successive values between steps makes a sudden jump (Black et al., 2014). Yim and Ramdeen (2015) highlighted that the coefficient at each stage of Agglomeration Schedule represent the distance of the two clusters being combined. The authors argue that the increase in these coefficients indicates that the clusters are more heterogeneous than previous combination at that given stage of the Agglomeration Schedule. Moreover, identifying at what point two clusters are too different to form a homogeneous group is important indicator of the stopping rule in clustering procedure. It is important to study the

increase in the coefficients and identify the first large increase in coefficient values for the researcher to stop the clustering (Yim & Ramdeen, 2015). Yim and Ramdeen (2015) suggested an easier solution to identify the first large increase in the coefficient by creating a spree plot of agglomeration schedule. The authors identified that SPSS does not produce any visual representation of the agglomeration schedule. For this purpose the differences in the increase values of the agglomeration coefficients were calculated using Excel, and visually represented by scatter with straight lines and markers. This helped to identify the cutting point in the clustering and justify the choice of possible number of clusters as the best solution based on the variables used. Meyers et al. (2013) argued that the decision about the number of clusters in the solution requires a subjective but educated researcher's judgement. Moreover, there are a number of factors which need to be considered when making such a decision. There are numerical outputs, the knowledge of the cases that the researchers can bring forward, and the context and purpose of the research (Meyers et al., 2013). In some research projects a certain number of clusters might be pre-determined by the theoretical, conceptual or practical considerations (Malhotra et al., 2012). One of the examples, is clustering in order to identify market segments, when the management team in charge might want a particular number of clusters.

Janssens (2008) suggested a multi-level approach in determining the cluster solution, by evaluating each of the possible cluster solutions before rejection of any of them. On the first level of justification of cluster solution the researcher has to examine the frequencies, which means by examining the number of cases per group. Whereby, Janssens argued that the rejection of a certain cluster solution can be made based on the low number of cases for one or more groups. However, Black et al. (2014) highlighted a discipline specific differences in selecting segments, such as management projects mainly decide whether the segment is meaningful by validating the segment which reaches at least 10 percent of the total sample size. When at the first level there are no segments with a low number of cases, therefore, this way of justification may not be considered a criterion for rejection of one or more possible cluster solutions (Janssens, 2008). However, having a number of possible ways to identify an optimal cluster solution does not guarantee the same outcome and results, and Everitt (2001) supported the most common approach in cluster analysis, which is use of informal and subjective criteria based on subject expertise.

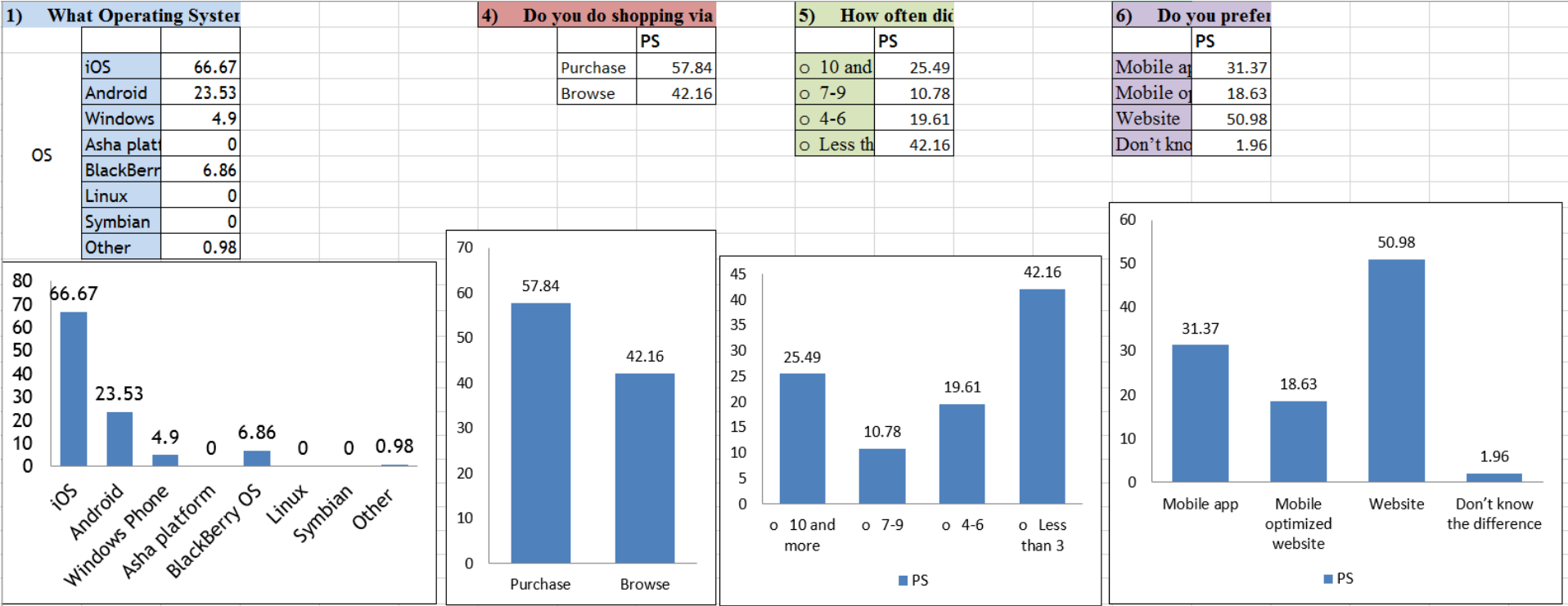
Interestingly, Hair et al. (2008) suggested an opposite way of determining the optimal cluster solution. Authors followed the agglomeration schedule 'coefficients' column in opposite direction in order to identify the stage of clustering providing the most heterogeneous clusters. The researcher needs to look for where the difference between two numbers in the coefficients column gets substantially smaller (Hair et al., 2008). This approach follows bottom-up analysis of the agglomeration schedule. Whereby, the authors used top-down direction in the analysis of the values in the agglomeration schedule. However, it is apparent from the literature review that in both approaches the researcher would be focused on finding a larger changes in values as a criterion for cluster solution.

The second criterion for selecting a clustering solution is by the ability to assign a significant meaning to each of the cluster groups (Janssens, 2008). This means that segments could be described as unambiguous types of consumers. In order to achieve this the author suggested using a crosstab analysis on cluster membership variable in SPSS with each of the basic variables used for cluster analysis. The same results can be achieved by calculating percentages of observations based on the number of cases in the cluster. Once the percentages of the clusters for each of the variables used in cluster analysis were compared and used to create an overview table highlighting the frequencies, the clusters can be characterised. However, if any of the clusters is ambiguous, then another cluster solution should be considered (Janssens, 2008). According to Malhotra et al. (2012) the relative sizes of the clusters identified need to be meaningful and appropriate for the purpose. The selection of meaningful cluster solution involves triangulation through interpretation process, which is only possible by grounding in theory, nuanced knowledge about context and deep understanding of rich qualitative data analysed (Henry et al., 2015).

APPENDIX 4A – PS Survey Sample Demographics

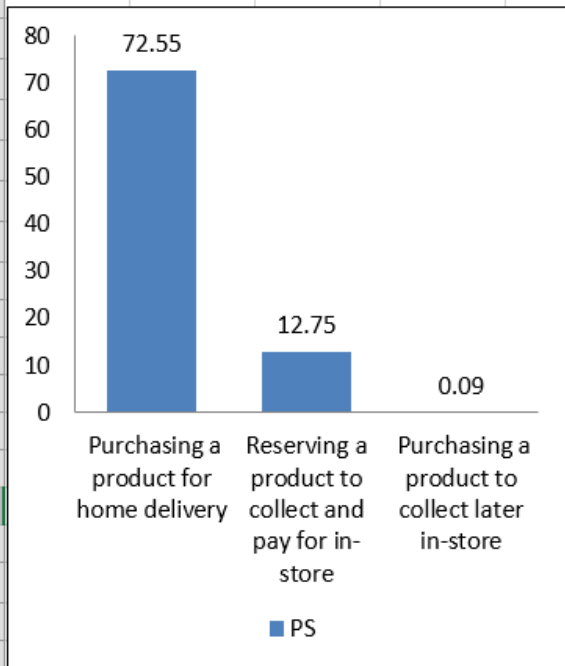
Variable	Description	Frequency, n	Percentage, %
OS	iOS	68	66.67
	Android	24	23.53
	Windows Phone	5	4.9
	Asha platform	0	0
	BlackBerry OS	7	6.86
	Linux	0	0
	Symbian	0	0
	Other	1	0.98
Age	15-17	9	8.83
	18-24	34	33.33
	25-34	43	42.16
	35-44	12	11.76
	45-54	2	1.96
	55+	2	1.96
Gender	Female	83	81.37
	Male	19	18.63
Education	Formal school education incomplete	0	0
	GCSE / O level	5	4.9
	A Level	16	15.69
	College Trade/technical/vocational training	11	10.78
	Associate Degree	1	0.98
	Bachelor's degree	39	38.24
	Professional qualification	7	6.86
	Master's degree	20	19.61
Doctorate degree	2	1.96	
Employment Status	Full-time (30 or more hours/week)	67	65.69
	Part-time	8	7.84
	Contract, Freelance or Temporary Employee	1	0.98
	Self-employed	3	2.94
	Semi-retired	1	0.98
	Retired	0	0
	Homemaker	0	0
	Stay-at-Home Parent	1	0.98
	Full-time Student	10	9.8
	Part-time Student (working MORE than 30 hours/week)	2	1.96
	Part-time Student (working LESS than 30 hours/week)	2	1.96
	Unemployed	6	5.88
	None of the above	1	0.98

APPENDIX 4B – PS Survey All Results



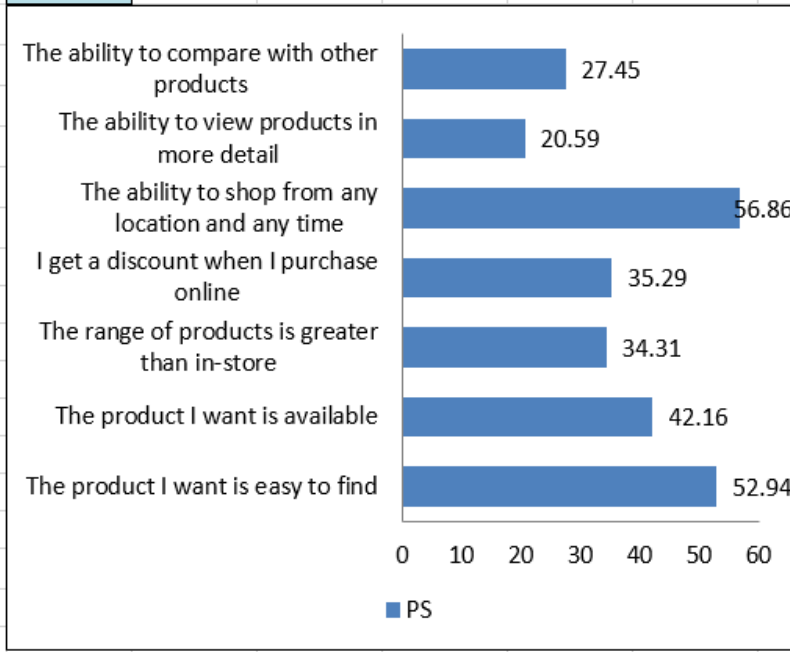
7) What is your :

	PS
Purchasing	72.55
Reserving	12.75
Purchasing	0.09



What are the most important factors that make you purchase via mobile device?

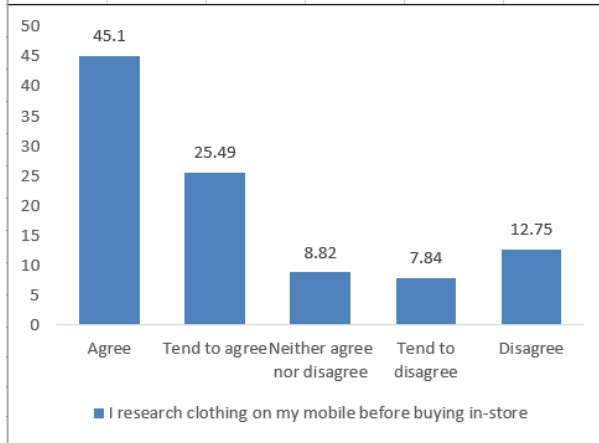
	PS
The product I want is easy to find	52.94
The product I want is available	42.16
The range of products is greater than in-store	34.31
I get a discount when I purchase online	35.29
The ability to shop from any location and any time	56.86
The ability to view products in more detail	20.59
The ability to compare with other products	27.45



10) Indicate on the scale the answer that matches your view most closely.

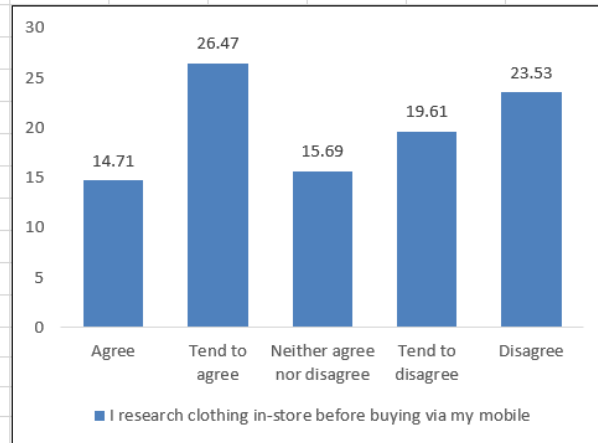
I research clothing on my mobile before buying in-store

PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
I research	45.1	25.49	8.82	7.84	12.75



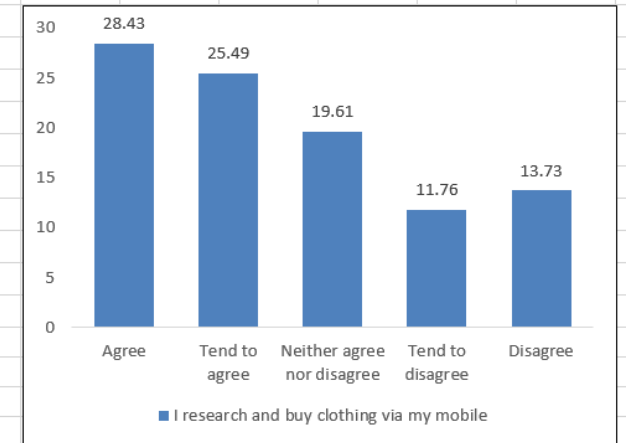
I research clothing in-store before buying via my mobile

PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
I research	14.71	26.47	15.69	19.61	23.53



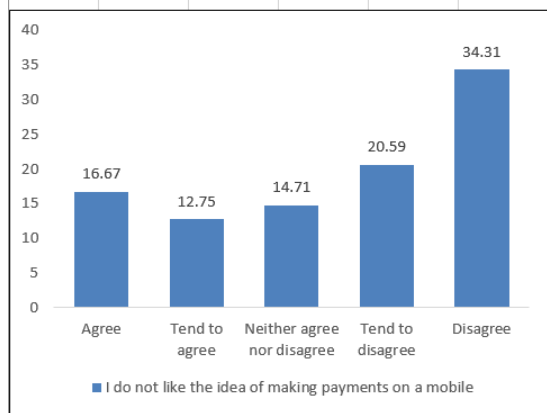
I research and buy clothing via my mobile

PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
I research	28.43	25.49	19.61	11.76	13.73



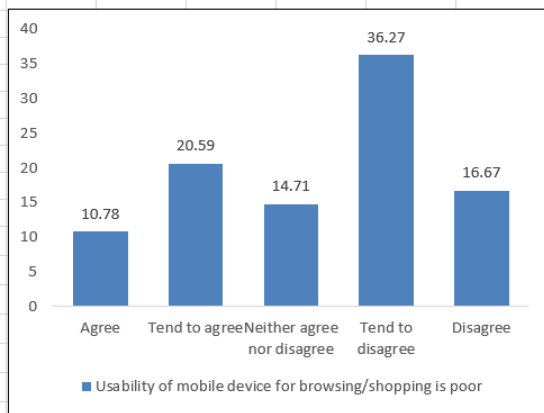
I do not like the idea of making payments on a mobile

PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
I do not like	16.67	12.75	14.71	20.59	34.31



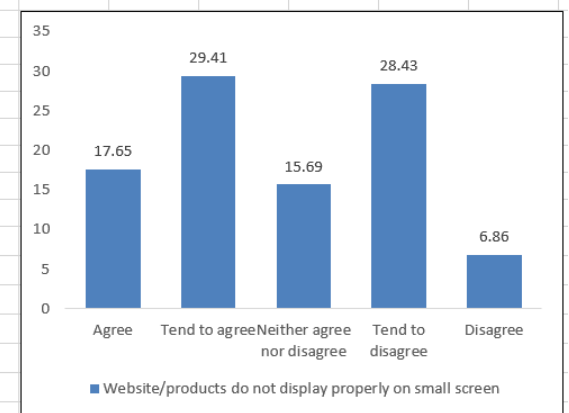
Usability of mobile device for browsing/shopping is poor

PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Usability	10.78	20.59	14.71	36.27	16.67

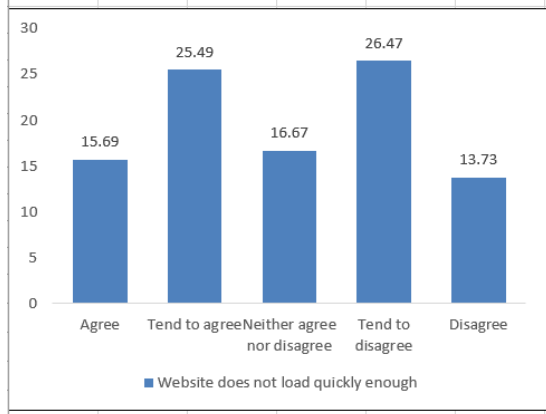


Website/products do not display properly on small screen

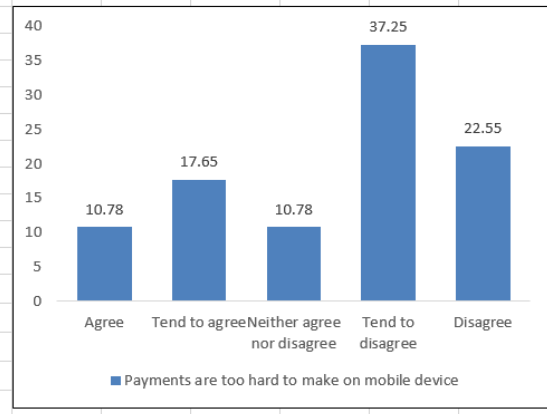
PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Website/	17.65	29.41	15.69	28.43	6.86



Website does not load quickly enough					
PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Website	15.69	25.49	16.67	26.47	13.73

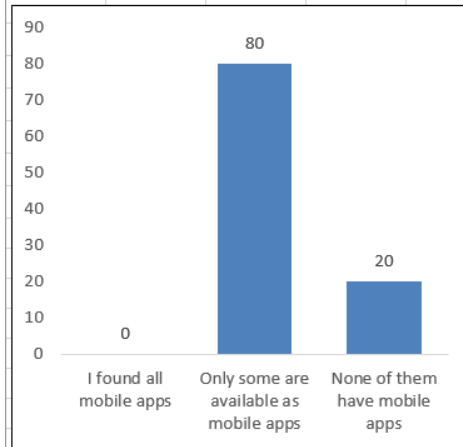


Payments are too hard to make on mobile device					
PS	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Payment	10.78	17.65	10.78	37.25	22.55



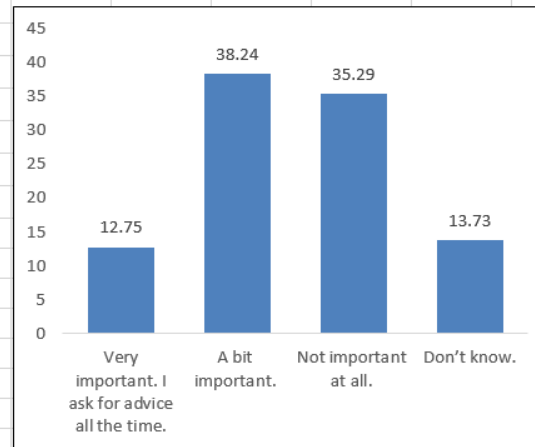
13) Are all your favourite mobile apps available as mobile apps?

I found all mobile apps	0
Only some are available as mobile apps	80
None of them have mobile apps	20



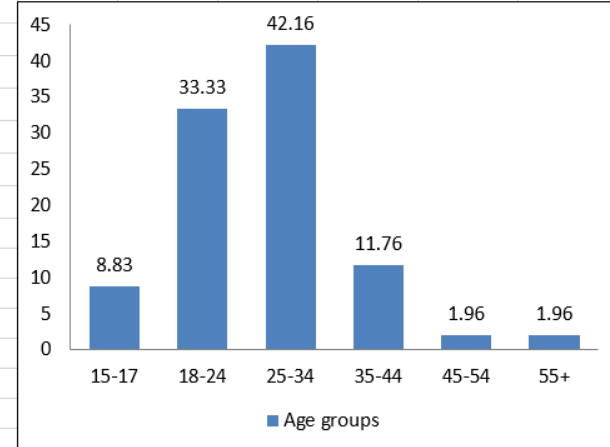
14) How important are the mobile apps you use?

Very important. I ask for advice all the time.	12.75
A bit important.	38.24
Not important at all.	35.29
Don't know.	13.73



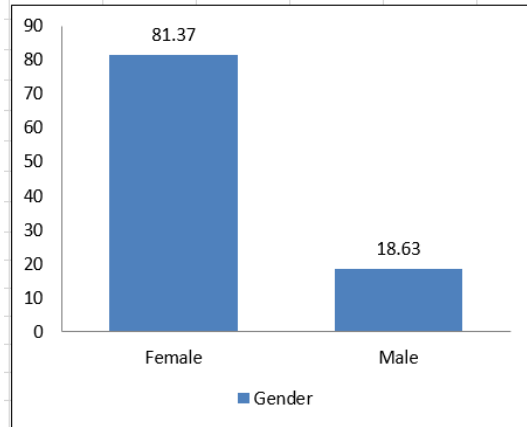
Age groups

15-17	8.83
18-24	33.33
25-34	42.16
35-44	11.76
45-54	1.96
55+	1.96



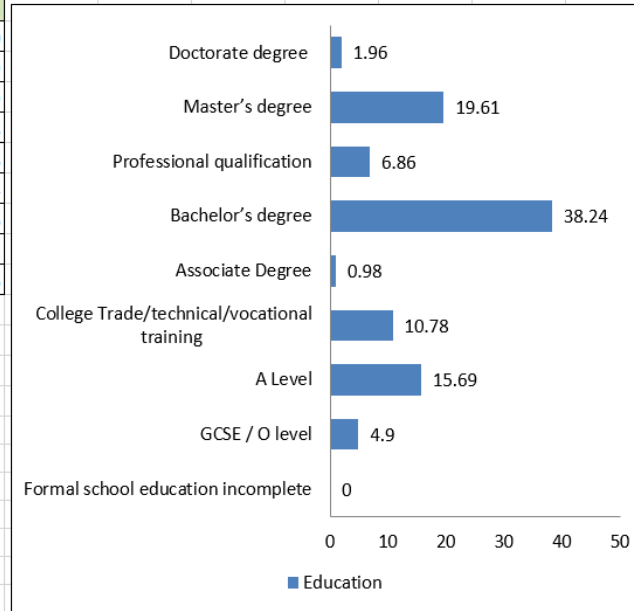
12) What gender are you?

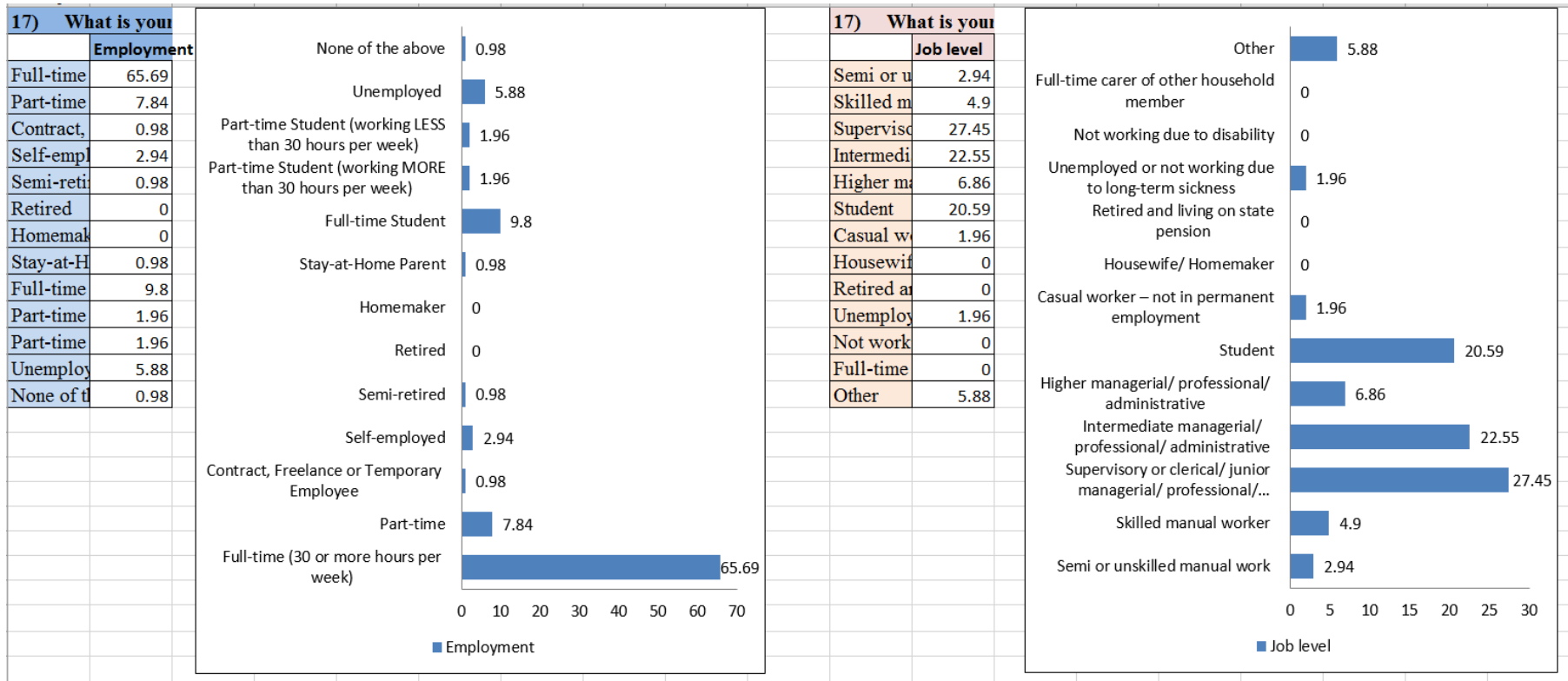
Gender	Number of respondents
Female	83
Male	19



16) What is your highest level of education?

Education	Percentage
Formal school education incomplete	0
GCSE / O level	4.9
A Level	15.69
College Trade/technical/vocational training	10.78
Associate Degree	0.98
Bachelor's degree	38.24
Professional qualification	6.86
Master's degree	19.61
Doctorate degree	1.96

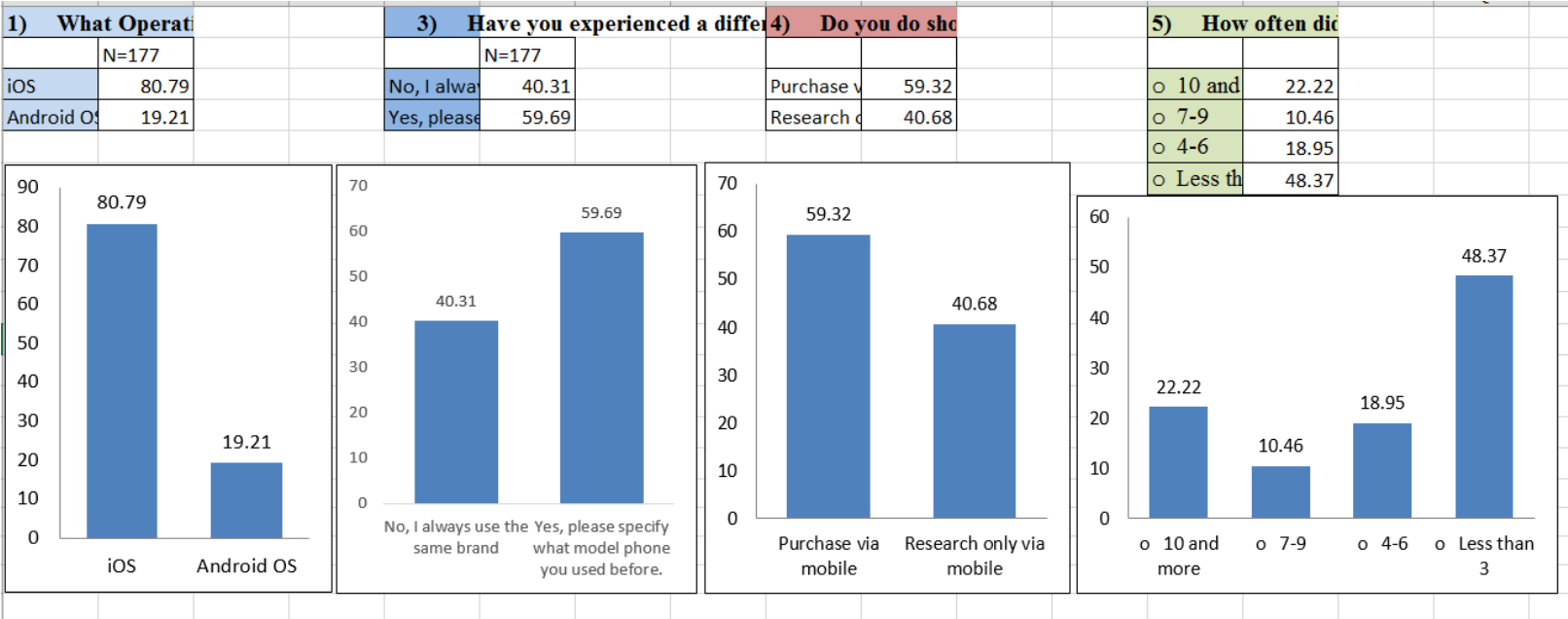




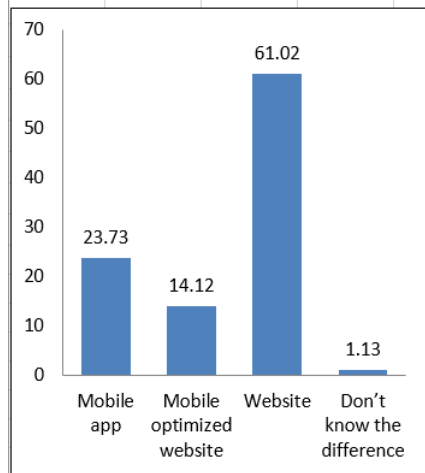
APPENDIX 4C – PFS-F-E Survey Sample Demographics

Variable	Description	Frequency, n	Percentage, %
OS	iOS	143	80.79
	Android	34	19.21
Age	18-24	118	66.67
	25-34	59	33.33
Education	Formal school education incomplete	0	0
	GCSE / O level	5	2.82
	A Level	67	37.85
	College Trade/technical/vocational training	10	5.65
	Associate Degree	1	0.56
	Bachelor's degree	53	29.94
	Professional qualification	5	2.82
	Master's degree	32	18.08
	Doctorate degree	1	0.56
Employment Status	Full-time (30 or more hours/week)	60	33.9
	Part-time	36	20.34
	Contract, Freelance or Temporary Employee	6	3.39
	Self-employed	4	2.26
	Semi-retired	0	0
	Retired	0	0
	Homemaker	0	0
	Stay-at-Home Parent	1	0.56
	Full-time Student	73	41.24
	Part-time Student (working MORE than 30 hours/week)	3	1.69
	Part-time Student (working LESS than 30 hours/week)	8	4.52
	Unemployed	3	1.69
	None of the above	0	0

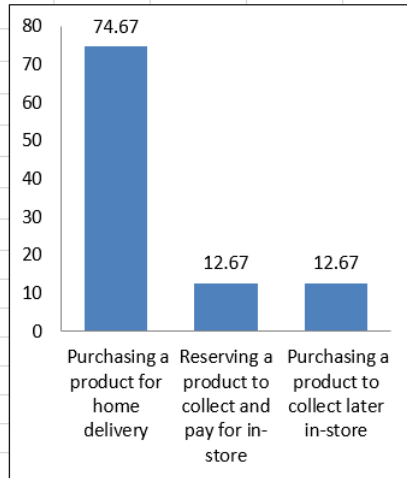
APPENDIX 4D – PFS-F-E Survey All Results



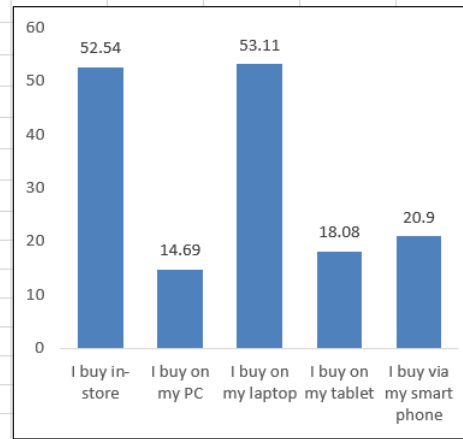
6) Do you prefer	
	N=177
Mobile app	23.73
Mobile optimized website	14.12
Website	61.02
Don't know the difference	1.13



7) What is your	
	PFS-F-E
Purchasing a product for home delivery	74.67
Reserving a product to collect and pay for in-store	12.67
Purchasing a product to collect later in-store	12.67



8) Do you find other route	
	PFS-F-E
I buy in-store	52.54
I buy on my PC	14.69
I buy on my laptop	53.11
I buy on my tablet	18.08
I buy via my smart phone	20.9



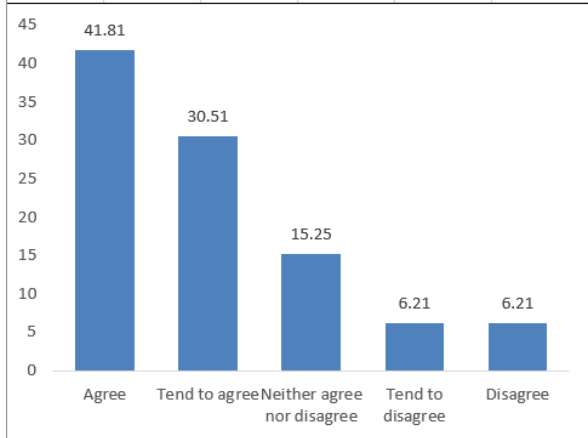
11) What are the	
	PFS-F-E
The product I want is easy to find	57.63
The product I want is available	58.19
The range of products is greater than in-store	37.85
I get a discount when I purchase online	42.37
The ability to shop from any location and any time	62.71
The ability to view products in more detail	18.64
The ability to compare with other products	33.33



10) Indicate on the scale the answer that matches your view most closely.

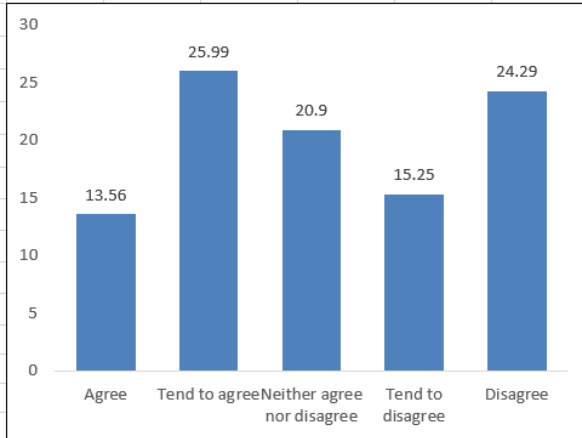
I research clothing on my mobile before buying in-store

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	41.81	30.51	15.25	6.21	6.21



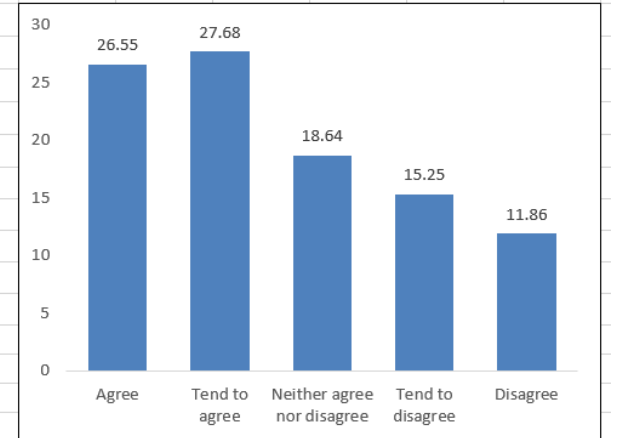
I research clothing in-store before buying via my mobile

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	13.56	25.99	20.9	15.25	24.29



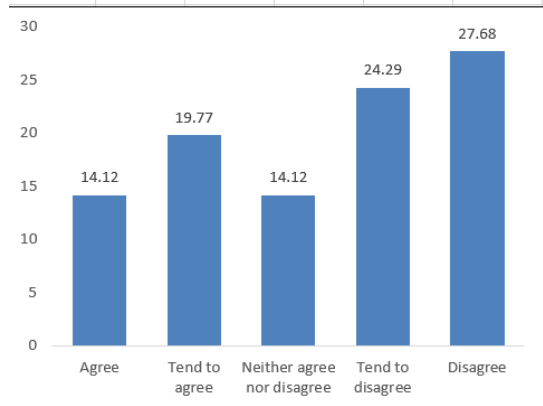
I research and buy clothing via my mobile

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	26.55	27.68	18.64	15.25	11.86



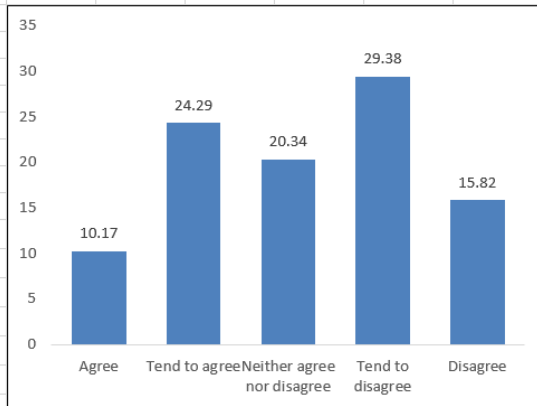
I do not like the idea of making payments on a mobile

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	14.12	19.77	14.12	24.29	27.68



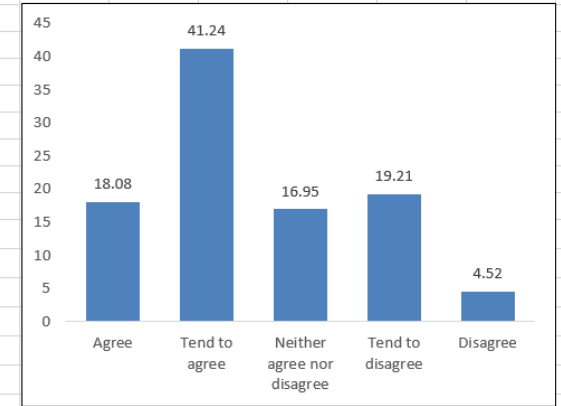
Usability of mobile device for browsing/shopping is poor

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	10.17	24.29	20.34	29.38	15.82



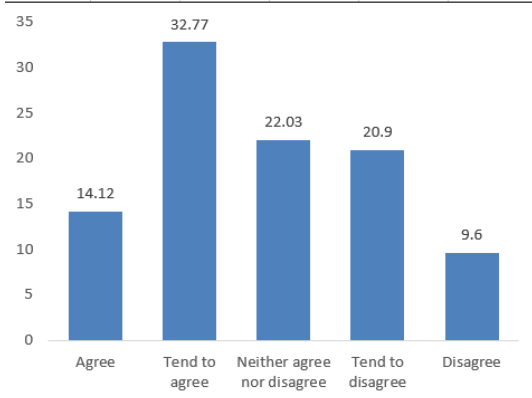
Website/products do not display properly on small screen

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	18.08	41.24	16.95	19.21	4.52



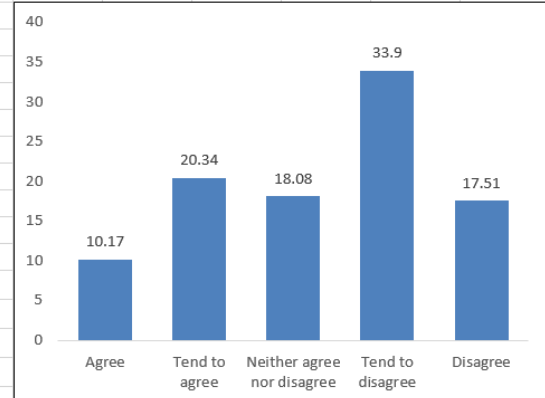
Website does not load quickly enough

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	14.12	32.77	22.03	20.9	9.6

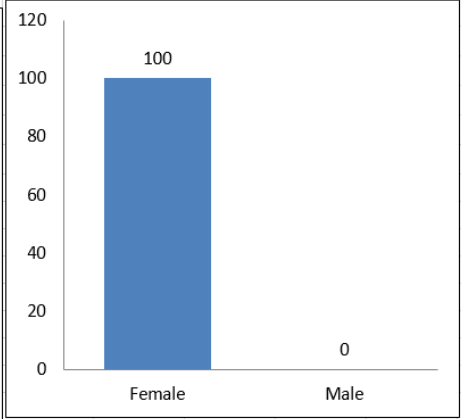
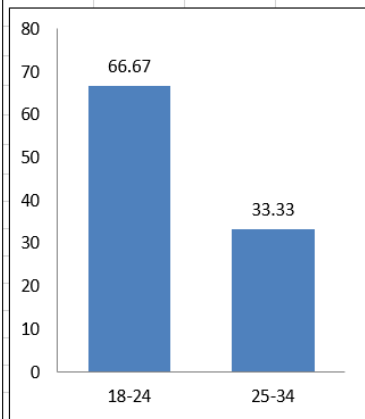
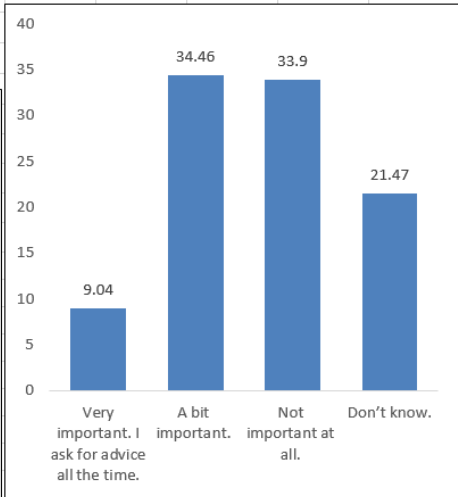
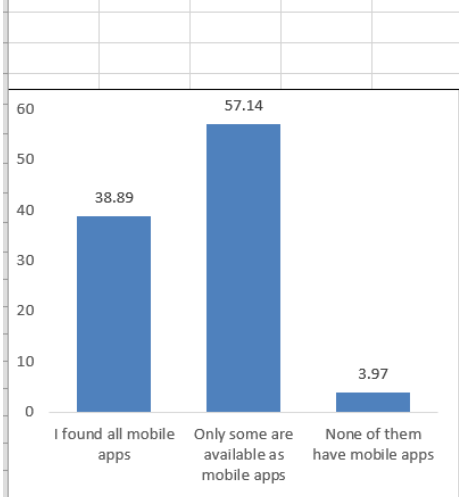


Payments are too hard to make on mobile device

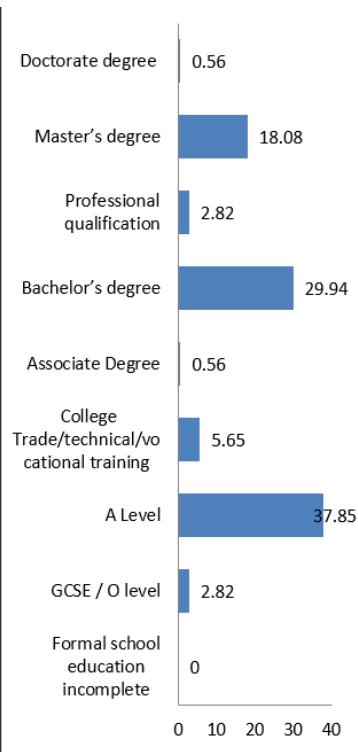
	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
PFS-F-E	10.17	20.34	18.08	33.9	17.51



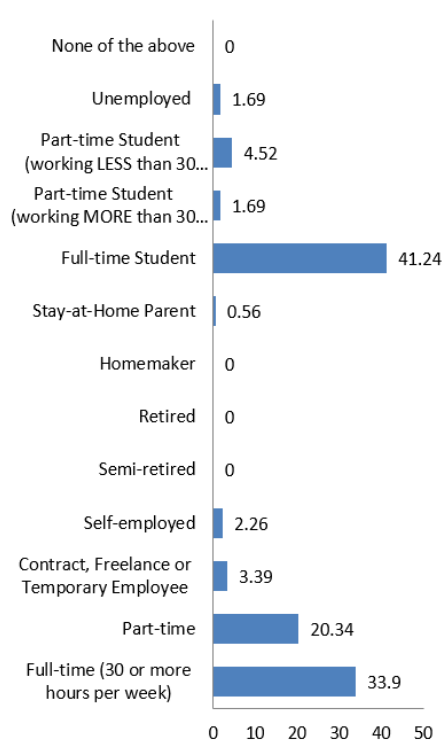
13) Are all you		14) How important are th		What age are y		Gender		Gender		Number of i
	PFS-F-E		PFS-F-E		PFS-F-E		Gender		Gender	Number of i
I found al	38.89	Very imp	9.04	18-24	66.67	Female	100	Female	145	
Only som	57.14	A bit imp	34.46	25-34	33.33	Male	0	Male	0	
None of t	3.97	Not impor	33.9							
		Don't kno	21.47							



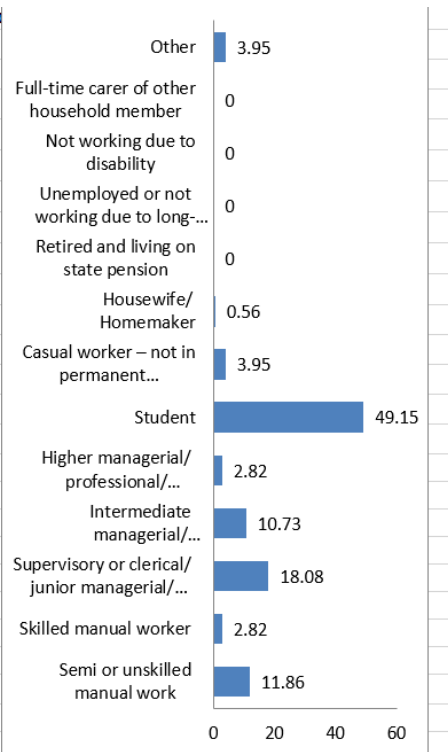
16) What is your highest level of education?	
	PFS-F-E
Formal school education incomplete	0
GCSE / O level	2.82
A Level	37.85
College Trade/technical/vocational training	5.65
Associate Degree	0.56
Bachelor's degree	29.94
Professional qualification	2.82
Master's degree	18.08
Doctorate degree	0.56



17) What is your current employment status?	
	PFS-F-E
None of the above	0
Unemployed	1.69
Part-time Student (working LESS than 30 hours per week)	4.52
Part-time Student (working MORE than 30 hours per week)	1.69
Full-time Student	41.24
Stay-at-Home Parent	0.56
Homemaker	0
Retired	0
Semi-retired	0
Self-employed	2.26
Contract, Freelance or Temporary Employee	3.39
Part-time	20.34
Full-time (30 or more hours per week)	33.9



18) What is your current occupation?	
	PFS-F-E
Other	3.95
Full-time carer of other household member	0
Not working due to disability	0
Unemployed or not working due to long-term illness	0
Retired and living on state pension	0
Housewife/Homemaker	0.56
Casual worker – not in permanent employment	3.95
Student	49.15
Higher managerial/professional/intermediate managerial/supervisory or clerical/junior managerial/skilled manual worker	2.82
Semi or unskilled manual work	11.86



APPENDIX 4E – PFS-F-E: Lists of Fashion Retailers and Fashion Mobile Apps

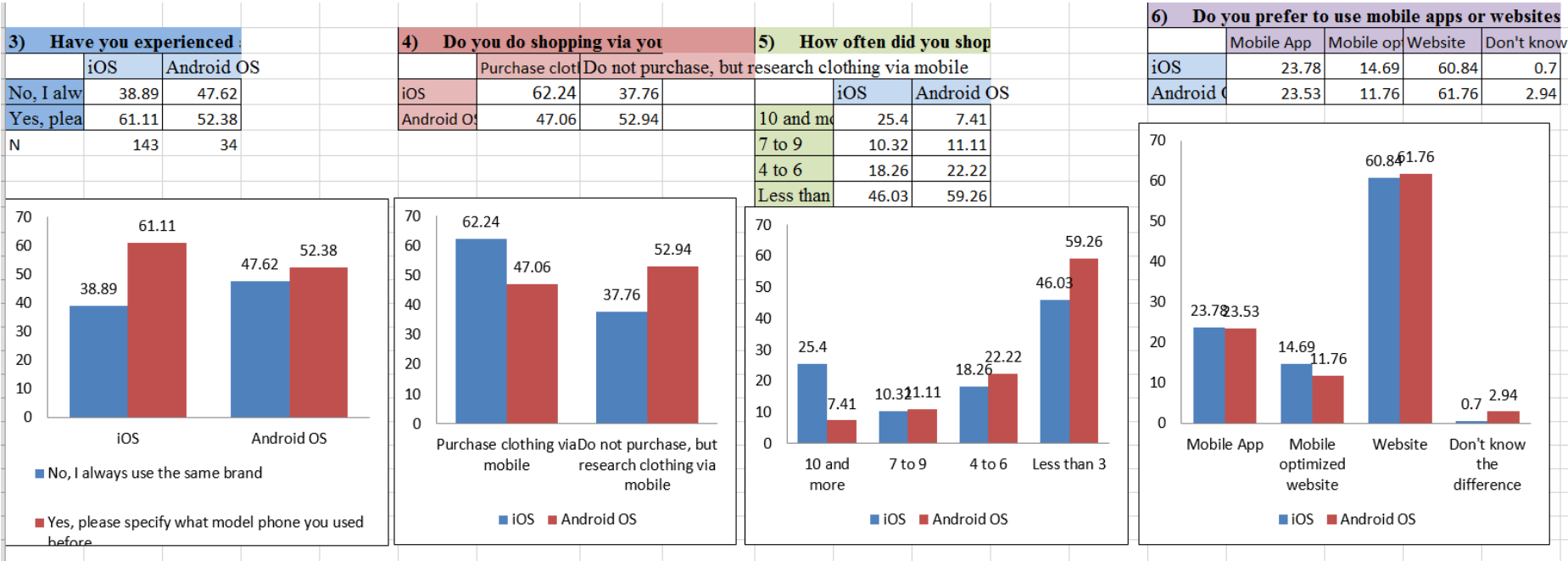
Fashion Retailers (PFS-F-E)					
Variable	Description	Frequency, n	N	Multi-Channel Retailer	Pure-Play Retailer
Fashion Retailers (PFS-F-E)	Topshop	76	177	v	
	ASOS	73	177		v
	River Island	32	177	v	
	Zara	26	177	v	
	Ebay	25	177		v
	Amazon	23	177		v
	Misguided	22	177		v
	Next	12	177	v	
	Boohoo	11	177		v
	H&M	10	177	v	
	New Look	10	177	v	
	Debenhams	7	177	v	
	Urban Outfitters	7	177	v	
	House of Fraser	6	177	v	
	Office	6	177	v	
	Etsy	4	177		v
	Mango	4	177	v	
	Selfridges	4	177	v	
	Warehouse	4	177	v	
	Adidas	3	177	v	
	Dorothy Perkins	3	177	v	
	Net-a-Porter	3	177		v
	Oasis	3	177	v	
	Ted Baker	2	177	v	
	Forever 21	2	177	v	
	John Lewis	2	177	v	
	All Saints	2	177	v	
	Miss Selfridge	2	177	v	
	Topman	2	177	v	
	Vero Moda	2	177	v	
	Footasylum	2	177	v	
	Nastygal	2	177		v
Accessories	1	177	v		
Asda	1	177	v		
Barratts	1	177	v		
Bonprix	1	177	v		

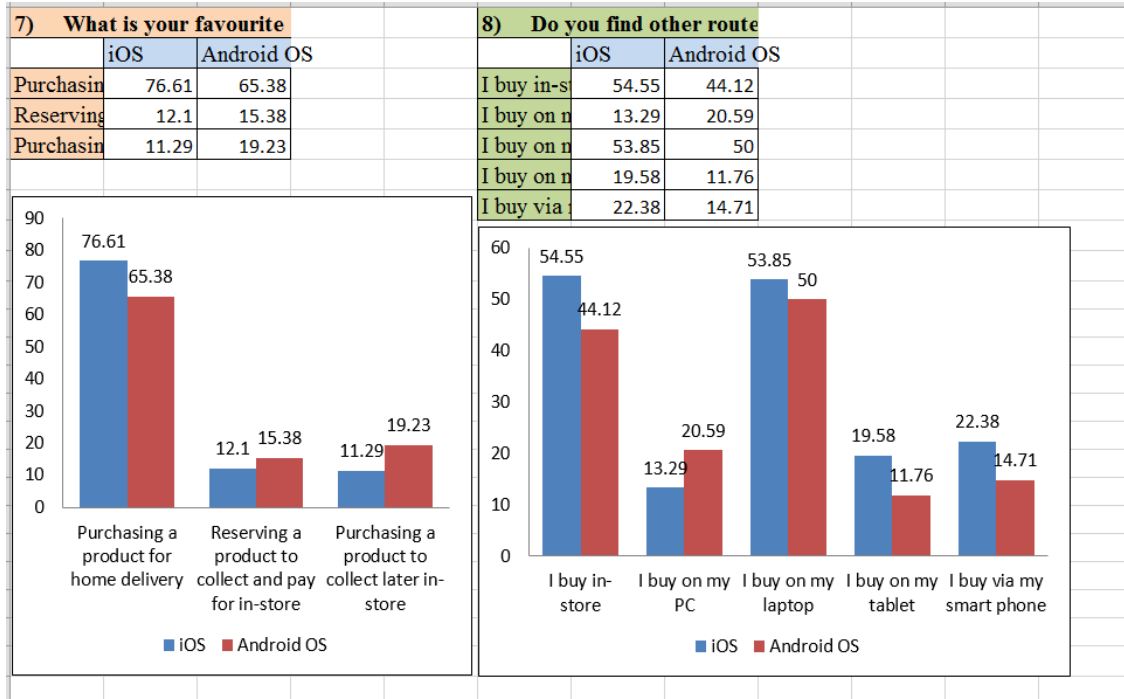
Fashion Retailers (PFS-F-E)					
Variable	Description	Frequency, n	N	Multi-Channel Retailer	Pure-Play Retailer
	Boots	1	177	v	
	Bravissimo	1	177	v	
	Moss Bros	1	177	v	
	Clarks	1	177	v	
	Cocosa	1	177		v
	French Connection	1	177	v	
	Sports Direct	1	177	v	
	Esprit	1	177	v	
	Fabletics	1	177	v	
	Gap	1	177	v	
	George	1	177	v	
	Harrods	1	177	v	
	Ralph Lauren	1	177	v	
	Lipsy	1	177	v	
	Lovehoney	1	177		v
	Mac	1	177	v	
	Matches Fashion	1	177		v
	Modanisa	1	177		v
	Monsoon	1	177	v	
	Mywardrobe	1	177		v
	Pull&Bear	1	177	v	
	Pulp	1	177	v	
	Reiss	1	177	v	
	Banana Republic	1	177	v	
	Schul	1	177	v	
	La Senza	1	177	v	
	Sale Shark Store	1	177	v	
	Sketchers	1	177	v	
	Ann Summers	1	177	v	
	Tesco	1	177	v	
	Vans	1	177	v	
	Vivienne Westwood	1	177	v	
	White Company	1	177	v	
	Zalando	1	177		v
	Total number of unique retailers, n			56	14

Fashion Mobile Apps (PFS-F-E)						
Variable	Description	Frequency, n	N	Multi-Channel Retailer	Pure-Play Retailer	Media
Fashion Mobile Apps	Topshop	64	177	v		
	ASOS	62	177		v	
	Ebay	26	177		v	
	Zara	24	177	v		
	River Island	20	177	v		
	Amazon	10	177		v	
	H&M	8	177	v		
	Net-a-Porter	8	177		v	
	Next	8	177	v		
	Vogue	7	177			v
	New Look	5	177	v		
	Debenhams	4	177	v		
	Instagram	4	177			v
	Pintrest	4	177			v
	Fashion Style	3	177			v
	Miss Selfridge	3	177	v		
	Mulberry	3	177	v		
	Urban Outfitters	3	177	v		
	All Saints	3	177	v		
	Adidas	2	177	v		
	Vestiare Collective	2	177		v	
	Covet Fashion	2	177		v	
	Etsy	2	177		v	
	Mango	2	177	v		
	Misguided	2	177		v	
	Outnet	2	177		v	
	Selfridges	2	177	v		
	Unidays	2	177			v
	Warehouse	2	177	v		
	Asda	1	177	v		
	Brandalley	1	177		v	
	Chanel	1	177	v		
	Dior	1	177	v		
Sports Direct	1	177	v			
Elle	1	177			v	
House of Fraser	1	177	v			
Instyle	1	177			v	
John Lewis	1	177	v			
Nastygal	1	177		v		
Office	1	177	v			
Polyvore	1	177		v		

Fashion Mobile Apps (PFS-F-E)						
Variable	Description	Frequency, n	N	Multi-Channel Retailer	Pure-Play Retailer	Media
	Snap Fashion	1	177			v
	Snapette	1	177			v
	Svpply	1	177		v	
	Tesco	1	177	v		
	Today I am wearing	1	177			v
	Trendshop	1	177			v
	Tumbler	1	177			v
	Total number of unique retailers' mobile apps, n			23	13	12

APPENDIX 4F – PFS-F-E Survey - iOS vs Android OS

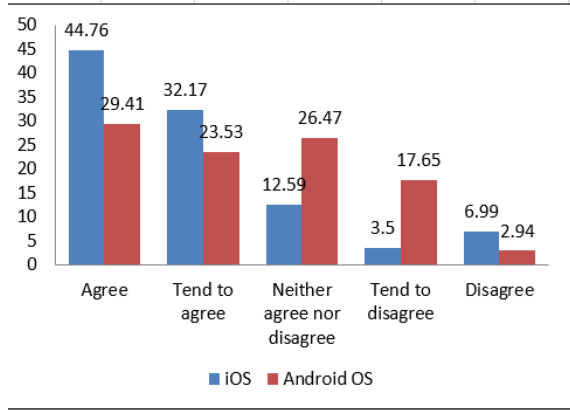




10) Indicate on the scale the answer that matches your view most closely.

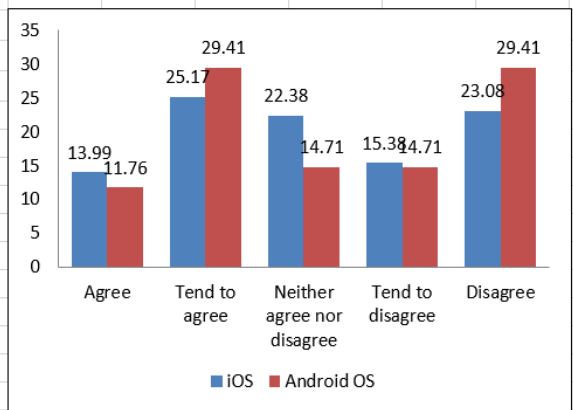
I research clothing on my mobile before buying in-store A

	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	44.76	32.17	12.59	3.5	6.99
Android OS	29.41	23.53	26.47	17.65	2.94



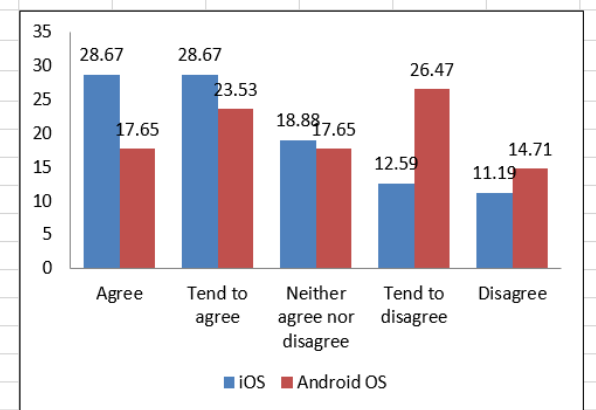
I research clothing in-store before buying via my mobile A

	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	13.99	25.17	22.38	15.38	23.08
Android OS	11.76	29.41	14.71	14.71	29.41

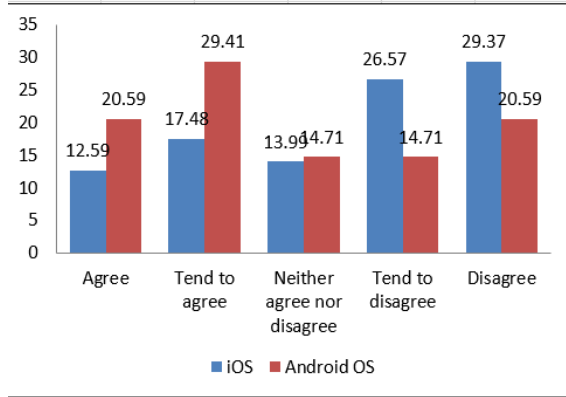


I research and buy clothing via my mobile A

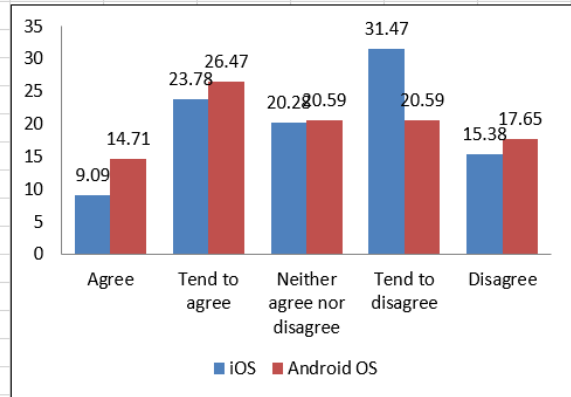
	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	28.67	28.67	18.88	12.59	11.19
Android OS	17.65	23.53	17.65	26.47	14.71



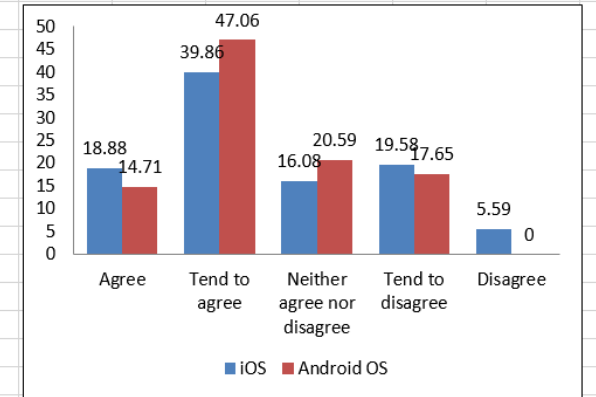
I do not like the idea of making payments on a mobile A					
	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	12.59	17.48	13.99	26.57	29.37
Android C	20.59	29.41	14.71	14.71	20.59



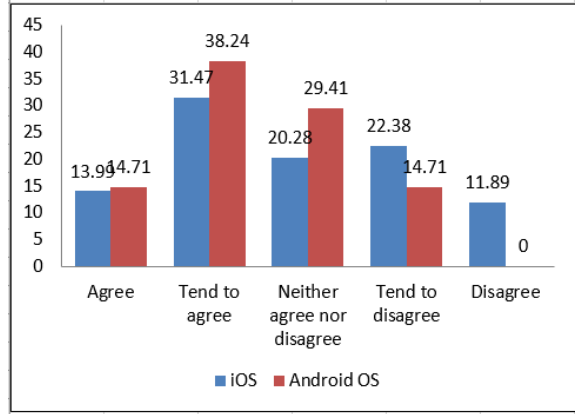
Usability of mobile device for browsing/shopping is poor A					
	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	9.09	23.78	20.28	31.47	15.38
Android C	14.71	26.47	20.59	20.59	17.65



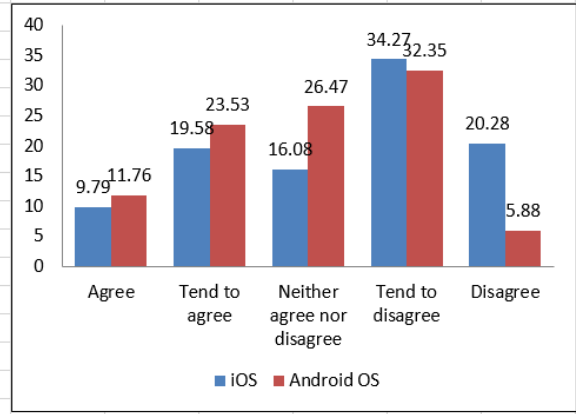
Website/products do not display properly on small screen					
	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	18.88	39.86	16.08	19.58	5.59
Android C	14.71	47.06	20.59	17.65	0



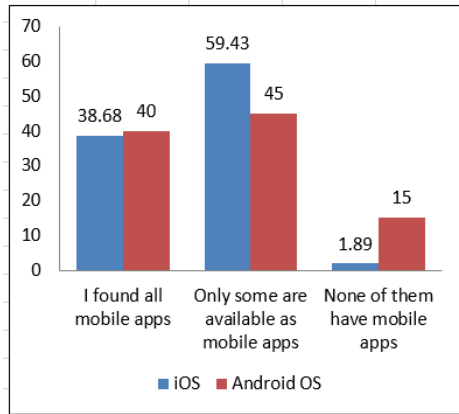
Website does not load quickly enough A					
	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	13.99	31.47	20.28	22.38	11.89
Android OS	14.71	38.24	29.41	14.71	0



Payments are too hard to make on mobile device A					
	Agree	Tend to ag	Neither ag	Tend to dis	Disagree
iOS	9.79	19.58	16.08	34.27	20.28
Android OS	11.76	23.53	26.47	32.35	5.88



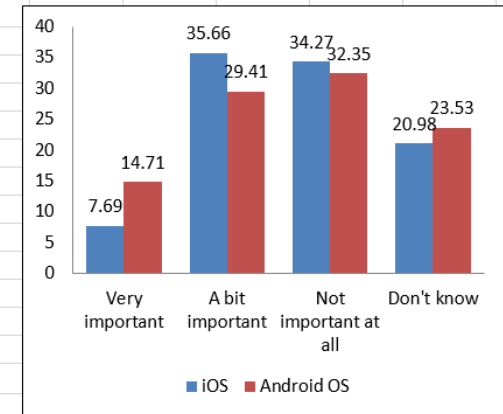
13) Are all your favourite products available as mobile apps?		
	iOS	Android OS
I found all mobile apps	38.68	40
Only some are available as mobile apps	59.43	45
None of them have mobile apps	1.89	15



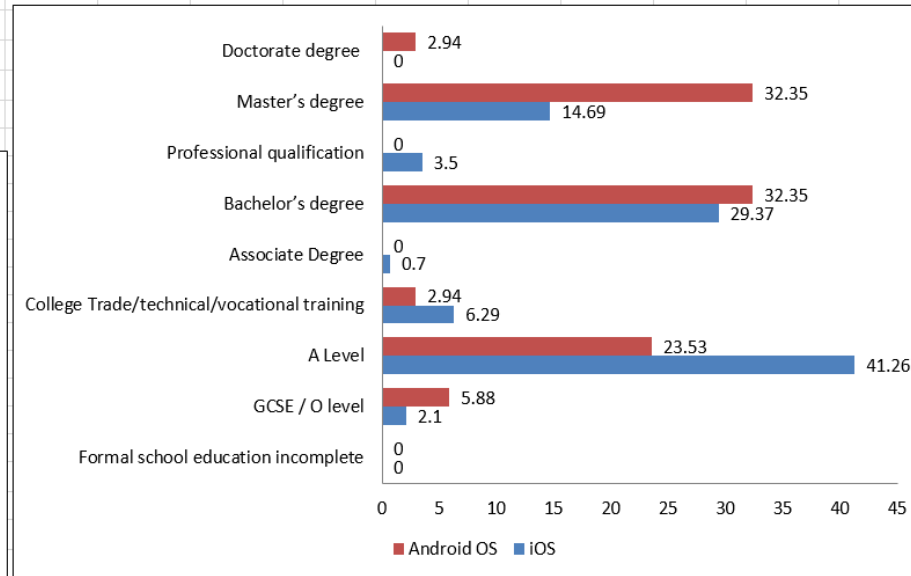
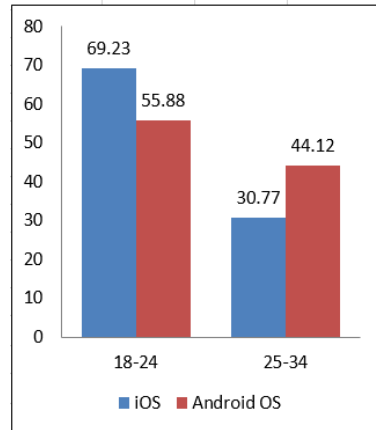
11) What are the most important features of mobile shopping?		
	iOS	Android OS
The product I want is easy to find	58.04	55.88
The product I want is available	61.54	44.12
The range of products is greater than in-store	37.06	41.18
I get a discount when I purchase online	44.06	35.29
The ability to compare with other products	62.24	64.71
The ability to view products in more detail	16.08	29.41
The ability to shop from any location and any time	35.66	23.53



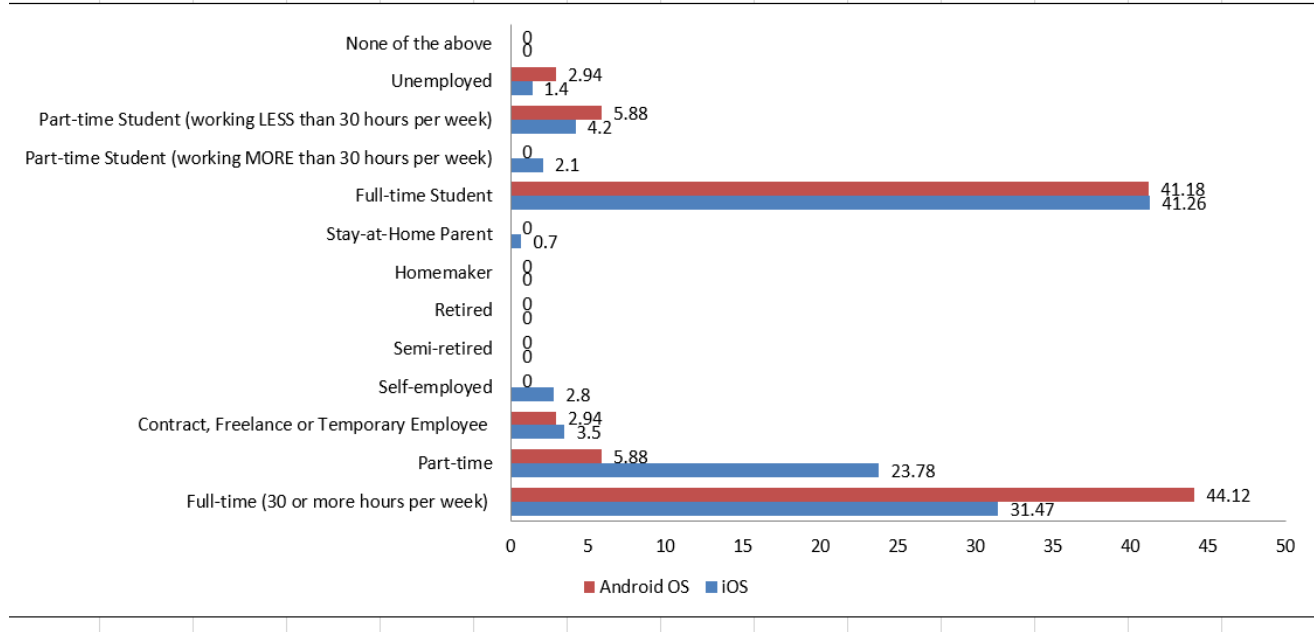
14) How important are the opinions of friends?				
	Very important	A bit important	Not important at all	Don't know
iOS	7.69	35.66	34.27	20.98
Android OS	14.71	29.41	32.35	23.53

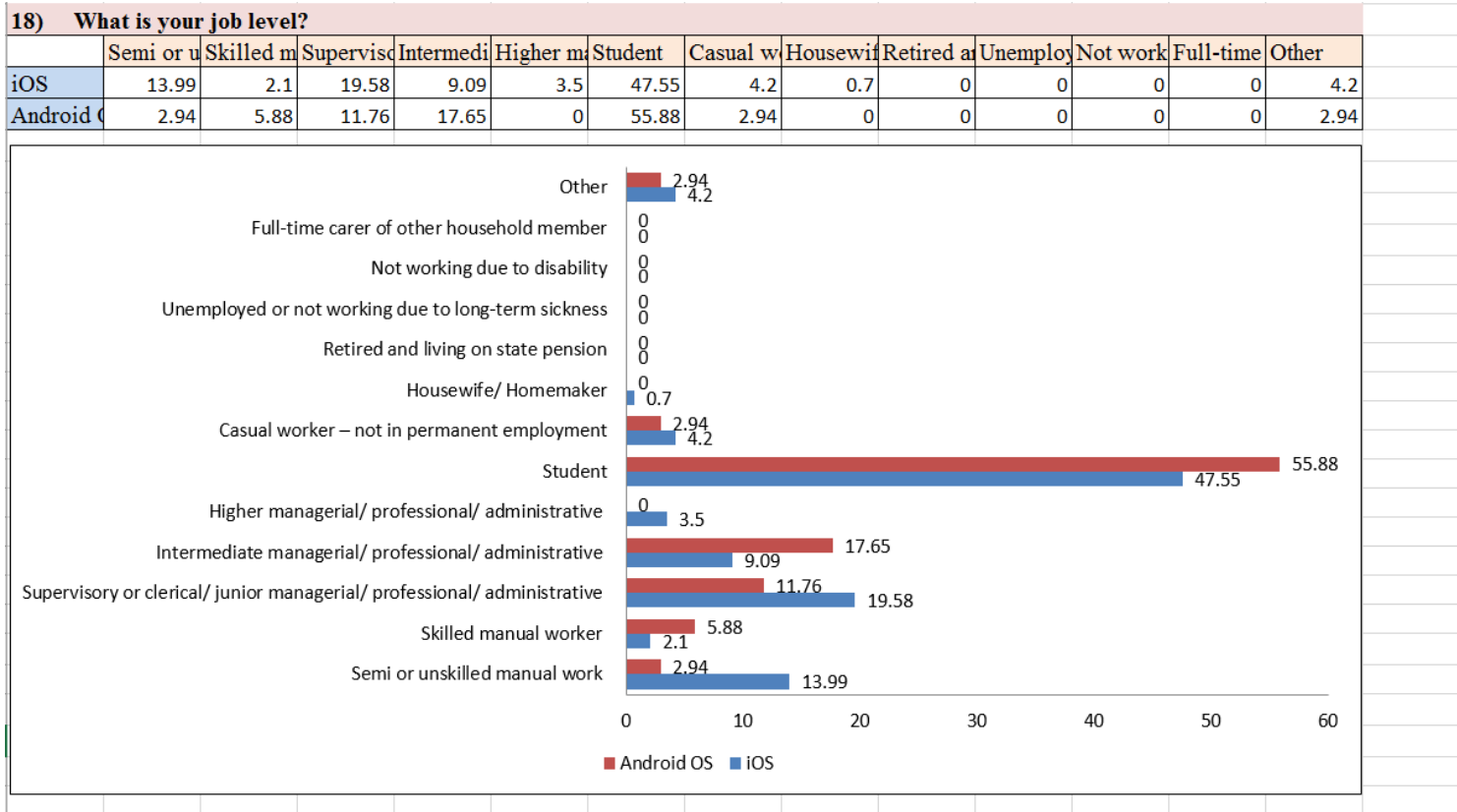


15) What age are you?			16) What is your highest level of education?									
	18-24	25-34		Formal school education incomplete	GCSE / O level	A Level	College Trade/technical/vocational training	Associate Degree	Bachelor's degree	Professional qualification	Master's degree	Doctorate degree
iOS	69.23	30.77	iOS	0	2.1	41.26	6.29	0.7	29.37	3.5	14.69	0
Android OS	55.88	44.12	Android OS	0	5.88	23.53	2.94	0	32.35	0	32.35	2.94



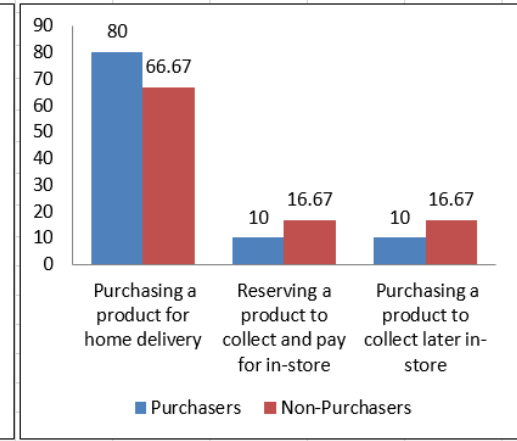
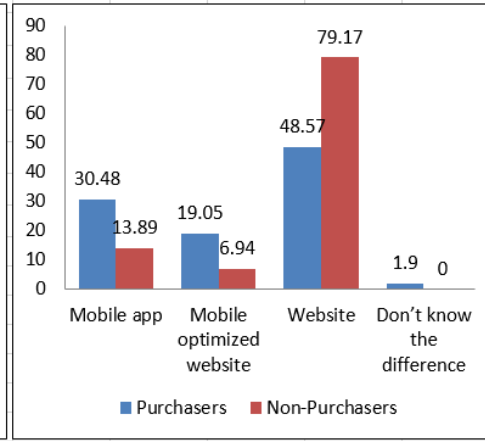
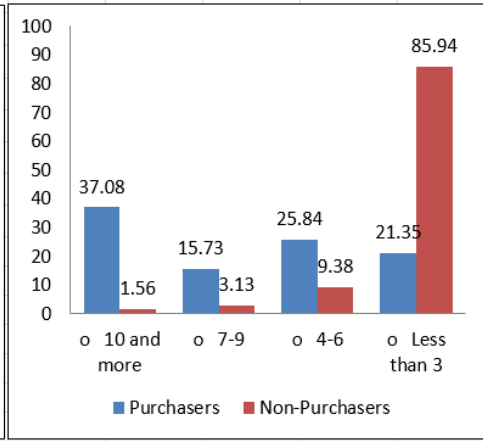
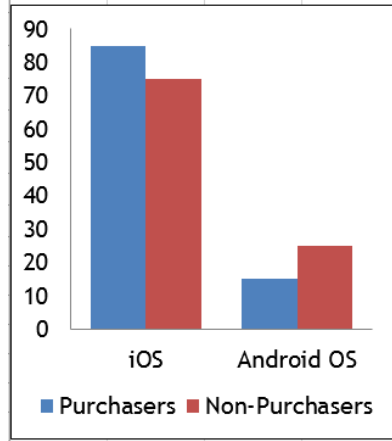
17) What is your employment status?													
	Full-time	Part-time	Contract,	Self-empl	Semi-reti	Retired	Homemak	Stay-at-H	Full-time	Part-time	Part-time	Unemploy	None of the above
iOS	31.47	23.78	3.5	2.8	0	0	0	0.7	41.26	2.1	4.2	1.4	0
Android	44.12	5.88	2.94	0	0	0	0	0	41.18	0	5.88	2.94	0



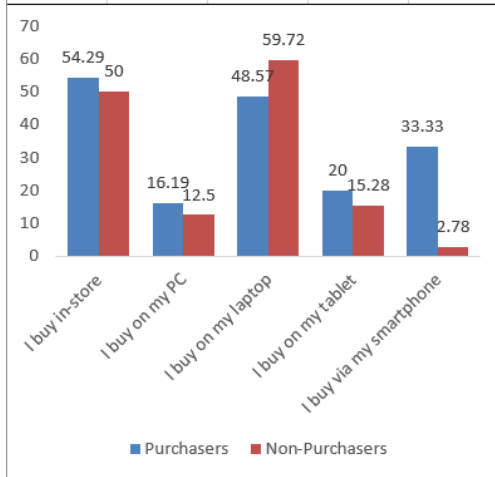


APPENDIX 4G – PFS-F-E Survey - Purchasers vs Non-Purchasers

1) What Operating System			5) How often did you shop			6) Do you prefer to use m			7) What is your favourite		
	Purchase	Non-Purchasers		Purchase	Non-Purchasers		Purchase	Non-Purchasers		Purchase	Non-Purchasers
iOS	84.76	75	o 10 and more	37.08	1.56	Mobile app	30.48	13.89	Purchasing a product for home delivery	80	66.67
Android	15.24	25	o 7-9	15.73	3.13	Mobile optimized website	19.05	6.94	Reserving a product to collect and pay for in-store	10	16.67
N	105	72	o 4-6	25.84	9.38	Website	48.57	79.17	Purchasing a product to collect later in-store	10	16.67
			o Less than 3	21.35	85.94	Don't know the difference	1.9	0			



8) Do you find other routes		
	Purchase	Non-Purchasers
I buy in-store	54.29	50
I buy on my PC	16.19	12.5
I buy on my laptop	48.57	59.72
I buy on my tablet	20	15.28
I buy via my smartphone	33.33	2.78



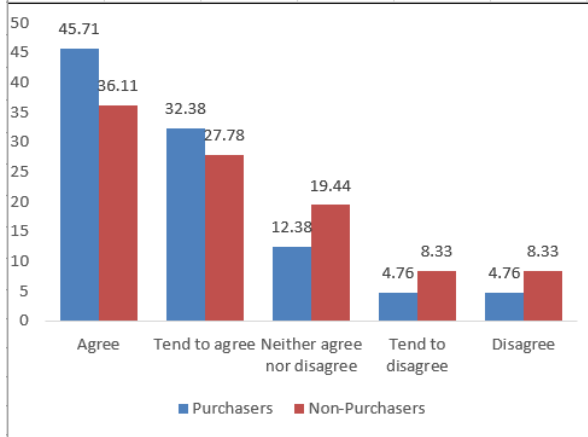
11) What are the most important		
	Purchase	Non-Purchasers
The product I want is easy to find	68.57	41.67
The product I want is available	63.81	50
The range of products is greater than in-store	37.14	38.89
I get a discount when I purchase online	44.76	38.89
The ability to compare with other products	74.29	45.83
The ability to view products in more detail	21.9	13.89
The ability to shop from any location and any time	34.29	31.94



10) Indicate on the scale the answer that matches your view most closely.

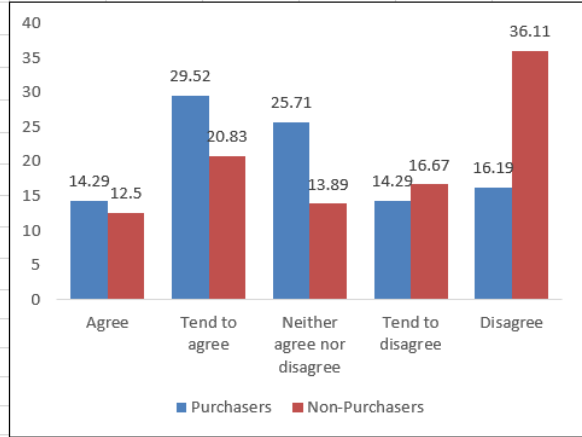
I research clothing on my mobile before buying in-store A

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Purchase	45.71	32.38	12.38	4.76	4.76
Non-Purchase	36.11	27.78	19.44	8.33	8.33



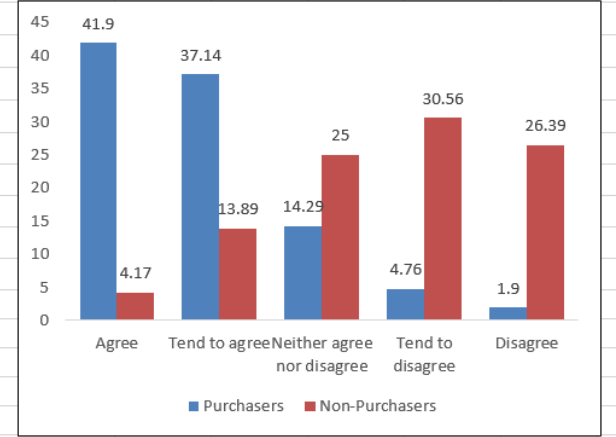
I research clothing in-store before buying via my mobile

	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Purchase	14.29	29.52	25.71	14.29	16.19
Non-Purchase	12.5	20.83	13.89	16.67	36.11

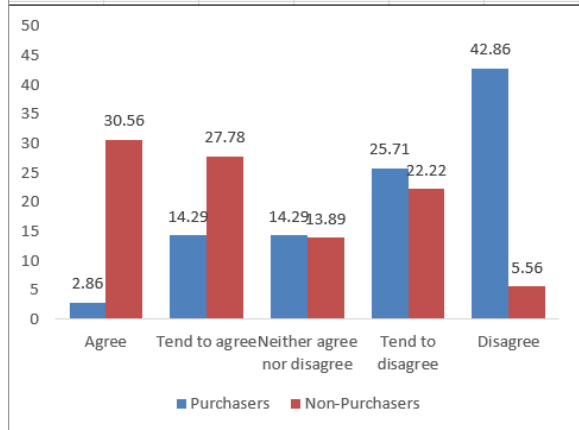


I research and buy clothing via my mobile

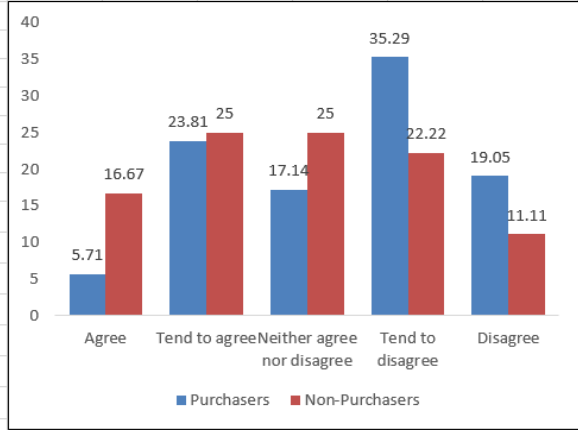
	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Purchase	41.9	37.14	14.29	4.76	1.9
Non-Purchase	4.17	13.89	25	30.56	26.39



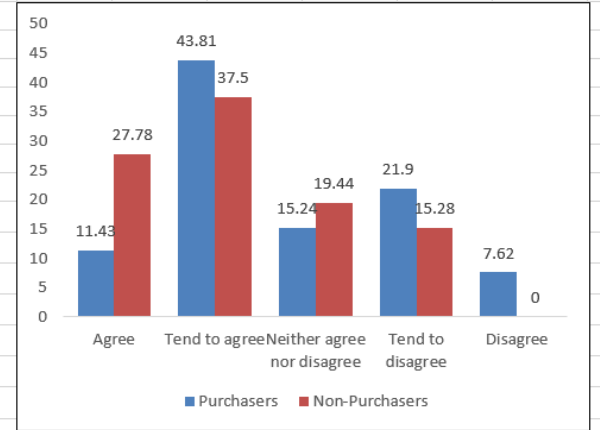
I do not like the idea of making payments on a mobile					
	Agree	Tend to ag	Neither ag	Tend to di	Disagree
Purchase	2.86	14.29	14.29	25.71	42.86
Non-Purch	30.56	27.78	13.89	22.22	5.56



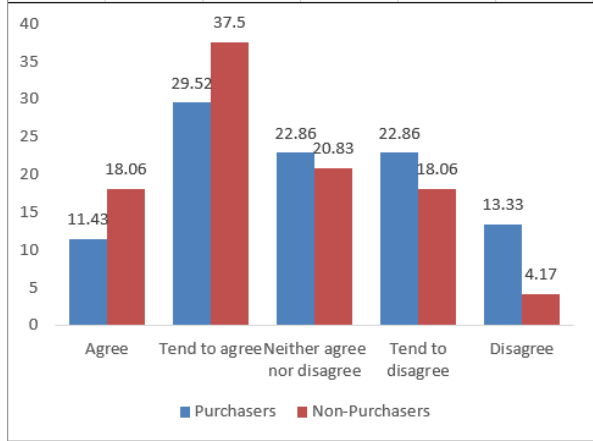
Usability of mobile device for browsing/shopping is poor					
	Agree	Tend to ag	Neither ag	Tend to di	Disagree
Purchase	5.71	23.81	17.14	35.29	19.05
Non-Purch	16.67	25	25	22.22	11.11



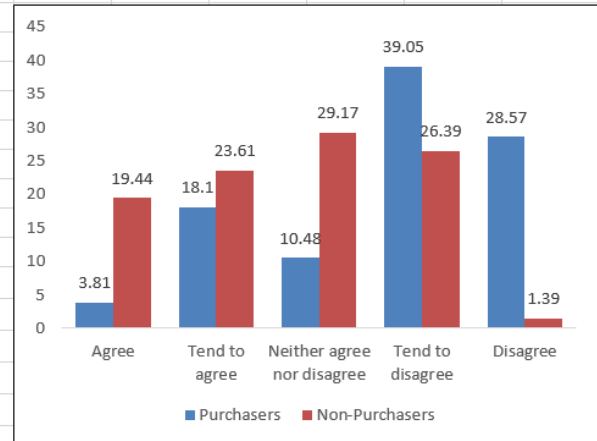
Website/products do not display properly on small screen					
	Agree	Tend to ag	Neither ag	Tend to di	Disagree
Purchase	11.43	43.81	15.24	21.9	7.62
Non-Purch	27.78	37.5	19.44	15.28	0



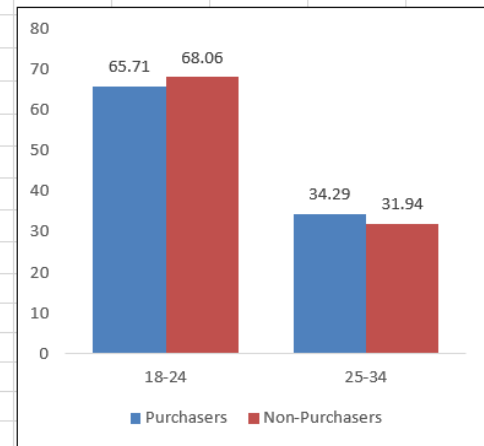
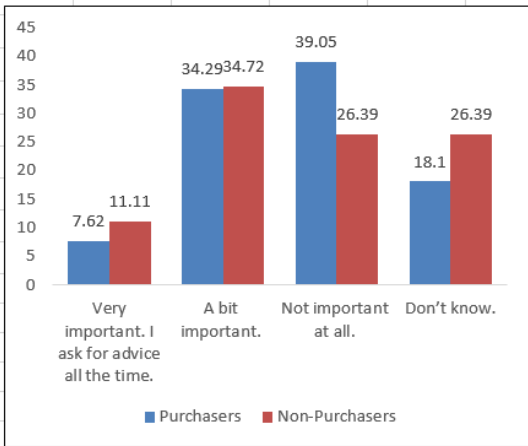
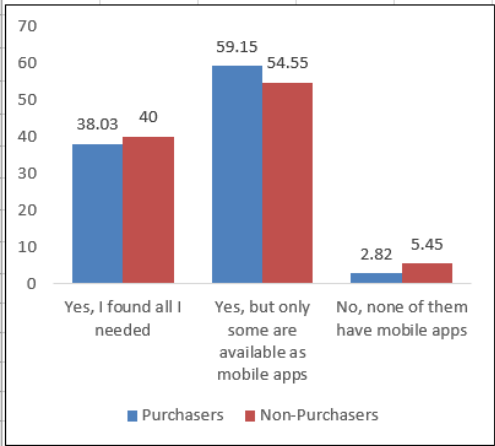
Website does not load quickly enough					
	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Purchase	11.43	29.52	22.86	22.86	13.33
Non-Purchaser	18.06	37.5	20.83	18.06	4.17



Payments are too hard to make on mobile device					
	Agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree
Purchase	3.81	18.1	10.48	39.05	28.57
Non-Purchaser	19.44	23.61	29.17	26.39	1.39

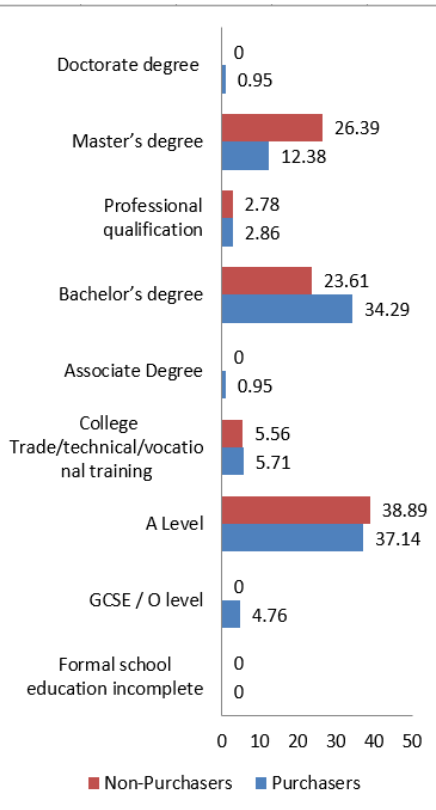


13) Are all your favourite mobile apps available as mobile apps?			14) How important are the opinions of other people when you are making a purchase?			15) What age are you?		
	Purchase	Non-Purchasers		Purchase	Non-Purchasers		Purchase	Non-Purchasers
Yes, I found all I needed	38.03	40	Very important. I ask for advice all the time.	7.62	11.11	18-24	65.71	68.06
Yes, but only some are available as mobile apps	59.15	54.55	A bit important.	34.29	34.72	25-34	34.29	31.94
No, none of them have mobile apps	2.82	5.45	Not important at all.	39.05	26.39			
			Don't know.	18.1	26.39			



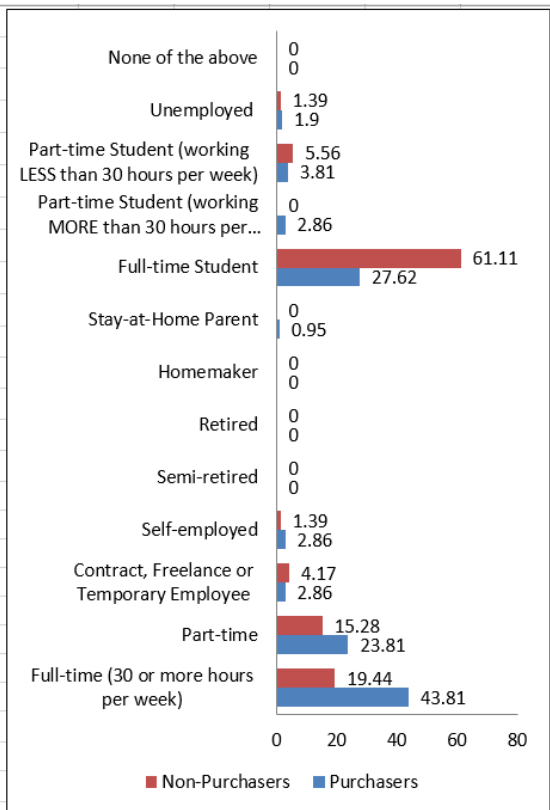
16) What is your highest level of education?

	Purchase	Non-Purchaser
Formal school education incomplete	0	0
GCSE / O level	4.76	0
A Level	37.14	38.89
College / Trade/technical/vocational training	5.71	5.56
Associate Degree	0.95	0
Bachelor's degree	34.29	23.61
Professional qualification	2.86	2.78
Master's degree	12.38	26.39
Doctorate degree	0.95	0

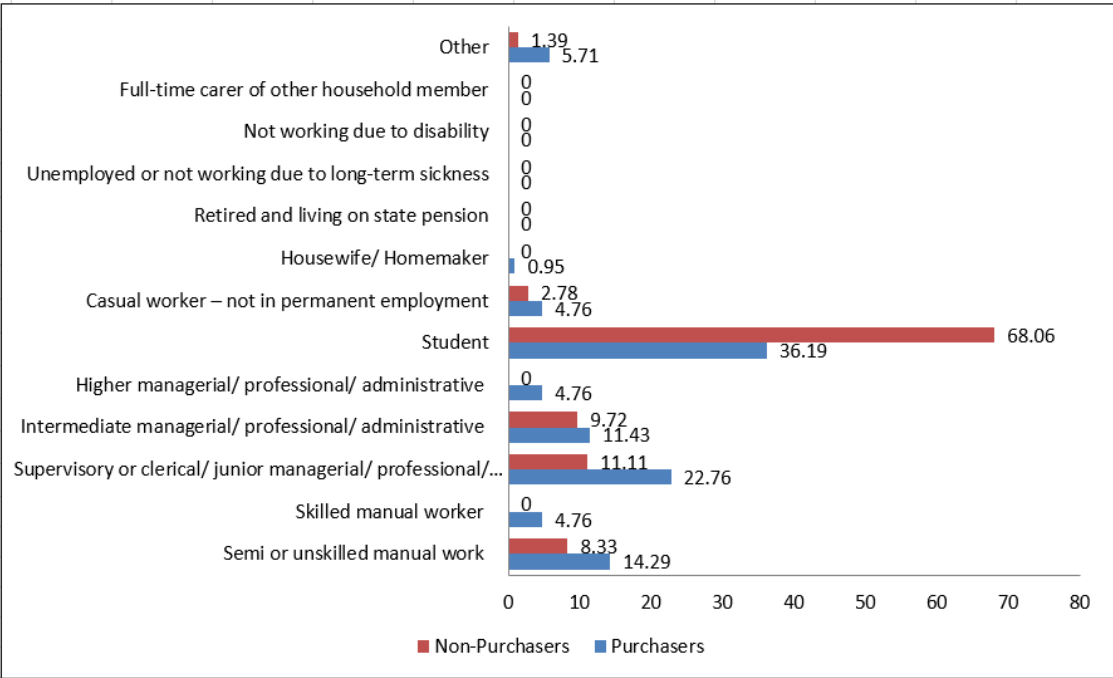


17) What is your employment status?

	Purchase	Non-Purchasers
Full-time	43.81	19.44
Part-time	23.81	15.28
Contract, Freelance or Temporary Employee	2.86	4.17
Self-employed	2.86	1.39
Semi-retired	0	0
Retired	0	0
Homemaker	0	0
Stay-at-Home Parent	0.95	0
Full-time (30 or more hours per week)	27.62	61.11
Part-time (15-29 hours per week)	2.86	0
Part-time (1-14 hours per week)	3.81	5.56
Unemployed	1.9	1.39
None of the above	0	0



18) What is your job level?		
	Purchase	Non-Purchasers
Semi or unskilled	14.29	8.33
Skilled manual	4.76	0
Supervisory	22.76	11.11
Intermediate	11.43	9.72
Higher managerial/professional/administrative	4.76	0
Student	36.19	68.06
Casual worker – not in permanent employment	4.76	2.78
Housewife/Homemaker	0.95	0
Retired and living on state pension	0	0
Unemployed or not working due to long-term sickness	0	0
Not working due to disability	0	0
Full-time carer of other household member	0	0
Other	5.71	1.39



APPENDIX 5A – Original Topshop's iOS Mobile App

Reviews

Version 1

- 19 Jul 2010 Love it!!-You can check out all the new Topshop lines...shame you can't see the whole range but at least there's a link to their website.
- 20 Jul 2010 Cloooooothes=Yum I love looking at these clothes.
- 22 Jul 2010 Where is Topman app-Great to see Topshop finally but when can we expect the Topman app ????
- 22 Jul 2010 ok=quite a nice app
- 22 Jul 2010 Bah =Crap crap crap!
- 22 Jul 2010 Good idea =Great idea in fact but just won't load on iPhone 4! Get it to load on I will give it 5
- 23 Jul 2010 Rubbish-Should have so much more content than this. Trying to be like net a porter but it hasn't quite worked.
- 23 Jul 2010 Add a Topman please!!=So much potential!
- 23 Jul 2010 Waste of time =Nothing good yet
- 23 Jul 2010 Disappointing=There's nothing interesting to see apart from style fix.. No actual clothes loaded on my phone in the new in section.. Could be genius for Topshop lovers but not yet!
- 23 Jul 2010 Don't bother=I was looking forward to this app but it does very little. Save yourself the time downloading it and do something more fun and useful instead
- 23 Jul 2010 A little bit disappointing=It's great that Topshop has finally brought out an app but I was expecting it to be a lot better than this e.g more content etc...
- 23 Jul 2010 Could be better=it's an okay app I like the style ideas but there should be more and the what's new section takes ages to load when u want to see a larger picture Topshop please update it !
- 23 Jul 2010 ???=What happened to Topman. It can so be incorporated into this app I love shopping and yet Topshop is singleing out men???
- 23 Jul 2010 Utter rubbish!=Don't bother downloading! So slow, pictures don't load, very disappointing :-
- 23 Jul 2010 Could be good,=If it was more like the website it would be a lot better! It needs more clothes on it than just the 'new in' section and when I tried to see the an enlarged picture of the product, it didn't come up. Lastly, there has to be a Topman app. It's only fair.
- 23 Jul 2010=No Topman Section! This app needs to be more like the Next app. Should be able 2 view current fashion collections and be able to purchase them. A mens section would be brilliant and the app would become much better!
- 24 Jul 2010 Poor -Get Warehouse app instead
- 24 Jul 2010=Thought out more! Why not make your website suitable for mobile? Images take an age to load, no real special mobile content and you can't even buy from this app, one the main things for any shop? Partnering Topman online is now essential to keep ahead of the game...
- 24 Jul 2010 Dreadful-don't bother download...=Very very poor. Why release something to LIVE when there are so many glitches?!? Very slow, you can't buy or even browse the collection?! So why bother? Abysmal.
- 24 Jul 2010 Disappointing=I was very excited that a Topshop app had come out but it's very disappointing, not worth downloading. There's just nothing really on it!

- 24 Jul 2010 Shame=I hope the app is still being built there's nothing on it, disappointing
- 25 Jul 2010 Not good=Needs a serious update full of bugs. why release something that's not really finished. And where's the mens department A weak excuse for an app
- 25 Jul 2010 Awful=No Topman and images take forever to load. Can't buy directly from the app. Needs serious reworks!!!!!!
- 25 Jul 2010 Crap=Crap. All you get is new in which is about 15 images Featured Top Charts Near Me Search Updates
- 25 Jul 2010 Crap=Crap. All you get is new in which is about 15 images that take forever to load. Pointless.
- 25 Jul 2010 No Topman!! @=Why is Topman left out of this app!!!
- 25 Jul 2010 Disappointing=Was in eager anticipation for apps to come along from Topshop, River Island, Dorothy Perkins etc so when I saw Topshop app I was really pleased but it's so disappointed. a lot could be learned from the all saints app which works exactly as it should and is h m0re
- 25 Jul 2010 Total crap=It's a waste of time app. Why you Topshop develop this app if you are make it good at less
- 25 Jul 2010 So disappointing=This app looked real good but when you get down to it it is terrible. Doesn't load anything, no Topman. Crap tbh (to be honest)
- 25 Jul 2010 This Is Fair=There should be a TOPMAN, River Island...New Look? Other Fashion Stores.
- 25 Jul 2010 Disappointing=It looked really good but it doesn't do much and takes ages to load. Let down
- 25 Jul 2010 Shocking=Come on Topshop sort it out!
- 25 Jul 2010 RUBBISH=This App is totally pointless. All it does is show you a couple of pictures of items and takes AGES and AGES to load even with wifi. Don't waste your time with this.
- 25 Jul 2010 Yawn=Well did the housework had a bath still not loaded think I'll do some gardening lol. Well if this loading issue is not sorted soon this app will be unloaded from my phone. Even tried the contact button to report this issue and that didn't work either.
- 25 Jul 2010 !!!=More style fix!! Taking ages to load but still can't watch...
- 25 Jul 2010 Do Not Download= Pictures take waaaaay too long to load
- 25 Jul 2010 Crap= LOVE Topshop. Hate this app. Doesn't work properly. I could see about 7 items. Don't waste your time
- 26 Jul 2010 No Topman and far too slow=I am disappointed with this app, it is unbearably slow (even on a wifi connection) and there appears to be no sign of Topman.
- 26 Jul 2010 Disappointing=I expected this app to be just like the shop AMAZING. But it is too slow it needs to be more like shop style where you gave got all the stores in one and it is fast!! Please improve this app
- 26 Jul 2010 Topshop cutting it.....not with th...= New in" not loading You have to be redirected to site to buy.... Very disappointing expected something better from Topshop they could learn from some other stores out there... Like oasis fast and easy to use.... Roby :-((
- 26 Jul 2010 Not all bad!=It's true that the images of items take too long to load but the blog and other info has no problems! If you want to look at images of clothes to buy you may as well just look at topshop.com on your mobile as it will be much quicker, and you can make purchases!
- 26 Jul 2010 N0oo0o0!=Had iPhone 3gs. Topshop = so so so SLOW,zZ. Thought it was just signal or phone. Got iPhone 4. Topshop = still RUBBISH even with better phone and good signal. I @ Topshop BUT this is really bad. Sorry
- 26 Jul 2010 So slow!=It takes far too long to load! I <3 Topshop but I havn't even seen any clothes on this app because I gave up waiting for it to load :(PLEASE update this so it loads much quicker!!!!!!
- 26 Jul 2010 Rubbish=As much as it pains me 2 say it I totally agree with everyt this app is total rubbish it won't even load at all !! TOPSHOP PLEASE UPDATE!!!!

- 26 Jul 2010 Awful Terrible=Don't bother oasis & warehouse apps are so much better. No point to this at all. Much improvement needed!!! You can't even view the current collection!
- 26 Jul 2010 Crap=Doesn't even load. Don't waste your time. Utter pants
- 26 Jul 2010 Shocking=I love Topshop, practically live in there! But the app is shocking. Sooooooo slow, pleas improve!
- 27 Jul 2010 Unable to see all collections=No probs with mine loading but we need to see all products not just new ones Q; K ' E
- 27 Jul 2010 WASTE OF TIME=There isn't any of the old clothes they sell there, there is just the new ones, which there isn't many and there all rubbish. Don't waste your time :)
- 27 Jul 2010 Gr.=New in? Prrffttt what about the old ones. What a freak who made this!? DELETE.
- 27 Jul 2010 Get shopstyle for the full range...=Okay ppl, this app is for the New Stuff in Topshop. If you want to see the full range, I HIGHLY RECCOIVIMEND YOU GET SHOPSTYLE instead. Or look on the website. But I like this app, and I loooove Topshop
- 27 Jul 2010 needs lot of attention=I thought Id have topshop online handy.How wrong I was! this app is useless- it allows me to see only designer's new in,that make hmm about 10 pieces of garment? Im glad didnt have to pay for it.
- 27 Jul 2010 Good app!=This app is a bit basic but seen as it's only just been released I'm sure this will improve and be updated in time. Even though it's basic, there are some really nice barts e.g. Blog and videos. The favourites section is... mOre
- 28 Jul 2010 Slow slow and where is the con...=Sooooo sloooow! Not really worth bothering with. Very poor
- 28 Jul 2010 TOPMAN!!!!=From a quick browse around the app is ok although a bit slow. GET A TOPMAN APP!!!!
- 28 Jul 2010 Dreadful App. Why bother even...=They should pull this app, asap.
- 28 Jul 2010 ZZZZZzzzzzzzz=TOPMAN APP will do!!!
- 29 Jul 2010 No biggie=It's alright but could do with an easier layout, like the shopstyle app. Also i think it could include topman aswell. Mind you people, if you do want to see clothes and shoes and whatnot just settle for the shopstyle app!
- 29 Jul 2010 Meh=I loveeeee topshop and this app is pretty cool but it could do with a bigger range. Othenivise not baddd :)
- 29 Jul 2010 Poor= would be so much better if you could see the whole range!
- 30 Jul 2010 A bit pants!=If you're going to make an app for a great shop like Topshop, you might as well do it properly! It's very slow, crashes and there's not really a lot of content on it anyway! Disappointing.
- 30 Jul 2010 Rubbish=Had it for a week very very slow and no updates at all! Very disappointed
- 30 Jul 2010 Awful - don't bother=I'm a fan of topshop but this app is utterly useless. :-(
- 30 Jul 2010 RUBbiSh!!!= Doesn't even load pictures quick enough of me to be interested!!!
- 30 Jul 2010 yup,epic=ive been waiting for this app for aggggeessssss, thannnkkyou
- 30 Jul 2010 Rubbish!!!!!!!!!!!! Total waste if time! Doesn't search all clothes, just stick with asos.
- 31 Jul 2010 P00r= The amount of clothing that I can view on this app is rubbish. I can only seem to view the new items. Plus, it's really slow, so I get fed up with it stupidly quick. I wouldn't bother again.
- 31 Jul 2010 Worst app eVEEEFiFi=Really is there any point? Can't buy anything. Only new in stuff. No Topman the sexist pigs! Not worth the effort. I love goats.
- 31 Jul 2010 Okay=Not great as it only has 'new-in' section could have had the whole range, prices etc. But I liked the layout, tips and stuff :)
- 31 Jul 2010 Rubbish=What a pile of poo and a waste of my time! There is naff all on it, 2 pairs of shoes, wow your spoiling us!!!!
- 1 Aug 2010 Topshop=Where's the Topman app???
- 2 Aug 2010 Far too slow!!=Takes far too long to get in to the app! This problem needs some attention! Oasiswarehouse app much better!
- 2 Aug 2010 Wrong=Where's Top Man?

- 3 Aug 2010 Very Disappointing!=Hardly anything on there, pointless app.
- 4 Aug 2010 Topman=Where is topman???
- 4 Aug 2010 Disappointment...=Don't really see the point in this app as all you can see is new in & the fashion features aren't updated. I like the idea of being able to add favourites & then I can buy them online but for that to work properly you would need the full range.
- 4 Aug 2010 Not bad for a freebie=If your addicted to topshop like me this app is pretty usefull as you can check all topshops new stock day by day by a tap of your finger! Defo could improve this app tho so you can view the whole range but it was free so no complaints really I <3 topshop
- 5 Aug 2010 Oh no=Boo to this app! Where's the mens range huh
- 6 Aug 2010-Not worth it= Basically the title said it all. There is hardly anything on it. Would have been much better if they showed the whole range on it. So a thumbs down from me
- 6 Aug 2010-Pointless=Nothing on this app at all, very disappointing!
- 6 Aug 2010-Good app= Good app, like the blog aspect and the trends! collections. The new in feature is also good, however occasionally does not show all thumbnail pics. Would like to see the full range added to this app soon! :)
- 8 Aug 2010-Hmm=At first it looked good but when u get it it doesn't work properly
- 8 Aug 2010-Topshop app= Not impressed at all.
- 8 Aug 2010 Good for Topshop Devotees= OK, yes, there is one main problem with this application: the inability to view everything on offer from Topshop.com. However, I find myself looking at the Topshop website so often that I only ever need to look at the New In section anyway, just to feast my eyes on the new stock; I already know what's been on sale for a while. So, really, this app is ideal for me; the New In section is all I need to stay happy and updated on-the- go.===However, I give this app three stars instead of four because sometimes, when I've clicked through to try to buy something I've seen on the app, I have been shown a blank page or the completely wrong garment, which is irritating. Also, although saving items as favourites is a good way of bookmarking things you want to buy, it would help if it actually worked! Once- and only once- I discovered 4 items in my favourites section which I had neither saved nor even looked at! ===There are a few changes to be made.
- 11 AUG 2010 Needs work-A massive let down, doesn't work most of the time - needs a lot of work
- 11 Aug 2010 Blythegurl -This app needed help before but the new update is dire, will not load anything
- 19 Aug 2010 Good but... =NO TOPMAN! That's my only complaint. Girls- knock yourself out slaving over all those pwetty littwe dresses. However, guys- don't bother, move along, nothing to see... (Unless you either work in Topshop or just looking at skimpy frilly lingerie for fun).
- 20 Aug 2010 Waste of time -This could be a great app and I was really looking forward to using it, but the range of clothes is so limited I use the website instead. Real waste of time.
- 20 Aug 2010 Topman= We need a topman app too!!!
- 27 Aug 2010-Rubbish= Only has a few items would be great if the full range of clothes were on it and you could purchase through the app
- 28 Aug 2010 Could have been brilliant..= Disappointing. Not enough stock to look at and sometimes the page loads the completely wrong thing or just goes to a blank page.
- 30 Aug 2010 Slow=Soooo slow, usually I just give up on waiting for sections to load.
- 30 Aug 2010 Don't bother=Not even kidding but it is rubbish, takes ages to load and there is hardly anything on it.
- 2 Sep 2010-Not brilliant!=It's ok if you just want find a store or see the new clothes in but would be much better like the Next app where you can view the full range and buy stuff to, I find the store finder a bit pointless though as with a smartphone wouldn't you just use the net to find one! Maybe it will evolve in future to include the full range, hope so.
- 8 Sep 2010 Q= Very disappointing.....takes forever to load!!!!!! Sort it out.
- 13 Sep 2010 :(= Really disappointing Appll Sort it out Sir Greenllll

- 17 Sep 2010 Topshop= Not happy so far, as none of the pages have even loaded. Looking for the delete button!
- 19 Sep 2010 B00= Loads like 10 items of clothes for each section it is lucky. Took me like 40secs to go thru... Waste of phone space!!
- 20 Sep 2010 Good! (For girls...)=Downloaded this expecting a mens section like the All- saints and Zara apps do, but there wasn't any. Topman app or update please?
- 20 Sep 2010-So so...=Not a bad app, it is a bit slow but have patience! I was hoping for a topshop app that I could buy everything from!!!
- 26 Sep 2010-crashes!= I really like this app when it's working, but it crashes almost every time I've used it.
- 26 Sep 2010 No mens wear= WTF were is the guys stuff
- 3 Oct 2010=Great but I'm a guy... TOPMAN app please!
- 4 Oct 2010 Good= I need topman though!
- 15 Oct 2010 Could be better!= Like how you get an update of the new things in store, not really bothered about seeing the whole range, can use the website or call into store for that. Fix the categories tho! The section headings never represent what you get when you click on them, and update the other content more regularly.
- 16 OCT 2010 Pretty poor= Very little on this app, only new in stuff plus the headings don't represent correctly, if you click jackets and coats you get pj's and tights?! Please fix this and offer more content
- 16 Oct 2010 Not good topshop :(= None of the links are right, shoes take you to tops and I find this can change daily so tomorrow shoes could be coats but is never shoes :(.
And it doesn't seem to update the clothes either, mine has the same clothes it had up in the summer :(
- 17 Oct 2010 Topshop is usually the best= If I click on a link it goes blank and then stays frozen
- 17 Oct 2010 Very good= I really like it it's easy to use and updates regularly. One problem is that the headings are wrong but you still see everything and I love the favourites :)
- 17 Oct 2010 Please make Topman app=This looks like a good app. Please could you make Topman app!!!!!!
- 21 Oct 2010-Sexism= Omg, an app only for women! This is outrageous, the only clothes they should buy is lingerie and an apron to stay in the frickin kitchen. Oh, make a topman! Otherwise you are sexist people
- 22 Oct 2010 Erm, your sexism= Previous comment is sexist and I think this is brilliant
- 23 Oct 2010 Rubbish!= The worst app I have! Would be better and quicker going on the website, really slow, crashes, takes me to different page than the one I click on... All round rubbish!
- 23 Oct 2010 Times out and never works properly.= It keeps closing down and doesn't work properly.
- 24 Oct 2010-Crashes badly!= It work perfectly at first, but now whenever I press on a category the app just closes. It's a waste of time, which is a shame. Needs an update v. soon.
- 1 NOV 2010 Sorry=What a numpty... Wrong app review sorry lol
- 14 Nov 2010-Crash=Used to be great, now all it does is crash. Deleted.
- 19 NOV 2010-okay=the app used to be so great at first but now when I got to open up for eg. jersey tops, it just crashes !! it needs an update ! if it gets fixed it would be an amazing app!
- 21 Nov 2010 Pointless=Just an app to tell you what's new and a load of videos of Kate Moss - who cares? Thought you could buy online and see all their online sale stuff like Debenhams app!
- 30 Nov 2010-Rubbish!= Crashes. Names things under the wrong heading. Doesn't load.
- 5 Dec 2010 Worst app ever?= Crashes after a few seconds of trying to do anything. Maybe Mr Green should spend a little more of his tax avoidance money on this app and it might work.
- 20 Dec 2010 A big letdown=Only works half the time, so slow. What a waste of what could have been a great app.
- 20 Dec 2010-Don't bother!!!=CRAP - I deleted it!!!!

- 21 Dec 2010 Don't bother= Only new items rather than the full range. Warehouse app a lot better
- 21 Dec 2010-Crash prone=Stuck on loading
- 22 Dec 2010 Rubbish=When first downloaded was good, now constantly crashes or won't even load and all the clothes get put in the wrong category. have updated it numerous times and still absolute crap! Luckily it was free!
- 22 Dec 2010-Quite crap=It doesn't really work. It just says...'please wait, loading' and that goes on forever!
- 23 Dec 2010-BAD= Doesn't work just says loading Please wait and it stays like that for ages! :(
- 24 Dec 2010-Broken= Doesn't work at all- stuck on loading. Was ok until about a week ago as they had fixed the headings being out but now just useless. Needs to be like the All Saints app
- 24 Dec 2010 Absolute Crap != Good and bad....bad meaning it doesn't work, it doesn't load and I figured it was a good thing because it'll save me money !
- 27 Dec 2010 Disappointing-I love topshop and thought id be able to browse the clothing anytime, anywhere! However all I can do is look at videos of Kate moss and see the new in section.. It doesn't even have all the products topshop has to offer... And no search bar to search for products.. UPDATE???
- 29 Dec 2010 not great= Keeps crashing or won't load properly in the first place. Plus, only a small selection of their clothes is shown.
- 29 Dec 2010 Rubbish!= Doesn't load at all.
- 30 Dec 2010-TOPMANII=Either a Topman section or a whole new app :D Oh! And maybe with less of the issues with this one :\$
- 31 Dec 2010-I love topshop= I didnt love this app, didnt even load! Deleted it!!
- 31 Dec 2010 Disappointing=If it's not being really slow it just crashes and closes. For a company that have such a good website it's a shame the app is so poorly made!
- 1 Jan 2011 Rubbish!= I thought this app will show me what's in store so I can purchase items but it's useless, sort it out please topshop!
- 2 Jan 2011 Topshop, major fail=Complete waste of time to download as I spent most of my time looking at a rotating circle with the text 'one moment' rather than spying any new Topshop goodies that I might want to waste money on
- 2 Jan 2011 Potentially awesome, potentially.= Loved this app for about a month. Did exactly what it said on the tin, then there was an update and now it constantly crashes. Can't even get it to open now. This could be so beautiful...
- 2 Jan 2011 Topman= Can you make a topman app'??
- 3 Jan 2011 Massive letdown!!=Could be great, but total disappointment. I love topshop but the 'new in' page don't even load! What's the point in this when u can't even look at the clothes?!===Ended up Deleting it. Don't bother downloading this.
- 4 Jan 2011-Topshop=Awful doesn't even load just comes up with a message saying just one moment.. Unfortunately will be deleting this xx
- 5 Jan 2011 Frustrating!!!=I'm afraid I'll also be complaining about the same situation. When I click on New In, it just comes up with a message saying 'Just a moment, Loading'. But that's all it ever says and I'm one of those people who doesn't have the patience to wait for something simple like that.===Please get it fixed!!!
- 5 Jan 2011 Annoying!= It's so full of bugs it's really frustrating! before the last couple of updates I could access a few of the categories, but now it won't even load them! Not impressed!
- 5 Jan 2011-Disappointed= I used to like this app but it's become pointless now. The update did not fix the bug since i still can't get the new in page to display. Very disappointed
- 5 Jan 2011 Ditto!= Mine's the same, won't load the new in page!
- 6 Jan 2011 Can someone just fix this!!!!=Topshop you really need to listen to all these negative reviews-your app doesn't work!!
- 6 Jan 2011-Lame=Seriously! Come on Topshop! River Island beat you to it again! I will be deleting this!

- 6 Jan 2011-Useless= Why is such a top brand producing such a bad app! The new in page still doesn't load, River Island app much better I!
- 6 Jan 2011 Very disappointed!=If I could give zero stars I would, I used to love this app, it was easy to use and straightforward. Then slowly one by one you would click on a category and and they would throw you out of the app, now it just says loading and nothing happens. Very disappointing and have now deleted this pain in the ar\$e app
- 6 Jan 2011 Dissapointing=This review is loading Please wait a m0ment....
- 7 Jan 2011 very disappointing...= doesn't even load!
- 7 Jan 2011 Beck= Just doesn't load, used to be so good!
- 8 Jan 2011 != Rubbish
- 8 Jan 2011 Rubbish= I thought I'd give it a go despite the reviews and all it said was 'loading just a moment'. I gave it half an hour and deleted it! Just don't bother. Spending my money on the river island app instead! X
- 8 Jan 2011 Rubbish= Just does't work. Don't waste your time
- 9 Jan 2011 Sort it out Topshop!= If I were you I wouldn't even bother wasting my time downloading this app - never works. It used to be so good but now it won't even load when you try to look at their clothes, so frustrating! I've even updated to the latest version but still no luck!
- 9 Jan 2011-;(= Was trying to browse all shops for some new clothes before I actually went, wasted so much time on this one waiting! Rubbish!
- 11 Jan 2011 Worst app ever= Doesn't load. Doesn't show anything relatively new. River island app is unbelievably better! App has been broken for ages loads of bad reviews yet no one will fix it! Waste of time @-
- 11 Jan 2011 Rubbish rubbish RUBBISH!!!
=Great game minor problem — Doesn't work.
- 14 Jan 2011-Absolute rubbish=Doesn't work at all what's their problem? Been like this for over 2 weeks, FIX IT!
- 14 Jan 2011 Rubbish= Ne'er ever manages to load anything!!!
- 15 Jan 2011 Works fine= I got this after reading all the ba reviews... It works fine! No problems whatsoever!
- 15 Jan 2011 .-= This app seems to be working now, very happy about that Please make a Topman app.
- 15 Jan 2011 Rubbish.= 'Loading, just one minute' seems to mean 'loading if you have all day to wait'. Rubbish.
- 16 Jan 2011 Topman=Why the hell is there no topman app ?
- 20 Jan 2011 Rubbishhhhhh= It was working the other day n0w it isnt.
- 21 Jan 2011 Rubbish=Complete garbage! River Island, All Saints, next etc are all streets ahead! Waste Of time :(
- 25 Jan 2011 Ccrraapp= Sooooooo bad barely shows any clothes to brows nd stuff hheeeelll0oo0??'???
- 26 Jan 2011 comeon Top Shop pull your so...=This app is really poor, bad updates, hardly shows anything. Makes it really difficult for me to spend any money
- 27 Jan 2011 Crapshop-Deleted as didn't work.
- 29 Jan 2011 Topapp= It works fine for me, occasionally at peak internet times the 'please wait a minute' is annoying but understandable. I especially love the 'style fix' section which tells you a key item of clothing and suggests ideas of what you should wear with it. I have h&m app as well as River island which have a similar section; but in my opinion not as great! It's free as well, so there is no harm in trying it. For a five star it would be nice to add more content like that to make a good app great!
- 29 Jan 2011 Q=A do love Topshop and it always works but there is only the new in stuff not things like classics or sale or just normal clothes please add more it might make me buy more if I can see them in my house.
- 2 Feb 2011 Boring=Pointless

- 7 Feb 2011 Needs Topman Integration= it's a fair app, but why haven't they made a topman version? or even integrated topman into the same app
- 14 Feb 2011 Not impressed=Have had this app 3 times now and each time it worked ok for a while then stopped working properly. Each time=I deleted it but gave it another go as I do <3 topshop!Had enough now, it's rubbish, have started buying stuff off the river island app instead as it's easy to use, larger range of items and actually works! Sorry topshop :1'
- 15 Feb 2011 Disappointing= Disappointing! When looking at what's New, all of the items are under the wrong heading, so Tops is under Knitwear, Tall is under Shorts and Skirts, very unimpressed!
- 19 Feb 2011 Rubbish ;(= I love topshop but this app gives it a bad name. You need to be able to buy things on there and look at other stuff other than new in. I would give zero stars if possible- I was real dissapointed!! :(xx
- 20 Feb 2011 Utter crap= Such a shame - used to be simple and good. Now doesn't load. Updates don't do anything to improve it! All it says is Loading...loading...loading...!! All the clothes are under the wrong headings too >:(needs un update to actually sort it out!
- 21 Feb 2011 Deleted it.= I deleted it and then reinstalled it, but it's not reinstalling, it says 'the item you are trying to buy is no longer available.' BRING IT BACK! I loved that app ;(
- 22 Feb 2011 Pants!!= Why doesnt it work!! :(I got a new iPhone and it won't work on this phone now!! :(huge disappointment!!!
- 22 Feb 2011-Terrible!=What a load of rubbish. Doesn't even work.
- 24 Feb 2011 could be good but..=For the biggest chain on the high street you'd think they would have a quality app to match, however this lacks quality. Very slow to load anything, all the departments are mixed up under the wrong heading, and when you try and look at more than one thing it just gives up and crashes, extremely irritating! This could be a really good app that capitalises on a great market and makes a lot of money for TOPSHOP, but sadly it's not. Give it a go but you will be disappointed.
- 28 Feb 2011 Doesn't work=After my earlier review, app stopped working completely, won't load, deleted and reinstalled it no change. This app is a waste, DO NOT INSTALL!!!!!!!
- 4 Mar 2011 Does not work= Just says loading then nothing actually happens. Does topshop not check up on these things?
- 4 Mar 2011 Does not work at all - a real sh...= Does not load,can't see any clothes at all?!downloaded it 4days ago and still no luck so deleted it.rubbish!
- 4 Mar 2011 Waste of time= Really rubbish app big disappointment topshop!
- 7 Mar 2011 Don't bother downloading...=This app has stopped working completely and just says 'loading...' forever. This app has worked before but hasn't worked for a few weeks now. Please topshop, fix it and also make it like the all saints / river island apps where you can buy the clothes as well as see them. Still love topshop tho xxx
- 8 Mar 2011 Needs work= I got this to see what's new in stock but it simply doesn't load, so this app is useless to me. The other sections load fine though.
- 9 Mar 2011 Useless= Useless
- 26 Mar 2011 Rubbish!!= What a rubbish, pointless app! Just wasted my time installing it :/
- 31 Mar 2011 Boo=River island the way to go! This was just rubbish!!
- 31 Mar 2011-Poor effort= When I click on shoes it takes me to dresses?
- 6 Apr 2011 Doesn't load=Shouldn't even award one star because it just wouldn't load !
- 9 Apr 2011-Loading...= Loading.... (just like the app's content)
- 13 Apr 2011 Loading issues= Nothing seems to load up even on my wifi which is fine loading everything else. Also doesn't seem to be updated as much! quickly as the Topshop website.
- 13 Apr 2011 Bad=Very bad, data won't load at all..!
- 19 Apr 2011 Epic Fail= Literally pointless. Can't even browse the collection besides new in which is just stupid. STUPID.
- 19 Apr 2011 Always crashes= Disappointed. Crashed constantly or won't load. Useless.
- 24 Apr 2011 CRAP!!!=CRAP... What a complete waste of time. Can't see any of the collections as all it does is crash!!

- 26 Apr 2011 Poor app!= The titles for sections of clothes don't match what comes up actually on the page. It isn't regularly updated and always freezes. overall very poor especially when you compare it to other clothing apps such as h&m!
- 27 Apr 2011-Rubbish!! = I love Topshop, this makes me hate it! Waste of time downloading
- 8 May 2011 DON'T DO IT!!!= Absolutely waste of space. Haven't even seen of the clothes as it won't load! I love Topshop but they should just stick to clothes and leave Apps to the people who know!!!
- 8 May 2011 Awful!= I love topshop but this app does not do justice to topshop at all, slow and stalls when loading items! Not good!
- 9 May 2011 Rubbish= I love TopShop so downloads the app- DON'T BOTHER! I've yet to get into the app, it sticks on the front page saying "loading" and nothing ever loads!
- 9 May 2011 Won't load :(= This was great whilst it worked... Now it just crashes - Please fix!
- 9 May 2011 Disappointing=Am shocked at Topshop having an app that is not only limited to 'new in' stock viewing only but even worse it crashes you out of app constantly.
- 9 May 2011 Topman=Where is topman ??!!!!!!!!!!!!!!
- 14 May 2011 Cool= Its good best app
- 14 May 2011 Crashes.= Keeps crashing- please fix. But it's great when it doesn't :-)
- 21 May 2011 Just don't bother=Only get this app if your such a fan you know every item in store. They only show "new in" item so only have a few items at time on there
- 21 May 2011 Not good enough= I'm so disapointed with this app, it takes an eternity to load and only shows new in items. My biggest complaint against it is that you would click on something like dresses and be shown tops instead!===Utter pants! Shame because their rivals Warehouse have a really good app!
- 3 Jun 2011 Rubbish!= Tried to use this app to search for a dress I had seen in a mag that I liked - no facility to do this. Thought topshop would be the type of establishment to embrace new technology - I'll use the Argos app again!!!
- 4 Jun 2011 Terrible=This never ever loads. When it used to load, it would show tops when you pressed dresses etc. Love nothing more than looking at new clothes I want to buy so this is SO disappointing!
- 4 Jun 2011 Crap= Don't load >:(Frigging hate it
- 5 Jun 2011 Rubbish= Had this app for a bit and it's just got worse can't see any clothes, crashes all the time, won't load most of the time. Disappointing very disappointing
- 6 Jun 2011 Rubbish!= I deleted this app a while ago because the only screen I ever saw was 'loading'! I thought a few months down the line it might have improved but sadly not!! I think it worked properly for a day!!! Cannot believe such a well know high street shop would have such a rubbish app!
- 13 Jun 2011 Extremely annoying!=It crashes all the time!! Don't bother buying it, just go on the website.
- 22 Jun 2011 pathetic= only shows new in items. this app would have been better off designed by a third party.
- 22 Jun 2011 Bloody crap!=Worst app ever. Constantly crashes, cannot see new items as it doesn't reload. Cannot stress enough – DO NOT DOWNLOAD! Would give it no stars if I could.
- 26 Jun 2011 Ok=Good app, but after I switch my iPod off and back on again, it won't work and just keeps crashing.I think this app needs an update very soon
- 3 Jul 2011 Rubbish= Rubbish app! You click on one thing and it shows you another, and it only shows you new in items. Waste of time, the Warehouse app is 100 times better!!
- 10 Jul 2011 Not good= No search facility, only shows new in items, no shopping facility. What's the point ?!
- 16 Jul 2011 Worst. High Street. App. EVER!!=It would be easier for me to list what's RIGHT with this app, but then that would make for an extremely short review, so here goes: -
 - 1) As someone else mentioned, only new/back in stock items listed
 - 2) No search facility
 - 3) No ability to check stock at nearest store (I've been after another pair of high-waisted black

leggings, in size 6, for ages; I've been to my 3 easily accessible stores - Westfield, High Wycombe, and Brum - and none had anything smaller than a 12! Yes, I could phone the stores before travelling, but it'd be so much simpler - and cheaper - to be able to check via the app. It's not easy being small!

4) Online ordering (the River Island app does this, but not being able to filter by size makes for a frustrating shopping experience.)

5) Finally, the damned thing flatly refused to load up any catalogue pages; just sat at the 'loading - just a moment' screen for eternity before, occasionally, crashing.=== I don't understand why all the high-street apps are so appallingly bad; H&M/I, my favourite shop, only shows a few pieces in catalogue-style (just appears to be a showcase, you can't even see size and stock info). I would have thought that the advent of smartphones and apps would have been leapt upon by retailers as an even easier way to part us from what little of our hard-earned we have left these days, but none appears to have seized the opportunity, which seems like an opportunity missed, if you ask me, I would have thought it'd be an obvious thing to do (and not exactly difficult to implement, either - I mean most offer online ordering, so I can't really see why in-app ordering would be any different).===This is definitely what I'd term a crap (crap app that is, obviously!). Zero stars would be given if it'd allow it...

- 17 Jul 2011 Terrible= Terrible
- 21 Jul 2011- Awful - deleted =Please don't waste your time downloading this app as it's awful. It does not work since downloading it i can't get pass the loading screen. Really disappointing considering this is topshop. River island app is 1000 times better. Sort it out-IQ
- 22 Jul 2011 Rubbish!!=What kind of app is this?? It's like a 2yr old designed it!! River Island one is wayyyyy better!! X
- 25 Jul 2011 Pointless= Why have an app for a shop that you can't buy anything from?
- 30 Jul 2011 It does what it says on the des...=I agree, you should be able to purchase things on the app. But it does exactly what it says it does on the description. I didn't have any problems with the loading and it was well organised. I enjoyed looking through the new clothes and would recommend this app. :-)
- 5 Aug 2011 Slow and pointless= All I saw was 'please wait...just a moment'. Couldn't load any page. Frustrated and pointless as an App. Is this what Topshop wants to portray? Disappointed. Delete!
- 7 Aug 2011 A shopping app where you ca...= Deleted!!! Needs an update!
- 9 Aug 2011 Topman???=Where's the topman? FAIL
- 10 Aug 2011 **=Can only see new in clothes
- 14 Aug 2011 Crap= What a waste of time don't bother down loading this u cant look at anything u click on new in clothes and it closes the app absolute crap not even giving it a star : (!!!!
- 15 Aug 2011 Crap= Love toppy but this app is terrible! Tops are in tall=bottoms in shoes! Can't even order from it!
- 18 Aug 2011 Topman= Where is the topman section. '2? Update is a serious must!
- 19 Aug 2011 Too limited=Love topshop but hate app. Never upto date with website and not enough content. Needs shopping facility. App designers see river island for how it's done
- 29 Aug 2011 Topshop app awful=Awful! Does not load, very disappointed xxx
- 2 Sep 2011 Topshop App=I love Topshop but for the app to be great it needs am shopping feature showing the full collection but if you're content to look at what is new in then this app is fin
- 4 Sep 2011 No topman app= No topman app canny sexist
- 6 Sep 2011 No Topman!!= Needs a topman section or a seperate topman app all together. I buy a lot of topman clothing and this is a disappointment that i cannot buy topman clothes using the app.
- 10 Sep 2011 Not good=Doesn't have the full collection, doesn't load, no shopping feature. Better to just go through safari to the website!
- 11 Sep 2011 Waste of time!=Sexist....Make a TopMAN app instead!! Please!

- 11 Sep 2011 Not so top= I just wanted to search for clothes, it's easier to just go straight to the website..
- 13 Sep 2011 Zero Stars - Useless App =My first complaint was going to be that the app only has "New In" range...however, trying to view "New In This WeekfTail" I got 'Loading, please wait a moment'. Topshop's definition of a moment currently stands at 15 minutes...and I'm still waiting. Utterly useless. I wish it was possible to rate lower than one star.
- 13 Sep 2011 Rubbish= Never got it to load so deleted it.
- 13 Sep 2011 Delete= Doesn't load, deletell
- 14 Sep 2011 Absolutely rubbish= This is total rubbish, doesn't work properly. Come on Topshop sort it out!
- 15 Sep 2011 Sexist App=Sexist Sexist Sexist Sexist Sexist Sexist Sexist...Where is TopMAN? Deleted!!
- 19 Sep 2011 Ok=The app was very good until now it won't load!!!!
- 20 Sep 2011 Still won't load =This is my fourth time of trying to get it to load! May as well go to the actual shop it'd be so much simpler! Gonna stick with h&m and river island - sort it out for god's sake! And get a top man part of the app too, it is kinda sexist tbh. Just glad the app was free.
- 20 Sep 2011 Cuts out=Everytime I load it after a few seconds it cuts out and goes back to the iphone home screen. I had to delete it and get rid of my favourites collection to only see that it now never loads!! Sort it out please!!
- 21 Sep 2011 Won't load= Disappointing, can't look on the app for anything other than New In and It won't load at all. Just says 'loading just a minute...' Come on topshop you can do better than that!!
- 21 Sep 2011 Store section won't load=Had this app for all of ten minutes. It's being deleted. Nothing will load. It's quicker going to the site. Painfully pointless.
- 21 Sep 2011 Fix it please :(=Same as others- asked to "wait a moment" and then never actually loads clothes. Would be a good app if it actually worked. Disappointing.
- 23 Sep 2011 dont bother=piece of crap
- 24 Sep 2011 Totally pointless=Crap. Does not load same as everyone else! Don't waste your time!
- 24 Sep 2011 Wont load!=Pretty awful app if it won't load got it so didn't hAve to use the computer nice one topshop!
- 24 Sep 2011 Useless=Will not load. Don't bother!
- 24 Sep 2011 No good=Have had this app for ages and have had problems every time I try to use it. Either it doesn't load, crashes or doesn't take me to where I want to go.
- 25 Sep 2011 Rubbish app - needs updating!!=Absolute rubbish! It either crashes or just gets stuck loading!! Useless.
- 25 Sep 2011 Awful!= Awful awful awful app. Takes ages to load the images, even on a wifi connection. There's no way to generally browse all clothing - you have to select e.g. Tops, or jersey tops (!) and then some jeans randomly appear! So annoying, topshop please sort it out! Massive disappointment, especially as I would happily browse by price (not item) and purchase through my phone when I want to treat myself. Asos here I come...
- 25 Sep 2011 Nightmare!= This app never works. Will not load clothing categories. Really poor Topshop! Could be so good. Please fix it!
- 27 Sep 2011 Don't bother with this app!= It's great when it works, but hardly ever works! Topshop needs to sort it out.
- 28 Sep 2011 Request= There should be a topman app!!! Please create one
- 28 Sep 2011 Rubbish= Please fix
- 28 Sep 2011 Reallllly poor= This app doesn't load at all for me. Even when i have a wifi connection. Really disappointed as it would be amazing to browse new in stuff. Also buy and shop on my phone would be incredible as I have an addiction.
- 29 Sep 2011 Rubbish=Really poor, never loads and if it does then can only see bits.===Shame as I love topshop.

- 30 Sep 2011 Disappointing.= This app does not load at all! And when it does it only shows you new in stuff. It's so frustrating.
- 1 Oct 2011 Shocking= Worst app ever, no content and doesn't load! No point in having the app what so ever!
- 2 Oct 2011 Doesn't work=Alternates nicely between crashing and refusing to load.
- 2 Oct 2011 Rubbish= This app never loads. Used to be okay but might as well not bother now.
- 2 Oct 2011 Useless=Doesn't load at all...
- 2 Oct 2011 Doesn't work= Just doesn't load the content.
- 3 Oct 2011 Shocking=Worst app ever downloaded. Love topshop and considering how good the asos and h and m apps are topshop need to fix this because it's getting on my nerves!
- 3 Oct 2011 Doesn't load =Every time try open doesn't load, rubbish!!
- 3 Oct 2011 P0or= Does not work, starts to load and that is all that's happens! Very disappointing- waste of time
- 4 Oct 2011 Does not work= This app doesn't even work. It just stays at 'loading' but nothing loads
- 4 Oct 2011 307. Shockingly bad.= Doesn't even deserve 1 star, load of rubbish! Won't load at all and crashes constantly. Deleted.
- 4 Oct 2011 308. Massive disappointmentllshou...= As with every other attempted usersll doesn't load have re installed twice but still nothing. MUST DO BETTER TOPSHOP!!
- 4 Oct 2011 309. Rubbish= App doesn't even load... Deleted!
- 4 Oct 2011 Embarrassingly bad= Compared to the Asos app, Topshop should be ashamed of themselves. Doesn't load anymore but even when it worked it was pointless. Get net a porter for fantasy shopping and asos for actually buying. This app = DELETED.
- 5 Oct 2011 Crap!=Doesnt work!
- 5 Oct 2011 GRRRR!=App won't load.. mega fail
- 6 Oct 2011 Rubbish=Don't waste your time don't even load
- 6 Oct 2011 Frustrating!=Can't even get the app to load!!
- 7 Oct 2011 Doesn't load= Pointless app. Disappointing
- 7 Oct 2011 Awful!= Won't work! Doesn't even deserve 1 star!
- 7 Oct 2011 Rubbishhll= Not even worth one star! Hardly ever works and when it does it only shows 'new in' clothes, not like new look or river island which show all of the stock available like the stores websites. Complete waste of time and a real dissapointment as i probably would have bought stuff from it if it actually worked!
- 8 Oct 2011 Awful=Awful!!! Doesn't load what a joke, you would of thought topshops app would be the best highstreet one but river island smashes it!
- 9 Oct 2011 Where is my T0pMan app?=Come on peeps, where is it??
- 9 Oct 2011 Rubbish=Doesn't load. Sort it. Why put an App out that fails to load. Don't you mu ppets check these things.
- 9 Oct 2011 Don't bother=Doesn't even load.
- 9 Oct 2011 Pointless= Typical Topshop. If you can't use their giftcards online, then I don't know why I thought their app would work. Doesn't load... Give me Asos app any day!
- 9 Oct 2011 Utter rubbish= Installs then apparently loads data for a few seconds then does absolutely nothing more. A waste of bandwidth.
- 9 Oct 2011 once I had an app that loaded...=don't even load. absolute awful. what a joke. not even worth getting for free... I'd want paying for downloading it! waste of an app.
- 10 Oct 2011 Does not load=Completely useless- use the actual website or sack topshop off altogether and get the asos app!
- 12 Oct 2011 Rubbish!= Doesn't even deserve 1 star. Absolute rubbish, it just doesn't load. And only shows new in items too. ASOS, River Island and New Look apps are so much better!!
- 12 Oct 2011 Won't load=Won't load
- 13 Oct 2011 Disappointed= Will no load, waited for more than 5 min & nothing happen, wasted my time

- 13 Oct 2011 sort it out please!=it was a decent app till it stopped working & its apparent that everyone has been complaining for some time, confused as to why it's gone so wrong! booo. Will re download in a few weeks!
- 17 Oct 2011 BecTheBest= I want to shop! not watch videos or read your blog, and even when I go to shop, I can't! Won't load. What's the point, really! I don't even want to give it one star!
- 19 Oct 2011 Won't load= This is useless - it doesn't load any products!
- 19 Oct 2011 Waste of space= Won't load, I just want to browse items and purchase through the app but its useless! All style no substance.
- 19 Oct 2011 Time Waster= In the time it takes the app to load I could have gone online, browsed, purchased, logged off and boiled the kettle... No wait, still hasn't loaded.
- 20 Oct 2011 Crap=Won't load booooooooooooo
- 21 Oct 2011 Sas= Won't load! Complete rubbish!
- 22 Oct 2011 Waste of time!= This app will not load so it is no use to me what so ever! A complete waste of my time!
- 23 Oct 2011 Don't bother!=Complete waste of time! Doesn't load!!! Q
- 23 Oct 2011 Boo= Will not load and cannot view the whole site!
- 24 Oct 2011 Rubbish= Doesn't have a topman section
- 25 Oct 2011 Haha=Wayyyy reading all the other reviews I'm just gunna point out it loaded very quick haha but still crap because you can shop therefor a bit pointless really :f
- 25 Oct 2011 Yep doesn't work properly= Won't load so waste of time
- 26 Oct 2011 Pointless=Does not load
- 27 Oct 2011 Waste of time=Won't load can't shop!!!! Very frustrating website much better!!

Version 2

- 19 Nov 2011 Totally rubbish=Totally rubbish, doesn't load. Utterly pointless.
- 22 Dec 2011 Ms-Easy to navigate & beautifully designed! Love it!
- 22 Dec 2011 Amazing-With the latest update the app is back on form. Excellent for the sales without having to fight through the crowds! Get this
- 22 Dec 2011 SOOO much better!!-Love love love this update!! The app was terrible before but now it's awesome!
- 22 Dec 2011 Great app-Browsing the large images is great and when I see something I like I can buy it now. Good update, not so good for my bank balance though!
- 22 Dec 2011 Amazing=Loving this app, so much better now!
- 23 Dec 2011 Much improved app-I was v pleasantly surprised with this updated app. Much more user-friendly. Well done Toppers.
- 23 Dec 2011 Fabulous!= So glad Topshop finally has a new app! I love this one!
- 24 Dec 2011 Excellent 5 stars= Love this app! Than ks topshop
- 25 Dec 2011 Finally fixed!!!= Update: Very happy this app finally works! Looks good, easy to use, makes me want to shop! Still have a few layout issues, as it would be easier to be able to view more items per page, rather th . . . m0re
- 25 Dec 2011 Bri||iant!!!!!!!=SO much better than the last version.
- 26 Dec 2011 Wow!= Absolutely amazing, the best shopping app there is, brilliant design and easy to use! A life changing app, well done!
- 27 Dec 2011 Love love love it!!= This app is FAB & a big improvement from the last one!! Well done TOPSHOP :)
- 27 Dec 2011 Great app= Brilliant, works great and looks good
- 30 Dec 2011 Much improved!= Works loads better than the old one, hasn't frozen once an much easier to use
- 30 Dec 2011 Could be good...= If it ever updates! Hasn't updated any stock since I installed it, keeps getting an error. If it wasn't for that it would be really good, love the notebook feature
- 31 Dec 2011 Great app!!-Love it! Although potentially very dangerous! Easy to use, notebook function is very handy, liking that, and think overall the design of the app is brilliant.
- 31 Dec 2011 Q?-Great app, easy to use and I love the notebook! 1 problem is it doesn't have all the stock listed compared to online!
- 31 Dec 2011 Andi B -This app is one of the best online shopping apps easy to use live notebook and that it check stock availability in stores near you
- 1 Jan 2012 100% improvement on the old...-Brilliant app, easy to use, great notebook feature!
- 2 Jan 2012 Need iPad version! But otherwi... -I have this both on iPad and iPhone, need an app specifically for iPad too as not good quality when on the bigger screen :(but on iPhone it's very good! :)
- 3 Jan 2012 Brilliant -Well done TopShop! One of the best shopping apps out there!
- 5 Jan 2012 At long last.... & it's awesome :)=Thank you topshop
- 6 Jan 2012 App review =Amazing!!!
- 6 Jan 2012 Best app ever!= This app is totally awesome! I shop in topshop a lot and find this app so help! It is quick and easy to use. X
- 7 Jan 2012 Ms =Excellent app! So much better than the last version :)
- 12 Jan 2012 Well Done!!! Fabulous App!!!=User friendly, easy to use and far to easy to tot up all the things you want to buy in your note pad ready for pay day.
- 19 Jan 2012 Shocking!!!= All is good on this app until i tried 2 purchase a pair of leggings i know 4 a fact i had money but totally refused 2 go through kept sayin it cant go through i brought this app thinkin no more goin on pc but no i have 2 grrr
- 19 Jan 2012 Dissapointed...That previous users can't download unless they have i4os or whatever it's called. That's the downfall of all recent apps. What choice do old itouch and iPhone users have now? Very annoyed

- 19 Jan 2012 Good...but=Loved the app, as I use it more having problems... with no wifi it crashes when loading and stuff is often out of date grrr
- 20 Jan 2012 Fabulous=Simply fabulous for any shop lover!
- 20 Jan 2012 Best Fashion App=Amazing app, love seeing all the Topshop content while I'm on the move!
- 21 Jan 2012 Topshop =Fabulous!!!
- 21 Jan 2012 Amazing=Excellent app, quick updates and excellent info and good pictures, like the fact that they put the clothing on manakins so you can see the length of dresses and so on, unlike any other app I've seen, great :)
- 22 Jan 2012 Good and bad=Easy to browse and use. Slow loading and I don't trust it for purchases. Also the notebook option would be more fun if it had more of a scrap book note book feel to it and you could see all your stuff collaged together and groups together, to create outfits from their stuff, that would be almost 5 stars.
- 22 Jan 2012 Disappointed :(= Thought what a great app! Until I selected a few bits (most were in the new section) and when I went to proceed with checkout- it came up that all were out of stock! Very annoying, also it states that some items have been reduced and then when you go to pay it bumps up to full price! Topshop, please get it sorted!
- 23 Jan 2012 Love this=Love this app brill
- 26 Jan 2012 So so= It's good for the iPhone but not great for the iPad, a little disappointed
- 28 Jan 2012 great!= just discovered this app. easy to use love it!
- 28 Jan 2012 doesn't even open!!= I updated the topshop app and as soon as I click on it, it closes! load of shabba!
- 29 Jan 2012 works but slow=it takes ages to open, add thing to the notebook and it occasionally shuts down. it does work but it is very slow!
- 30 Jan 2012 Don't update=Used to be my favourite app but now that I've updated it it will no longer find stores near me when there is like 4 near mell Get it fixed Topshop so I can rate you as 5 star again!!!!
- 31 Jan 2012 Miss= Enjoying every bit of it!
- 1 Feb 2012 P0or=Good ap in theory but the prices are sometimes shown wrong and not all items available on topshop.com are shown, eg there were only 10 dresses displayed??
- 3 Feb 2012 Top shop iPhone app= I like the various aspects such as mini make-up demo vids and biog updates. It's much more magazine style. But then I can't seem to analyse new styles and items well. There is little categorisation and therefore clarity and because all the items load together, it takes agesss so much so, recently, I've not waited to see the items and cancelled it. Top Shop should really take a look at the River Island app format, which forsakes the diversity of mag style in favour of a very simple and very clear presentation: - latest looks, latest items, and how you can get them!!! I use RI app a lot more.
- 5 Feb 2012 Love Topshop!= Really good app!
- 8 Feb 2012 Where's the iPad version?= As with all apps, this needs to be released for the iPad as well. The tumblr when redirecting to topshops main website is awful on the iPad double size. Haven't bought anything through it yet, so can't comment on that.
- 11 Feb 2012 iPa It's really good.... But honesty when will you make the app for iPad use because using x2 makes it really fuzzy and extremely annoying Otherwise a great app
- 13 Feb 2012 Checkout?= Great app, went to checkout to buy and the app shuts down everytime. Giving up now. So, defeats the purpose of having it if you can't shop through it.
- 15 Feb 2012 Finally!= Finally it's here, topshop on the move. . . A great app, really easy to use!
- 22 Feb 2012 Crashes= Crashes all the time use to love this app before it did this ! The money iv spent on it is silly but now I'm afraid no more carnt be botherd with it crashing !!
- 25 Feb 2012 Needs fixing= Love this app but it never lets me pay and confirm for my items!! Very frustrating!!
- 25 Feb 2012 Can't buy... Pretty pointless= I'm a huge topshop fan & would make some serious dents in my wage every month with this app, if it would actually let me go through the checkout procedure. Get as far as the visaf MasterCard secure site coming up, then it comes

up with an error message. Pretty pointless browsing if you can't buy, which is a real shame. Love the add to notebook feature.

- 27 Feb 2012 Full of bugs, always crashes= I'd love to be able to shop from this reliably, and it does have some good features, but the bugs outweigh the good stuff by a mile. Images don't load, app crashes and returns to home screen often, navigating often crashes and either doesn't work at all or takes you back to the top level of whatever you wanted to look at, not to mention trying to get through the checkout without something going wrong. Very frustrating.
- 28 Feb 2012 Full of bugs= Kicks me out every few minutes, please fix
- 28 Feb 2012 Nightmare= This app is fab when it works...however that's not very often! Takes forever to load images and once they're finally up it crashes and returns to the home screen! Absolute nightmare so frustrating!
- 1 Mar 2012 Am not in America= Whys it all of a sudden changed to american version? When am in the uk'?!?!?! Whats going on! I cant change it
- 1 Mar 2012 Potentially fab!= It could be really good but WE'RE NOT IN AMERICA!!! No idea how much things are now because it won't change to sterling instead of dollars! It also crashes after a few minutes & returns you to the homepage... Quite annoying!! Please fix it Topshop!!
- 1 Mar 2012 Confused= Is this the US version...prices are in dollars and then in the check out its changes the sign to pounds
- 1 Mar 2012 US???= Loved this app til it suddenly switched to US version with everything in dollars.
- 1 Mar 2012 Annoying= Urrrrrm what happened? It's now changed to the American version. Every time I delete it and add it again it works for about 5 mins and changes to American version! It's a good app when it works but it crashes a lot!
- 1 Mar 2012 Poor= I have been using this for months. Today the App has decided I'm American, despite allowing Location Services and I can't get rid of it. I have reinstalled several times, and finally given up
- 1 Mar 2012 Worked well for a while...= ...used this quite a lot at first. I particularly like the Notebook option that remembers your favourite items (for next pay-day). Recently though the bugs have made it useless. It invariably crashes at checkout. And today it's started crashing when I view an item and reloading with info from the American version of the app, with a different selection of clothes and all prices in dollars....!
- 1 Mar 2012 Fail= Don't get this app until they sort the problem! Everything American , useless :(
- 2 Mar 2012 Never liads=I love top shop but this app is hopeless and rarely loads and now when it does all prices are in dollars - come on top shop take leaf out of Asos book
- 4 Mar 2012 Average= I really like this app for checking if the stores have the sizes I need, the product that I want or just generally looking but it is so slow at loading and sometimes it crashes on me!
- 5 Mar 2012 Fix it!!= Why does it keep changing to the American version :@ I LOVE this app when it works properly but, unfortunately, that's not very often!!
- 14 Mar 2012 Slow= Soooo slow takes about 5 minutes to load each page. Took too long to get to the the page I wanted so gave up, will have to go on my laptop instead..
- 14 Mar 2012 Janet= Know exactly what I want,order it, go to checkout, AGES later I get OOOps message, SO frustrating, on my way to NEXT app.!!!
- 18 Mar 2012 Not good=This app is constantly in the american version! Needs to be sorted!
- 20 Mar 2012 Topshop= Works great for me!
- 21 Mar 2012 Great little app= This app works really well and I love the notebook especially.><x>o<
- 21 Mar 2012 I want to see new in!!=The app is great but never seems to updatell I want to see the new things. Also in new in it is split into categories. I just want to see everything new!

- 23 Mar 2012 Seriously??=Don't even try to checkout buying something it will take you all day! Doesn't even remember what you put in and pre populates it with everything else! Good to see what's for sale tho...
- 23 Mar 2012 Topshop= Amazing and works fine
- 23 Mar 2012 Not so great= I don't like the way when you go to 'new in' its split into all different sections, I'd rather just view everything that's new. And also when I like something it's happened numerous of times, I pick my size (that doesn't say out of stock) then when I go to checkout it says out of stock, so it's obviously not updated very often. Good for seeing what's for sale but otherwise it's pants!
- 24 Mar 2012 Great App= Love the note book feature!
- 26 Mar 2012 love it!=absolutely love the notebook thing i like always choose clothes off it and notebook them. Xx
- 31 Mar 2012 We heart Topshop=Love the app! Love Topshop! Love the blog & tumbler.
- 5 Apr 2012 Hmmm!= I am a topman fan and there is no app for it, please please please create a topman app (men care about fashion too)
- 6 Apr 2012 Fantastic!!!!;% @ =I @ Topshop anyway, and this app is amazeballs! I love the feature where you can scan a barcode and find your nearest store with the item in stock! It worked the other day when my bezzo had this beautiful blazer so I typed in the barcode and it told me my closest store had got it in!! Superb!!!
- 6 Apr 2012 Umm... Average!=Size saver and picture quality good, but it wouldn't let me exit some pages so i had to close app and try to remember where i was looking! Also check out was a bit slow as i changed my card details...
- 6 Apr 2012 Great app= REALLY good! Can't give 5* however, as when I click on an item, it takes me back to the home screen?! Slightly annoying... Fix that and I'd give it 10 stars-if that was an option ;)
- 6 Apr 2012 Love it!=I'm in love with this app! definitely worth getting if you love Topshop! the Notebook idea is especially amazing, but everything else is too!
- 7 Apr 2012 INLOVEWITHTOPSHOP= I live for Topshop, and I'm constantly going on the website, if I have a need for some toppers and I can't visit the store. But, of course, the fabulous Topshop have made it even easier for me to feed my addiction I With an on-the-go app featuring a 'notebook' for all your wishes and desires , videos (makeup tutorials and fashion vids) access to their tumblr, endless lines of fashion and insiders style tips I And all has been compiled beautifully with a stunning layout and interface. 5 stars all the way!
- 7 Apr 2012 great, but room for improveme...= love the app but few improvements would really help e.g. if error produced when loading product info, revert to last list view, not initial menu
- 10 Apr 2012 Good app=Brill idea it's sorts out my addiction and therefore this app makes it soooo more easier to search rather than having to load up the Internet all the time! However cannot give 5 stars because the app does not have the whole of the items that the proper website entails but overall a good app! Xx
- 10 Apr 2012 Topshop app.= Brilliant app, straight forward and easy to use whether browsing or purchasing.
- 11 Apr 2012 Great app!= Great for browsing and checkin out what new at Topshop
- 12 Apr 2012 Really good, just one annoyin...=Love everything about it, especially the notebook and the ease of checking local store stock, HOWEVER, I hate how when you view 'new in this week' you can't view everything like you use to be able to do but have to look at tops, then dresses, then shoes...etc. It's such a pain! So I still use the proper website for this still. Sort it pleaseeeee, then 5* all round!
- 12 Apr 2012 Ab fab= Super handy! It feels great to be able to delete items off the notebook once purchased!
- 12 Apr 2012 Fantastic! =Absaloutly fantastic!! Very useful and fantastically put together! I love the Topshop app!
- 13 Apr 2012 10/10= Amazing app! Recommended it to ALL my friends, easy to browse and buy of!

- 13 Apr 2012 Miss= Very good and easy to use !
- 13 Apr 2012 Great= Love this app, so much better after the update!
- 14 Apr 2012 Nearly perfect...=Great app. The one thing that annoys me is, when browsing new arrivals you have to know what category you want rather than simply browsing all invade something takes your fancy. Overall it's fab, great content.
- 14 Apr 2012 Great app!=Really handy to use, can really focus in on the items to see detailing, great for seeing which stores have items, so easy to use. Best shopping app I have found yet! Does crash a few times, but not too bad!
- 14 Apr 2012 Really good=But it doesn't seem to update
- 15 Apr 2012 Make one for iPad!=Good app, would be better if there was an iPad version!
- 15 Apr 2012 Love it!=Very convenient and love the layout!<3
- 17 Apr 2012 Topman= Great app. 5* from me but I would a proper Topman app please! :)
- 17 Apr 2012 Amazing=Yes it's really good If you are stuck in traffic and you can go shopping and buy from one of my fav top brands xxxx
- 18 Apr 2012 Doesn't work=The App closes while it's loading. I have other similar Apps that work fine.
- 18 Apr 2012 Brill=Amazing app. Fast and great detail. Perfect!
- 18 Apr 2012 It's great!!=I especially love the 'check in store' feature. It's so helpful :D
- 19 Apr 2012 Great app!= Amazing!!
- 21 Apr 2012 Good app= It's great but it doesn't seem to update on new season clothing and also it would be cool to have something that suggests outfits for different things to help people make decisions or buy more, would help the company and the costumers
- 23 Apr 2012 Perfect!= I love this app! It's simple to use, the images of the products are clear and you can shop it all on the go! Besides all the style tips! A must have for every fashionista!
- 23 Apr 2012 Amazing!= I love love this app especially that you can check to see if the item is available in your near by stores!
- 23 Apr 2012 Keeps crashing= Keeps shutting down when I click on something to see details sizes and price etc
- 24 Apr 2012 Safari version is much better!=The safari version is much simpler (such as there are no sub categories for new in). It's constantly crashing and taking my back to my home page as well
- 24 Apr 2012 Always crashing!= So frustrating! Crashes nearly everytime I try to use it! Same as the regular site via pc! I usually give up & shop somewhere else! Shame! :(
- 25 Apr 2012 Love it!= Great app. Love that I can even check stock in local store for any need-it-right-now items!!
- 25 Apr 2012 Love this app=I love this app great for on the go shoppers and I love that if my size isn't in store I can check straight away online and purchase
- 25 Apr 2012 It's ok until it crashes.= It's ok until it crashes. Needs sorting as its mighty infuriating!
- 26 Apr 2012 Love it= So handy if your on the go, great app can use it anytime any where as long as you have the net :)... Only one down side having this app on my phone is making me spend more money :) ah well.. ;)
- 26 Apr 2012 Dont support tax avoidance= Its been well documented the owner of topman uses his wife who lives aboard to avoid paying tax, in times of great difficulty for the average man and women, it is absolutely outrageous this was and is being allowed to happen, unfortunately the government is not doing anything about it so its up to you the consumer to take a stance, either continue to support such theft or refuse to allow a BILLIONAIRE to continue not paying his fair share just like you and I. If the government isn't going to do anything then we certainly can, please get informed on this issue to make a conscience choice because this is a choice you make, it's your responsibility.
- 26 Apr 2012 Good but crashes need to be...=Crashes occasionally at random whilst browsing, which is disappointing and annoying cos otherwise it's a good app with good layout.

- 26 Apr 2012 Topshop review= Amazing , even if you have no wi fi you can still go on it and see pictures if they are saved to your notebook. Furthermore I have never really been interested in blogs but now I have got the Topshop app I love reading it, and again you don't need wi fi to read them! A truly great app everything is so stylish even they way the clothes are shown III!!!
- 28 Apr 2012 Great!!= Having ALL items available online on this app would make it perfect! :)
- 29 Apr 2012 Good= This app is good but you can't check stock in stores when that size is out of stock online, probably the most likely time you'd want to check! So this could be improved. Otherwise it works well and quickly.
- 29 Apr 2012 Men?!?= No topman app. Poor.
- 3 May 2012 Great!!= Love this app! So much easier to use than the website! Would be good if you could check size in store but there's always time for an update I suppose :)
- 4 May 2012 Topshop app=Really great app and simple to use. Love it!!!!
- 5 May 2012 Clo Lou=It's a really good app, like shopping online on your phone. No pop ups and annoying messages like on most shopping apps! Really good and I live the clothes!!!
- 6 May 2012 Good and bad= Overall, great App. But it is the most annoying app to use ever!!!! You cannot be browsing on there for more than five minutes before it closes and leaves the page you're on. This still happens when it's the only app open on my phone!!
- 6 May 2012 Amazing= Best shopping app by far, easy to use, great quality and regularly updated! Fully recommended.
- 6 May 2012 Love love love= Love this app so much! Love topshop in general so much! This app is easy to use but crashes quite a lot.. Could be improved if when enlarging the photo of clothing you could alternate between views while the image is enlarged. Thank you topshop, this is a great app!!
- 7 May 2012 amazing= love it
- 7 May 2012 Top shop= Really good app top marks!
- 7 May 2012 Great= Amazing app. So organised and easy to use. Love the notebook as a sort of 'wishlist'. Love it.
- 8 May 2012 Really good app :)= Really good love you can shop & save on the go. Also watch some good videos :) x
- 8 May 2012 Great but a way to go= I love this app- brilliant for browsing & inspiration. Though at the moment it seems quite buggy when I actually try & search for something or buy something. I've not had much luck with the scan & search function when I've tried it in store, and have been trying to change my billing address for 15 mins, but have had to go to main website. Should be amazing, but has a few functionality / navigation issues that need ironing out.
- 9 May 2012 Disappointing=Won't let me purchase anything in checkout.. Crashes every time!!
- 9 May 2012=Brilliant :D=Very simple and fast love it
- 11 May 2012 Great!= This app is really easy to use and has everything you could need!
- 11 May 2012 Great app!= Love this app especially the notebook feature...it's like a wish list but I just love it!
- 11 May 2012 Thumbs down= Won't load anything! Waste of time!!
- 12 May 2012 Annoying=It's good for browsing but that's all. Can't actually buy anything as always crashes when it gets to the checkout, also annoying that you can't just browse through everything that's new.
- 12 May 2012 Great!= I really like the app especially the notebook, it's really easy and simple to use!
- 12 May 2012 Fantastic= Brilliant app! Couldn't be better
- 12 May 2012 Great= Works really fast!
- 13 May 2012 Useless= Good for browsing. Never actually bought anything because it crashes at the checkout. Very frustrating
- 13 May 2012 Aceee!=Love topshop! Recommend this to everyone who feels the same!
- 13 May 2012 Crashed= I love TopShop and the clothes are great and the app shows then clearly but the app crashes all time!

- 14 May 2012 crashes at checkout= love this app because you can really clearly see the clothes, so great for ideas before hitting Oxford Circus... but hate it because you can't buy anything... crashes at the check out... useless if your local topshop doesn't stock most of the things you covet. back to the website for me today.
- 14 May 2012 Awesomell= Great app, use all the time :) recommended to all topshop lovers!
- 15 May 2012 TopShop at my fingertips is da... I adore TopShop and love looking at the latest fashion! This app makes it dangerously easy to spend most of my wages in my favourite shop!
- 15 May 2012 Great app!!=Great app, I haven't purchased off it! But I do work in store and it's a great customer service tool!!
- 16 May 2012 Khia= Just amazing, much improved!!
- 17 May 2012 Missing something vital...=Downloaded app, not too many issues with it as haven't used it really as there is No blokes stuff on it!!!! Sort it out. Cheers. Lads like fashion too ya know. Asos has got it right so far. Sweet.
- 17 May 2012 Love it= So easy and quick :) yay
- 17 May 2012 So good= Addictive
- 17 May 2012 Brilliant= This app is so good, comes in handy very often. Really easy to navigate and find what you're looking for! Remembers your sizes and tells you if things are in stock in local stores! Much better than using the mobile website :)
- 17 May 2012 Topshop app= Love this app
- 18 May 2012 Amazing app!= I would definitely recommend this app! Easy and quick to use, love it!
- 18 May 2012 Top shop!= Very handy
- 19 May 2012 Amazing= This app is fab, I love the fact there's a notebook section... Love it!!
- 20 May 2012 Amazing= I love topshop clothes and this app helps you see them, one of the best shopping apps there is if not THE best. You can even look at reviews of the product by tapping the i button. Reccomend downloading it because it works really well also and I haven't had any problems with it :D
- 20 May 2012 Love it!= I'm always on this app when I'm on the go, looking for stuff. It's so easy to move around on and it has everything that the website has too. If you're a topshop fan, definitely get it
- 21 May 2012 <3 <3 <3 <3 <3= Absolutely love this little shopper app!! Easy to browse! Gorgeous to look at!Im LOVE the Notebook, where you can pop things in and then edit out web you're ready! So much better now that you can purchase straight from the app! A shopaholics best friend <3
- 23 May 2012 Not the best I'm a shopaholic...= when you want to see what is new in this week you have to shop by category which is thee MOST ANNOYING THING EVER!!! Also you cannot choose which prices you want to see for any category's and the app is just annoying it's better going on the Internet!
- 25 May 2012 A must for a toppers shoppers=My Fave app! :)
- 29 May 2012 Could be better= Could be a lot better, sometimes it doesn't load the item if clothing. It would be better if they did a button the could show you what you could wear with it.
- 31 May 2012 Topshop app= Crashes all the time. Terrible.
- 31 May 2012 Love It!= Love this app... Although I am addicted already.
- 1 Jun 2012 iPad app= I LOVE this app But please can they come out with an iPad one??? I have to stretch this one to fit my screen and it gives me a headache after a while because its all fuzzy :(
- 2 Jun 2012 Really good= Really good, easy to navigate and loads very quickly. So far no crashes. However, not much detail on the clothes is given
- 4 Jun 2012 Yes!= Favirote shop, favirote app!
- 4 Jun 2012 Love it= Very user friendly and all u need in the app :)
- 4 Jun 2012 yes.=love it, topshop on the go, me gusta.
- 5 Jun 2012 Great stuff= Helpful and easy.

- 5 Jun 2012 Great app= So easy for ordering clothes, love the blog on the go also
- 6 Jun 2012 Sxc chick 101= I fink it is very good, I like a lot
- 6 Jun 2012 Genuinely concerned re model...=Good appt but what's with the models? I'm a size 8 and it puts me off buying when I see models with clothes 'hanging' off them
- 9 Jun 2012 Wow =This app is my life.
- 10 Jun 2012 Top shop App= At long last, great app. But it would be nice to see the clothing on a model
- 11 Jun 2012 great app= this is my favorite app I have on my ipod :) thnx
- 11 Jun 2012 Fab app!= So easy to use. Everything very clearly laid out... Can't think of a fault!! Perfect for a bit of browsing. Aesthetically pleasing also. Download and enjoy!!
- 12 Jun 2012 Good but needs work=Love the app but it is a little annoying that I can never pay with PayPal, it gives you the option but messes up everytime.... Sort it out
- 12 Jun 2012 Great app= No problems, updates quickly.
- 12 Jun 2012 Good, could be better= Think it has an error, keeps returning to the home page when I'm browsing. Would delete and reinstall but I'll lose my saved items. Sort it out topshop!
- 14 Jun 2012 Section NEEDED!!= LOVE Toppers but HATE how you can't 'view all' :(
- 14 Jun 2012 View All=Good app but there should be a "view all" and "all new in" option.
- 15 Jun 2012 Amazing= Couldn't ask for more!
- 16 Jun 2012 Brill= love the new app! looks much better and is more user friendly than the previous version. looking forward to using all the features!
- 16 Jun 2012 Good!= Very useful but there should be a view all button!#
- 16 Jun 2012 Good app however it does sometimes crash or when you try look at items it says sorry the info cannot be loaded & exits the app
- 17 Jun 2012 >.<= I was soo excited about this app, yet every time I open it, it crashes within 5 seconds :(
- 17 Jun 2012 very good, with a few problems overall a informative app, but they got rid of the 'view all new in' button, which was very useful, also it has a tendency to crash when looking at some items and can be slow and occasionally stick. lovely layout, very clear and helpful. ordering is easy and it remembers your sizes which is useful. I RECOMMEND!
- 17 Jun 2012 Great!= A great app, really easy to use, but it would be more helpful if it had a search bar.
- 17 Jun 2012 Good= Should have view all I'm new in section rather than listing clothing within separate category!
- 18 Jun 2012 Excellent=It's a very clean layout, but i do wish there weren't so many sections. As in you would be able to look at 'tops' say as a whole category rather than by type
- 20 Jun 2012 Amazing shopping app= Whether your just browsing or actually purchasing this app works very well and runs smoothly
- 21 Jun 2012 Good app!= Good app, I agree would be more helpful if you could look at all new clothing together tho! Good how u can check shops tho! :) good app
- 21 Jun 2012 Top shop App!!!= Its a very good app! Wether you've just have it to browse on the latest things they have or shop!!! Defo a good app wont be disappointed -Q cg
- 21 Jun 2012 Fab app!= Fantastic app, user friendly, love the fact you can check your local store and can browse the full collection! :))
- 21 Jun 2012 Dissapointed= Crashes as soon as you try to open an item, come on TS you can do better than this!!!
- 22 Jun 2012 Want to see new clothing all t...= Great app but wish you could see all of the new in together x
- 23 Jun 2012 F=App needs improving always crashes and doesn't update! Other than that when it works it's fab!!
- 23 Jun 2012 Annoyed= The app is usually okay got me, but recently when I have been going onto it it goes back to my home screen and won't let me click on it! I don't know if it's a connection problem, but it's starting to annoy me!!!!

- 24 Jun 2012 really good for browsing= if your bored and your not willing to buy anything but you want to scan its a very very good app for it! but as your scanning through the latest sales you start to see what good a sale it is for such a quailty product, I buy everything now from topshop.
- 24 Jun 2012 Great= So easy to use. search bar makes everything a lot easier and there's a place to store all of your favourites. Very easy to make a payment too.
- 26 Jun 2012 Good=Love this app so much and I love Topshop. I'm really glad you put a view all button on!!!!
- 26 Jun 2012 Awesome but lacks features 0...= Would be 5 stars if there was a 'get the look' section like online.
- 26 Jun 2012 Improved= Much improved in recent weeks!
- 26 Jun 2012 Love it= Brilliant
- 27 Jun 2012 Top shop app= Excellent!
- 27 Jun 2012 Oh dear...=Crashes all the time and still could be easier and better to use... Still love topshop but could be so much better!
- 28 Jun 2012 Topshop is awesome= I love it
- 28 Jun 2012 Topshop= brilliant appll
- 1 Jul 2012 Great app=This app is getting better! It would be great to see the line number on the products! This would be a great help to me as I like to order from the store and the assistants need this to order in for me x
- 1 Jul 2012 Has improved= I use it all the time:)
- 1 Jul 2012 Hey= I'm a freak and all I wanted to do was write on here...but yeah it's a good app@
- 3 Jul 2012 Topshop app review= BEST APP EVER, also makes it really easy to browse the brand section which is really good as the more unique items are there
- 3 Jul 2012 Princess= Shopping at its best I! Easier than ever well done TS... let's hope others follow I
- 4 Jul 2012 Rubbish=No contact details no help section and no proper iPad app- No good
- 5 Jul 2012 Amazing!= I love this app, it helps me choose what I want before I go shopping and I can keep items in my notes so I can find them easily. Also i can check out the sales!! Great layout, great app
- 5 Jul 2012 Excellent= By far the best shopping app. Better even than the Topshop website!
- 5 Jul 2012 Amazing= Easy to use and perfect way to shop when out and about! Must download!
- 7 Jul 2012 No good.= Crashes all the time, you can't refine searches properly so have to go through a whole category when you wanna see something specific. No good.
- 8 Jul 2012 Fab- Great layout
- 9 Jul 2012 Fab= Great layout, love the way you can check if item is in your local store. However some parts are very slow, love the tumblr section but is slow and pauses and then can crash. Overall though great App.
- 11 Jul 2012 It's about time!=Thank god this app exists, don't know what I did without before!
- 11 Jul 2012 Topshop= Easy to use and good to know the new arrivals
- 11 Jul 2012 Really good!= I go on it every week to check the 'new in this week' items. It's my favourite app!
- 13 Jul 2012 Great App!= Great layout and you can check stock in stores nearby!
- 13 Jul 2012 Good for me= Seems to work well for me, my only complaint is that sometimes you can't get into individual products and the app send you back to the main menu. Other than that you can shop to your hearts content. I like the fact that you can save your size preferences and m0re
- 13 Jul 2012 Love it!=This is a fantastic app! Great layout and so easy to use! Now I've got an iPhone may find myself in a bit of trouble spending even more money at Topshop!
- 14 Jul 2012 Love!!!=Love Topshop! Love the app! Simple clean and easy to use! Doesn't crash on me!!! Can't sing it's praises enough!!! Love!!!!!!
- 15 Jul 2012 Bad experienc Tried to order stuff off the app but they keep declining my card and not processing my order, however still take money out of my account! Never ordering stuff off

the website again if that's gonna keep happening! Would be a good app if that didn't keep happening.

- 15 Jul 2012 Good=The apps good, and you can check if its available in your local store.. Saves you going to the shops and checking
- 15 Jul 2012 Amazing!!=Love this app. Much better than using the online website. Items load faster and much quicker to refine your search, so easier to find items. Also love the scan!!! Can use it in store too!
- 16 Jul 2012 amazing.=its so easy to use and just great altogether.
- 16 Jul 2012 top shop= This is with out a doubt the only thing that keeps me going in the day
- 16 Jul 2012 Xoxo= Fav appx
- 17 Jul 2012 Good app- bad "new in" section= The new in section doesn't go in order of newest products when clicking view all.. And I find going through each section annoying, as in dresses then tops, skirts etc. other than that great app. Improve the new in topshop!!!!
- 17 Jul 2012 Brilliant= Love the shop, love the app!
- 17 Jul 2012 Amazing!= Topshop is my favourite shop ever! Constantly checking the app to look at the new daily clothes! Best app ever!! Wawza amazing!! Xxx
- 18 Jul 2012 Just gotta have it!!=Love it, it's fab!! Just like being in the shop x
- 18 Jul 2012 Topshop app= Awesome, always checking it for new outfits
- 19 Jul 2012 Ok= I shop on Topshop online all the time and this is very similar layout - which is good. However Seems quite slow and unresponsive sometimes - no more that ck.
- 19 Jul 2012 Topshop App= This application is fantastic! Very easy to navigate, and browse categories and trends. Love love love!!!
- 19 Jul 2012 lea= Great app
- 28 Jul 2012 Love this app!= Love this app, really easy to navigate around, however it is quite slow and doesn't respond very quickly when browsing through the items.
- 28 Jul 2012 <3= Love this app, so easy to use as well as purchase on etc, shows everything you want in one place.
- 28 Jul 2012 Miss= Love the app
- 29 Jul 2012 Amazing= Easy to navigate, quick at refreshing and generally very easy to work and fin way around
- 29 Jul 2012 Amazing= Great app definitely worth having if your a topshop fan , best clothing app out yet I!!!
- 31 Jul 2012 Fab!= Easy to navigate, love the notebook feature, great when I'm in Topshop trying to find the clothes I want. Recommend this app greatly :-)
- 2 Aug 2012 Love topshop app=Its amazing ! So up to date and easy to use, every girl needs this app
- 2 Aug 2012 Brilliant app for the shopaholic!= This app is fantastic for checking what's in TopSho|o now! The store stock checker is great but the only problem I would say is that if your size is out of stock online you can't use the store checker for that size! But a great app for shopping on the go! Love it!
- 2 Aug 2012 Slow= At first I thought the topshop app was great as I could browse my favourite high street store on my iPhone. That was until 5 minutes into browsing and it just decides to freeze and continually closes itself down. After having the app for months now this is sti more
- 3 Aug 2012 Good layout= Good quirky but easy to use layout but images not big enough for secure purchase, I'd defiantly check them out in store or on my computer screen first can't see detail on the small pictures from my iphone
- 5 Aug 2012 Topman?= Is there a topman app?
- 6 Aug 2012 Not good!= Really good app for about 5 minutes then it crashes and closes down, then I'm unable to open it again for hours afterwards. Please fix it!!
- 8 Aug 2012 Love it!!!= I love this app!!! It's amazing!!! It's really great having the notebook so things that I am thinking about purchasing I can keep looking back at. So great for when you are away from a computer!!!

- 15 Aug 2012 Yesssss!= Live this more than the actual website because using this app I can very quickly browse and check if something I like is in stock at my nearest shop! Amazing!
- 17 Aug 2012 Take it back= Just my iPhone overwhelmed and in need of a restart. Works perfectly well. Love this app.
- 22 Aug 2012 I love this app= It's so easy to use and contains all the things the website does but in a way that is so much easier to use on my iPhone. It's quick, and does everything you would expect the topshop app to do, it even tells you if the item is in stock in a shop by you! Love it, best shopping app!
- 23 Aug 2012 Topshop App= This app is so annoying, works sporadically and never lets me refresh it!! Would not recommended people
- 24 Aug 2012 Excellent! @= This app is easy to use and the notebook is great for when your unsure to buy an item or not and you can just save it to view later! The pictures are clear and easy to see :) love this app!
- 25 Aug 2012 Amnalshaq= Love it!
- 25 Aug 2012 So easy 4 me to go window s...= Omg I love the app it's really good if you wanna check the sales or the latest stuff real quick it's great! I use it all the time and this way my parents won't get bugged every time, (which means everyday) I wanna shop at top shop! ***** 5 stars 6 6 6 6 5 kisses
- 25 Aug 2012 Amazing app!!!=Best store app I have ever had! especially like the store checker function and that u can buy items in app!! Can't recommend enough!
- 27 Aug 2012 Amazing app!=It's fabulous for when I need to quickly shop for my latest trends, helps me keep them in a watch list and then go onto buy it! Don't know what I'd do without it. You can even check if your item is in your nearest store in your size, perfect! Defiantly the best clothes store app I've ever seen. @
- 29 Aug 2012 If I could leave no stars I would != I hate this app I Over the summer I have managed to spend a silly amount of money paying for all the lovely things I have seen on it :(and the worst thing is that I can't bare to get rid of this app because I love looking at the blogs and images grrrr I My bank account will continue to suffer :1' x
- 29 Aug 2012 Love this!= This app is great I can add stuff to my wishlist check out all the great clothes,and see if they're in store in my size,and obviously order on it!best clothes shop app I think I've seen!
- 30 Aug 2012 Fab app= Best shopping app!
- 31 Aug 2012 Great != Works perfectly, both fast and convenient
- 31 Aug 2012 So happy!= Makes it so easy to look through the clothes and soooo much better than going on it on Safari!
- 31 Aug 2012 Perfect app= I can't believe that fool gave this app 1 star in their review because their 'bank account was suffering' from all the spending done on this app... because the app is THAT good. how annoying.... Anyway, it is a great app. Simple, quick and easy to use. So much faster to view stuff and better on the iPhone and it has everything. Going to be on there a lot and looking for some good stuff. Enjoyable to use
- Sep 2012 Fab= Love this Topshop app I order from them all the time and its so easy I can do it from anywhere on my phone
- 2 Sep 2012 Love!!!= Best app available! Spend alllll my time An wages here! <3
- 2 Sep 2012 Simply amazing!= This app is by by far perfect! A simple yet clear contents menu, a wide range of clothing and is often updated, a find in store option is very ideal and ls helpful. User friendly and stylish! :)
- 3 Sep 2012 Brilliant!= This has become my most used app! It's sleek, quick and has some really good features like the ability to scan a barcode to find products online. The only downside I found is that the stock ch . . . m0re
- 5 Sep 2012 Love it!!= I literally can't fault it, it looks amazing and has tons of features including a huge library of clothes and collections.
- 8 Sep 2012 Great app=Really useful app love Topshop makes shopping easier

- 9 Sep 2012 Love it= I love the app but the only thing I dislike is that 'new in' product doesn't show up the same way as top shop.com and that's the main thing I'm interested in
- 10 Sep 2012 Excellent app= Aesthetically pleasing and easy to use. It's not perfect, but exceptional for a shopping app.
- 10 Sep 2012 BRILLIANT=This is one of the best apps for looking at clothes absolutely love it!
- 12 Sep 2012 topshop app=love this app!!!! 5***** always order clothes of this site. it updates all the time and shows all the clothes available
- 13 Sep 2012 Love it=Just bought this app saves me from spending ages waiting for the website to load, recommend :)
- 15 Sep 2012 Awesome= Do all my clothes shopping on the go with this handy app. Love the notebook feature, means you can save items until you can afford to buy them. Love it <3
- 15 Sep 2012 1 Stop Shop= It has everything I need in one place, the app is easy to use, the pictures are very clear & the layout is fantastic, although would be cool if you could stay logged in to your account so it would be easier to purchase items instead of having to log in all the time, wouldn't believe how many times I've had to change my log in password
- 16 Sep 2012 Very very good=Better than online shopping on computers by far! Best shopping app I have come across
- 16 Sep 2012 Ok on iPhone. No good for iPad= We need a new app for iPad. Not so good on x2 and doesn't work in landscape
- 16 Sep 2012 Wow wee!= Absolutely top notch app!
- 17 Sep 2012 Topshop... Top ap!=Just perfect!
- 18 Sep 2012 AMAZING= God I love topshop. And I love them Even more thanks to this amazing app!
- 19 Sep 2012 Thumbs up I= Best retailshopping app I've come across by far! Love it!!
- 20 Sep 2012 - =Informative until it decides to turn off and exit back to the home screen half way through shopping.
- 20 Sep 2012 Fabulous!=Easy to use with access to Topshop tumblr.. Love it!
- 20 Sep 2012 :)= Fantastic app! Easy to use and love the notebook aspect.
- 21 Sep 2012 TS=Amazing app! Although extremely addictive!
- 22 Sep 2012 Brilliant app=Great app, definitely one of the best retail apps. Only thing is I Wish it would tell you when out of stock size is expected back in store! Would be so helpful to know estimated delivery dates!! Other than that, really good!
- 22 Sep 2012 Good= Love this app so addictive
- 23 Sep 2012 Review=SUCH A GOOD APP. DOWN LOAD NOW.
- 24 Sep 2012 The website is more up to date= The app doesn't regularly update its new items so I use the website now
- 24 Sep 2012 amazing!=Such a useful app as can also check if it's stock in all store and where it is on google map! Such an addictive app just to look through! Well done topshop! @
- 24 Sep 2012 Good App= Great app that I use all the time :) however seems to freeze quite often'?? and I have to come out and go back in and re search everything :(that's probably my only dislike!
- 25 Sep 2012 App= Not all of the items from the website are on the app itself. This made my transaction take longer as I then had to go to the full website to find my items.
- 25 Sep 2012 Love it xx= Love how the app is set out xxxx
- 25 Sep 2012 Amazinggggg= Really easy to use and we'll layed out
- 27 Sep 2012 Absolutely brilliant!= Brilliantly laid out, no problems whatsoever and really easy to use!
- 28 Sep 2012 Fab apart from the crashing!!!= The layout of this app is amazing, so easy to use and I love the 'check in store' option. Processing a sale is really easy too. The big problem is it freezes and/or crashes all the time, it's also quite slow to update with new stock, sort this out and it would be the perfect app!!!

- 28 Sep 2012 Lizzie=Really easy to use! Plus the images are really clear! I love it <3 however wish there was a place to sign in and look at previously ordered clothes. Despite this I love being able to have the website just one click away.
- 30 Sep 2012 Amazing!= Ver good and useful app! Use it on a regular basis to look at the new clothes. Find soo many nice things though and end up spending loads of money!!
- 1 Oct 2012 So easy to use= Extremely clear layout and easy navigation, makes it really simple to browse the website, search and buy items!
- 1 Oct 2012 Love= Loveit
- 2 Oct 2012 Review= Great app, definitely download! Love it!
- 2 Oct 2012 Missy=Love Topshop love this apps. Real easy to use
- 2 Oct 2012 Improve?= There should be an app for iPad. And there's no topman app.
- 3 Oct 2012 Amazing!=Such a good ap really easy to use and fun to browse... Ordered my first batch yesterday.....biggest test is seeing if it actually arrives!
- 5 Oct 2012 Amazing!= Great app, easy to use and easy to order from. Fantastic for browsing on the go! I love it!
- 6 Oct 2012 great app= such a great app!! topshop is my favourite store, this app makes it so much easier to buy and look at things!!! Most clothing apps are quite complicated to use, but this one is brilliant!! must have for any topshop buyers!!
- 10 Oct 2012 Good App!= Really good, easy to use! A must with Topshop buyers! Love the notebook!
- 11 Oct 2012 wont load= this app wont even load
- 13 Oct 2012 Crashes= I just start to browse the first 2 or 3 items then it crashes out of the app. Such a shame but waste of time.
- 14 Oct 2012 Good!= Ilike :)
- 14 Oct 2012 Poor= I really want to use this app but it keeps crashing after it loads please can you sort this! Thanks, brilliant idea though xxx
- 14 Oct 2012 Bug?= This app used to work on my old iphone 4 but i recently swapped it as part of a repair and now it doesn't work on my new one, such a shame because i used to use this app regularly. It now crashes after loading and I can't even get to a page with any sign of clothes on !!
- 17 Oct 2012 Topshop= Great app I've purchased clothes and browsed. The only problem is it crashes sometimes but very good
- 20 Oct 2012 Half baked app= App needs updating to be compatible with the iPhone 5 and for ios 6. It crashes a lot. Please make a topman app... Design is good of the app just needs updating/tweaking.
- 21 Oct 2012 Poorapp=Always crashes, was really disappointed
- 25 Oct 2012 Crashes constantly!=Was fine for ages but the last update has made it unusable. Crashes before I even get through the search filter options.
- 25 Oct 2012 fix it=was okay, even after i updated it but recently it has started crashing even before I select any of the categories. sort this out please, cause I really don't want to delete it but it's useless having an app on my phone that doesn't work.
- 25 Oct 2012 Argh!=Keeps crashing! Used to work fine, but recently has started to crash the minute I open it, so gutted.
- 26 Oct 2012 Keeps closing down=For the last couple of days I open it, it loads and then it closes straight down. It has only just recently starting crashing for me as a few weeks ago I ordered loads of stuff on it. Now I have stuff in my basket I want to buy but can't. Please sort it out! Xxx
- 26 Oct 2012 Pretty bad= Worked for the first few weeks now it just crashes as soon as I go on the app, please get it fixed coz I love topshop! The app is a waste of space to be honest don't even bother x
- 26 Oct 2012 Needs fixed= The app keeps closing down as soon as it loads something. Please fix it as I loved the app before.
- 26 Oct 2012 Argggghh!= Keeps crashing!!!!!!

- 29 Oct 2012 Needs work= This app has the potential to be really good but some very standard features don't work properly! When I enter my NUS card number it correctly calculates the discount but the total is wrong! Topshop need to sort an upgrade soon!
- 30 Oct 2012 Waste of time= Downloaded this app a few times now, it seems to work for about 5 minutes and then starts playing up. Also every time I go to checkout it says there is nothing in my bag. Complete waste of time browsing because the pictures of the clothes to do load. Best to just go on the real website in my opinion!
- 3 Nov 2012 Great,loveit!= Great now I can select all the things I want easily in phone and my boyf pays... Class x
- 4 Nov 2012 Love!= Really easy to use, such simplicity and great to navigate. I love finding products so easily and being able to check if they're instore is fab! @@
- 4 Nov 2012 iPhone 5=Would be good if there was an iPhone 5 version!!
- 4 Nov 2012 Great=So easy to use, well presented and includes extras like tumblr and the blog very good!
- 4 Nov 2012 Excellent= I don't think this app could get any better! It's easy to use and displays the items well by letting you zoom in ect Id recommend this to anyone
- 5 Nov 2012 Criticism= The apps great but to improve: there is no view all under each category. What about when i just want to look at all tops and am not sure whether i want a blouse/shirt or a casual top? Also, would be great if the review feature was added to the app!
- 6 Nov 2012 Amazing xx= love this app on it 24/7 so easy to use, my notebook is full with wish lists!! live & die 4 topshop as soon as I found the app it was downloaded! LOVE IT xx
- 7 Nov 2012 Amazing= Actually think this app is amazing I @ topshop and as soon as I saw this app I had to download it I use it everyday
- 7 Nov 2012 Amazing= I'm obsessed with this app, Not only does it let you see clear pictures of the products, detailed descriptions and offers a great mobile shopping service, it also lets you save items. It's sort of like a wish list, but they call it your 'notebook' I really like this feature, it helps when I go in store and I can remember what I came for! Well done topshop, if only all shops had this kind of app!
- 9 Nov 2012 Topshop!" AMAZING= This app is amazing I use it almost everyday, adding new thing to my notebook. Not only can you see the images of the clothes clearly but in great detail. The only thing I would really love to see appearing in the app is outfit ideas such as what to wear with this when you go and click on an item you like, this would really help me as I'm always going onto the app and I'm sure thinking about to what to buy and wear that will match and I find it really difficult. x x Love the app x x
- 9 Nov 2012 Love Topshop= One of the best apps! I'm so in love and obsessed with Topshop and I felt really happy when I found out about the app! As I no longer live in the UK this app gives me the opportunity to find out about all the new stuff in Topshop and order it right away! Well done Topshop !!
- 9 Nov 2012 Can't fault it= Love this app. It's fast and doesn't freeze like other clothes shop apps I have eg. New Look. The only thing I would say is you can't always trust the Instore Stock Checker.
- 9 Nov 2012 Lol= I luuuurve his app lol! Cud do wiv some more Chelsea boots.
- 9 Nov 2012 Great app= I wish all shopping apps had some of these features. The scanning facility is great. As is the ability to check stock in your local store. And love the notebook feature to store your favourites. Love this app. Love topshop.
- 10 Nov 2012 Fab!!= By far the best way to get my topshop fix, it offers so much more than other clothing retailer's apps. Being able to access the blog and tumblr with the touch of an on screen button is great! :)
- 11 Nov 2012 Topshop app=It's the best app to shop with it is understandable it is so easy to work your way round it, which is good!! ;)
- 11 Nov 2012 Shopping= This app is one of the best apps I have for shopping. It loads up quick, is clear, simple and easy to use. It keeps u up to date with the latest trends too! IGNORE all the bad reviews! I'm picky with apps but now I have it , I can't live without it! Xx

- 12 Nov 2012 Topshop app= I love topshop and I think this app is great!!
- 12 Nov 2012 Fantastic app= So easy to navigate & I love the notebook where you can add all your favourite pieces. Prefer it even to using a web browser!
- 14 Nov 2012 Seriously good!= Never had a problem with this app! Really handy and so easy to use, would definitely advise downloading it!
- 15 Nov 2012 Topshop App=Only just downloaded it, but from what I have seen and how helpful it has been so far, I thought I would write a review. I've given it 4 stars, seen as it's a 'newby app' on my iPhone.
- 15 Nov 2012 Long awaited= Finally here! Good app, easy to use and nicely set out. Can't fault it!
- 16 Nov 2012 = Love Topshop Great app does what it should :-)
- 27 Nov 2012 I love this app!= This is my favourite app, it's always up to date and has much more of a range than a lot of stores. It's so easy to order from and I love being able to find out if my item is in a store near me!
- 27 Nov 2012 Best shop ever!!!= Beautiful clothing, shoes and accessories. Lovely layout and photoshoots too. Simple but inspiring.
- 28 Nov 2012 Amazing= W (heart symbol)
- 28 Nov 2012 No Mens Section? Topman?= No mens section and can't find a Topman app...
- 28 Nov 2012 Fantastic app!= V. impressed with the Topshop app. Particularly like the Notebook feature for keeping track of potential purchases as you browse.
- 30 Nov 2012 Love the app!= Great app, it's nice to have the tumblr section to add inspiration. Very easy to navigate but the app should update more frequently as clothes on the website will show sold out but the app will still show in stock
- 30 Nov 2012 Brilliant!= This app works really really well. Easy to browse and complete a purchase. The only problem.... It makes shopping so easy - which is bad for the bank balance!
- 1 Dec 2012 Excellent=Makes a brilliant app and the fact you can order stuff is even better!
- 1 Dec 2012 Review= Really easy to use and the notebook function is really handy to save all the things you want!
- 2 Dec 2012 Review= Great to use if you want to quickly check the website, sometimes freezes but I think the positives of the website overrule that. Lovely layout and does pretty much everything you need :)
- 3 Dec 2012 Okay...!= Regularly shows items as in stock however when I proceed to checkout tells me that it is not? Also when ordering items and I click express delivery it ALWAYS changes back to standard (when the payment has already been processed!)

Version 3

- 4 Dec 2012 Love it!= Shopping on the go, can't beat it!
- 4 Dec 2012 Love it =It's perfect
- 4 Dec 2012 Very good!= Love the note book where you can create your own look book and drawing boards!
- 5 Dec 2012 Love it <3= This app is brilliant! So much quicker than the main site..which sometimes you need to be to catch things online they sell out so fast! :)
- 5 Dec 2012 Topshop :-)=Love itttt!!! Shopping on the go couldn't be better x
- 5 Dec 2012 GLITCH= Rubbish! Has a massive glitch in it and wont work! Keeps turning to the side when i have got it straight and the bottom banners in the middle of the page so i cant see anything! The only app i have a problem with. Poor
- 5 Dec 2012 Your new 'app'= Topshop, the new upgrades on your 'app' are rubbish and have made what was once a great app, extremely difficult to view. Here I am, trying to look at shoes and dresses and there is a great big bar across the middle of the page that makes viewing items near impossible. Please sort you app out, I use it for shopping regularly and won't be doing anymore if I can't see the clothes. Very poor indeed. I give you 1 star because you're my favourite store, based on the app, it would be none.
- 5 Dec 2012 Update has ruined it!= I just updated the app and there seems to be a fault/' glitch! Please fix this topshop!
- 6 Dec 2012 Great!!!= Love this app, so much better than some other high st store apps, love the way the clothes are presented and you can zoom right in if you double tap the picture so you can see the fabric in much clearer detail. Its very intuitive and a real joy to use. The categories are very clear and its very easy to navigate. The only downside: it makes shopping a bit to easy!! Well done Top Shop x
- 6 Dec 2012 Topshop= I found it a really good way to look on topshop found some really nice bits. A good app to have!
- 6 Dec 2012 Missing 'view all'= There is a few elements missing/problematic it did have view all on new in, but now it's missing again, and if u look at an item and go back, it goes back to the beginning of your search, such a shame, as the imagery is great!
- 7 Dec 2012 :(= This app has stopped working! X
- 8 Dec 2012 Major issues=Agree with other reviews, it was once a decent and since the update it's a nightmare! Screen unreadable :(
- 8 Dec 2012 Better than the website!= Topshop website crashed for 3 nights in a row during Xmas period yet I managed to place an order a lot quicker and easier via app. Def recommended.
- 8 Dec 2012 Fab app!<3= This app used to have a glitch because I updated it, and it wouldn't open. However, I simply downloaded the app again and it is now working! I could spend hours on this website looking at the clothes. Love it!:)
- 8 Dec 2012 Only 4 stars and not 5 as:= Only 4 as sometimes v.slow!
- 9 Dec 2012 Very Slow= Love love love Topshop website however this app is very disappointing! Does not always work, as in when I click the app it automatically closes itself. When it does work it is very slow. Would love an update to fix these bugs as I could spend hours browsing on it!
- 9 Dec 2012 Sometimes freezes= Sometime freezes and shuts itself down automatically- I had major issues with it when I updated it on 6-12-12, but I updated my phone to newest iPhone software and now works fine. It's annoying when you look at an item and then when you go back to the main list you have to begin right at the top again!!!!
- 9 Dec 2012 What's up= App not loading. Sort it pllllease!
- 9 Dec 2012 Great layout but freezes!= Since the update it continuously freezes and kicks me out. But when it is working it does have an excellent layout and is easy to use and well organised.

- 10 Dec 2012 Last Update= Work well b4 update... Now constantly crashing!!!
- 10 Dec 2012 Crashes= Constant crashes whilst looking through items in your basket. Does not return you to where you were in your search after looking at an item - you have to scroll through everything again. Annoying app
- 10 Dec 2012 Poor= Worked reasonably well for searching before the last update. It would never allow me to purchase, and now it just crashes immediately after opening. Fix please!
- 11 Dec 2012 Not working!= I also can't open the 'new in' page. Until it's fixed, it's pretty useless!
- 11 Dec 2012 Bad=Only got the app because the websites not working which you really need to sort out. Easy to find what I was looking for, but whenever I try and check out it says it won't work. This is a joke, get it sorted!
- 11 Dec 2012 AMAZING= go away if your going to write bad reviews no one needs them! great app on my phone ng! x
- 11 Dec 2012 Hummm=This app worked fine till the new update. Totally screwed up the layout, menu bar is in the middle of the screen and half blacked out.. Awful.
- 11 Dec 2012 Do I have to give any stars?= I tried to use this excuse for an app for the first time in a while. Now I know why it's been along time it useless that's why! Crash, Crash, Crash!! Sort it out.
- 11 Dec 2012 Ipad App=Images are slow to load and app crashed while in use
- 11 Dec 2012 Not working!!!!= Rubbish, just throws me out each time which is v annoying. Pls sort!
- 12 Dec 2012 Amazing- So handy, and it really solves boredom
- 12 Dec 2012 omg= This WAS my favourite app but since the update it throws me out every time I try to use it, please sort it out. I've never had any problems with it before until now Q9
- 12 Dec 2012 keeps crashing . = keeps crashing . sort it out
- 12 Dec 2012 What a load of crap= Awful update app won't stay open....
- 12 Dec 2012 Don't update!=Don't update! Throws me out everytime, I cannot now browse any clothes, as soon as it loads and I scroll down the page it crashes. Pretty annoying!
- 12 Dec 2012 Needs sorting!!!= The app was brilliant before the last update which has been trying to install ever since I clicked update!!!! Hard luck to Topshop as I've been shopping in River Island ever since!!!! Very poor
- 12 Dec 2012 Update please!=Usually great crashes constantly after latest update.
- 12 Dec 2012 Since the update= I like this app, however it keeps crashing when I use it. This has only happened since the update, it has also gone down to the size of the iPhone 4S. I have an iPhone 5 and the app does not fit the screen.
- 12 Dec 2012 Update : App crash= App crashes constantly since last update. Annoying. Used to work great. Especially like notebook feature.
- 13 Dec 2012 Amazing App-I love this app! It hasn't crashed at all. It's great for browsing through clothes and saving them to the notebook so you can look at them later.
- 13 Dec 2012 Miss-Really good ap, easy to use apart from the fact when you click on a product to view then click off again it goes to the top of the page once more, leaving you scrolling through to where you were.. Would be better if it kept up with where you were up too!
- 13 Dec 2012 Unable to use= Keeps crashing.....loosing custom top shop get it sorted!!!
- 13 Dec 2012 Annoying=it's ok to use for a basic browse (that's if it doesn't crash) but anything more than that proves to become annoyingly difficult.
- 13 Dec 2012 Crashed= Absolute crap crashes every time I've opened it since downloading it 10 minutes ago
- 13 Dec 2012 Crashes all the time!= Impossible to use, crashes over and over again.
- 13 Dec 2012 Crap TOPshop App= Don't update as it doesn't work now!! Topshop not your normal standards
- 14 Dec 2012 Topshop!-Absolutely love this app! It has never crashed and is great for watching items that u like and putting them in the notebook. Defiantly recommend!
- 14 Dec 2012 Fab!!!=Perfect for quick purchases don't see what the problem is to be honest!

- 14 Dec 2012 Crashes every 25 seconds= I've updated the app today and the new version crashes all the time. Can't use the app anymore...
- 14 Dec 2012 ;(= It is really bad and I keep trying to access my note book and it exits the whole app and sometimes when I click on things it comes out of the app too! I love topshop but this app is soooooo annoying!!!
- 14 Dec 2012 Mediocre The app is good for watching items. But you can't zoom in and I'm a little disappointed, I wanted something more of topshop!
- 14 Dec 2012 Update= Topshop need to update the app for iphone 5!!! ASAP
- 15 Dec 2012 Perfect shopping app -Easy and intuitive to use, good categories and obviously excellent product range being the all powerful Topshop. Thanx
- 15 Dec 2012 !!!= I really want to update this, but you need iOs or whatever and I have and itouch! And now I can't use the old one because it keeps sending notifications to update! Please can this be fixed!
- 15 Dec 2012 Crashing!!!=This was a perfect app until the latest update since then all it does is crash once you have pressed the shop link!
- 15 Dec 2012 Keeps crashing=Livid! Can't buy anything because it crashes every 5 mins!!!
- 15 Dec 2012 Bad= Crashes anytime I try to use it !!
- 15 Dec 2012 What is going on?= I made the mistake of updating and now it won't work!!! Chucks you out as soon as you shop! Gutted what will I do without my topshop app!!! :(
- 15 Dec 2012 KEEPS CRASHING= Since the update it just crashes whenever I try to do anything. I can't view any items or edit my notebook because it just closes when I press anything. Is it my device or can you fix it?
- 15 Dec 2012 Bad=Crashes before u can even click on anything...used to be ok before the update now can't even get on anything!
- 15 Dec 2012 Crashes!=Crashes and freezes constantly!
- 15 Dec 2012 Great concept...= It looks great and has got some exciting features which make shopping online a more interactive experience. Problems are like everyone's else. Force closing constantly and nothing seems to be available to view... Fix these bugs and you will have an awesome app
- 15 Dec 2012 Urghh!= It'd be okay if I could actually go in anything without it crashing!
- 15 Dec 2012 ALWAYS CRASH ES= Every time you go on this app it will close suddenly. Lets Topshop down!
- 15 Dec 2012 Don't update= Rubbish since I updated it - always goes off randomly while trying to shop. Takes you back up to the top of the page after viewing an item also which can be very annoying if you have scrolled down far.
- 16 Dec 2012 Good App one of the best shop...=I was having the same problem everyone here was. It would crash before I even shopped! But what I did was delete the app and reinstall it. It updated now it works perfectly fine! Try that hope it works for you all!
- 16 Dec 2012 Don't update!!= I just updated the app and now it just closes when I open it. Sort it out!! Apart from that in the past app is easy to use.
- 16 Dec 2012 Fabulous!= Very easy to use, very speedy, I love it!
- 16 Dec 2012 Terribly Glitchy= The app crashes far too often and never loads properly. Fed up trying to do anything on it- waste of my time.
- 16 Dec 2012 Crashes= Would be one of my favourite apps but it keeps crashing
- 16 Dec 2012 Crashes all the time= Used for months and did lord of online shopping. One day suddenly started crashing, I now can't use this app at all. What a waste, have deleted now
- 16 Dec 2012 Great expectations= The app is fabulous but crashes...alot...fix it!!
- 16 Dec 2012 In love= Couldn't live with out it
- 16 Dec 2012 Ok so far= Only just downloaded app, scrolls nicely and easy to navigate. Haven't tried to order anything yet tho
- 16 Dec 2012 Please sort out your crashes= It's incredibly frustrating
- 16 Dec 2012 ;(= I really loved this app but then did the update and it keeps crashing every time 1!!

- 16 Dec 2012 Poooooo=It worked fine at first but now it just keeps on crashing I thought it was a good app at first but now it just annoys me please sort it out I really like top shop
- 17 Dec 2012 Rubbish!=Can't update the Topshop app because this one is for all the new iPads etc. What if our older models are still working fine?! Apparently we're not allowed apps anymore?! Really disappointed. If I could give it no stars, I would.
- 17 Dec 2012 Its annoying!= Every time u click on an item to have a closer look when u click to go back it takes u right back to the top of the page so u constantly have to keep scrolling to find where u were. Too frustrating!!
- 17 Dec 2012 Re-install to fix crashes!= I was also having crashing problems but if you delete and re-install with the new version it works perfectly! Xx
- 17 Dec 2012 Keeps crashingf slow to loadf= If you click on an item and press back it takes you to top of page again meaning you have to scroll back down to where you left off
- 17 Dec 2012 UPDATE= -1000x better before update always crashes; - if you look at something you have to scroll back to we're you were everytime; -search takes so long to find things; -if you put things in price: low-high it doesn't work; -if you put a price range it doesn't work
- 18 Dec 2012 Could be great...= This has the potential to be great but is slow and crashes far too much (especially after the most recent update)..disappointing as the normal website is so good...
- 18 Dec 2012 Is it thick?= I change the price range to £39-£60 and I have £15 dresses and £75 dresses. I then change the colour criteria to multi and comes up with dresses all in the same material and colour, I then changed it to sort by price low to high and it came up with a £39 dress followed by £65 dress followed by a £49 dress. Grrr
- 19 Dec 2012 Good design, crashes often= I love the new update. But it crashes often. Developers, please fix this app.
- 19 Dec 2012 What a let down= Have had this app for over a year in the hope that it will be improved but they haven't sorted out the constant crashing. It has the potential to be so good but the freezing and crashing really let it down. Sort it out please!
- 19 Dec 2012 Love it= One little annoying thing, when you view 1 dress then go back to the list of dresses it takes you to the beginning of the list so you have to scroll from the start. Other than that I love it and I really like the new stock availability bit. All I need to do now is go buy the dress I was interested in and see if it really is available at the store it said it was.
- 19 Dec 2012 :-(= Used to be super handy and smooth before the latest update and now crashes within seconds of opening the app. I miss the useful previous version!
- 19 Dec 2012 Bit of a let down=Takes ages to load and crashes all the time! A real disappointment, I order a lot from Topshop online and it's actually easier just to go on the website through my phone rather than use this app! It also takes a long time to update new in clothing when updates have been made...overall a bit of a let down!
- 19 Dec 2012 Doesn't work!= Crashes within seconds of opening
- 19 Dec 2012 Topshop app no longer loads : (= The updated version of this app is rubbish. It doesn't load. Shame- it used to be really good!
- 19 Dec 2012 :-(= Loved it until the new update can't get onto anything before it crashes!
- 19 Dec 2012 Was great, now rubbish!=What have they done?! Was so easy to use, now crashes straight away. Fix it please, I need Christmas outfits now!!!
- 20 Dec 2012 Brilliant= This is a great app, love that I can check stock in my local stores without having to input any of my details. One annoying thing - if u look at an item you then have to go back to the whole list of stock to scroll back to where u were!
- 20 Dec 2012 Good and helpful= I was on this app all nigh but i think the prices could be displayed a little better. My update doesn't crash but my friends does so i feel special :))) bought loads of stuff great app , thanks topshop II!!!
- 20 Dec 2012 Crashes And starts again= The app crashes a lot and if I go to an item I fancy buying and come off it it starts from the top which is annoying if there are over 400 items trying to find my place.
- 21 Dec 2012 Worth it!=Great app from Topshop! Easy and enjoyable to use

- 21 Dec 2012 Crash!= I haven't been able to get into it since the last update, it crashes every time. Please fix as this a great app!
- 21 Dec 2012 Not very good= It crashes all the time
- 21 Dec 2012 Good app= Love how you can check stock in stores near you. Only improvement is when you click the back button after viewing an item it takes you back to the top of the list instead of where you left off so you have to scroll all the way back down to where you where.
- 21 Dec 2012 RUBBISH APP SO FRUSTRAT...= Crappest app ever. Can't even get on it, you think it's gonna work then BAM goes back to your home screen!!! Sort it outtttt >:(losing my money by not doing it.
- 22 Dec 2012 LOVE IT!!!= Love this app - so helpful and love the store oheoker!! Well done Topshop!
- 22 Dec 2012 Loveee= I love this app There is no pleasing everyone!
- 22 Dec 2012 Good= Easy to use
- 22 Dec 2012 Keeps crashing= Newest update keeps crashing. Very disappointing.
- 22 Dec 2012 Amazing!= Loveeee this app , easy and quick to use and find clothes
- 22 Dec 2012 Can not checkout= Would be a great app if I can actually purchase anything!
- 22 Dec 2012 Love topshop but..=This latest update keeps crashing and can't even get on the site to purchase anything which is very annoying!!
- 22 Dec 2012 Poor=Constantly crashing, when it does work it has to take me to the web to purchase as the buying page isn't supported, would be a great app if it worked... Maybe not for my bank account!
- 22 Dec 2012 SORT IT OUT!= This app keeps crashing! Literally you go on to 'shop' and CRASH! Can't even browse?! Great timing around the holidays...Was fine before- so frustrating now... Sort it out Topshop!
- 23 Dec 2012 Crash=Love the shop! Hate the app! Have yet to see it work once which is a shame :(it keeps crashing before you are able to do anything. Such a shame, so much potential.
- 23 Dec 2012 Keeps crashing=Loved it before the update, but now it keeps crashing and when it updated I lost all the items in my notebook which was really annoying! Please sort!
- 23 Dec 2012 Ag!=Love topshop but the app is just an ag! Whenever you click on an item wether it be at the bottom of the page, when you go back it takes you right back to the top of the page again, the app also constantly shuts down!
- 23 Dec 2012 Oh my GOD=SORT IT OUT it crashes all of the time! Can't do anything!
- 23 Dec 2012 Damn!=I love Topshop.xxx
- 23 Dec 2012=Needs to be sorted out The topshop app doesn't seem to work it keeps crashing, literally you click one thing and the app closes, I don't get the chance to look at the clothes, this is very frustrating and annoying
- 23 Dec 2012 Crashhhh=Keeps crashing... Can't view anything :(
- 24 Dec 2012 Doesn't work.=App crashes constantly can't view anything or use app for longer than 30 seconds
- 24 Dec 2012 Crashes!=Since the newest update all it does is crash! Sort it out!!
- 24 Dec 2012 Keeps crashing!!! I LOVE the app but since I last updated it, I can't use it as it crashes all the time & sometimes doesn't even load!!! SORT IT OUT ASAP pretty please!
- 24 Dec 2012 Fix the bugs!=Mostly a great app. It allows me to constantly keep up to date with the clothes and know where I can buy it,=although sometimes it was wrong and wasn't available in that store. Also love the 'notebook'. My only complaint would be that it has a just keeps crashing!
- 24 Dec 2012 Well Thought Out=The layout is really good and I love the notebook idea but it sometime takes sometime to become crisp again while scrolling.
- 24 Dec 2012 Still no improvement=Fix the damn app!!
- 25 Dec 2012 Hate the update=Update is awful, it won't stop crashing!!! Won't let me look at anything

- 25 Dec 2012 Crash=CONSTANTLY crashing - never get as far as viewing the clothes!! Totally frustrating as i used to love browsing clothes on the go! Now i have to use a damn laptop!! >:-{
- 25 Dec 2012 Rubbish!=The app keeps crashing. Can't use it!
- 25 Dec 2012 B0000=Crashes constantly these days- please fix it :-{
- 26 Dec 2012 Rubbish=Kept crashing after 2s. Worst app ever
- 26 Dec 2012 Crash crash crash crash crash=Every time u update your app topshop god knows what the hell your updating cus it's def not the constant crashing after 5 seconds of opening it. U could be loosing out on profit here.
- 26 Dec 2012 Keeps crashing=The layout is good and the notebook is a good idea, but the app keeps crashing which is rubbish. Also you are unable to rotate the screen while you are on the app, you have to restart the app to be able to have it a different side. FIX THE CRASHINGHI
- 26 Dec 2012 It would be great if I could use it!= As soon as it opens it crashes in about five seconds...
- 26 Dec 2012 Fix it= Keeps crashing
- 26 Dec 2012 Get it fixed!!!=This was my most used app, I was excited upon downloading the update so that the app would be larger and better quality on my iPad, but unfortunately crashes every time upon fully loading, sort it out ASAP!!
- 27 Dec 2012 =The interface is nice, that's about it . Not able to use it. App crashes every 5 secs. FIX IT!!!!!!
- 27 Dec 2012 Bad app=Don't update it , I can't even use my app now it's frustrating
- 27 Dec 2012 Crashes!=Usually love his app. But since I updated it I can't use it! It crashes before I even get chance to look at anything. Sort it out topshop app peeps I
- 27 Dec 2012 Leader in fashion, laggard in t...=You wouldn't think that Topshop was a leader in all things fashion with this stupid app!! Constantly crashing, you barely get to pick the category you want to look at before it completely disappears!! Sort it out Arcadia before you start losing valuable fashionistas and customers.
- 28 Dec 2012 Crashing != Love the app but I just updated and can't shop because it crashes every time :-{
- 28 Dec 2012 Crashing...=Great to see all of the clothes but crashing the time! Very disappointed.
- 28 Dec 2012 Rubbish= Constantly crashing. Can't even begin to select a category without it completely vanishing!!! So annoying. Pls fix asap.
- 28 Dec 2012 Rubbish=Always crashes always has done -DELETED!!!!
- 28 Dec 2012 Crashes!=Absolute rubbish!! Keeps closing down and crashing, you can looking through the app for about 5 seconds then it closes down, don't recommend this app.
- 28 Dec 2012 Let down= This app looked good to start with and I liked the drawing board feature, but it just kept crashing! @-
- 29 Dec 2012 Don't Bother= What a waste of time downloading this app. Crashes every time. Real shame. I'd expect better from topshop.
- 29 Dec 2012 Time consuming= I'm sure you could eventually view the items you want to using this app, but you will be waiting a rather long time. Sluggish and prone to crashing - I think it needs more work.
- 29 Dec 2012 Qflirrrrrrgggggghhhhh= Useless always crashes about 5 seconds into using it. Rubbish. Very disappointed. Sort it out topshop!
- 29 Dec 2012 Constantly crashes= Really frustrating app as it constantly crashes. Doesn't seem to last longer than 10 seconds without it closing and disappearing. Its quicker to use the website. Disappointing from Topshop
- 29 Dec 2012 Useless!= Keeps crashing witching seconds of opening the app!!
- 29 Dec 2012 Works fine= Works completely fine for me, sometimes a little slow but it's never crashed. Love this app just for looking at the clothes, I haven't tried out actually purchasing anything but that wasn't what I downloaded it for

- 29 Dec 2012 Crashes constantly= Was good for a while but now crashes all the time! Hoping they update and fix it
- 29 Dec 2012 Crashes= I know it's the holidays but I wish someone would fix this app!!!!
- 29 Dec 2012 Awful= Terrible app, constantly crashing so frustrating!!! Would have given no stars but that's not an option.
- 29 Dec 2012 Worked for about 10 mins= Not a great app, worked for about 10 minutes and suddenly in the middle of shopping it stopped working, exited back to the home screen and wouldn't work when I tried reloading it. Just stayed stuck on the welcome screen. Not sure if this is just an issue with the iPad mini app but still very unimpressed. I've now lost some items in my "shopping bag " that I wanted to purchase! Very annoyed :(
- 29 Dec 2012 It keeps crashing?= Its so frustrating it always crashes 5 seconds after opening it. FIX IT!!
- 30 Dec 2012 A= Crashes all the time!
- 30 Dec 2012 Absolute pony= All it does is crashhhhhhh.
- 30 Dec 2012 I love itttt= It doesn't crash on mine :)
- 30 Dec 2012 :(= Keeps crashing. Have used it before the recent update and is a good app. Annoying when I'm trying to use it and keeps cutting out though.
- 30 Dec 2012 Crashes= Crashes after about 10 seconds!
- 30 Dec 2012 Rubbish! =Rubbish, crashes after about 5 seconds of opening it!
- 31 Dec 2012 Rubbish!! =Crashes and closes the app straight away!
- 31 Dec 2012 Rubbish! =Crashes within seconds. I love top shop but this is a pointless app!
- 31 Dec 2012 Topshop =Terrible! Keep opening it yet it crashes on me within 5-10 seconds! Utterly annoying
- 1 Jan 2013 A good app... But too many gli...= I like the way this app has been put together. Items are easy to view and I like the note board feature. However - it crashes a lot! When this is sorted I will give it another star.
- 1 Jan 2013 Awful= Every time I open the app it crashes, and I've tried uninstalling and reinstalling it, but that hasn't improved anything.
- 1 Jan 2013 Great= A brilliant app, love being able to check what's in my local stores. Really easy to use and order from. Only negative is that when you click on an item to look at it in more detail, when you go out of it you go straight back to the top of the page. You then have to scroll back down to find where you were. This didn't happen before and I do find it annoying! Other than that, I love this app!
- 1 Jan 2013 Doesn't even open= Crashes within seconds of opening! Used to be fine until latest update. Please release an update fixing this please!
- 1 Jan 2013 Topshop App= Pretty good app, great clothes etc... Only one thing, it just keeps crashing ever 5 minutes. Pretty annoying : ((please fix this.
- 2 Jan 2013 Won't work!= Please fix><..crashes and closes 5 secs after opening! Used to be a really good app before this started happening.
- 2 Jan 2013 Men?= Where's topman?
- 2 Jan 2013 awful!= crashes within 5-10 seconds of opening the app, very disappointing topshop
- 2 Jan 2013 Rubbish!! Rubbish!! Rubbish!!= Not good at all, won't find certain items using search bar, won't refine to selected size or colour properly. Very rubbish app.
- 2 Jan 2013 Average= Keeps crashing and closing but when it works, it's an overall good app
- 2 Jan 2013 Crashes..= Used to be great then started crashing as soon as you opened it. Deleted it and re-installed and seems to be fine now. Should have been an update to fix this though..
- 2 Jan 2013 I love it! =I use the topshop app pretty much every day, it's probably my favourite. for me it does occasionally crash, as with any other app, although I can see others have been less fortunate and with them it crashes often. in my opinion it's clear and navigation is easy, the pictures are good quality and it's really simple to buy products. My only two points of criticism are that sometimes the product reviews are not visible, something that I often take

into consideration when buying, and the fact that it isn't optimised for iPhone 5 which really annoys me. But apart from these, great app!

- 2 Jan 2013 Crash!= It worked fine for a while, but now it crashes on the load up screen. If I can get past that, it freezes on the homepage screen, and I have to close it. It was good before the issues arose (loved the notebook and drawing board feature, even though the items took way too long to load on the drawing board feature!), so I'll give it two stars instead of one.
- 2 Jan 2013 Slow but really amazing!= Upside: amazing features like the draw board, notebook, and simple shopping set out Downside: Quite slow and doesn't work without Internet
- 2 Jan 2013 Doesn't work at all= App only stays open for 3 seconds! Then crashes back to home screen. Can't do anything on it. FYI Im on the new ipad. Poor.
- 2 Jan 2013 Great App= Really great app can easily navigate, my only criticism is that I wish there was a zoom so I could see the items up close.
- 2 Jan 2013 Annoying= Rubbish app closes itself every time I have started to look at something the most frustrating app for a clothing shop iv had!!!!
- 2 Jan 2013 Ridiculous app!=Crashes the second you go on it. Sort it out Topshop, this is ridiculous! Don't download it! I have had this app for a year now and at the beginning it worked fine but recently it has had an app update causing it to crash the moment you go on to it. If you can get past the home screen you wont get much out of it still! You are much better off by going on to safari and doing it like that
- 2 Jan 2013 Disappointed and annoyed.= App worked fine till i updated it today. Crashes every time i open it. Annoying
- 3 Jan 2013 SortItOut!= What's going on topshop?! You need to sort thisproblem out. It's been going on for too long! I've been trying to get on the app since last year December but as soon as I'm on it, it goes off again.. Listen to your customers. What's the point of advertising an app that doesn't work, how ridiculous.
- 3 Jan 2013 Rubbish!= Crashes every time, very disappointing. Easier to open up the website on Internet explorer.
- 3 Jan 2013 Updates : instant crashing= This app used to be pretty decent until the last few updates. The updates never change anything that is useful to the user - they just cause the app to crash about three seconds after opening it (yes, I timed it, it was so ridiculous). It's a good thing this app is free otherwise I'd be complaining A LOT more...
- 3 Jan 2013 Crap!= Closes all the time when looking at clothes!
- 3 Jan 2013 updated= used to be fab but since the update won't stay open for more than 3 seconds, sort it out
- 3 Jan 2013 Amazing app, till it crashes...= I really like the easiness if the app, really simple and has good features such as the notebook which the river island app doesn't have. BUT it crashes at the slightest thing when i'm looking through clothes which gets really annoying. Hopefully with an update it will fix this problem, although the last few ones haven't fixed it.
- 3 Jan 2013 Irritatingly crap!= Crashes after approximately 30 seconds of use. Pointless and irritating!
- 4 Jan 2013 Constant crashing= This app was always good but now can't even get past main screen as crashes within seconds. Sort it out guys pleasell From a very frustrated shopaholic
- 4 Jan 2013 CRASH ES= App won't even stay open for more than 30 seconds...sort it out
- 4 Jan 2013 Constantly crashing=Since the latest update it has been constantly crashing after about 30 seconds-please fix!
- 4 Jan 2013 Worst app out there= Crashes ever 10 seconds and every time you click on a product on a page it takes you all the way to the top again!!!!
- 4 Jan 2013 TopShop app!= I Love TopShop! So I was really upset that the app closes after 30 sec! Please look at the problem!
- 5 Jan 2013 Awkward!= The App appears lengthways when I need to browsef shop, it's annoying as I'm checking out my other apps and they're all the right way up! It's no hardship but the older version was ck, why change it?

- 5 Jan 2013 Not as bad as people say!!= Honestly, reading some of these reviews nearly put me off downloading the app but I haven't noticed any major problem AT ALL! The app has not once crashed or closed on me and I use it every day! The app is presented very professionally and looks beautiful, navigation is easy and simple. Having said that there is a minor problem that could be improved in a future update, when you click on an item and then return to the list of clothes, it takes you to the top of the page and not where you left off, this can be quite tedious hence the knock of 1 star However, it is a very good app and is clear some reviewers are just talking nonsense!
- 5 Jan 2013 Keeps crashing!=Used to work well - but for the past month or so it crashes after being open for about 10 seconds! Have deleted - please sort it out Topshop
- 5 Jan 2013 Constantly crashing= Used to love this app but just in time for January sales this keeps crashing every time I open it! Super annoying. Totally gutted as I normally use it heaps. I've found I'm using ASOS lots more than I used to. Sorry Topshop x
- 5 Jan 2013 Erm...= Are you gonna fix this app or not?
- 6 Jan 2013 Deleted!!= Brand new iPod 5 and everytime I click into a piece of clothing it crashes?? Not happy please fix as I love top shop!!!!:(
- 6 Jan 2013 Used to be better= I'm using a brand new iPad2 yet it continues to crash since it has become an iPad app instead of iPod. It crashes when I scroll to the same part in the make up gift sets section. When it was the iPod version I would have rated it 4/5 stars. It needs to be updated more often.
- 6 Jan 2013 KEEP= Personally I loved the app, easy to use and create your own styles, however it does freeze often.
- 6 Jan 2013 Crashy!=I can't say much about an app that crashes seconds after opening every time! Plenty of other great high street fashion apps out there so not wasting my time with this one anymore
- 7 Jan 2013 Love this app, minor issues= This app is great I love being able to add items I like to my notebook. But sometimes as I scroll through items, the screen freezes and then when it unfreezes, a random item opens up. Quite annoying but it's bearable I suppose. If this is fixed it would be even better X
- 7 Jan 2013 My overall view= This app crashes after I have been on it for 5 minutes and returns to the home screen. I find this a problem because when I have been browsing in a certain category, what I have been doing is lost. Which can be very frustrating as I have to load the page again and then find the product and page I was looking at. I know this has nothing to do with my apple device as I have read later reviews ,from people which have had the same problem. Personally I don't see the point in people spending there time writing reviews, to help help improve your app, which benefits you, when you will not spend the time trying to resolve our problems with your app, as you are a very big fashion retailer, it should be no problem for you to do so. It would be much appreciated if it was fixed. Though the website has some good features as, I like the fact you can save the products you like without having to buy them (notebook) or put them in your basket so you can view them in the future. I found this very handy, and liked the fact you can make other lists so you can categorise your products and organise them, in anyway that suits you. That is my only problem about the app. Except for that it is very good. Thank you.
- 7 Jan 2013 Slow to update products= Really great app, absolutely love it, really easy to use, and I love the list and notes section. However it does take a while for them to update new products, and many products that are on the website aren't on the app. Rarely freezes and only after excessive use. Overall, a brilliant free app :)
- 7 Jan 2013 Stop it crashing=Crashes every time click on category used to be better fix it topshop so annoying
- 7 Jan 2013 Keeps freezing!= This app has started to freeze and shut down when trying to do anything! It's does the same on the iPad too! Please fix it!!
- 8 Jan 2013 Crashing= Use to work well....now crashes everything I use it. Needs fixing ASAP.

- 8 Jan 2013 Keeps crashing= This app is unusable every time I click on the app it crashes. I can not even click any button because it crashes before you have time too!
- 8 Jan 2013 Keeps closing!=At first, i really enjoyed this app as it has a lot of extras. But now, every time i click on an item it crashes and closes the app. Please fix this, i was hoping to place an order on my iPad but none of my items seem to load. PLEASE FIX THIS SOON. Its very frustrating.
- 8 Jan 2013 crashing?=Everything works perfectly, fine layout... etc. But why is it crashing every minute'?
- 8 Jan 2013 Miss=Open the app and it just closes straight away been doing it for weeks now sort it out please
- 9 Jan 2013 Crashes= Crashes virtually straight away!
- 9 Jan 2013 Crashes eveiytime ..= Unusable app
- 9 Jan 2013 Crashes= Keeps crashing, very annoying!!
- 9 Jan 2013 Topshop App= I wish this app worked as well as some of the other shopping apps but it really doesn't! It crashes the minute you try to look at anything, it may be free but don't waste the download!!
- 10 Jan 2013 Awful!= Rubbish when will it be updated?
- 10 Jan 2013 not good=keeps crashing.. very annoying
- 10 Jan 2013 Keeps crashing !!!!= My suggestion: DON'T update.
- 10 Jan 2013 Useless app= As soon as you open it, it crashes – completely unusable.
- 10 Jan 2013 Rubbishy= Doesn't have half the features from the website. Only works in a landscape view on iPad.
- 10 Jan 2013 Crashes=The layout is good but the app constantly crashes before you get a chance to look or click on anything. Seriously needs an update ASAP
- 11 Jan 2013 AWFUL APP!!= Rubbish app, so many problems don't know where to start!! Pretty much stated below. Crashes all the time!! So annoying that it starts at the top again if you click on an item you like are scrolling for ages! Doesn't keep up to date with items that go out of stock then you don't find out till you go to check out!!! Rubbish useless app!! Topshop sort it out!!!!!!
- 11 Jan 2013 Crashes= Crashes constantly, don't even get a chance to click on anything! Usually love the app but this is terrible. Also only available in landscape. I'm on the iPad 3. Sort it out, Topshop!
- 12 Jan 2013 Crashes within 3 seconds=Really hope they fix the bugs on this, crashes within 3-5 seconds of clicking on the app.
- 12 Jan 2013 Fix the problem!=It just crashes! Rubbish
- 12 Jan 2013 Just crashed= Easy to use.. When it works!
- 12 Jan 2013 Awful= Crashes constantly!
- 12 Jan 2013 Awful for iPad=This app always crashes. I mean that in the sense that EVERYtime I open it, it crashes within 30 seconds. I cannot use this, sort this out before you completely lose all your customers. This is a big mistake in current, Internet-orientated society.
- 12 Jan 2013 Rubbish= Always crashes!!! Sort it out
- 12 Jan 2013 Terrible!= Should have taken notice of the bad reviews! This app crashes as soon as you select an item... Useless
- 13 Jan 2013 Keeps crashing= It's good apart from the fact that it crashes constantly. Also when I'm scrolling through a list and I click on an item to view and then go back to the list it starts from the beginning of the list again, which is very annoying.
- 13 Jan 2013 Waste of time= Always crashes
- 13 Jan 2013 Needs updating= Alright app, but needs updating, specifically so it'll fit the whole of an iPhone 5's screen.

- 13 Jan 2013 This app is terrible=I wouldn't bother wasting my time if I were you, it always crashes, or shuts itself down, it'll work fine for a few minutes then bugger up. Don't bother, just go onto the website x
- 13 Jan 2013 Wouldn't bother= Terrible app, always crashes or freezes!!
- 13 Jan 2013 Crashing=Needs to stop crashing
- 13 Jan 2013 What's the point ?= No point just crashes. Sort it out topshop.
- 13 Jan 2013 Annoying= This app needs bug fixing because it just crashes every 10 seconds!
- 14 Jan 2013 Crashes constantly!= I actually quite like the gist of the app, even though the notebook is slightly oddly set up, but it just crashes every time you try to do anything on it! Annoying.
- 14 Jan 2013 Forever crashing!= Updated the new version and it still crashes on the iPhone.
- 14 Jan 2013 not top notch= not a great app as it crashes and if you click on a product and then go back it takes you to the top of the list which is very annoying
- 15 Jan 2013Crashing after about ten seconds -App not crashing on my iPhone anymore since the update! One happy bunny again... Thank u Topshop!! X
- 16 Jan 2013 Crashes – unusable= If I could give no stars I would what's the point of this app if it crashes constantly?
- 16 Jan 2013 Topshop app!= Okay so i got a pop up on my app that they had fixed some bugs... So i updated it and now i can only see jackets and leggings maternity sno and petite on the clothing menu... Seems like theyve really fixed the bugs :1' (smile image)
- 16 Jan 2013 Not happy= I have previously bought items via this app but I came on today to order some items for my holiday to discover that there was no tops category or swimsuit , not impressed
- 16 Jan 2013 Update fail= Oh no! Please do another update as this recent one has totally messed this app up - can't buy through the app, not all clothes are listed (barely any are, in fact), crashes constantly and when you view a product and return to the main list it takes you back to the very beginning of the list, which it didn't before and which is super annoying. Please pay a decent technical person to design and build your app topshop!!
- 16 Jan 2013 Useless= This app is absolutely useless!!! Always freezing and closing even after you update to the latest version. Crashes all the time, I would give no stars if I could.
- 16 Jan 2013 Top notch.
- 17 Jan 2013 Absolutely terrible!= Before i updated it this app was great, now every time I try to get onto it it just crashes! Would give this no stars if possible seeing as I can't even use the app for more than 5 seconds at a time. Completely useless, no point in getting the app, just as well going on their website.
- 17 Jan 2013 Unhappy= This app was great! Well until I updated it and now it just crashes, Desperate to look at what's new in top shop.
- 17 Jan 2013 Terrible!= Worst update ever! Only shows from jackets onwards and constantly crashes! Worked perfectly well before update I was forced to dot!
- 17 Jan 2013 Absolute rubbish= When I first downloaded this app worked perfectly and steadily as I've used it seems to of got crapper and crapper. Bugs a plenty and now half of the product list has disappeared. I'm gonna order from now on off the website, I don't trust the app in case it screws up!
- 17 Jan 2013 Awful= This app used to work fine up until the first update I had. It constantly crashes, and now I can't see any tops at all and there hardly seems to be any items of clothing! Wouldn't recommend it, just easier to go on the website! :(
- 17 Jan 2013 Doesn't work=The app is playing up. It initially loads all products, then it updates and pretty much 75% of the products disappear. According to the app topshop only have 111 items of footwear available. which clearly is a not the case. Its really annoying and making me hate topshop...
- 17 Jan 2013 its ok.= this app is a handy alternative to going into safari google. however. this app fails to load lists and products correctly and alot of the time it randomly exits the app.

which is very very annoying. i would highly recommend getting the bugs fixed on it, as it is doing it a lot these days.

- 17 Jan 2013 TopShop App=I really loved the last topshop app but since I have updated it hasn't been as good!!! If I scroll down through the clothes and click on an item to have a better look when I go back out to look at the rest of the clothes it brings me right back to the start. It's really annoying when u have to scroll right the way back down to when u had been! Also it takes ages to update the new clothing sometimes! Bring back the old app!! I still @ topshop tho!!
- 18 Jan 2013 Needs fixing= Love it. But every time to try view something it shuts down the app.
- 19 Jan 2013 Annoying= I originally thought this app was good, very high quality images of the clothes. However, it will not update! I have had to delete the app and then re-download it - very annoying!
- 19 Jan 2013 Ok app- Good app but doesn't ever seem to organise items when I select it too which is a major pain!!
- 19 Jan 2013 What is up with the crashing!?= It's such a great idea having the notebook and being able to create the mood board type things but it keeps randomly shutting down on me even after the update! Please fix it!
- 20 Jan 2013 Terrible= Image quality is appalling.
- 20 Jan 2013 Crashes!= Even after the latest update it still freezes. It struggles to update and when you do click to view a product and then continue shopping it takes you right back to the top of the pagell
- 21 Jan 2013 Speedy!= Speedy and super easy to use! And love the way it doesn't chuck my stuff out the bag when I haven't done the check out yet! Thanks Topshop...although not helping the January savings :-) xxxx
- 21 Jan 2013 Love the Notebook!= Always looking for useful things to do on the boring commute, love this app as it lets me save things to the notebook while I'm travelling and then when I get to work or home can reduce list down (always - must get a payrise) and then splerg!
- 21 Jan 2013 Fab shopping experience!= Love how the clothes are displayed - really easy to see textures and materials. Always using the notebook area to save my fav products - really handy!
- 21 Jan 2013 That's better!=Latest version fixes the bug I was suffering from. Nice search and browse ap, I've picked the outfit, just need to save up for my sisters hen do now!
- 21 Jan 2013 Won't update!= A good app ruined by the fact it won't update the catalogue since the last App Store update!
- 21 Jan 2013 Fab!=This app is great for a freebie. so easy to browse all the latest products...sadly not too good for the bank balance. Love the notepad feature to make a wish list ready for payday.
- 21 Jan 2013 A must have!= I love this app-so addictive! The notebook feature is genius-especially for on the go use. I love mixing and matching the outfits i'm planning and sharing with the girls at work for that all important second opinion!
- 24 Jan 2013 Still a work in progress ...?=Really disappointing. I used to use this app all the time, but now crashes out when you select an item of clothing. Also recently went into a topshop store and found products that are full priced on the app are actually in the sale. My advice is to avoid until a new update is released, and hope for bug fixes and database updates. Update Jan 13 - well thank sweet baby Jesus that there have been improvements to this app. It now has the basic functionality working again, ie - I can browse and buy items. A few minor annoyances not corrected Like the reset to top of list after viewing an item - annoying if you're in the middlef bottom of a page. I'd also like suggestions for what goes with what item. And if an item is out of stock in my saved size - why show it to me in the first place?? That is all. Fangs, much love, x.
- 24 Jan 2013 Closes for no reaso This app is terrible. I downloaded it, and went looking at jewellery. I tried to click to enlarge the product and it just shut down, and went back to my

iPad screen. I repeatedly tried to do it again on various products, but it shut down every time. Not happy at all. Sort it out!

- 26 Jan 2013 Sort it out!!!= Firstly I do LOVE the idea of this app but OMG is it frustrating!!! Topshop sort out the continuing crashing and shutting down every time you click on an item and how come brand news lines are put on "out of stock" they are clearly wrongly uploaded on to the site. If you sort it out we might be actually able to shop, oh I give you the star rating you should deserve.
- 28 Jan 2013 felt the need to write a new re...= the concept is brilliant but everything else is awful. My app hasn't updated for 6 days, despite deleting and re- downloading it, when you go off items it takes you all the way back to the top of the list. Why have simple things not yet fixed, i barely look at products anymore because of it
- 30 Jan 2013 Crashes, really frustrating!= It would be great if it worked properly like other Internet shopping apps. But looking at an item and going back takes you to the top of the list. Really slow to update. Crashes far too often. Way too many bugs in this app, sort it out or it's pointless!
- 1 Feb 2013 Topshoppppp!!'= Love all topshop's clothes, the app is pretty good would defo recommend it to anybody who shops in topshop. Have had no problems with the app yet, so far so good!! Keep up the good work topshop :)!
- 2 Feb 2013 Brilliant= It's fast and useful, and has everything you need on there I love having access to all the clothes I want to look at and the trends that new to store as well as the store checker! It's brilliant to be able to order clothes on my phone also and it's just as quick and simple and easy to use as the actual website! Love it!!!
- 2 Feb 2013 Should be great= This app should be amazing but it just keeps closing which is beyond frustrating! I don't recommend it it will only make you want to throw your device on the floor!
- 2 Feb 2013 Annoying= Takes you to top of list every time you have looked at something! I get fed up and just leave it. Can't shop from it for this reason. Love Topshop, need to fix this ASAP
- 3 Feb 2013 FRUSTRATING= Every time you click on an item it goes back to the top of the search page. The app hasn't been updated for iPhone 5 so it doesn'tfit the longer screen. So annoying please fix this.
- 5 Feb 2013 Irritating!= Love Topshop! I work for Topshop but this app just irritating and frustrating! Click on certain items an the whole app shuts down biggest off put to buy or even look!
- 7 Feb 2013 just no.= Slow, none of the "we love" links work, it exits randomly, the list goes on, lots of glitches, I love Topshop, but... just no.
- 7 Feb 2013 Slow.=Home page and fashion has changed since early December, even tho the apps had two updates ! Very annoying
- 7 Feb 2013 Topshop BottomApp=Really disappointing! Items don't seem to update so add something to bag then tells you it is out of stock when proceeding to pay. Also delivery prices seem to change.
- 7 Feb 2013 Slow.=Home page and fashion has changed since early December, even tho the apps had two updates ! Very annoying
- 8 Feb 2013 Rubbish! Keeps shutting itself...= Slow to load, constantly closing itself. Just terrible.
- 8 Feb 2013 Refine.= Refine options don't work for example I chose it only to show me things available in size 10s and under £30 and it did neither. Please fix this.
- 8 Feb 2013 Sophie= It did keep closing its self down but it's stopped now, delivery price never change for me it's always free, quick and easy to use and loads straight away :) I would tell everyone to use this app
- 9 Feb 2013 Update= So had there were bug fixes, but I lost everything in my notebook when I updated the app! :(
- 9 Feb 2013 iPhone 5 update?!= STILL waiting for an update for iPhone 5 screen. Even though you've just done one. Pointless!!! Fiddly & small screen. Disappointing!

- 10 Feb 2013 ??= I don't get why it needs to update every single time when there's apps like river island and asos that just do it automatically? It takes too long.
- 10 Feb 2013 Ages to update! Bad app!= I absolutely love topshop and it is my favourite shop but there app always takes so long to update for new stock and is very difficult to navigate. Also it tends to close unexpectedly. Just tried to update twice took about ten minutes for it then to say it couldn't update!!
- 12 Feb 2013 Good when it wants to be= It's a great app when it's running but after about 5/10 minutes it crashes and goes to the home screen. This is annoying as it loses your place so you have to start all over again eg find the item you were looking at again. Sometimes it clears your bag/notebook as well which is equally annoying. When it's not crashing it does the job fine and overall is an okay app.
- 13 Feb 2013 Good when behaving!= Is a very good app but it keeps crashing every couple of minutes and losses all of drawing board data!
- 14 Feb 2013 Good= It's a good app but it does occasionally crash and when ever I try to do next day delivery it changes last second and goes back to standard delivery instead :(But it's good to browse!
- 15 Feb 2013 Disappointing= Ever since all the updates started with this, I've had nothing but problems! It never updates or upload and doesn't actually show the same 'new in' products as it does on the website! I do not recommend
- 17 Feb 2013 Very bad app= Very slow and cuts out when you click on certain items. Very frustrating and has made me not want to use this app ever again so top shop have lost out on a potential customer. Hope they fix the problems very soon as they will lose a hell of a lot of business if not. People don't have as much patience as they used to now most technology is super fast and online shopping is growing rapidly.
- 18 Feb 2013 Amazing=I love topshop it's amazing especially their jewellery
- 18 Feb 2013 Needs fixing!= i love topshop and this app is good, however it keeps crashing making it useless! i have been on this app today for half an hour and it has crashed around seven times! please fix this as it is a great app!
- 18 Feb 2013 Up to date on the go!= Love this app! Lets me get up to date with all the new lines! Definitely recommend!
- 19 Feb 2013 = amazing!!!
- 21 Feb 2013 Not quite right=This app only shows the latest 30 ish items new in store. I would prefer the whole range.
- 21 Feb 2013 Awful= Confusing,slow and boring!! Makes me wanna go elsewhere
- 23 Feb 2013 Abc123=Great app, simple and never freezes
- 23 Feb 2013 Miss= Terrible. Won't update. Clunky and not conducive to wanting to shop!
- 24 Feb 2013 Please fix!!= Won't update since February 8th!! Useless!!
- 24 Feb 2013 Won't update...= This App never updates! Would also be better if it had a 'super zoom' button as most people will be using their iPhones to look at the clothes. Make better please!
- 25 Feb 2013 Approx 10% of photos show u...= I was excited to cut and paste the items I wanted for my own collage on the drawing board, but disappointed that it kept saying that the item was currently unavailable, so I couldn't see the item, therefore I can't add anything. Disappointing app.
- 25 Feb 2013 Awful= Seems great for about 10 minutes if so, then becomes very slow and crashed my iPad, then the screen goes black and takes about 10 minutes for it to start back up again. Absolute jokee
- 26 Feb 2013 dont bother downloading=easier to go on the internet as always crashes and even if it doesnt. it takes forever to load,
- 26 Feb 2013 Higher Expectations= At first, I was loving this Topshop app but recently, to my increasing disdain, any search that I tried to carry out continuously loaded, non-stop. This happened ever since the last update. Hope you guys can sort this out ;) ~Cece

- 27 Feb 2013 Let down!=Used to be my favourite app, but wont refresh since the 30th of January! Sort it outtt
- 27 Feb 2013 Awful= Awful everytime I try to select a collectionfsearch the app closes! Before the update worked fine but forced me to update it and now doesn't work very annoying
- 1 Mar 2013 Disappointing=Does not update!!!!
- 2 Mar 2013 Not good= This app was really. i updated and just went to go on to it. Everytime I try to select a category the app just crashes land closes! Please topshop sort out this problem as I loved going on the app as it was easy and convenient to look through what wa available online and in your store
- 8 Mar 2013 Sick of updating and crashing=Sort it out Topshop, I have a look on the app about every two weeks and each time I have to update or it crashes. Waste of time !
- 8 Mar 2013 Not impressed=Topshop app never seems to stay up to date with the online site. It's annoying because I work for Topshop and the app is a much easier way to access clothes for customers at work off the iPad but what is the point having an app that says "can't update as some items are out of date" '? This really needs sorting!
- 16 Mar 2013 Great!=Love the notebook section so I can save the items I want to buy on my next pay day :)
- 18 Mar 2013 Ridiculous=Recently downloaded to find there is NO app for men! I find this offensive and sexist! Scandalous
- 18 Mar 2013 Grr= I am so sick of this app right now, it just keeps crashing! Even after the updates, something needs changing. Sort it out!
- 19 Mar 2013 Topshop.= Good app when you first download it but it doesn't like to update on a day to day basis when I scroll down to update.
- 19 Mar 2013 :)= Easter than safari and quicker, easy to work
- 21 Mar 2013 Poor App for a big brand!= Never updates products.
- 27 Mar 2013 Waste of time!=Load of rubbish as it keeps crashing after 5 seconds
- 28 Mar 2013 It won't update=The app worked fine for a while but now it won't update products so its no good anymore. Even when it did work it crashed all the time. Please do something about this because it was really good.
- 29 Mar 2013 Rubbish!= Doesn't load at all.
- 29 Mar 2013 Love it <3= New topshop app is fab! Lets you save favourite pieces in one place - 'notebook' and you can revisit them any time. Easy to shop and spot the best things. Scanner allows you to scan barcodes in store. Best app on my iPhone. Always update with newest stock. Get it!!!
- 30 Mar 2013 Update?= Great app at first but after a few uses doesn't update, even restarting the app doesn't update it-please fix this as it was my favourite app before it started to crash like this
- 3 Apr 2013 Keeps crashing= This is a great app and so enjoyable. The notebook and drawing board are great. However the app crashes so much and I keep loosing my drawing board designs. Also the app takes forever to load. On drawing board most of my items kep showing up as not available which is a problem. For design it is 5/5 but because of all the crashing and slow loading it completly takes away the greatness in the app. If this is fixed I would use the app a lot more
- 15 Apr 2013 Disappointed=Potentially a fantastic app...but sadly keeps crashing each time I try to view an item. Very frustrating.
- 15 Apr 2013 Sad Muffin x= The drawing boards are awesome but keep crashing!! Please fix/help!! xx
- 19 Apr 2013 .= This app is CONSTANTLY crashing and closing itself. Highly annoying.
- 21 Apr 2013 No complaints= I'm not sure why other people have had a bad experiance with this app, it works great for me! I've been using it for about a week, so far it hasn't crashed! Loveit

- 26 Apr 2013 **Crap**= The app may look good for browsing but as soon as you go to purchase be warned! Something will go wrong! Sooo annoying definitely not using it again
- 26 Apr 2013 **Crashes**= Crashes all the time, topshop please fix it!! Used to work fine but about a month ago started crashing all the time.
- 29 Apr 2013 **Ok**= Love this app for browsing, however doesn't have every item on there and says things are out of stock when online they aren't
- 29 Apr 2013 **Annoying!**= Crashes all the time after about 30 seconds of using it. Fix it please!
- 29 Apr 2013 **Frustrating**= Love TopShop but this app keeps crashing and doesn't load the images properly on topshop tumblr. Tried deleting it and reinstalling it but no joy! Please fix :(
- 29 Apr 2013 **Not that good**=Sizes in stock are not accurate. Better off using the normal website.
- 1 May 2013 **Amazing!!**=I haven't had an iPhone for long but this was one of the first apps I got! It hasn't crashed on me once and I can browse for hours on end! Must have!
- 5 May 2013 **Rubbish app!!!**= This app is absolute rubbish, crashes all the time and the clothing styles and sizes are never updated. Better off using the website as they have a lot more options and newer style that thy don't show on the app, don't bother downloading!!
- 5 May 2013 **Needs fixing!**= Love the app and really enjoyed using it and making lists of all the clothes I wanted but after about the first 15 minutes of playing it it started to crash every 5 minutes and now I can't go on it for any longer for 10 secs without it crashing!
- 6 May 2013 **Upsetting**= This never updates! Same "new in this week" for 4 months! :(
- 8 May 2013 **Mehh**= It's still crashing..
- 9 May 2013 **What!!**= What has happened to it? Since most recent update none of the 'we love' collections work, crashes, slow! Please put right :(
- 10 May 2013 **Crashes...**= Crashes within 3 seconds of launching the app when the 'updating' bar at the top reaches the end
- 10 May 2013 **What on earth is going on?!**= This app has gone from great to annoying. Totally agree with the other comments with it not updating, crashing and out of date info - what use is that! Sort it out pleasssse.....
- 11 May 2013 **rubbish.**=crashes all the time. rubbish app.
- 12 May 2013 **Brilliant!**=This app works really really well. Easy to browse and complete a purchase. The only problem.... It makes shopping so easy - which is bad for the bank balance!
- 12 May 2013 **Rubbish keeps crashing my...**= This is ridiculous, just crashed my phone couldn't do anything about it, had to restart my phone because my phone wouldn't switch off or go to the home screen.
- 13 May 2013 **Awful!**= Awful awful awful app. Takes ages to load the images, even on a wifi connection. There's no way to generally browse all clothing - you have to select e.g. Tops, or jersey tops (I) and then some jeans randomly appear! So annoying, topshop please sort it out! Massive disappointment, especially as I would happily browse by price (not item) and purchase through my phone when I want to treat myself. Asos here I come...
- 13 May 2013 **Okay**= It's good with the things you can do on it and I like using notebook but the only problem isIT CRASHES ALL THE TIME!!!
- 14 May 2013 **Sort it out.**= This is a multi-million pound company yet they can't stop this app from crashing? Total. Joke.
- 15 May 2013 **Keeps Crashing**=Still crashing after update, please fix....
- 15 May 2013 **STILL CRASHING!!!!!!**= Trout I'd give this another chance after receiving an update notification. "We've listed to your comments" errrr.... No you haven't Topshop. Goodbye forever.
- 20 May 2013 **Overcharging.**= I was ordering a dress yesterday for £60, as I proceeded to pay I told me that it was unable to accept the transaction so i tried again. I then realised a huge amount of £120 was Due to go out of my bank on the Monday. I rang the bank and they said that it was Topshop orders big for £60. I think absolutely shocking that the app told me twice

that it couldn't accept my transaction yet they can take double the money out of my bank account without even posting the dresses on my tracking orders. This app needs sorting,

- 20 May 2013 Please update and stop cras...= I'm totes fed up with this app. It refuses to update and if it does start to do something it then crashes. Seriously sort it out Topshop. The amount of money I've given to Phillip Greens bank account's through buying throw away fashion you'd at least think he'd sort the app so saps like me spend more money in his stores!!!
- 21 May 2013 CRASH= No matter. how many times this app gets updated it always just crashes. After the latest update it just crashes as soon as it's finished loading.
- 23 May 2013 Still crashes, I'm getting bore...= I have had this app for along time. I have updated my OS several times. The app has always had problems. It's extremely frustrating. It constantly crashes, there's no pattern as to why. Parts of the app don't load, for example the suits & co-ords section of the womenswear. Unless you have incredible patience, stick with the website.
- 28 May 2013 Rubbish= The app doesn't stay open for longer than about two minutes and then crashes. It's slow and doesn't load properly. Don't bother!
- 28 May 2013 So useful!!!!= Such a useful app that I can use on the go! Updates regularly with the new trends and I love the notebook idea where I can add my favorites to my own 'wish list'. Don't know what I'd do without it :)
- 29 May 2013 Good= Good app on iPhone works fine for me only problem there is not that much selection on clothes.
- 30 May 2013 Shocking!!!!= This app has NEVER worked successfully for me and I've had it a year. A massive let down for a good company like Topshop, easier to just go on safari and look at their website. Truly awful.
- 1 Jun 2013 Don't get this app= Sort it out please!! It won't load and just crashes all the time!!!
- 2 Jun 2013 Crashes= It doesn't stop crashing, I can't go on the app for more than 5 seconds without it going back to the home screen
- 2 Jun 2013 Won't update= The update freezes half way through, sometimes you can reload it and start again which works but at the moment it won't get past half way at all.
- 4 Jun 2013 Worse than aids.= Worst ever. Crashes every 3 seconds can't even look at an item of clothing let alone purchase one! Would give zero stars if I could! Pointless- don't waste your time. Even more infuriating than going to the store on first day of sale! Do yourself a favour- DON'T BOTHER.
- 6 Jun 2013 Crashes= Crashes within 3 seconds of opening the app. Ftubbish!!
- 8 Jun 2013 Useless!!=Keeps crashing! Won't open
- 8 Jun 2013 App review=Amazing!!!
- 9 Jun 2013 Crash crash crash= Impossible to buy anything seen as it crashes every time you get close!!
- 9 Jun 2013 Really bad= It freezes and it makes it so hard to even browse!
- 10 Jun 2013 Hmm= It would be five stars, but the crashing is repetitive.
- 10 Jun 2013 Rubbish app waste of time= So rubbish new update is completely useless. So frustrating. Crashes can't search for anything. Can't search for tall as its own selection. Waste of time
- 12 Jun 2013 4 stars!= This is a very good and up to date app however it can crash sometimes. I think it needs improvements; such as being able to give feedback on items just like you can do online!
- 14 Jun 2013 New iPad version. Don't bother= Rubbish. Keeps constantly crashing after 10 seconds of being open. Don't bother!!!!!! Also takes ages to load images. Longest shopping process ever. I was going to buy new summer wardrobe, but it won't be on TOPSHOP app
- 19 Jun 2013 It's well set out but it crashes:(= I really like this app but after just a few minutes of browsing it kicks me off:(I do really like the layout though:)
- 20 Jun 2013 Poor!= Crashes all the time!!!

- 23 Jun 2013 Checkout?= I love the Topshop app, I'm constantly on it but just as i try to buy two items.. it crashes! Tried 5 times and still nothing, no new clothes for me!
- 26 Jun 2013 Awful= Pretty awful for such a big company, constantly crashing and freezing, difficult to use!
- 27 Jun 2013 fjtg= super good for tracking my orders on the go!
- 27 Jun 2013 Great since the update= Love creating the look book.
- 27 Jun 2013 Annoying!!=Crashes every time I go to use this app! Poor!
- 27 Jun 2013 Crash report doesn't allow to...= I was writing the crash report to help the app with some feedback, but doesn't allow me to send as the keyboard was hiding the submit button lol so decided to write it here: 'Clicked on the check out button and then gone crashed. It happens when I checking unavailable items as well.'
- 28 Jun 2013 Terrible=Crashes constantly...had nearly £100 in my basket and after several attempts at checking out I have decided not to bother!!
- 3 Jul 2013 Great app and is better than...=The top shop app is great. It's just like the website but is better, as you don't have to go on the google and then you have to type in the website. However one thing that I would like the app to be improved is that the update button isn't useful and needs to be either deleted or make it hide, as you can't go back properly because the update button is blocking the go back arrow.
- 4 Jul 2013 I love topshop= I love the app but it won't update the clothes so I'm stuck with clothes from last month , PLEASE FIX IT !!
- 4 Jul 2013 Keeps crashing=Every time I update something else goes wrong with it. Sometimes there are no items in some of the tabs, but this time it won't even open! I just get a black screen!
- 5 Jul 2013 Horrible=Crashes every time I try to checkout! Clearly don't want my money! Needs to be as good as the asos app which will transfer your basket to other devices you log in on! Poor effort Topshop.
- 6 Jul 2013 Rubbish=This app is a pain as it crashes constantly. Please sort it so I can shop.
- 8 Jul 2013 Crashes=Keeps crashing :- (and tried to write a review but the keyboard covers the submit button.. Had to delete app and download again to get it working!
- 12 Jul 2013 Awful. Don't waste your time=Crashes at check out. Says things are in stock when the website says not. Subcategories don't work: it still shows every dress/skirt etc.
- 14 Jul 2013 Not impressed=Based on ordering from this company in general, not just the app... Topshop and Topman are separate so have to pay separate for delivery charges even though same company and are delivered with same courier in same packaging. New Look also uses same courier. I ordered from all sites paying total over £20 delivery and all arrived with same courier. Should have options to add to order number for same company orders so only one delivery charge needed. It is extortionate.
- 14 Jul 2013 Topshop=I love it app! It's easy to use and works fab!
- 14 Jul 2013 Suddenly Strange!= This is a good app but it's started messing up the categories, for example the 'new in' category will have 537 products and underneath it will say dresses 537 or shoes 522 but ALL the new in things are in each subdivision. This makes it very difficult to find specific things... bit strange!
- 14 Jul 2013 Messy!!=I go into tops and accessories comes up! Everything is messy and everywhere! There are filters for a reason! And I can't view a certain department without viewing everything else! Such a big company yet such little care given to this. Bad.
- 15 Jul 2013 IOS 6=Can you not make it ios 6 because not everyone has it...
- 16 Jul 2013 Can't search!=The 'search catalogue' facility isn't working when trying to search for specific items. Quite frustrating as I'll have to go on my computer to try and find what I'm looking for.
- 18 Jul 2013 Slow and crashes!=Crashes too often and freezes at each page. Does not let you freely scroll, can only see 3 items!

- 18 Jul 2013 Poor=Great for browsing went to buy two items and crashed tried several times crashes all the time!!
- 18 Jul 2013 Urrghh=Crashes all the time, takes forever to buy anything on the site. It's so frustrating using this app on my ipad. For such a reputable and successful company the app is a huge fail. Fix this ASAP please!
- 19 Jul 2013 Improvements need to be made...=Crashes constantly. Also go into various categories problems eg shoes and jackets and socks would be shown. Not what I was looking for.
- 20 Jul 2013 Topshop.=Continuously crashes. other than that it's fine.
- 21 Jul 2013 Awful, awful app=This app is absolutely rubbish - it crashes continuously and has done for a long, long time....why on earth can't Topshop implement a proper update and get this app working properly? There's no excuse...other than complacency on their part. For browsing and shopping at Topshop, it's quicker just to go on their website.
- 22 Jul 2013 Terrible=Worst app. Doesn't load properly, crashes and is slow. Rinses your 3G data
- 23 Jul 2013 Confusing!=All the clothing is mixed up! Try to look at one type of top like tanks etc brings up all the tops Topshop is selling; very annoying, inconvenient and disappointing.
- 23 Jul 2013 Categories=You need to fix a bug that is not sorting categories in 'new in' I just tried to search only shoes in the 'new in' section and it pulled a range of things from tops to nail polishes. Other than that great app, use it daily
- 23 Jul 2013 Rubbish!= Constantly crashing, even after the 'no more crash' update! So annoyed! Waste of time!
- 24 Jul 2013 Changed opinion=Had problems in the past getting this app to work, now it crashes often and all the categories are jumbled! For example, I can't just view bodycon dresses all types come up together, very frustrating
- 26 Jul 2013 Crash=When I first opened up the app I found it easy and good to use although it did take a while to load but as I started to add the items to the basket it did start to crash. I started it up again but that made it worse over all I am more disappointed than satisfied, I thought better but it is good for just browsing .
- 26 Jul 2013 Crash Bang Wallop!=I've just deleted the app for the second time. A month has passed since I first deleted it and I thought I'd give it another go and added 8 items to my basket, when I hit 'checkout' it crashed AGAIN. A pop up appeared asking me to give feedback about what I was doing when the app crashed. I described what I was doing in the hope that it would help but it wouldn't even let me submit my feedback I It's just so ridiculous it's untrue. I won't be uploading the app for a 3rd time, I'll stick to ASOS thanks.
- 28 Jul 2013 Shockingly bad...=Awful app- crashes regularly, painfully slow, and at the moment there seems to be a problem with the selection tabs as no matter what you select to view, it shows you a random collection of items with no relation on what you are actually searching for. Waste of time, and shocking really for such a well established company!
- 31 Jul 2013 Terrible=Crashes and freezes constantly, won't let you check an item in store and throws you out of the app while you're browsing. Deleting this after months of waiting for updates to fix these problems. Terrible, don't even bother!
- 31 Jul 2013 Was there really any point?=So the latest update hasn't even fixed the problems in the app, the 'new in' section is still totally messed up. Considering Arcadia is such a large company you'd think this would be sorted by now !!!!
- 31 Jul 2013 Poor=There is no point having different sections for item specific shopping as all the clothes appear when you select a category! Lots of items say 'out of stock' and when I've double checked on my desktop they are in stock?! Also I am unable to pay for my items, I get a message saying 'an error has occurred'. These bugs need fixing ASAP as this is very frustrating. The last update was supposedly for bug fixes yet none of them were fixed!
- 1 Aug 2013 Topshop not very good=The app shows all the clothes but there is major problem with ordering as it says it is in stock but when you try to go to check out it says it is out of stock. It also comes out of the app when you have only been looking at some of the clothing for 5

minutes then it throws you out. I have had huge problems trying to order with a gift card worth £25 which keeps showing 0 balance that I have not spent very frustrating.

- 1 Aug 2013 Poor=Update did nothing, so disappointed
- 4 Aug 2013 Not updated=Have just updated to latest version and has not made any difference. Still not separating by category. I haven't bothered using the app recently so been looking at stock a lot less. I assume a lot of other people are same. Going off topshop now - app is of same quality as clothing!
- 5 Aug 2013 Absolutely awfu|!!!! Don't bot...= Last night after failing miserably to buy some items for my daughter's birthday on the main website, I gave up I'd spent over an hour going through checkout and it crashing so I thought I'd get the app and see if that was better....uh, no!!!! I've spent another hour and a half for nothing!!!! I am majorly p****d off!!! Added clothes to bag then at checkout it said some items out of stock....removed them then the items that were in stock showed as having put 3 or 4 of same item in the bag, having clearly shown up as 1 of the item prior to check out!!! So I edited bag and removed extra items, and it did it again and again and again!! sbd couldn't stop it adding repeated items to my bag!!! So thanks, I can't buy my daughter her birthday presents, I'm throwing in the towel. For a store this size and popularity they need to know the app they have for the public is crap and when I tried to go to their main website to contact them to complain, it just froze!!!! Shall take my business elsewhere. For any of you lucky enough to get it to work, you're a stronger person than I am! Didn't even want to give one star but you're made toll Awful, truly awful
- 6 Aug 2013 Rubbish =Every time i look at some clothes it says view all 480 items and when I press on it there are three completely rubbish ever since I updated it !!
- 7 Aug 2013 Terrible =Had this app from the beginning, now constantly gets bugs. My search bar doesn't work, neither does the sale section. Tiresome. Don't bother.
- 8 Aug 2013 Topshop not so top= Rubbish app, doesn't keep up. Allows you to put out of stock products into your basket, doesn't allow you to see the full stock and takes ages to update. Constantly freezes and if you look at something in full then go back to page you have to start again - very annoying. Please update Mr Topshop !
- 9 Aug 2013 Amazing=This app is great I especially love the shop
- 10 Aug 2013 Well done=Glad there are normal categories. Easy to move around, no problems. Finding stuff for my girlfriend is going to be so easy!!!! Thanks guys
- 10 Aug 2013 Categories back to normal!=Yay - the categories are working again, can finally get on with filling my basket... Maybe this is a bad thing for my purse
- 15 Aug 2013 Very bad=I keep having problems with Ordering I've tried so many times to order stuff and it keeps locking me out of my account so I contacted them a few times asking them to unlock my account then when I got the emails to reset my password It's not letting me and It keeps on locking me out of my account so then I can't buy anything and i want to very annoying I think I'll just stick to using my laptop to order stuff from now on
- 17 Aug 2013 Topshop=I thought this was ck at first. But recently the pages won't even load. I'll just go to the main site
- 21 Aug 2013 Topshop=I love this app as topshop is my favourite clothes shop but it constantly freezes and crashes!!! And also I found some really nice pjays but the app said it is not in stock in the closest topshop to me, so I went and had a look in there the other day and they were there:f I was not expecting them to be there so I was very shocked. So they need to update this! Also there I have seen 2 really nice skirts which have been out of stock for ages(in my size) I know this is nothing to do with the app but they need to get them back in stock A.S.A.P as other people may want these skirts aswell ;) xx
- 25 Aug 2013 Rubbish!=Always crashes!! No matter how many updates its had - it always crashes!!! It's very disappointing as topshop uses to be my fav shop! Now I love River Island! Plus their app is much better!!
- 29 Aug 2013 Ridiculous=Topshop don't want new customers, it would seem! Unable to create an account as they never sent me an email to verify. Ridiculous feature! Doesn't my credit card verify who I am?!

- 7 Sep 2013 Rubbish always crashing=Don't waste time downloading this utter rubbish crashes and then shuts the app down and returns you to your home screen.
- 8 Sep 2013 Good but could be better=Crashes all the time. Waste of time using this app, it's a lot easier going on the actual website.
- 9 Sep 2013 Crashes all the time =Can be ok sometimes and layout is relatively easy to use-however the app constantly crashes and closes down, which is extremely frustrating when you are browsing on the app. Definitely needs sorting out!
- 10 Sep 2013 Question=What is the point in having an app if it doesn't work?
- 17 Sep 2013 Amazing!=Really pleased with this update! I love topshop :)
- 18 Sep 2013 Brilliant!= Amazing app! Easy to use, beautiful design, i thoroughly enjoy using it and hve recommended it to lots of people who also find it brilliant! Overall great!
- 21 Sep 2013 Disappointing=Disappointing still - major issues with loading products and problems that send you back to main menu therefore losing your search. Not worth it.
- 22 Sep 2013 Very slow=Simple to use but it takes forever for to load all the items!
- 22 Sep 2013 Love it , new update works c...=Its a great app, easy to use and perfect for quick time shopping. Thanks topshop people for making my life more convinient !!
- 29 Sep 2013 Amazing=Absolutely love it, I love topshop clothing anyway but it's easier to view it without going online.
- 1 Oct 2013 Well done tech peeps!=This app is reliable and really easy to use. It saves anything you put in our bag, so if you want to but it later, it is still there. I love it.
- 3 Oct 2013 I was expecting so much mo...=It's a nice app don't get me wrong but it always crashes and I have to reload the app. Sometimes it takes a while to load. I wish there was the option to view it in landscape mode which would be nice. Please sort it out Topshop!
- 12 Oct 2013 One word=Horrendous
- 15 Oct 2013 Very slow=Easier to use the site than the app. Products take too lotto load can't stop something loading when it's starts if you tap on it by accident. App looks great but just isn't practical, particularly if you just want to browse.
- 15 Oct 2013 @=This is a great app, but it keeps crashing every 5 minutes or so, then I loose my search and i have to start again...
- 16 Oct 2013 Update
Too slow on iPad please sort
- 26 Oct 2013 Not quite perfect yet=I really love this app, it means a can shop wherever I am! But it does have some flaws, particularly loading speed :(have also just discovered the size guide isn't collaborated very well and so is useless :(would e nice to use landscape too... But overall good, just needs a few amendments :)
- 26 Oct 2013 Rubbish=App is far too slow, and honestly for Topshop just not good enough!! it crashes far to often and its just easier to use the desktop site to be honest! please sort this out!!!
- 02 Nov 2013 Topshop=Topshop-perfection This app-brilliance
- 2 Nov 2013 Love it!!!=From my experience, the app is very up to date and being able check if things are in stock in stores near you is great! No problems- fantastic!
- 3 Nov 2013 SORT IT OUT!!!=It would appear that Topshop don't want my money! Let me checkout! Get right through to payment details and you tell me 'sorry this page isn't available on mobile app' sort it out!

Version 4: v 4.0.1

- 9 Nov 2013 -notebook issue=-Fuming notebook got deleted with update. Do not update if you love your notebook.
- 9 Nov 2013 Nice update=So much easier to add products to my Notebook. Thanks Topshop!
- 10 Nov 2013 Thx for the update= Fullscreen images look great on iPhone 5
- 10 Nov 2013 Doesn't work= Slow, doesn't load, deletes anything from the notebook you had in it before the new update.
- 10 Nov 2013 has its problems=the layout is really nice and so easy to navigate but crashes quite a lot and the notebook needs sorting out it never works!
- 11 Nov 2013 Love the update=Great looking new app. I love that I can easily move things from my notebook to my bag and vice versa if I need to save the pennies until next pay day
- 11 Nov 2013 Fab=Really easy to add things to my notebook, nice new layout when flicking through items, but was disappointed that my notebook was deleted from previously
- 11 Nov 2013 .=This app is shocking, it always switches off unexpectedly, it's slow and doesn't load.
- 13 Nov 2013 Bring back New In=The New In feature has gone, please bring it back. I don't need to look at ALL the clothing, just what's new since I last looked. Also disappointed that Notebook contents were deleted but the new interface is better - but New In really needs to be reinstated!
- 14 Nov 2013 Notebook issue= Crashes as soon as I click on the notebook
- 14 Nov 2013 Crashes=Soon as I press notebook it crashes, not to mention the update deleting all of my notebook. Also the 'new in' feature has gone. Useless.
- 15 Nov 2013 Love it but technical issues=The app is brilliant, love the notebook function, but it keeps crashing when I try to access the notebook
- 16 Nov 2013 Good but....=Good app for browsing, store checking etc but is not always up to date with the actual website. Also, the edit function on notebook sometimes messes things up, ie deleting one thing to then find other things have disappeared from there! Other than that though, it's good!
- 16 Nov 2013 New in section=What happened to the 'new in' section?! Only reason I really got the app so I could see what new merchandise arrives
- 17 Nov 2013 Don't work = Don't update it doesn't even load so I can look at any clothing or anything and everything from note book gets deleted I.'?_._T\.
- 18 Nov 2013 Never works!=I've tried this app so many times over the last few years, but it's either slow, always loading or turns it self off. I have never been able to use it to order or sometime even view what's on offer. Getting a bit fed up!
- 18 Nov 2013 Keeps closing=Whenever I click on notebook the app closes
- 19 Nov 2013 Andi B=This app is one of the best online shopping apps easy to use live notebook and that it check stock availability in stores near you
- 19 Nov 2013 Not impressed=It's even worse than before! The app never seems to update anymore
- 20 Nov 2013 Very upset=This used to be my favourite app before the update! Now it is slow, has fuzzy pictures, and I have to keep deleting it and re-adding it because it won't update any more :(
- 21 Nov 2013 Since the update=So annoyed that it deleted everything from my notebook, and I hate now that you can't see people's reviews on things because I found that really useful before!
- 22 Nov 2013 Fix the New In page!!=Every time I try to update the 'new in' page it starts to load but never actually updates the products so I am stuck with looking at the same old products!:(also, when going onto a product, the image is blurry unless you tap on it to zoom in.

- 24 Nov 2013 It doesn't work=It won't load the shop and clothes categories, I'm very disappointed with this app.
- 24 Nov 2013 Average=The app is very nice, except it crashed every time if click on my notebook!
- 24 Nov 2013 Topshop!=Absolutely love this app! It has never crashed and is great for watching items that u like and putting them in the notebook. Defiantly recommend!
- 25 Nov 2013 Update fail=Oh no! Please do another update as this recent one has totally messed this app up - can't buy through the app, not all clothes are listed (barely any are, in fact), crashes constantly and when you view a product and return to the main list it takes you back to the very beginning of the list, which it didn't before and which is super annoying. Please pay a decent technical person to design and build your app topshop!!
- 26 Nov 2013 Notebook pain!!!!=Please fix the notebook :(It clearly crashes for everyone !
- 27 Nov 2013 Good but...=This app is alright but the photos are all blurred and I can't see the products properly please fix it!!!
- 28 Nov 2013 Absolute pony=All it does is crashhhhhhhh.
- 28 NOV 2013 Crashes!=Crashes everytime I try to go onto notebook, really annoying.
- 28 Nov 2013 .=Really easy to add things to my notebook, nice new layout when flicking through items, but was disappointed that my notebook was deleted with the update. Also cannot leave reviews of any items you buy on the app, well i cant see how to anyway, which is annoying..
- 28 Nov 2013 Could be better=The app itself is very good, I like the layout and its easy to navigate, however it is very frustrating because it constantly crashes!

Version 4: v 4.0.2

- 1 Dec 2013 It's great!
- 1 Dec 2013 Bugs=The update that was meant to fix the notebook crashing still doesn't work, so I have lost all of my saved items. Not happy.
- 1 Dec 2013 It's great!=Good job Topshop!
- 2 Dec 2013 Thx for the update=Fullscreen images look great on iPhone 5
- 2 Dec 2013 Good but crashes need to be fixed=New update just doesn't work. Won't load the 'Shop' section of the app, can't scroll down the 'We Love' page. Was expecting the app to actually function.
- 2 Dec 2013 iPad in iOS7=Is just beautiful
- 3 Dec 2013 Not working after update=Since I have installed the latest update, when I click on shop the page just states loading.... and never actually loads anything! Was such a good app before this recent update!
- 3 Dec 2013 Fix! Not happy!=Updated it and the shop screen doesn't even load!!!!
- 4 Dec 2013 New App=This new TopShop App is the worst!! Unable to shop can't even view items
- 6 Dec 2013 .=It's not letting me view the clothing section, it says it's loading but nothing comes up. This needs to be fixed, in very disappointed.
- 6 Dec 2013 3=Really annoyed it won't let me open my saved items list - it just crashes
- 7 Dec 2013 Amazingggg=Love Topshop <3333
- 8 Dec 2013 Annoyed=So annoyed! This is a joke. The app will not work at all, I can't load any products. I used to buy weekly but now can't access anything and it's been like this for weeks, scat IT out!!! Q
- 8 Dec 2013 Great=Great app but I keep getting one item in my bag that says size:ONE and I can't delete it but because it's supposedly out of stock I can't check out either! Great app but would like to be able make purchases from it!
- 8 Dec 2013 Rubbish since last update=Everytime I go onto the app it says 'bear with us whilst we are updating'...and that's it. Nothing else happens? It just freezes.
- 8 Dec 2013 Argh=Keeps crashing!!!!!!!!!!

- 10 Dec 2013 CANNOT UPLOAD THE APP“=When I go into the app, it doesn't go to homepage and have anything else on the page! It's just frozen on the model with the black outfit and dark lips!!! This app always has problems!! How frustrating
- 10 Dec 2013 Constantly crashing=This app crashes all the time. Sort it out!!
- 10 Dec 2013 Bad=Update hasn't worked, to be fixed as it does not load when you select shop option or we love option.
- 11 Dec 2013 Can't fault it=Love this app. It's fast and doesn't freeze like other clothes shop apps I have eg. New Look. The only thing I would say is you can't always trust the Instore Stock Checker.
- 12 Dec 2013 Brill= There were a few minor problems at the weekend but it looks like it has been sorted! Thanks Topshop!! Now to spend all of my money ;)
- 12 Dec 2013 Crashing!=It's a real shame because I love the app, but the notebook button makes the app crash! I'd just like to be able to see my list please! :(
- 13 Dec 2013 Great app!=Beautifully designed, smooth function and great content. Couldn't ask for more :-)
- 13 Dec 2013 Still doesn't work=Updated this app again and it still don't work please sort it out please
- 14 Dec 2013 Good=Love this app so addictive
- 14 Dec 2013 Still Crashing!!=The app is still crashing when I try to open my notebook! I am really frustrated, please try and fix this or give me advice?! What should I do?! Great app and layout etc. though :3 Thankyou
- 14 Dec 2013 Always freezesX crashes!!=Can never use the app as it never works
- 14 Dec 2013 Great app- if it worked!!=As far as the features on this app goes, it's great. However, it's so clumsy- it's constantly freezing/' crashing I have never successfully bought anything on it because it always crashes so I just attempt to use it for browsing!
- 16 Dec 2013 Good but glitchy...=I have loved this app and used it for months, putting all my favourite clothes in the notebook, a handy folder which let's you store some items without buying them. But one day, all my items were not in my notebook, they were gone! Fortunately, a few weeks later my items reappeared in the notebook, but soon I found every time I clicked on the notebook item the topshop app closed and I was sent home. Please fix this, because I have months worth of clothes in there which I can't access. Doing so, I would give it five stars. Thanks.
- 16 Dec 2013 =Nice and simple design. Doesn't allow you to delete old list you don't want to use anymore- although the ability to make different lists and name them is useful. Often crashes.
- 18 Dec 2013 Useless=I haven't been able to get into it since the last update, it either crashes or the Shop section won't load. My Notebook has been wiped too
- 19 Dec 2013 Miss = App keeps crashing when I open the notebook, very frustrating! Topshop need to fix this ASAP!
- 19 Dec 2013 Rubbish after update= I used to shop on this all the time before the update, the notebook lost all my items and my basket plays up and it doesn't update properly now so if I see something thinking its in stock, its not. Waste of time fix up topshop, your losing out!
- 20 Dec 2013 Topshop app = I love topshop and I think this app is great!!!
- 20 Dec 2013 Bug not fixed = Every time I go on the notebook it just shuts off and I lose all my items! Not a good app.
- 20 Dec 2013 Rubbish = Rubbish nothing even loads.
- 21 Dec 2013 Worst app ever = This app drives me insane !!! It doesn't even work properly let alone let you buy stuff easily. Not worth downloading.
- 21 Dec 2013 Needs fixing = I really like this app but now it takes a long time to load, and I can't delete anything from my basket and it keeps saying my quantity is 4000 and the items in my basket won't load so I don't know what they are. Hope this gets fixed.
- 21 Dec 2013 Just doesn't work = The new in this week section on the app doesn't get updated with all the new things they have added on the website. Pretty useless...

- 21 Dec 2013 Notebook crashing = Really good app generally but I can't open my notebook anymore? When I try to open it, the app just crashes. Really need to see my saved items!
- 22 Dec 2013 Can not checkout = Would be a great app if I can actually purchase anything!
- 22 Dec 2013 Dissapointing = Was in eager anticipation for apps to come along from topshop, river island, Dorothy Perkins etc so when I saw topshop app I was really pleased but it's so disappointed. A lot could be learned from the all saints app which works exactly as it should and is how a 'shopping' app should be.
- 23 Dec 2013 Help = When I click on shop, nothing loads so I can't use it.
- 24 Dec 2013 Topshop = Where'e the Topman Aapp???
- 24 Dec 2013 Good but annoying = Everything is fine except I cannot see my notebook as it crashes, has been doing this for a couple months.
- 25 Dec 2013 = Keeps crashing! Plus took so long to update I missed out on the sale items I really wanted ☹
- 25 Dec 2013 Fix notebook section = The notebook section keeps crashing and I 've lost my items.
- 25 Dec 2013 Unusable = When you click on an item nothing shows up in the 'details' section. Can't look at it properly, let alone choose a size & add to basket. Hope this is fixed in new update want to spend crimbo money!!
- 25 Dec 2013 Complete rubbish = Always has been and always will be the worst shopping app out there. Constantly crashes. The new update was supposed to 'fix' this, as far as I can tell its made it worse!!
- 26 Dec 2013 = Great, would definitely recommend.
- 26 Dec 2013 Not up to date = I love topshop and this app is nice looking and works well but it is never up to date it only ever shows things from ages ago, like a sale started a few days ago and I cant see it, you can only see events from weeks back, it says things are still in stock but have been out of stock for ages and when it 'updates' nothing changes. I have to use the website which isn't as nice but shows it up to date.
- 29 Dec 2013 App Crashes=My app continuously crashes whenever I open my notebook.
- 26 Dec 2013 App is a lot better but...=To improve it even more please could you think about adding a feature that lets you know what is in your local shop, instead of going through everything to try and find something that is in store. Thank you.
- 27 Dec 2013 Bugs=The update was meant to fix the bugs yet mine has no been resolved I cannot see and items nor search for them keeps saying searching. Needs fixing ASAP.
- 28 Dec 2013 Amazing love Topshop.
- 29 Dec 2013 Very disappointed=Takes ages to load, really need to update the store availability checker because it always says things are in stock when they are actually not. Needs much improvement.
- 30 Dec 2013 Gabon=Fab.
- 30 Dec 2013 Amazing=This app is so useful as it loads fast and you can save all your details on it without worrying if people will buy something on your PC and will use your details it is also amazing for shopping in sales and the delivery charge isn't too bad.
- 30 Dec 2013 The notebook crashes=Every time I click on the notebook to see what I saved in my list it crashes so it's rubbish and I forget what I want to buy.
- 31 Dec 2013 The only app I'll ever need!!=Love the app!! Wish there was the same great stuff that's on the website though! Like styling.
- 1 Jan 2014 Bad=Very bad, data won't load at all!
- 1 Jan 2014 Love it=Very user friendly and all u need in the app!
- 1 Jan 2014 Vey disappointed!=Doesn't work, images won't load, can't delete anything from shopping basket! Even the mobile version of the website doesn't work properly! This means I cannot buy anything off of my mobile!
- 1 Jan 2014 YES!=I love the whole layout, I also adore the notebook where you can put clothes that you want there so you remember to shop for them later!

- 2 Jan 2014 Not good= Whenever I go on 'my list' the app crashes so I cannot see any of my saved items!
- 2 Jan 2014 Shocking=I put items in my basket and the item is trebled and then will not let me delete it. I have had to delete and re-download the app multiple times and it is really starting to irritate me. Not a good shopping app at all especially in comparison with other retail apps like River Island, ASOS etc. (ouch)
- 2 Jan 2014 Terrible update!=Since the new update this app has gone awful! When trying to narrow searches down, it loads with a black screen over it and won't let you select the items you want to look at. I've given up trying now and don't bother using it anymore. TOPSHOP please fix!
- 3 Jan 2014 Good app for shopping!!
- Easy to save your favourite clothes!! Great
- 3 Jan 2014 Notebook=This is one of my favourite apps but...Whenever I try to open my items in my notebook it crashes, and also it wouldn't let me delete sold out items from the basket causing me to then not be able to check out and buy other items!
- 3 Jan 2014 Gr.=New in? Prfffrrttt what about the old ones. What a freak who made this? DELETE.

Version 4: v 4.0.3

- 4 Jan 2014 Notebook still crashes=Still after update that said it helps the crash, mine is still crashing... Sort it out please!
- 4 Jan 2014 Great but notebook keeps crashing=Notebook keeps crashing even after all the updates which were meant to have fixed the problem and I'm worried I've lost all the products I saved but apart from that great to have and easy to use.
- 4 Jan 2014 Topshop=I love this app and use it all the time! The only problem is that the notebook, sometimes I use often, still crashes... Even after the latest update.
- 4 Jan 2014 Thanks Topshop!=Even better than the previous one!
- 5 Jan 2014 Really good=Excellent app before the new update and is now even better!! I love it!!
- 5 Jan 2014 Notebook still crashing!=I love this app, except I've not been able to use it for the last 2 weeks because the notebook keeps crashing. Please sort it out!
- 6 Jan 2014 Lies=Notebook still crashes even after updating! Rubbish, still allows you to purchase and look at items through.
- 6 Jan 2014 Forever crashing=It's a good app but it crashes all of the time which is so annoying! Cannot get onto my notebook at all without it crashing.
- 7 Jan 2014 Get it sorted!=The app can be really useful but it constantly crashes and takes ages to load. Considering that Topshop is so popular, they should really take the time to make the app flawless as so many people would use it!
- 7 Jan 2014 Not working after update=Beyond a joke now! How can a global brand like Topshop have such a poor app! Still can't use! Can't see any products as it doesn't load them or it crashes! Annoyed customer!
- 7 Jan 2014 Notebook still crashing=Can't see anything I've saved.
- 8 Jan 2014 Rubbish=App keeps on crashing, won't let me shop on the app. Can't even load up the clothing. Tried deleting and downloading it again and updating it, still the same problem. Rubbish.

Version 4: v 4.0.4

- 9 Jan 2014 Notebook STILL crashes!=Even after the update as soon as you click on to notebook the app crashes! Please sort it out! I want to see my items I've saved.
- 9 Jan 2014 YOU FAILED!=Okay, so you say there is an update to fix the notebook problem, everybody who sees this gets the update only so they can be disappointed! ARE YOU A BUNCH

OF IDIOTS! DID YOU EVER TEST THIS UPDATE! The only reason this is so annoying is because you lied! People won't be ordering anything from you if they can't even get to the products they saved earlier in the lovely little 'notebook' feature! Oh and one other thing, your products are way too expensive for what they are anyway, especially the fact that they are properly made in some sweatshop where you paid the workers nothing! The only reason I buy topshop is because of the sales, I might be tempted to buy more expensive things if I knew they were fair trade or has some sort of logo showing that people were paid the right amount for the making of the clothes. Get real, teenagers who buy your products (wish I think is your target audience) know way too much about the world we live in today to pay for your stupidly expensive clothes. Also they don't have any money to spend either?

- 10 Jan 2014 Fab app!!!=Love this app! Easy to shop and glad that my notebook is working finally!!! Good work Topshop!! Keep it up!
- 10 Jan 2014 Awful!!!!!!=I can't even shop on here it doesn't work!!!! I've just wasted half an hour of my life watching the page load up!!! and apple Y can't I give zero stars??
- 11 Jan 2014 Pretty good=Nice work. Enjoyed the app and really helps me shop.
- 13 Jan 2014 Annoyed=Still a completely useless app. Used to spend at least £50 a week on the app. Now I don't shop at topshop. Utter joke. Update did nothing.
- 16 Jan 2014 CANNOT UPLOAD THE APP!!=Why is this the only app that always has problems?! Surely as a big company, u can spend some time and money to fix these ongoing issues? So now when I press 'add to bag' the size page is blank...? Nothing there... So I can't buy it and some of the items are out of stock but still on the website. You should get rid of those as soon as possible because it creates confusion amongst customers...
- 16 Jan 2014 Am not in America=Whys it all of a sudden changed to American version? When am I in the uk?!?!?! What's going on! I can't change it.
- 18 Jan 2014 Awesome!=Brilliant app. Makes shopping much easier.
- 19 Jan 2014 FABULOUS!=It's brilliant search, browse, click!! An amazing app.
- 21 Jan 2014 Just doesn't work for me!=I've actually never successfully bought something from this app. 90% of the time when I try and add things to my bag it freezes when I try to choose size options and I always end up getting so frustrated that I just forget about whatever I was trying to buy in the first place. I was unable to buy any of the items from Christmas due to this issue which extremely annoyed me as Topshop is one of my favourite stores. Please fix this issue! Other than that I haven't noticed any other problems apart from an occasional crash but the way the app is designed etc is lovely!
- 22 Jan 2014 Still crashes, I'm getting bored...=I have had this app for a long time. I have updated my OS several times. This app has always had problems. It's extremely frustrating. It constantly crashes, there's no pattern as to why. Parts of the app don't load, for example the suits & co-ords section of the womenswear. Unless you have incredible patience, stick with the website.
- 22 Jan 2014 Amazing=Love this app.
- 24 Jan 2014 Rubbish app!=Rubbish, always crashes! Several times I've added items to my bag and then I can't see what I've put in it to order it! So frustrating. Also, always crashes when I try to see what's in my 'notebook' sort it out topshop!!!
- 24 Jan 2014 Useless=What's the point in having an App when it doesn't even work? Sort it out Topshop!!
- 2 Feb 2014 I love this app=It's so easy to use and contains all the things the website does but in a way that is so much easier to use on my iPhone. It's quick, and does everything you would expect the topshop app to do, it even tells you if the item is in stock in a shop by you! Love it, best shopping app!
- 2 Feb 2014 Great app=Love this app as it's easy to use although would prefer to see shots of the models wearing the clothes on the listing pages.
- 5 Feb 2014 Won't let me buy anything!=Everything about this app is fine except when I try and actually go through the checkout when at the last moment it freezes! It's just after I enter my card details too so seems very unsafe and unclear whether payment had been taken?! Please resolve!

- 6 Feb 2014 Simply amazing!=This app is by far perfect! A simple yet clear contents menu, a wide range of clothing and is often updated, a find in store option is very ideal and is helpful. User friendly and stylish!
- 7 Feb 2014 Doesn't load=Every time I try to go on the app none of the clothes and accessories load, please get it sorted a great shop needs an app as good to represent it.

Version 4: v 4.1

- 9 Feb 2014 Fantastic=I love how you can switch between seeing the clothes on their own and then on models with "view one/view two" on the pages with all the products on. Also how you can switch between seeing one at a time to loads with the different viewing options – it makes flicking through all the products so easy! Love it Topshop xx
- 9 Feb 2014 Best yet=Model view is amazing!
- 17 Feb 2014 Its okay= Don't know if its just me, but it won't let me access the shop button to look at the clothes. It just says 'loading' like forever.
- 18 Feb 2014 great app!=really easy to use! Just disappointing they still haven't made it possible for people in northern Ireland to pick up in store!
- 18 Feb 2014 Eh=It doesn't vene load when I click on shop.
- 18 Feb 2014 Topshop=Won't let me buy product because the size of shoe or clothes will not come up.
- 19 Feb 2014 Fix this please?!=Whenever I click on shop it never loads, making the app completely useless and a waste of space.
- 25 Feb 2014 Wish list=Wish list needs sorting out. Everything says 'this item is no longer available' when some of them still are!! Really annoying.
- 1 Mar 2014 Topshop=Find this app not good at all and very frustrating. Tried several times today to place an order and it keeps freezing! Very disappointing. Only 1 star as I have to rate it.
- 1 Mar 2014 Arrrrrrrrrrrrrr!=The most frustrating app EVER.
- 12 Mar 2014 Topshop=This app is so easy to use and I love the products.
- 13 Mar 2014 Amazing update=Before the update of the app this app was poor, I would of given it two stars. Crashed all the while, very slow just terrible. Now it is like a fashion experience not just shopping. I love it now I strongly recommend it.
- 13 Mar 2014 TOPSHOP=Used to use this app all the time but for last 6 weeks all I get is loading when I click on shop. Get the problem sorted out. I'm not the only one this is happening to.
- 17 Mar 2014 Not working=It doesn't load on the shop section and it's been like this for a week please improve I'm a daily shopper and I love topshop!!!
- 21 Mar 2014 Stupid=Everything on this app worked nicely... EXCEPT THE SHOPPING SECTION!
- 22 Mar 2014 Disappointed=Love topshop...It's my favourite shop!!! But... This App WAS really good but now keeps crashing. I've deleted it and re-downloaded id and it's still no better!!.. Please fix this App.
- 22 Mar 2014 appalling=doesn't load items and its been doing this for days, need to sort this out.
- 22 Mar 2014 crap=doesn't work.
- 27 Mar 2014 Terrible=This app is terrible!
- 30 Mar 2014 Wish list needs sorting out=App functions well apart from the wish list. Every time you delete an item that's no longer available it says all the other items in the list aren't available either, even when they are! Meaning you can't click on them and it becomes very confusing. Sort it out in the next update please.
- 31 Mar 2014 A waste of space=Very slow, crash most of the time and now even stops loading the items with the shop button, very disappointed with this app.

Version 4: v 4.1.1

- 2 Apr 2014
- 4 Apr 2014 Awesome!=Brilliant app. Makes shopping much easier.
- 4 Apr 2014 Topshop=Find this app not good at all and very frustrating. Tried several times today to place an order and it keeps freezing! Very disappointing. Only 1 star as I have to rate it.
- 4 Apr 2014 Quite awesome=Good job, Topshop.
- 7 Apr 2014 No new stuff=I've had the app for a while and only recently have I had the problem of it not refreshing and updating new products. I cannot receive any new content anymore.
- 12 Apr 2014 Still not fixed the bugs=This new version was meant to fix the bug that stopped some people from using the shop section on the app. Well it's still not loading up for me and the app also sporadically crashes. Very disappointed and I honestly thought they would have fixed the problem by now, it's been almost a month!
- 12 Apr 2014 Great!=Kate Moss <3333

APPENDIX 5B – Original Topshop’s Mobile App

Descriptions

Version 1 description

Version 1.0.5

Updated 24 Jan 2011

* Removes Style Advisor

Version 1.0.4

Updated 5 Jan 2011

Bug fixes

Version 1.0.3

Updated 19 Dec 2010

Changed menu colour.

Version 1.0.2

Updated 26 Aug 2010

* Various bug fixes

Version 1.0.1

Updated 9 Aug 2010

* Improves image quality

Version 2 description

Version 2.0.8

Updated 17 Aug 2012

New in Version 2.0.8:

- Check in stores for pieces that are out for stock online

New in Version 2.0.7:

- Refresh the product catalogue on the fly with ‘pull down to refresh’ function

- Easier to use scanning area

- Improvements to the reliability of Checkout

- Improved InfoSettings section

- More sophisticated product search

- Ability to ‘View all’ products in the New In This Week category

- Read all product reviews not just the most recent

- Share to a friend's Facebook inbox via Messenger

Version 2.0.7

Updated 26 Jun 2012

Thanks for all your feed back. In this version we have fixed some bugs and added some new functionality:

- Refresh the product catalogue on the fly with 'pull down to refresh' function
- Easier to use scanning area
- Improvements to the reliability of Checkout
- Improved InfoSettings section
- More sophisticated product search
- Ability to 'View all' products in the New In This Week category
- Read all product reviews not just the most recent
- Share to a friend's Facebook inbox via Messenger

Version 2.6

Updated 16 Mar 2012

Thanks for all your feed back. In this version we have fixed some bugs:

- Significantly improved loading times for bad and intermittent connections
- Improved the reliability of loading product images in your bag and Notebook
- Product catalogue updates on your handset are now more robust

Version 2.0.5

Updated 15 Mar 2012

Thanks for all your feed back. In this version, we have:

- Fixed a few crashes
- Improved loading times on slow connections and older devices
- Upgraded to a new, easier checkout process

Version 2.0.3

Updated 8 Feb 2012

- Added live streaming of London Fashion Week catwalk shows from Topshop Showspace, from 19th to 21st February 2012
- Scan Topshop QR codes to unlock in-app content
- Upgraded store locator
- Several crashes are now fixed
- Better performance on iPhone 3G + SGS

Version 2.0.2

Updated 27 Jan 2012

New in 2.0.2:

- Fixed some sale prices showing incorrectly in the list view

New in 2.0.1:

With the new Topshop app you can:

- Shop the entire catalogue
- Browse our most popular categories even if you are offline
- Be the first to see what's New In every morning
- Save down your favourite pieces to your personal Notebook
- Share your favourites with your friends via Twitter, Facebook or email
- Scan product barcodes in store to save to your Notebook, share with friends, or check stock in another store
- Scan Topshop QR codes for exclusive content
- See what we're loving on our biog, Inside-Out
- Watch our films, go behind-the-scenes at our shoots and watch the latest Fashion Week footage with our videos
- Find your nearest Topshop store wherever you are in the world
- Be inspired by our style pics on Topshop Tumblr

Please note: this is the Topshop app and does not cover Topman — keep your eyes peeled for their app coming soon!

Version 2.0.1

Updated 21 Dec 2011

Girls, the brand new Topshop app is here. Bigger, bolder and better than before, the new shoppable Topshop app has had a makeover! You can now shop our womens collections, share your favourite pieces with your friends and even save down your wishlist in your Notebook. Stay ahead of the style set wherever you are – with over 300 new products per week and daily updates, you will be the first to know about the latest pieces and collections and never miss what's New In. You can browse the entire catalogue, and search, shop, save & share your favourites on the go.

Please note: this is the Topshop iPhone app and does not cover Topman — keep your eyes peeled for their app coming soon!

With the new Topshop app you can:

- Shop the entire catalogue
- Browse our most popular categories even if you are offline
- Be the first to see what's New In every morning
- Save down your favourite pieces to your personal Notebook
- Share your favourites with your friends via Twitter, Facebook or email
- Scan product barcodes in store to save to your Notebook, share with friends, or check stock in another store
- Scan Topshop QR codes for exclusive content
- See what we're loving on our blog, Inside-Out
- Watch our films, go behind-the-scenes at our shoots and watch the latest Fashion Week footage with our videos
- Find your nearest Topshop store wherever you are in the world
- Be inspired by our style pics on Topshop Tumblr

Version 2.0

Updated 19 Dec 2011

Shop on the go with the all new Topshop app.

With over 300 new products per week and daily updates, you will be the first to know about the latest pieces and collections and never miss what's New In. You can browse the entire catalogue, and search, shop, save & share your favourites on the move, wherever you are.

With the Topshop app you can also:

- Shop the entire catalogue
- Be the first to see what's New In
- Save down your favourite pieces to your Notebook as you browse
- Share what you love with your friends via Twitter, Facebook or email
- Scan product barcodes in store to save to your Notebook, or share with friends, or check stock in another store
- Scan QR codes for exclusive content and access the latest Topshop
- See what we're loving on our blog, Inside-Out
- Watch our films, go behind-the-scenes at our shoots and watch the latest Fashion Week footage with our videos
- Find your nearest Topshop store wherever you are in the world

Version 3 description

Version 3.2.4

Updated 17 sep 2013

- Optimised for iOS 7

Version 3.2.3

Updated 2 Sep 2013

- The Topshop Zine, our digital version of our new season magazine (available from 3rd September for iPad users).
- Sharing your drawing board to Facebook now offers you a link to all your chosen pieces on Topshop.com - perfect to show off all your fashion favourites!
- General bug fixes and stability improvements.

Version 3.2.2

Updated 30 Jul 2013

- Bug fixes and improvements

Version 3.2.1

Updated 20 Jun 2013

We've listened to your feed back about stability and in this release we have made an important fix to address the issue that some of you were experiencing during catalogue updates.

TIPS:

- To get the best experience from our app upgrade the IOS software on your device to the latest available version
- If you have had issues with the app updating in the past, we recommend removing it from your device before

installing this version

- To ensure that your device updates with the latest products, make sure you have a good connection to the internet

Version 3.2

Updated 7 May 2013

We've listened to your feed back and taken on board your comments. In this release we have made fixes to address some of the issues you were experiencing and we've added some great new features:

- Improvements to stability to reduce crashing
- Page anchoring when moving between an individual product page and browsing a category
- Improved search capability
- Ability to view all products by category

New features in this release for iPad:

- Watch Topshop films in our video channel
- Browse inspirational street style pics on our Tumblr
- See what we're loving on our blog, Inside Out

TIPS:

- To get the best experience from our app upgrade the IOS software on your device to the newest version
- If you have had issues with the app updating in the past, we recommend removing it from your device before installing this version
- To ensure that your device updates with the latest products, make sure you have a good connection to the internet

Version 3.1

Updated 7 Mar 2013

- Optimisation for iPhone 5
- Further stability and bug fixes based upon user feedback

Version 3.0.3 Updated 7 Feb 2013

We've improved the stability of the app based on your feedback, and fixed some bugs.

Version 3.0.2

Updated 14 Jan 2013

New in 3.0.2:

We have fixed crashes that iPhone and iPad users may have been experiencing. To ensure that you have the best experience, please update to the most recent version of the app from the iTunes store (3.0.2) by following the recommended upgrade prompts or simply delete the app from your device and re-install.

Please note that if you delete and re-install you will lose items saved to your Notebook as lists and for drawing boards.

Version 3.0.1

Updated 11 Dec 2012

The Topshop app is now available specifically for iPad where you can shop, scan, save and share every single product. We've also added some unique features to make your shopping experience even more fun!

Features for the iPad user:

- Show off your unique style with the Drawing Board — build outfits, add fun stickers and inspirational Lookbook images. Add a personal touch with your own photos then save and share your boards with friends
- Create, name and share multiple lists of favourites in your Notebook
- Get styling advice and suggested alternatives for every single product
- Keep track of your browsing history with recently viewed items

We are sorry that some of you may have been experiencing issues with the latest release of Topshop for iPad and Topshop for iPhone. We are working hard to fix any remaining bugs, but in the meantime please try the following tips:

- Make sure that you have the most recent version of the app from the iTunes store (3.0.1) by following the recommended upgrade prompts or simply delete the app from your device and re-install
- Please note that If you delete and re-install you will lose items saved to your Notebook as lists andfor drawing boards
- Keep an eye out for updates coming soon to the iTunes Store

Version 3.0

Updated 4 Dec 2012

The Topshop app is now available specifically for iPad where you can shop, scan, save and share every single product. We've also added some unique features to make your shopping experience even more fun!

Features for the iPad user:

- Show off your unique style with the Drawing Board — build outfits, add fun stickers and inspirational Lookbook images. Add a personal touch with your own photos then save and share your boards with friends
- Create, name and share multiple lists of favourites in your Notebook
- Get styling advice and suggested alternatives for every single product
- Keep track of your browsing history with recently viewed items

Version 4 description

Version 4.0.1

Updated 8 Nov 2013

Update! We've fixed a couple of little bugs from our previous app so please make sure you download our newest version for a seamless and stylish shopping experience. Happy browsing!

v4.0.1

We've listened to your feed back and have updated our app for iPhone and iPad. Re-built from scratch with iOS7 in mind, it's easier than ever to browse and shop while you're on the go. Update now and don't miss out!

- We've started again, re-building our app so it's more reliable and stable than ever before

- We've improved loading speeds and resolved our connectivity issues
- It's now easier to add products to your Notebook so you can save all your fashion finds easily
- There are now more product views so you can decide whether you want to view pieces as a large single item, in a list or in a grid
- You can now shop the pieces you love straight from your iPad Drawing Board.

Version 4.0

Updated 5 Nov 2013

We've listened to your feed back and have updated our app for iPhone and iPad. Re-built from scratch with iOS7 in mind, it's easier than ever to browse and shop while you're on the go. Update now and don't miss out!

- We've started again, re-building our app so it's more reliable and stable than ever before
- We've improved loading speeds and resolved our connectivity issues
- It's now easier to add products to your Notebook so you can save all your fashion finds easily
- There are now more product views so you can decide whether you want to view pieces as a large single item, in a list or in a grid
- You can now shop the pieces you love straight from your iPad Drawing Board.

APPENDIX 5C – Initial Coding Process



Themes	Categories	Selective Code	Axial Code
Consumer Behaviour	Consumer Motivations	Addicted shoppers	Favourite retailer
			Shopping regularly
			Getting addicted
			Getting addicted
			Using every day
			Watching items
			Accessing clothing at work
			Searching at home
			We love
		Style conscious consumers	Fun using drawing board, creating styles and extras
			Checking style tips
			Tumblr
			Inspiring app
			Video
			Creating your own styles
			Feeling special
			Digital magazine
		Bargain hunters	Looking for sales
			App is free
		Connected browsers	Reading blogs
			Sharing
		Bored commuters	Sharing with girls
			Solving boredom
		Impulse shoppers	Shopping while on the go
			Shopping a bit too easy
		Convenience seekers	Quick purchases
			Looking at stock in store or unavailable in store items
			Knowing where to buy
	Making life more convenient		
	Website not working		
	Cannot visit a store		
	Sustaining returners	Quicker than website	
	Occasional shoppers	Having for over a year	
	App using reasons	Purchasing for special occasions	
		Seamless shopping experience	
		Way of browsing	
		Fashion leader	
	Attitudes	Better than website	
		Negative	
		Positive	
		Neutral	

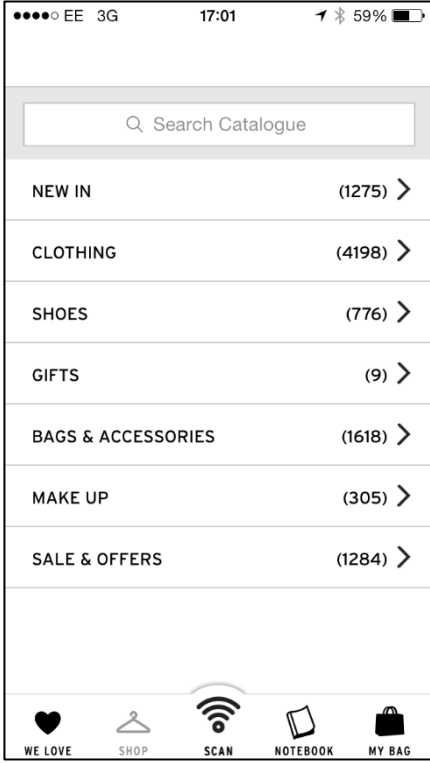
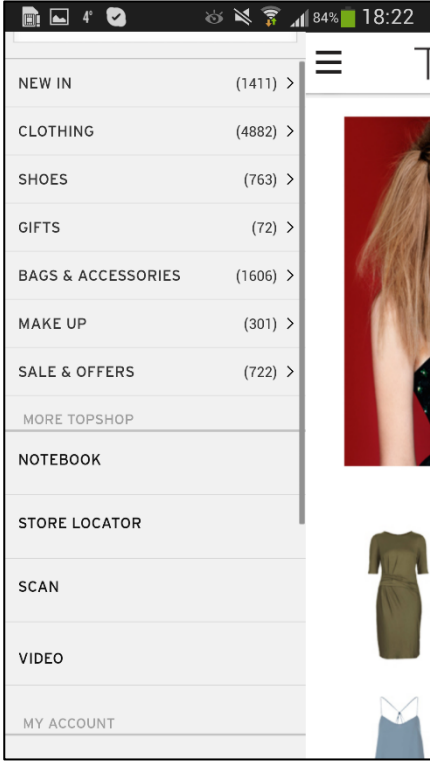
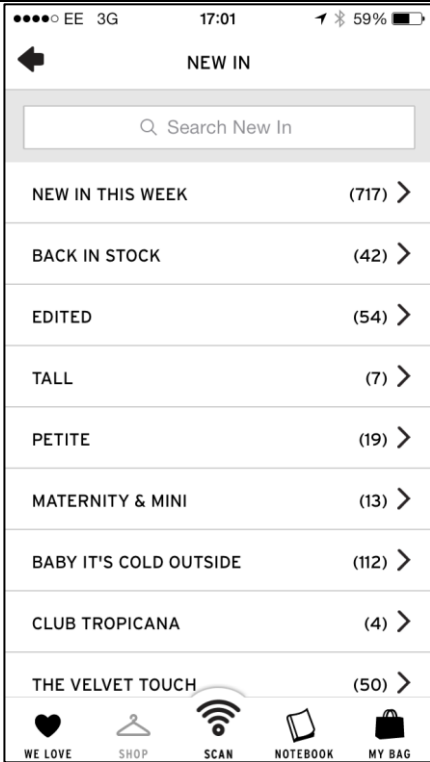

APPENDIX 5D – Coding Structure

Themes	Categories	Selective Codes / Concepts	Number of Versions	Number of References
Mobile App Elements	Browsing	Categories available	5	147
		Notebook	5	120
		Up to date content	5	67
		Product range	4	58
		Navigating	4	41
		Layout	5	39
		Search box	3	33
		Page anchoring	3	32
		Aesthetically Pleasing Design	4	24
		Displaying on screen	2	23
		Ability to change view in search results	3	17
		Scanner	2	6
		Clothing on model	2	5
		Tumblr	2	6
		Menu bar	2	5
		Refine option	2	5
		Special mobile content	1	5
	Customer service tool	2	3	
	Product page	Product Imagery	5	60
		Stock availability	2	22
		Zoom in view	3	11
		Reviews	3	9
		Suggesting items	2	4
		Price information	1	1
		Size guide	1	1
	Checkout	Creating an account	2	8
		Items kept in the basket	2	7
		Delivery charges	2	6
Remembering your size		1	3	
Transfer the basket to other devices		1	1	

Themes	Categories	Selective Codes / Concepts	Number of Versions	Number of References
Mobile Technology Factors	System requirements	Latest app version	2	13
		Latest iOS version	3	21
	Technical issues	Crashing	5	298
		Loading speed	5	213
		Issues placing an order	4	117
		Connectivity issues	4	12
		US version of the app	1	11
Consumer Behaviour	App using reasons	Seamless shopping experience	4	96
		Way of browsing	4	61
		Fashion leader	2	12
		Better than website	1	5
	Attitudes	Negative	4	216
		Positive	5	31
		Neutral	3	9
	Consumer Motivations	Addicted shoppers	4	83
		Bored commuters	3	36
		Style conscious or interactive	3	32
		Convenience seekers	3	28
		Impulse shoppers	3	21
		Bargain hunters	4	15
		Connected browsers	3	10
		Occasional shoppers	1	6
Sustaining returners		2	5	

APPENDIX 5E – Comparison of Topshop Mobile App Structure on iOS and Android OS Smartphones
 Structure on iOS and Android OS Smartphones
 (Screenshots)

	iOS	Android OS
HOME PAGE		

	iOS	Android OS
CATEGORIES	 <p>Screenshot of the iOS 'CATEGORIES' screen. The status bar shows signal strength, EE 3G, time 17:01, and 59% battery. A search bar at the top contains 'Search Catalogue'. Below it is a list of categories with item counts and right-pointing chevrons: NEW IN (1275), CLOTHING (4198), SHOES (776), GIFTS (9), BAGS & ACCESSORIES (1618), MAKE UP (305), and SALE & OFFERS (1284). At the bottom is a navigation bar with icons for WE LOVE, SHOP, SCAN, NOTEBOOK, and MY BAG.</p>	 <p>Screenshot of the Android OS 'CATEGORIES' screen. The status bar shows signal strength, 4G, time 18:22, and 84% battery. A search bar at the top contains 'Search Catalogue'. Below it is a list of categories with item counts and right-pointing chevrons: NEW IN (1411), CLOTHING (4882), SHOES (763), GIFTS (72), BAGS & ACCESSORIES (1606), MAKE UP (301), SALE & OFFERS (722), MORE TOPSHOP, NOTEBOOK, STORE LOCATOR, SCAN, VIDEO, and MY ACCOUNT. On the right side, there is a vertical image strip showing a woman's hair and a dress, and a small image of a green dress.</p>
NEW IN	 <p>Screenshot of the iOS 'NEW IN' screen. The status bar shows signal strength, EE 3G, time 17:01, and 59% battery. A back arrow is in the top left. The title 'NEW IN' is centered. Below it is a search bar with 'Search New In'. The list of categories includes: NEW IN THIS WEEK (717), BACK IN STOCK (42), EDITED (54), TALL (7), PETITE (19), MATERNITY & MINI (13), BABY IT'S COLD OUTSIDE (112), CLUB TROPICANA (4), and THE VELVET TOUCH (50). The bottom navigation bar is the same as in the previous screenshot.</p>	 <p>Screenshot of the Android OS 'New In' screen. The status bar shows signal strength, 4G, time 18:23, and 83% battery. A hamburger menu icon is in the top left. The title 'New In' is centered, and 'MY BAG' is in the top right. The list of categories includes: NEW IN THIS WEEK (807), BACK IN STOCK (22), EDITED (35), TALL (8), PETITE (25), MATERNITY & MINI (16), GIFT WRAP (10), CLUB TROPICANA (4), and THE VELVET TOUCH (51).</p>

	iOS	Android OS																																																				
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	iOS	Android OS
CLOTHING		
CLOTHING		

	iOS	Android OS
CLOTHING	<p>Screenshot of the iOS 'CLOTHING' app interface. The status bar shows 'EE 3G', '17:04', and '58%' battery. The app title is 'CLOTHING'. The list includes: TALL (131), MAARTEN VAN DER HORST (5), MEADHAM KIRCHHOFF (45), PETITE (224), MATERNITY (120), CJG (6), LIMITED EDITION DRESSES & CO-... (31), MINI (6), GOING OUT (128), and HOTSHOP (25). The bottom navigation bar has icons for WE LOVE, SHOP, SCAN, NOTEBOOK, and MY BAG.</p>	<p>Screenshot of the Android OS 'Clothing' app interface. The status bar shows '83%' battery and '18:25'. The app title is 'Clothing'. The list includes: MINI (6), LIMITED EDITION DRESSES & CO-ORDS (33), GOING OUT (157), HOTSHOP (26), MODERN TAILORING (18), FASHION TARGETS BREAST CANCER (3), STYLE STEALS (26), KEY TO FREEDOM (2), DEAR SIOUXSIE (80), CHATEAU FEMME (94), THIS IS ENGLAND (49), TOKYO BLOOM (65), CLOTHING BRANDS (1038), and SNO (18). The bottom navigation bar has icons for WE LOVE, SHOP, SCAN, NOTEBOOK, and MY BAG.</p>
CLOTHING	<p>Another screenshot of the iOS 'CLOTHING' app interface. The status bar shows 'EE 3G', '17:04', and '58%' battery. The app title is 'CLOTHING'. The list includes: MODERN TAILORING (11), FASHION TARGETS BREAST CAN... (3), KEY TO FREEDOM (2), STYLE STEALS (18), MARGOT'S WORLD (34), CHATEAU FEMME (96), TOKYO BLOOM (77), THIS IS ENGLAND (46), CLOTHING BRANDS (808), and SNO (20). The bottom navigation bar has icons for WE LOVE, SHOP, SCAN, NOTEBOOK, and MY BAG.</p>	

	iOS	Android OS
SALE & OFFERS		
SALE		

	iOS	Android OS
SALE		
BASIC OFFERS		

	iOS	Android OS
STYLE STEALS		

APPENDIX 5F – Comparison of Topshop Mobile App

Structure on iOS and Android OS Smartphones (Table)

Category	Sub-Category	iOS	Android OS
NEW IN		1275	1411
NEW IN THIS WEEK		717	807
	VIEW ALL	657	780
	DRESSES & PLAYSUITS	38	35
	SHOES	59	60
	TOPS	73	59
	KNITWEAR	22	15
	JACKETS & COATS	16	17
	TROUSERS & SHORTS	23	22
	SKIRTS	18	16
	ACCESSORIES	90	92
	JEWELLERY	1	63
	MAKE UP	25	22
	LINGERY & NIGHTWEAR (55)	35	52
	TIGHTS & SOCKS (21)	32	31
	SWIMWEAR (11)	2	9
	TALL (11)	7	8
	PETITE (23)	19	25
	MATERNITY & MINI (2)	13	16
	BRANDS AT TOPSHOP (172)	133	170
CLOTHING		4198	4882
	DRESSES	770	724
	TOPS	329	1006
	KNITWEAR	393	376
	JACKETS & COATS	290	287
	DENIM	84	82
	JEANS	121	109
	TROUSERS	124	127
	LEGGINS	71	74
	SHORTS	101	94
	SKIRTS	231	235
	SUITS AND CO-ORDS	-	23
	PLAYSUITS & JUMPSUITS	141	142
	TIGHTS & SOCKS	263	246
	LINGERIE	520	567
	SWIMWEAR	94	125

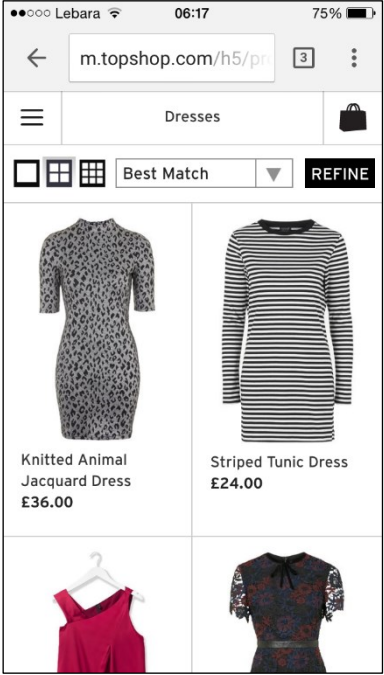
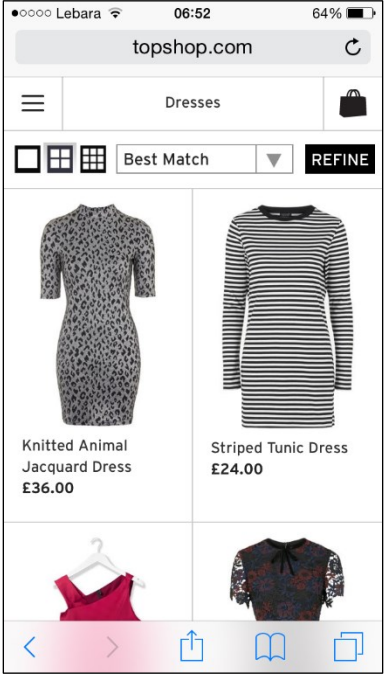


Category	Sub-Category	iOS	Android OS
	NIGHTWEAR	87	82
	BOUTIQUE	91	112
	SNO	22	20
	UNIQUE	27	32
	THE COLLECTION STARRING KATE BOSWORTH	29	28
	TALL	131	133
	MAARTEN VAN DER HORST	5	-
	MEADHAM KIRCHHOFF	45	-
	PETITE	224	227
	MATERNITY	120	130
	CJG	6	11
	LIMITED EDITION DRESSES & CO-ORDS	31	33
	MINI	6	6
	GOING OUT	128	157
	HOTSHOP	25	26
	MODERN TAILORING	11	18
	FASHION TARGET BREAST CANCER	3	3
	KEY TO FREEDOM	2	2
	STYLE STEALS	18	26
	MARDOT'S WORLD	34	-
	DEAR SIOUXSIE	-	80
	CHATEAU FEMME	96	94
	TOKYO BLOOM	77	65
	THIS IS EANGLAND	46	49
	CLOTHING BRANDS	808	1038
	SNO	20	18
SALE & OFFERS		1284	722
	SALE	245	267
	BASIC OFFERS	294	302
	STYLE STEALS	18	27
	SEASONAL OFFERS	109	128
	20% OFF SHOES BOOTS AND BAGS	621	-
SALE		245	267
	VIEW ALL	243	263
	DRESSES & PLAYSUITS	10	13
	SHOES	48	39
	TOPS	23	63
	KNITWEAR	2	-
	TROUSERS & SHORTS	32	22
	SKIRTS	6	5
	ACCESSORIES	9	9
	JEWELLERY	15	11

Category	Sub-Category	iOS	Android OS
	LINGERIE & NIGHTWEAR	16	9
	SWIMWEAR	5	4
	TALL	2	1
	PETITE	7	5
	MATERNITY & MINI	6	6
	BRAND AT TOPSHOP	60	60
BASIC OFFERS		294	302
	VIEW ALL	60	57
	ANKLE SOCKS – 3 FOR £8	83	64
	BASIC JERSEY – 2 FOR £10	2	22
	LINGERIE – 3 FOR £10	209	220
STYLE STEALS		18	27
	VIEW ALL	15	24
	DRESSES & SKIRTS	7	7
	JACKETS	3	2
	JUMPERS	6	6
	TROUSERS & SHORTS	2	2
	TOPS	-	10

APPENDIX 6A – Sample Description

Participant #	Browser used to access website	Participant using mobile app	Participant using website
P1	Safari	P1a	P1w
P2	Chrome	P2a	P2w
P3	Chrome	P3a	P3w
P4	Safari	P4a	P4w
P5	Safari	P5a	P5w
P6	Chrome	P6a	P6w
P7	Safari	P7a	P7w
P9	Safari	P9a	P9w

APPENDIX 6B – Comparison of Topshop Website
 Accessed on Chrome and Safari Browsers (Screenshots)

Browser	
Chrome	Safari
 <p>06:17 75% m.topshop.com/h5/pr Dresses Best Match REFINE Knitted Animal Jacquard Dress £36.00 Striped Tunic Dress £24.00</p>	 <p>06:52 64% topshop.com Dresses Best Match REFINE Knitted Animal Jacquard Dress £36.00 Striped Tunic Dress £24.00</p>
 <p>06:18 75% Dresses Tonal Lace Shift Dress £75.00</p>	 <p>06:52 64% topshop.com Tonal Lace Shift Dress SHARE</p>

Browser

Chrome

Safari

Lebara 06:19 74%

Dresses

Made in Britain

Twisted Shoulder Silk Blend Dress by Boutique £120.00

Tonal Lace Shift Dress £75.00

Lebara 06:53 64% topshop.com

Dresses

Made in Britain

Twisted Shoulder Silk Blend Dress by Boutique £120.00

Tonal Lace Shift Dress £75.00

Lebara 06:19 74%

Shopping Bag Summary

CHECKOUT NOW

Tonal Lace Shift Dress - NAVY BLUE
1 x size 12 Edit
£75.00
Total: £75.00
Remove Save Item For Later

GET 20% STUDENT DISCOUNT
ENDS MIDNIGHT FRIDAY

PROMOTION CODE OR STUDENT DISCOUNT

Subtotal before delivery £75.00

Free Standard Delivery £0.00

Lebara 06:53 64% topshop.com

Shopping Bag Summary

CHECKOUT NOW

Tonal Lace Shift Dress - NAVY BLUE
1 x size 12 Edit
£75.00
Total: £75.00
Remove Save Item For Later

GET 20% STUDENT DISCOUNT
ENDS MIDNIGHT FRIDAY

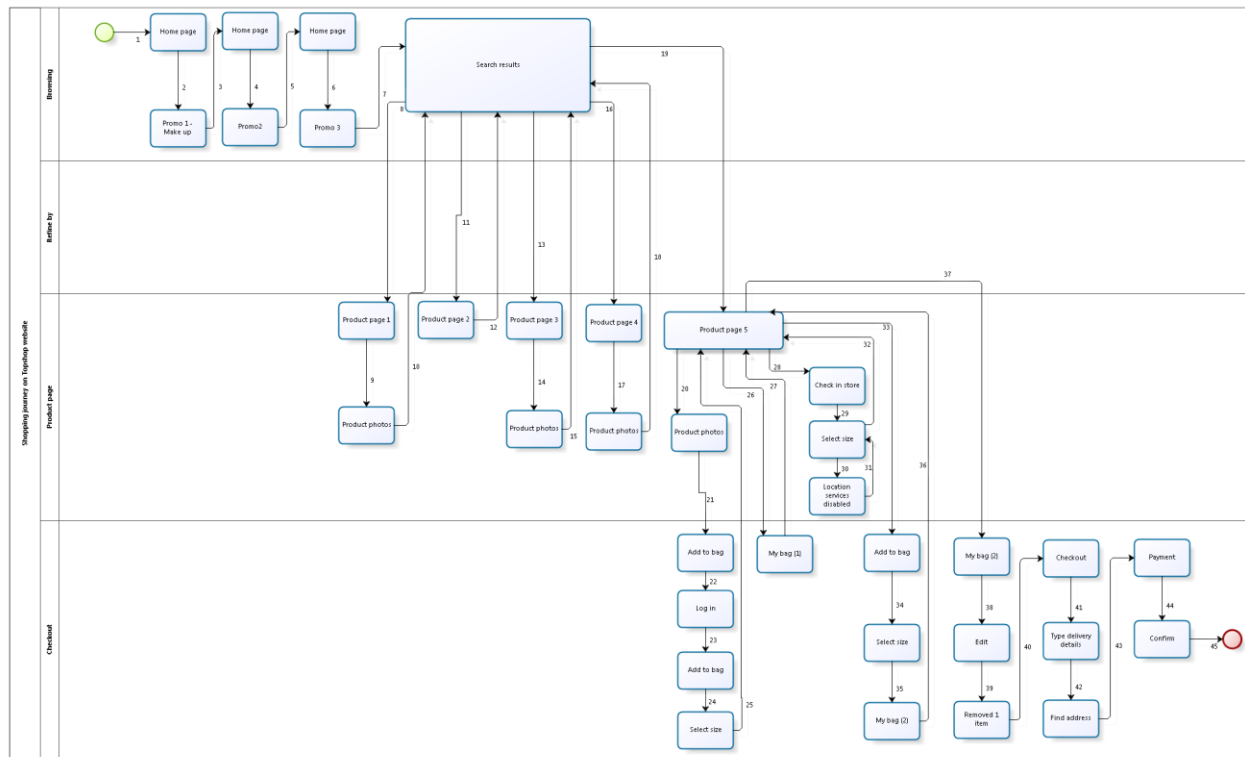
PROMOTION CODE OR STUDENT DISCOUNT

Subtotal before delivery £75.00

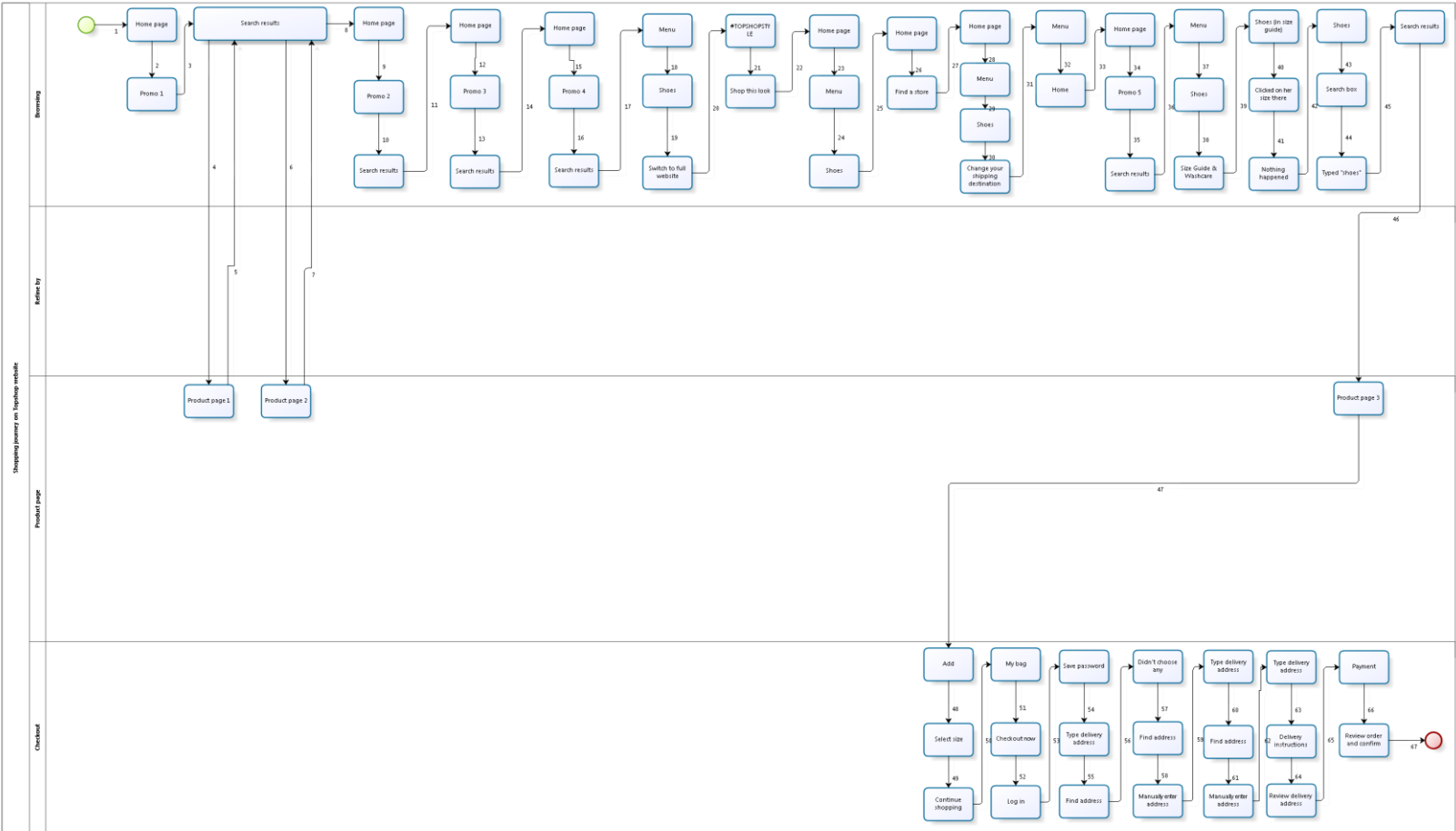
Free Standard Delivery £0.00

APPENDIX 6C – Shopping Journeys on Topshop Mobile App and Website

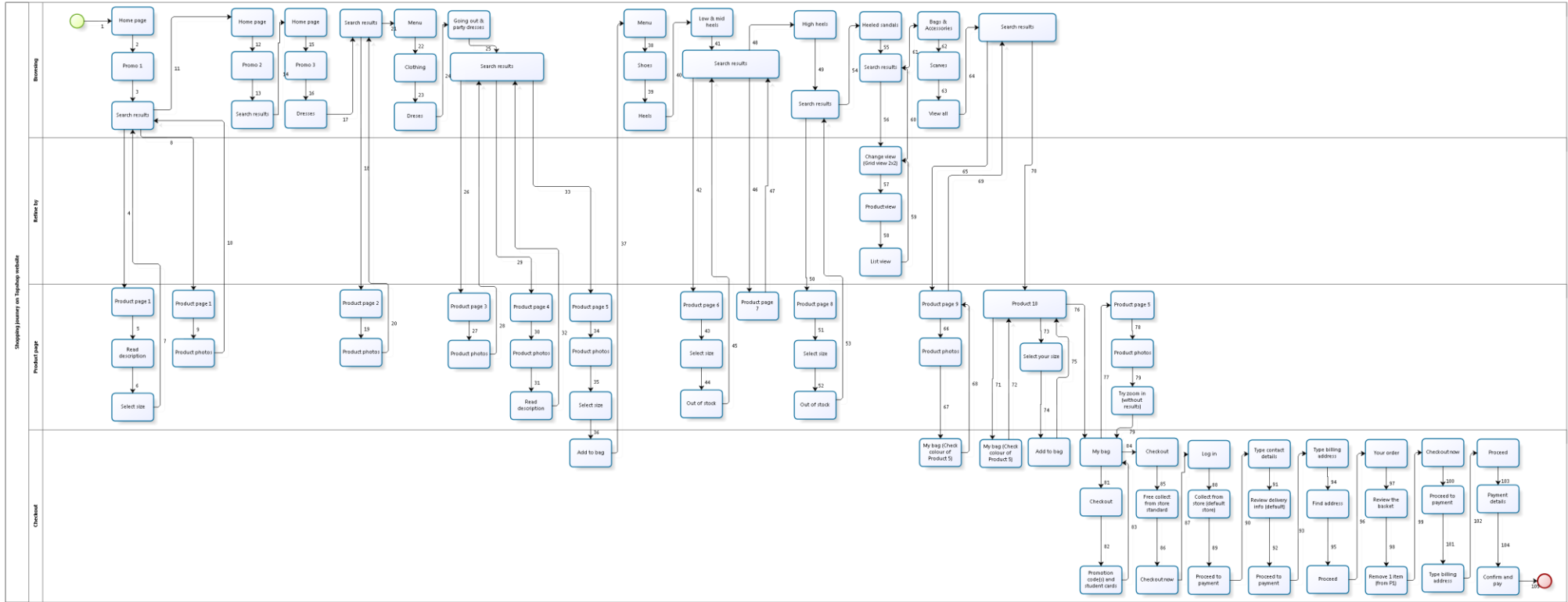
P1a



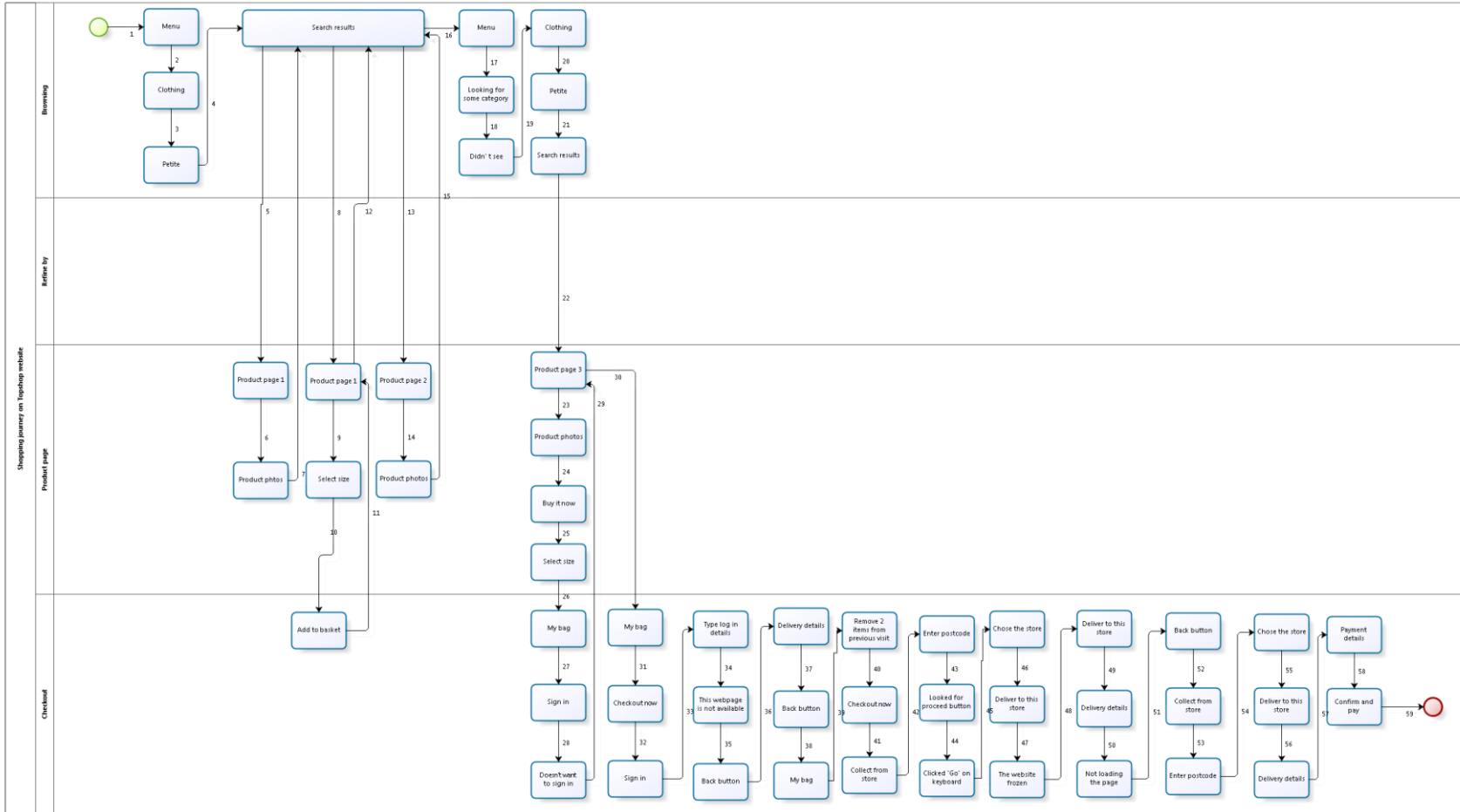
P1w



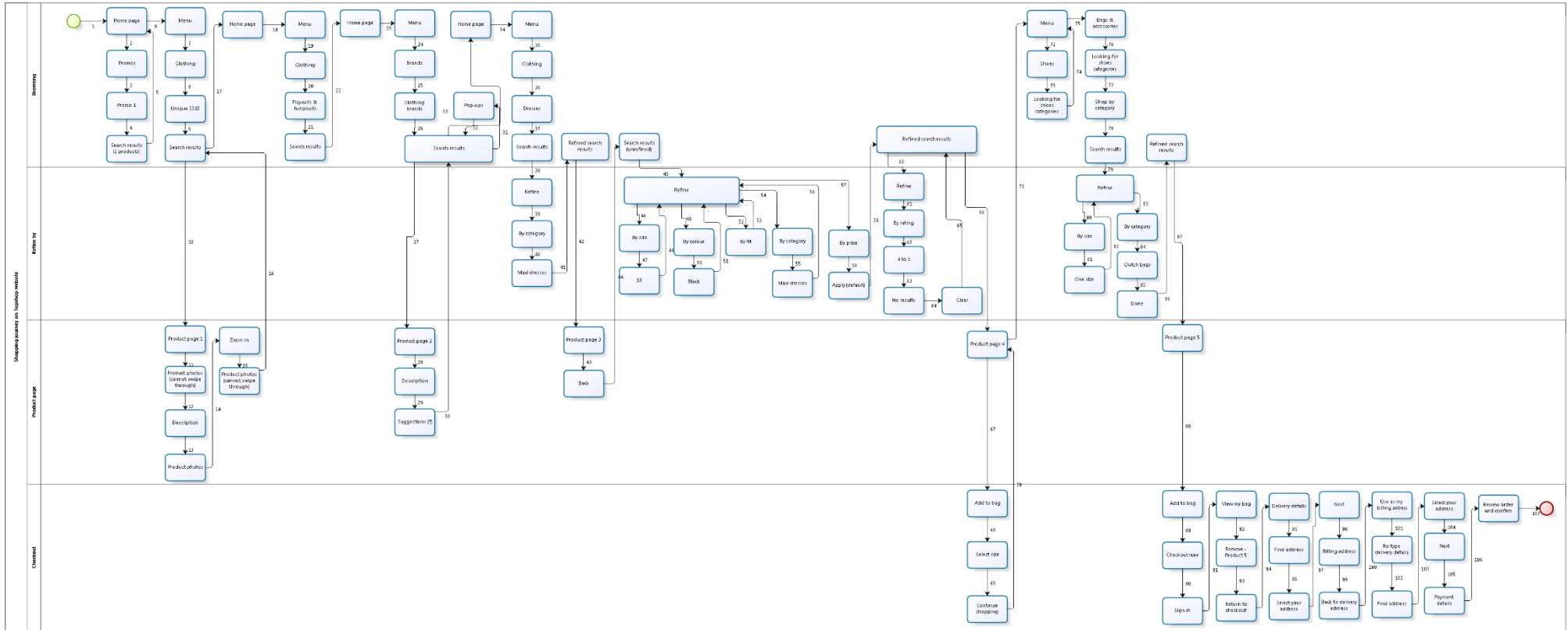
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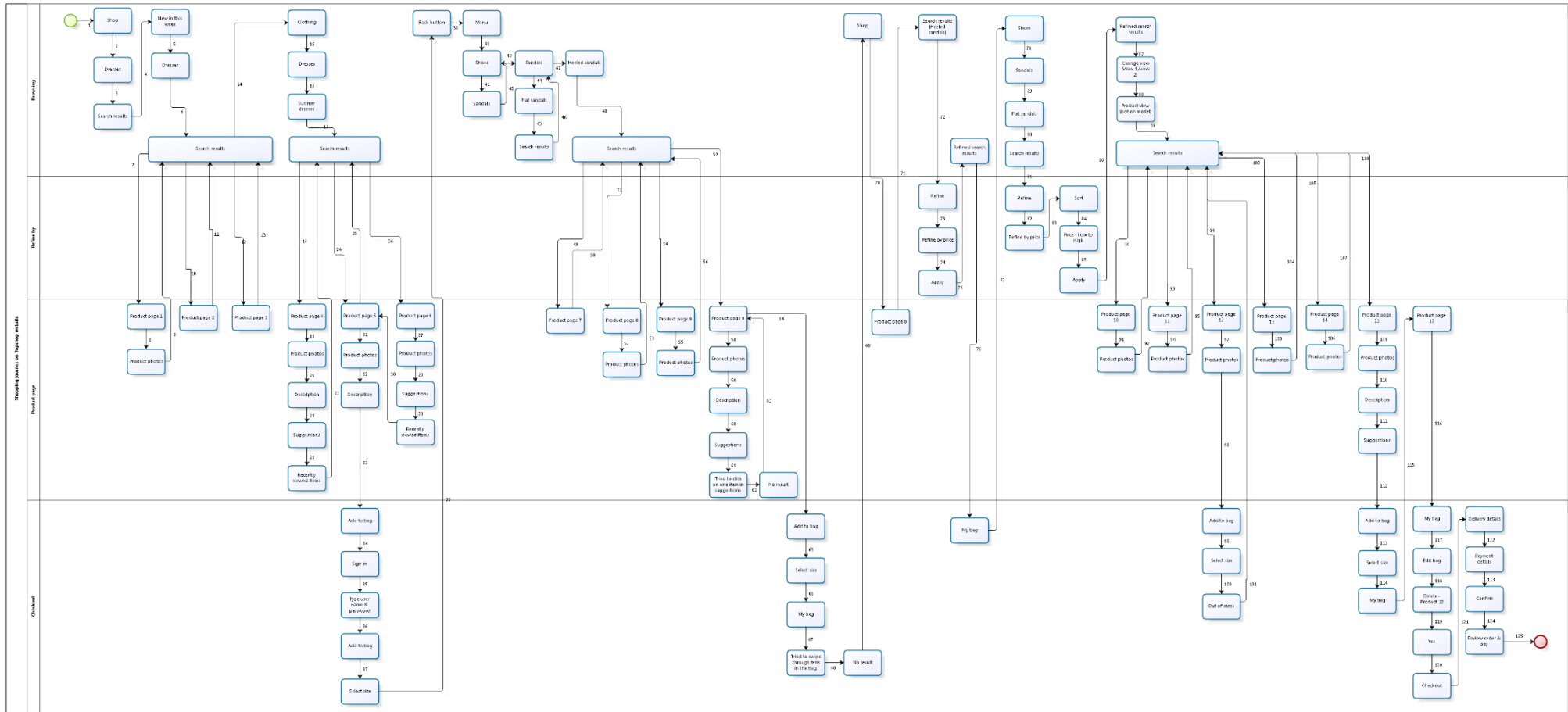
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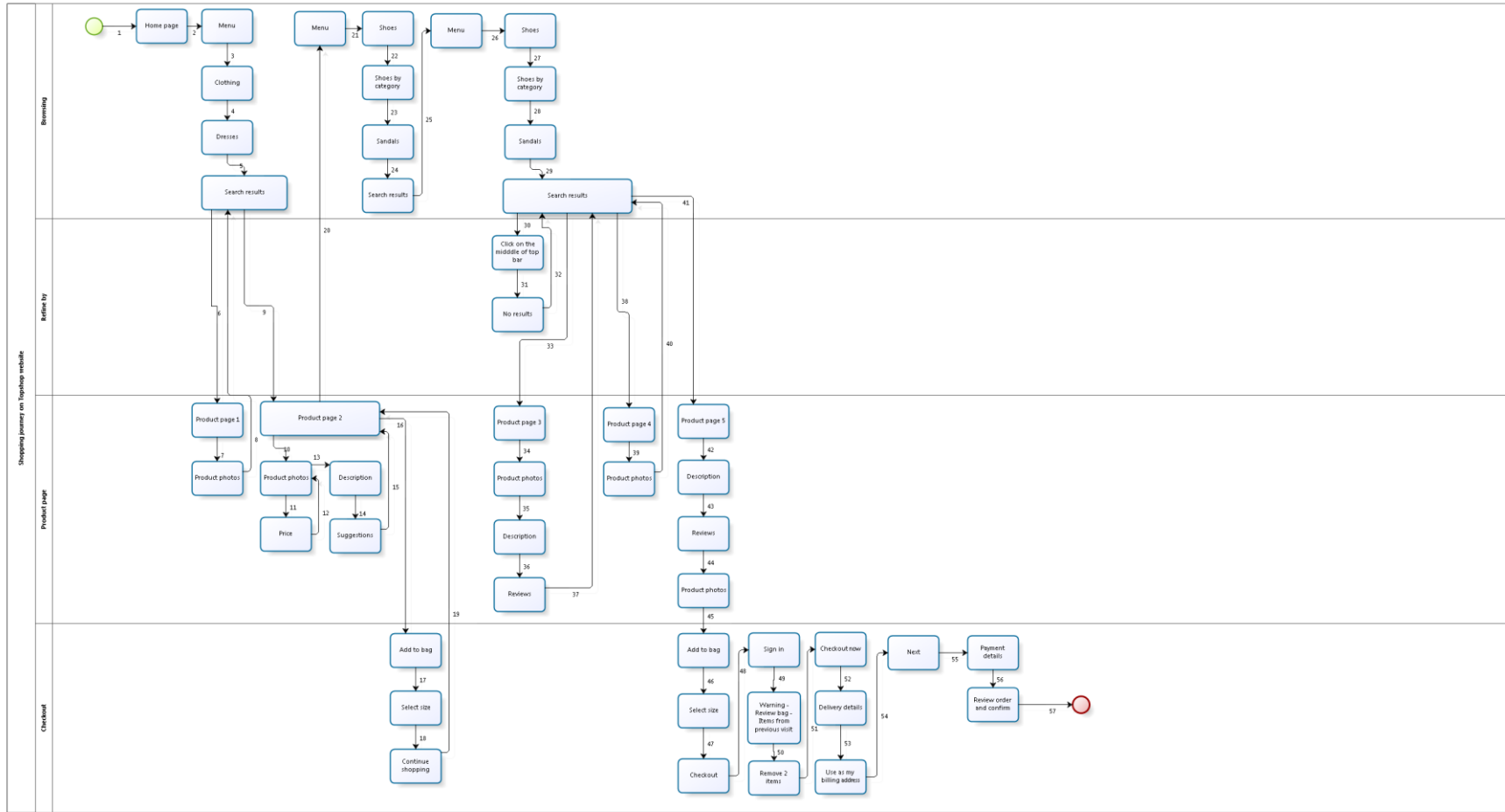
P3w



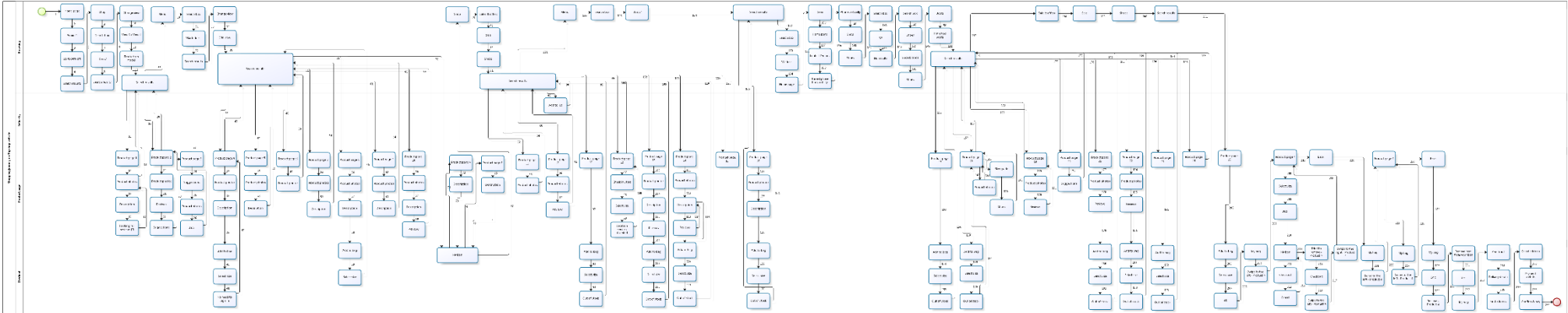
P4a



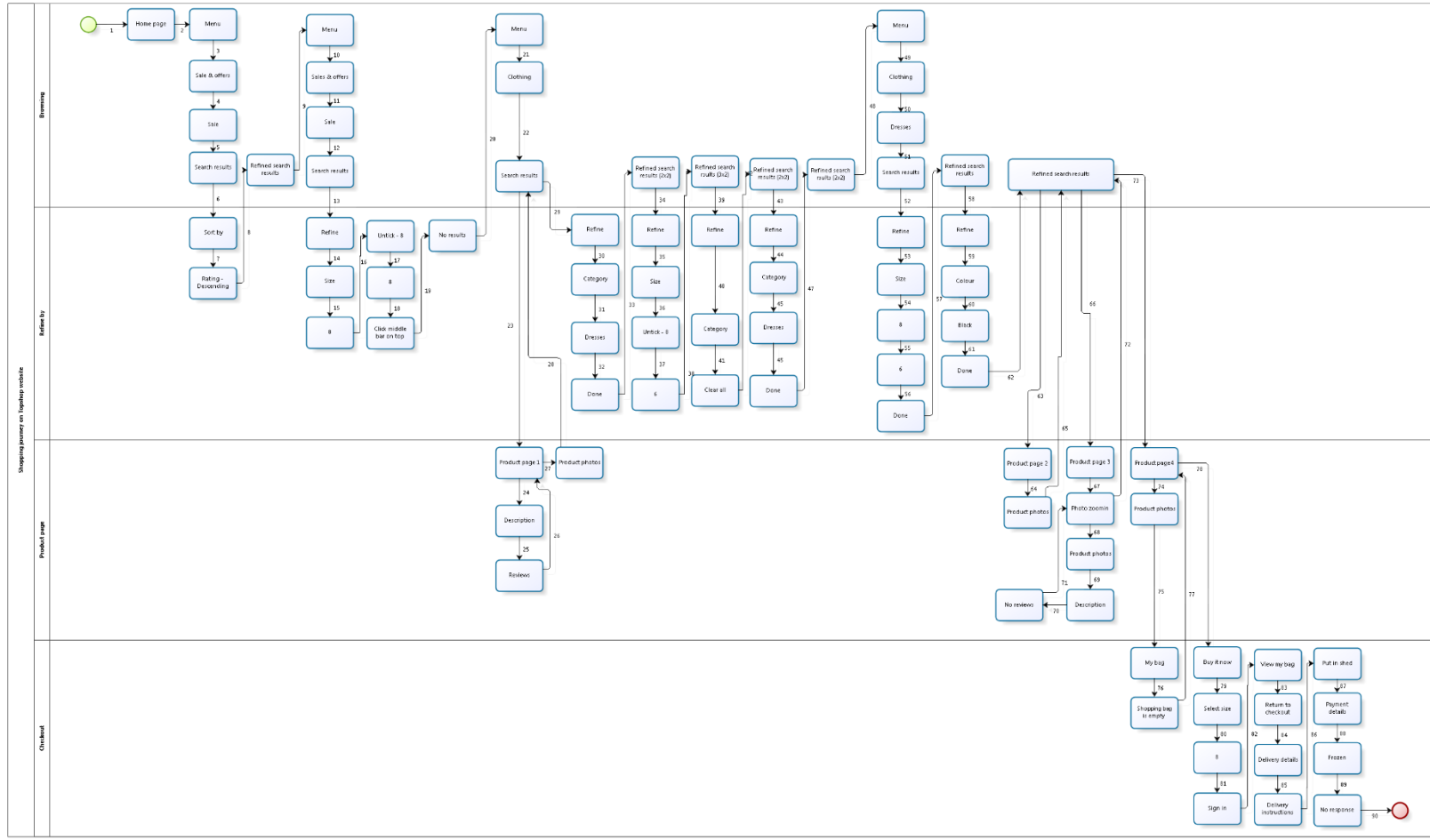
P4w



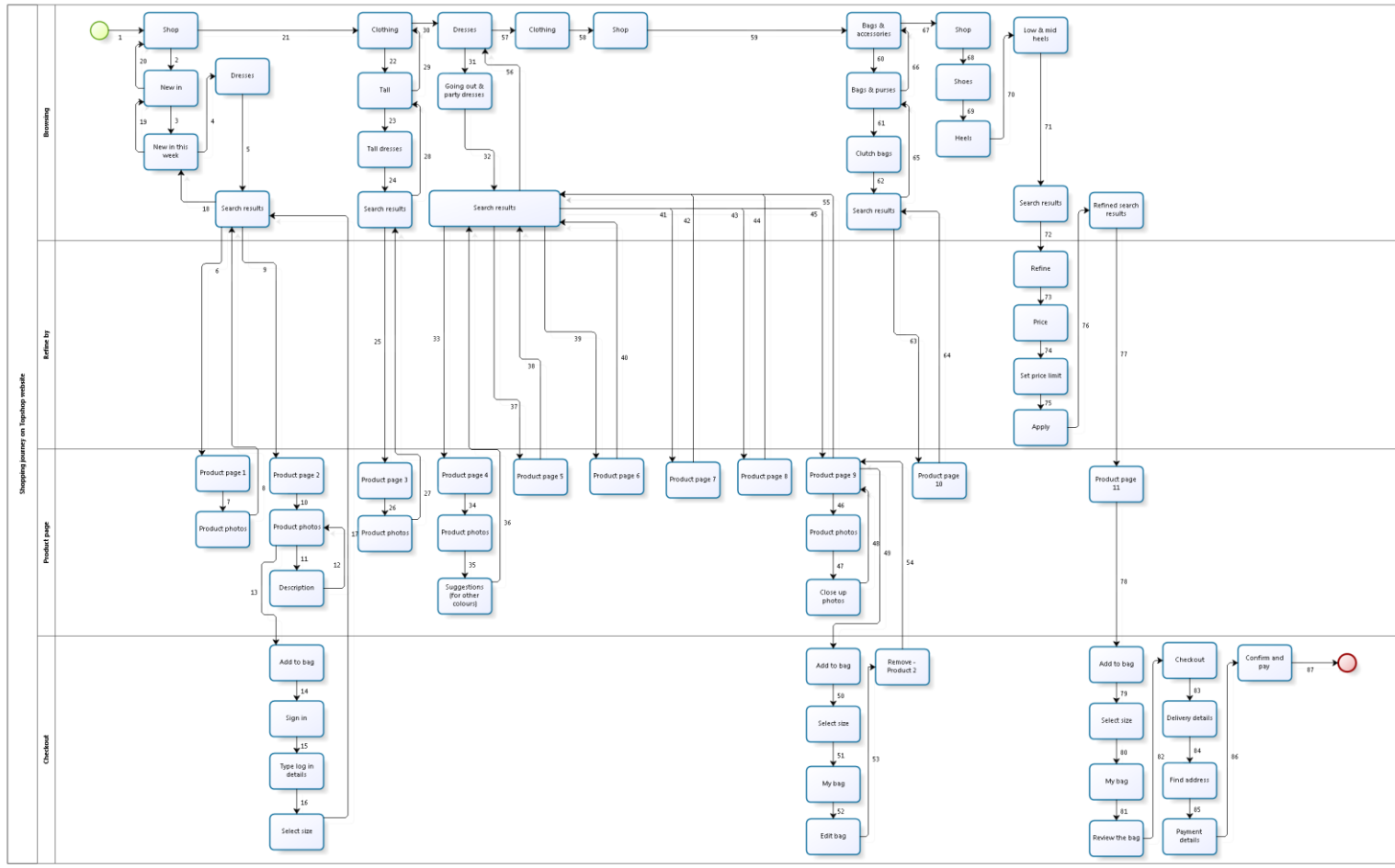
P5a



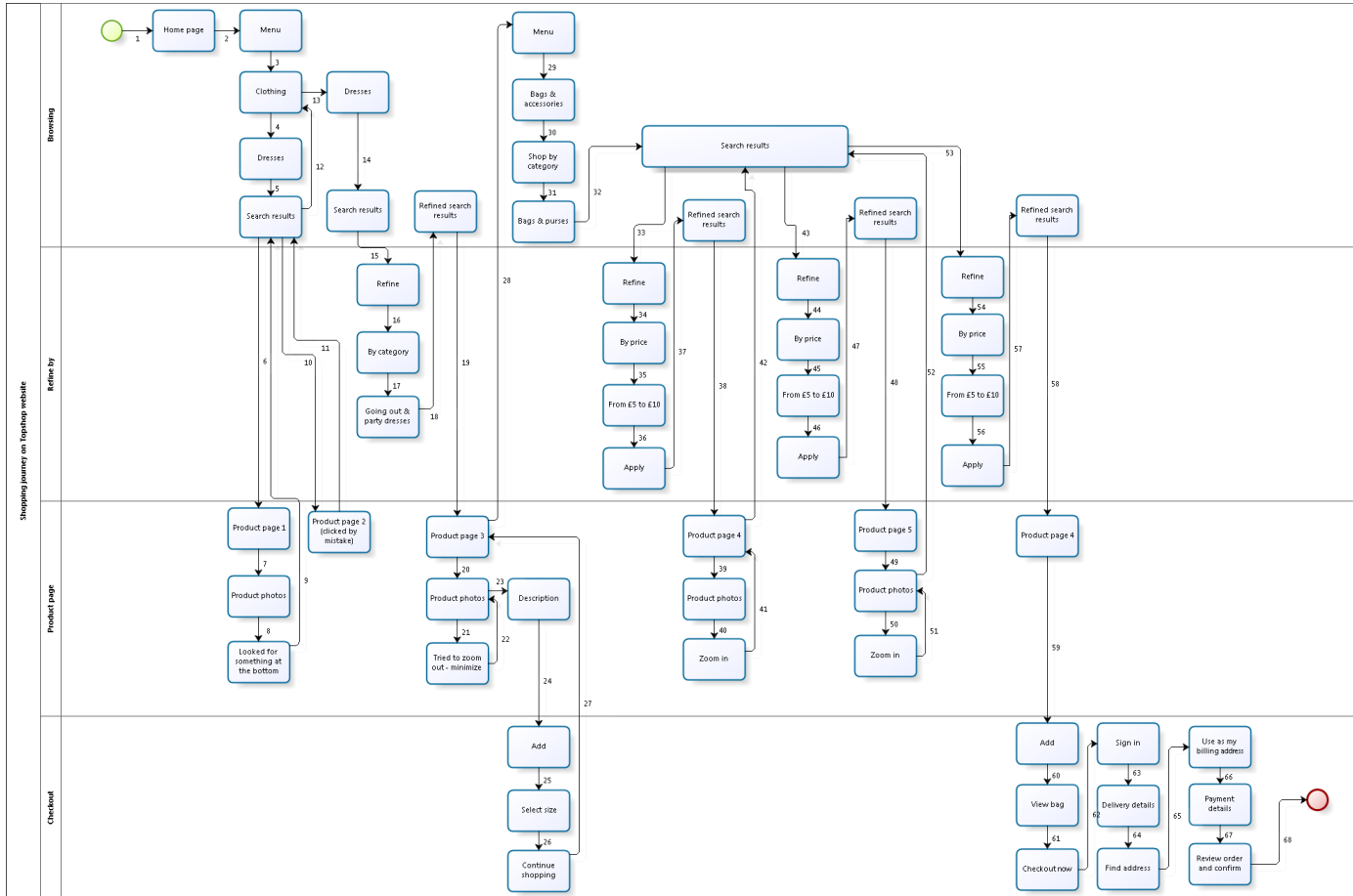
P5w



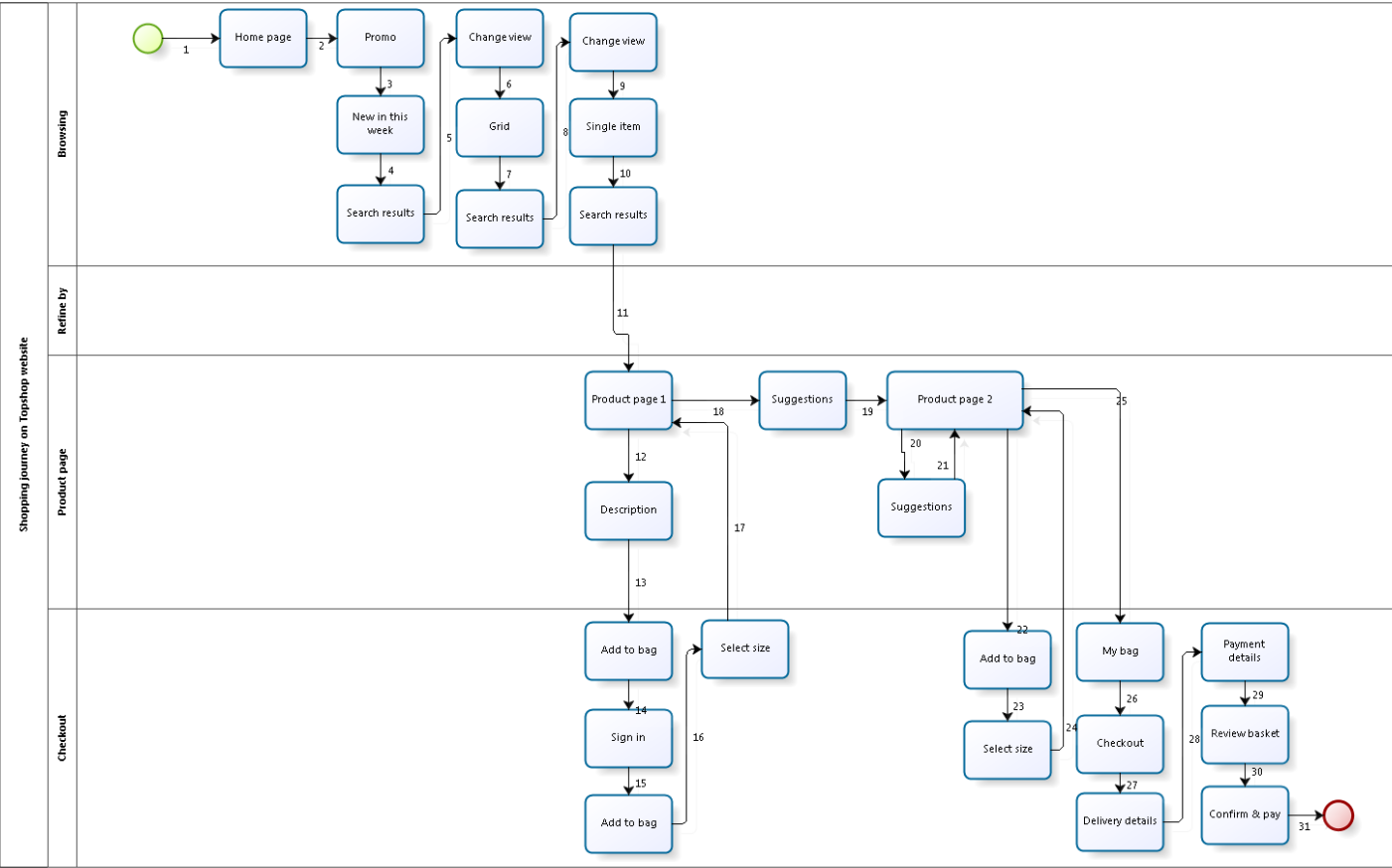
P6a



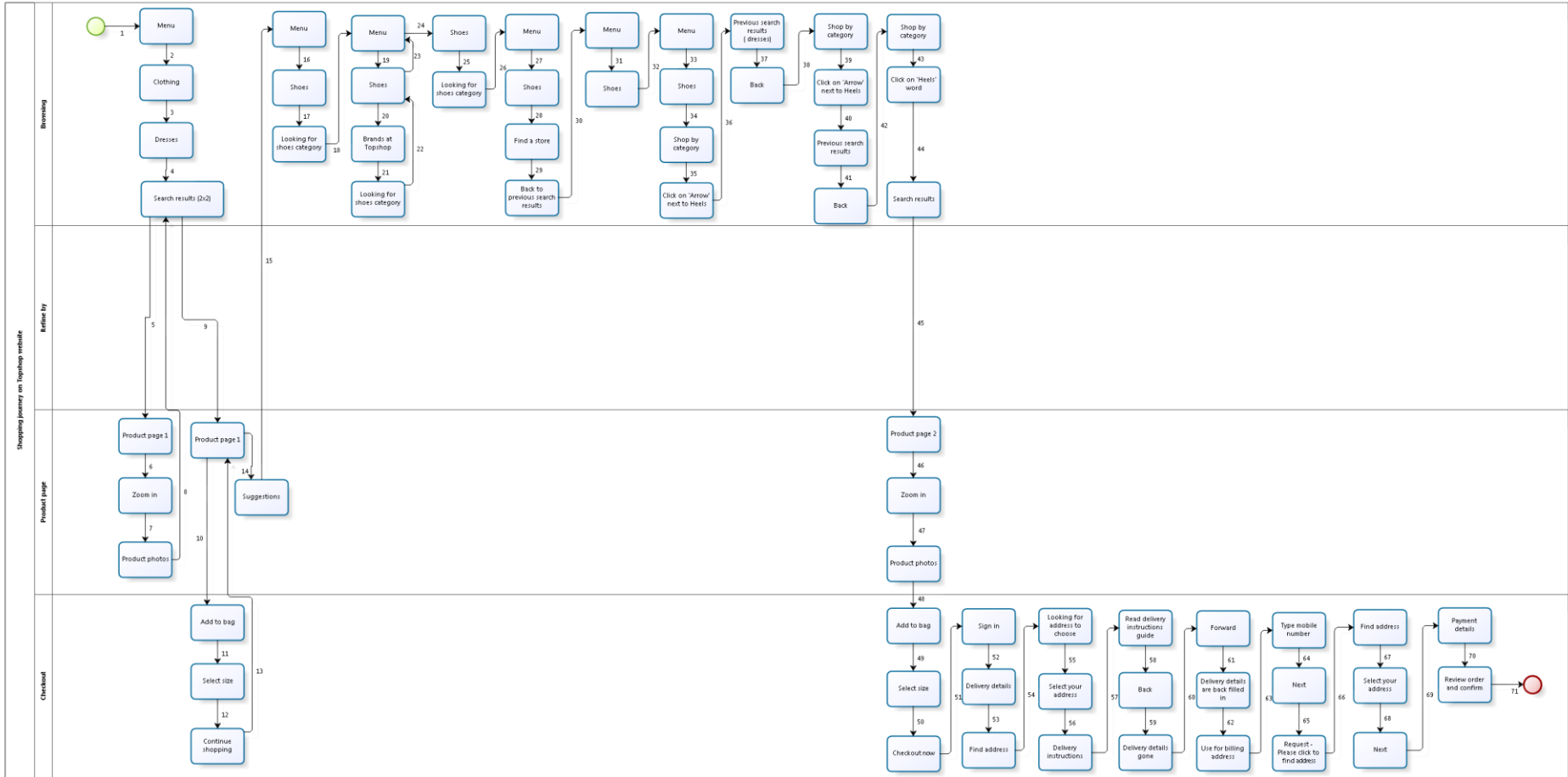
P6w



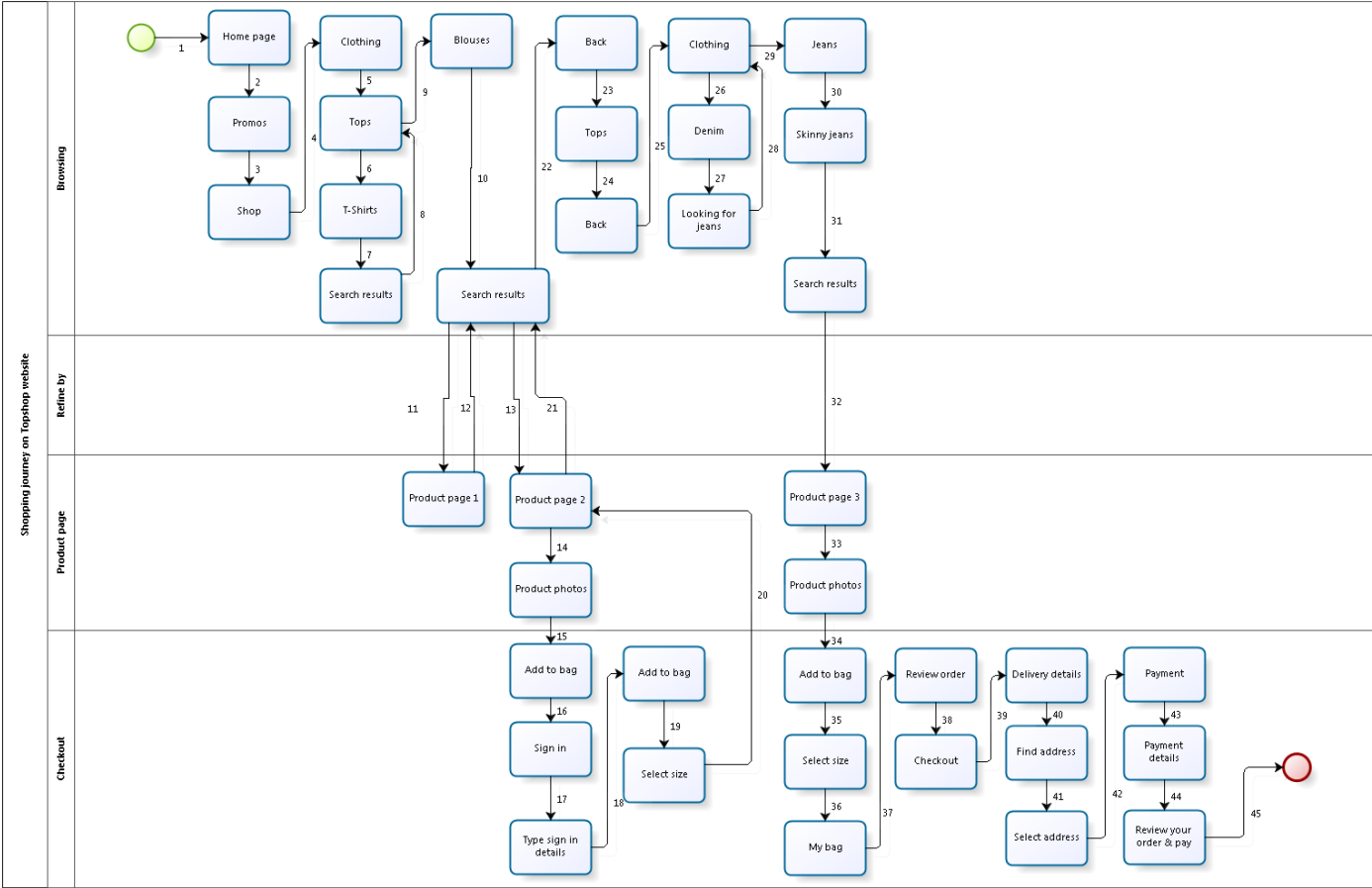
P7a

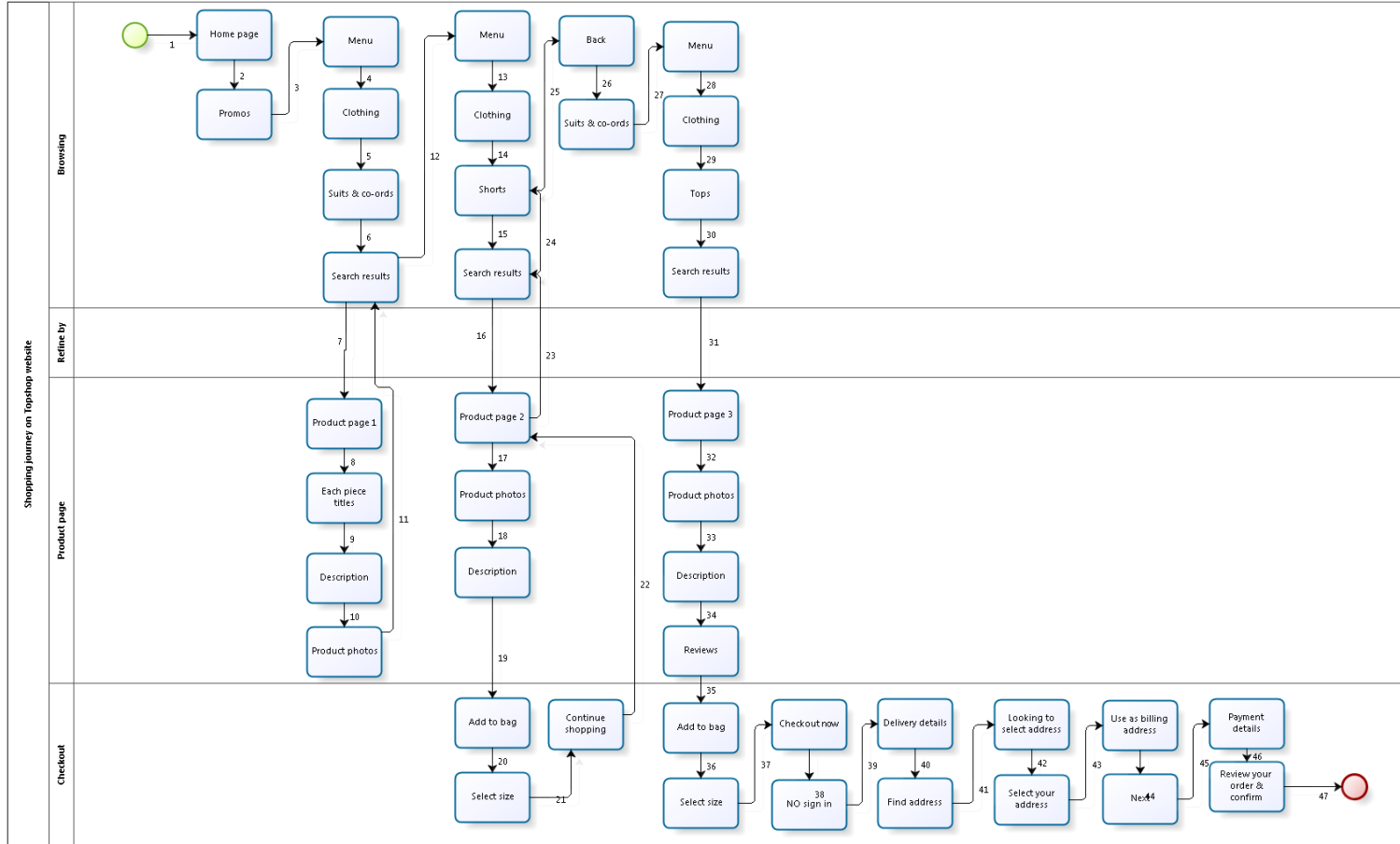


P7w



P9a





APPENDIX 6D – Observations during Eye Tracking Experiments on Smartphone

Participant 1

P1 Experiment 1 (mobile app)

P1 used iPhone 5S connected to MMU Wi-Fi. Firstly, P1 interacted with Topshop mobile app, then with Topshop website on Safari browser.

P1 was looking at promotions – banners on home page.

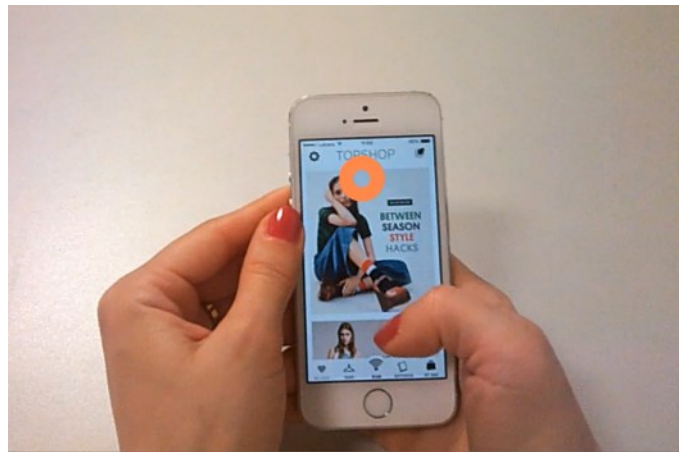


Figure 116: Home page on Topshop mobile app.

She operated the iPhone using two hands. Some search results were loading slowly.

Approx. after 2 min 30 s she wanted to add the first item to the basket. In order to achieve that she had to log in to the account. Recording of her eye gaze looked clear.

When in the basket view, after some time of further browsing, she tried to change the details of the item, such as size and then change the quantity of items. Unfortunately, she found it difficult.

After 5 min 21 s P1 decided to go to checkout with two items in the basket. Typing contact details was as usual. She used find address by postcode.

In approx. 7 min P1 completed all experiment, including browsing and purchasing.

During RTA1 P1 mentioned that she likes the idea of saving your account details for next time, she would normally do that to avoid re-typing all contact and payment details. P1 admitted

that she could not find checkout button, when she finished browsing and added all the items she wanted to purchase to the basket.

P1 Experiment 2 (mobile website)

P1 used iPhone 5S connected to MMU Wi-Fi to interact with Topshop website using Safari browser.

Home page on the same device, such as iPhone, but on different platform, such as mobile app and mobile optimized website, look different, and the content displayed is arranged differently.

P1 seems to know how to navigate easily on the website, using back button when needed.

During browsing stage website was not scrolling down easily, it got slow. P1 was breathing heavily while busy with the website. Her breathing indicated the level of frustration. The frustration seemed to increase when P1 clicked on product page to view the item, and clicked back button to return back to search results. The website kept returning P1 to the same items in search view, but not the search results where P1 stopped browsing.

After some time browsing P1 returned back to the Home page. P1 scanned all ads on the home page, and clicked on one of them. She looked at the products but there were only few products shown. P1 went back to ads again, but the page did not scroll easily.

Finally, P1 went to categories section, she read them, and chosen one. P1 was breathing heavily after the search results did not bring the desired items, she was, obviously, not happy. P1 was struggling, she could not to find what she was looking for.

After all attempts to find desired products via categories, P1 decided to use a search box. She finally has seen the products she was looking for. P1 wanted to scroll down faster, but the website was slow.

Approx. after 8 min 46 s P1 has added an item to the basket. She saved the password to the account on Safari.

At the checkout P1 used an autofill, whereby she typed a postcode in and the website would find the address. It was very slow. P1 was breathing heavily. The autofill did not bring any results, therefore, P1 had to type all address herself. She was not happy with that. P1 was breathing heavily. P1 has clicked on something, what she has no intention to click, this made

her breath heavily again. She deleted her details. P1 was having difficulty to put in her contact details. After that she managed to type in her bank card details, and transaction was finished.

During RTA2 P1 said that the website was slow, not updating quickly. P1 was looking for sales, but could not find anything. She was looking for anything that she would like to buy, therefore she was checking all products in the list. The website was slow.

P1 looked at home page, she checked ads. When P1 clicked on one of the ads, she discovered that the results are mixed up, and mixed products were displayed. P1 would prefer to use clear categories, which would make her buy quickly. She repeated that she doesn't like mixed products like this. Although, P1 liked the promotional section.

When P1 finally found where the categories are on the menu, she clicked on one of them. P1 was looking for shoes, but she could not find the kind of shoes she wanted. P1 was very angry to talk about it. She was not happy to have difficulties in finding what she needed.

P1 evaluated the website as confusing. According to P1 mobile app was quicker to browse, and was not frozen.

Participant 2

P2 Experiment 1

P2 used Samsung Galaxy S4 connected to MMU Wi-Fi. During the first experiment P2 interacted with Topshop mobile app.

P2 used the phone with two hands. She spent some time looking at promotional ads on the home page.

P2 added the first item to the basket after approx. 5 min of browsing. After that she checked the amount to be spent. As there were enough money left, P2 decided to look for shoes.

P2 was checking different shoes, but none of those products had the shoes in her size. This made P2 breath heavily.

As she was not able to find shoes in her size, P2 searched for a scarf. Approx. after 8 min 37 s she added a scarf to the basket. When in the product view P2 tried to zoom out the product.

At the checkout P2 discovered that there were other items in her basket, that she did not add in. Those were the items of the previous participants, which were added to the basket on

iPhone. This shows that using an account and adding products to the basket, give an opportunity to view those items on any other device when logged in to the account.

During RTA1 P2 was looking for categories, but ended up in a different category than wanted. She was looking for dresses, but there were no dresses. P2 was struggling to find dresses category. She looked at home page, and then realized it could be in categories at the top of the screen.

P2 was forced to look through all items, because she did not see any filtering or sorting options available.

In product view P2 liked photos of the item on model.

After adding one item to the basket P2 knew that has a limited amount of money left to spend. Therefore, she looked for the way to sort search results. P2 found an option to filter results by price.

When browsing P2 does not normally look at product reviews or ratings.

P2 decided to filter products by colour, what would help to find a matching item to the one already selected and in the basket. She wanted to view the item (dress) by using zoom out.

At the checkout stage P2 experienced going in circles several times before being able to complete the transaction. This was due to P2 trying to review what was in the basket, but she could not do it. It was taking her back to the beginning.

P2 Experiment 2

P2 accessed a website on Samsung Galaxy S4 connected to MMU Wi-Fi via Chrome browser.

This was the first time this type of smartphone was used during experiments.

P2 in approx. 1min 42s added one item into the basket. It was a skirt. Some pop up appeared on the screen.

The website was slow. P2 was looking for tops. After approx. 3min 42s she added a top to the basket. After that P2 has clicked on something, which took her back.

P2 has come across the same pop up several times, and this happened when P2 was browsing in the section of the website for Petite clothing. The website was suggesting to translate the page into English from French.

She went to the basket view and then to the checkout.

Around 4min 18 s time P2 logged in. The message appeared on a screen – ‘website not found’.

Finally P2 was able to log in, and saw items bought on the app in her basket.

The websites was slower than the app.

P2 has chosen to collect from store option. This option requires the user to choose the store where she would like to collect her order. At this stage the website became very slow. P2 was breathing heavily. She waited a bit and then said: “They will loose my business”. The website was still stow. P2 kept breathing heavily. After waiting for a while, P2 started clicking on the button repeatedly in a hope that the website would proceed the request. At this stage the participant seemed very frustrated. The website was frozen for some period of time. Exact time could be identified from the data files.

Finally the website loaded, but P2 was not able to type her contact details in, because the website requested her to choose the store for collecting her order again. At this stage P2 said: “Can I give up?”

P2 was encouraged to continue. She managed to complete the transaction.

During RTA2 P2 told about the frustration to use website compared to the mobile app. She was concerned about slow checkout process, and need to reset the website.

P2 knew where to find categories, she also liked the view of search results. According to P2 big picture on product pages is helpful. She prefers the view of the product on model. She talked about how the retailer has teamed up two garments in product photos.

At the checkout stage autofill of the address is good. The only thing that seems to be a bit odd, that when you find your address you have to click go button on keyboard, but not on the website.

Participant 3

P3 Experiment1

P3 used iPhone 5S connected to MMU Wi-Fi. Firstly P1 interacted with Topshop mobile app.

P3 started browsing and checking product pages. She has gone to categories. During browsing stage P3 used the smartphone with two hands, to be more accurate, she scrolled the results using her both thumbs.

After some time of browsing P3 decided to filter the search results by price. This was probably due to a limited budget available to spend for her shopping. She looked at the results, and kept browsing. Furthermore, P3 refined the search results once more, and this time by colour and size.

After adding a product to her basket, she discovered that the total amount of money is too high than allowed. This made her delete one item from the basket.

P3 started looking for a necklace. Unfortunately, the page did not load. P3 has gone back. She was waiting while the page was loading, at the same time P3 started doing distinct hand gestures, such as the right hand moved to the right in repeated manner. This showed that the participant did not seem pleased.

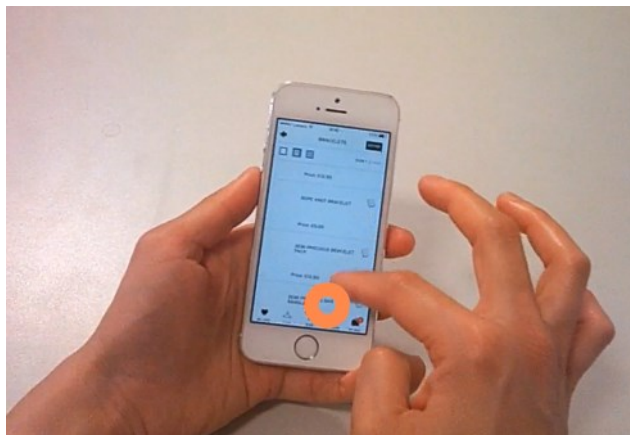


Figure 117: Page not loading on Topshop mobile app.

The page was not loading, the hand gestures repeated again. Finally, P3 decided to look at suggestions.

Approx. after 12min 11s P3 proceeded to the checkout.

During RTA1 P3 complained about the pages not loading during the process.

P3 marked what she liked, by adding those items to her bag, so that she would be able to review them later.

During the browsing stage P3 sorted the search results by 'low-to-high' process, but could not find anything she would like.

On the product page P3 wanted to see the product in more detail, therefore, she tried to zoom in, but she couldn't.

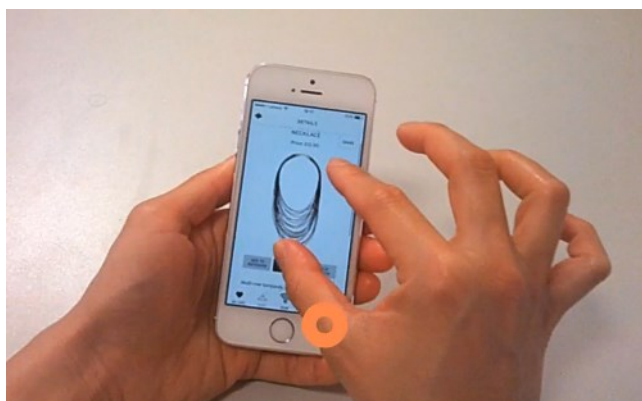


Figure 118: Zoom in is not available on Topshop mobile app.

P3 Experiment2

P3 used iPhone 5S connected to MMU Wi-Fi to interact with Topshop website using Chrome browser.

P3 started browsing by looking at ads on home page.

When clicked on one of the product pages P3 discovered that product photos are huge. P3 tried to swipe through other photos of the product, but this action did not always work. However, the double-click on the product photo worked well. P3 tried it after she was not able to see other photos of the product.

In search results the products came up mixed up. P3 tried to filter, but not always it was bringing what she wanted.

At the checkout P3 removed one item from her basket. During the checkout process P3 had to fill in her contact details twice. She said: "Oh, no!" Unfortunately, P3 had to re-fill in all the information again. The reason for this could be described in more detail after analysing the data file.

P3 has spent approx. 11min 45s for browsing and purchasing.

During RTA2 P3 admitted that pictures are bigger and clearer on the website. She discovered that designer range of products is too expensive. P3 liked other views of the product. She also mentioned the usability of the website.

The problem that occurred was after viewing a product page, when P3 wanted to return back to search results, but was returned back to the landing page, and not to the previous page. There were also pop-ups appearing on the screen, and P3 was not sure what those were for.

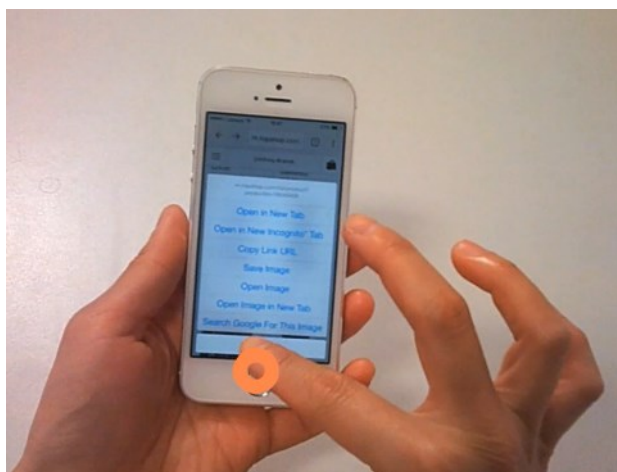


Figure 119: Pop up on Topshop website on Chrome.

P3 was looking for a long black dress which would be within the budget and size of the participant. Therefore, P3 used refine option on the website. And again, when after viewing one of the products P3 wanted to go back to search results, the website took her to all dresses section, but not to refined results as performed by P3 earlier. P3 had to refine the search results again in order to see what she need but not all.

P3 said that other customers' ratings are important, especially 4-5 or 5 out of 5. You cannot see or feel the product, therefore, she looks what others say about that product. She also checks rating on blogs, or cross reference ratings from somewhere else.

P3 admits that she was frustrated when she needed to type her details twice. Although, address finder is a good thing, which would make things quicker.

Participant 4

P4 Experiment 1

P4 used iPhone 5S connected to MMU Wi-Fi. Firstly P1 interacted with Topshop mobile app.

P4 was browsing using categories mainly. She focused on green dress, read product description. P4 looked at suggestions at the bottom of the page too. Then gone back to the product and added it to the bag after approx. 5min 49 s.

When looking for shoes, P4 looked at photos of the product on model in the search results. She looked through all results in category.

At the product page 2 P4 looked at suggestions again. Then decided that product 1 and product 2 would cost more than the budget she has. This made her refine the search results. P4 sorted all products by price low-to-high, because she was trying to find a cheaper item.

Approx. after 12min 27 s P4 went to checkout. It took approx. 14min 42s to complete the shopping journey.

During RTA1 P4 has chosen to go to categories, and first of all she looked at New in section, particularly new in this week. There were many different items shown.

P4 liked seeing products on model, this helps to know the length of the garment. She was looking for summer dresses. When in a product page P4 looked at suggestions. She thinks that showing suggestions is a good thing, but she did not see anything good for herself. P4 thinks that there should be more done about preparing suggestions based on what consumer was looking at.

One of the things P4 liked on the product page was the ability to see the items you viewed recently. This allowed her to go back to any of those items easily.

P4 liked the categories, which were clear. However, the search results in the category of shoes presented products on model, which was difficult to see the product directly from the search results. P4 had to click on each product in order to see it in more details.

On product pages P4 needs to see the information about material, this especially important when buying shoes and dresses.

P4 sorted the search results by price, but couldn't see any that would attract her attention. Further browsing through many products, P4 changed the view of search results, she has chosen item view, instead of on model view. This allowed to see product better without a need to click on each product.

On product page – Shoe product – P4 has looked at suggestions at the bottom of the page. However, among suggestions of other shoes related to the product viewed by P4, there was a skirt, which P4 found a bit odd.

P4 saves her details on account of those retailers she likes shopping, and she would need to type in only expiry date and security code of her bank card to complete the transaction.

P4 Experiment 2

P4 used iPhone 5S connected to MMU Wi-Fi to interact with Topshop website using Safari browser.

P4 has gone to categories first of all. She was looking for dresses. The search results were displayed 2x2, this means that two products were displayed per row and two per column.

When P4 went to one of the product pages, she tried to look at different product's photos, but this action was a bit tricky. Product photos on the website are big as the screen, and these need to be flipped to the left in order to see other product's views. P4 was experiencing some difficulties to flip pictures to the left.

Again, P4 looked at product description, checked suggestions.

When P4 added a product to the basket, the website did not request her to log in to her account. This was different from the mobile app which she accessed earlier.

Next, P4 looked for shoes. She used one hand to browse and hold the smartphone.

P4 seemed to focus on reviews, reading them.

The search results for shoes on the website are presented as product view, not on the model as on the mobile app.

P4 added shoes to the basket and clicked to go the checkout. Again, items from previous shopping experience appeared to be in basket. Although, before each new experiment, even with the same participant, the moderator deleted all products from the basket and logged out from the account. Why the products re-appear in the basket?

P4 used auto-fill in address section by postcode. It took some time to load the payment page.

During RTA2 P4 commented on the fact than in categories she chose dresses, and the search results showed all the dresses mixed up. She did not have an option to choose the type of dress she wanted. P4 was surprised that the website did not have separate dresses sub-category. Moreover, P4 did not see any refine option either. In addition, the website was slow.

As noticed during the observation of the experiment, P4 was having a difficulty to view other pictures of the product on product pages. P4 liked that the product was shown on model, but was not impressed with issues to see other pictures. On product page P4 read description, looked at suggestions, but did not like any of the suggested items.

P4 confirmed that she did not need to log in in order to add the product to the basket.

When P4 looked for shoes, she went to categories, but did not see any specific category for shoes, like flats or heels. There was no sub-category for shoe types on the website. P4 was not able to see a refine option either. However, the refine button was at the top of the page with search results, but consumer is not able to see it if she scrolls down to see other search results. It is possible to refine only when the user is at the top of search results' page. P4 expected to see the refine button somewhere in the middle of the top banner, it would be in between of menu and basket buttons. She even tried to click in the middle to see if she could find the refine button there.

Other customers reviews seem to be important for P4. She would look for another product, if the product viewed would have negative reviews.

P4 tried to filter results by colour and heel height, such as brown and small heel. However, the filtering did not bring any results. She paid attention to pictures and price mainly, not much on the title of the product while browsing. Whereby on product page P4 looked at reviews and pictures to make a decision to purchase the item.

The website was slow in loading at the checkout and there were items from her previous visit, which she did not expect to see there.

Positive aspects of the mobile app:

- Defined categories;
- Quicker loading;
- Product photos on model;
- Can change the view in search results;
- Product pages are good;

- Suggested items and previously viewed items are displayed at the bottom of the product page.

Negative aspect of the website:

- Slow;
- No filters or refine options on search results pages;
- Busy product pages.

Participant 5

P5 Experiment 1

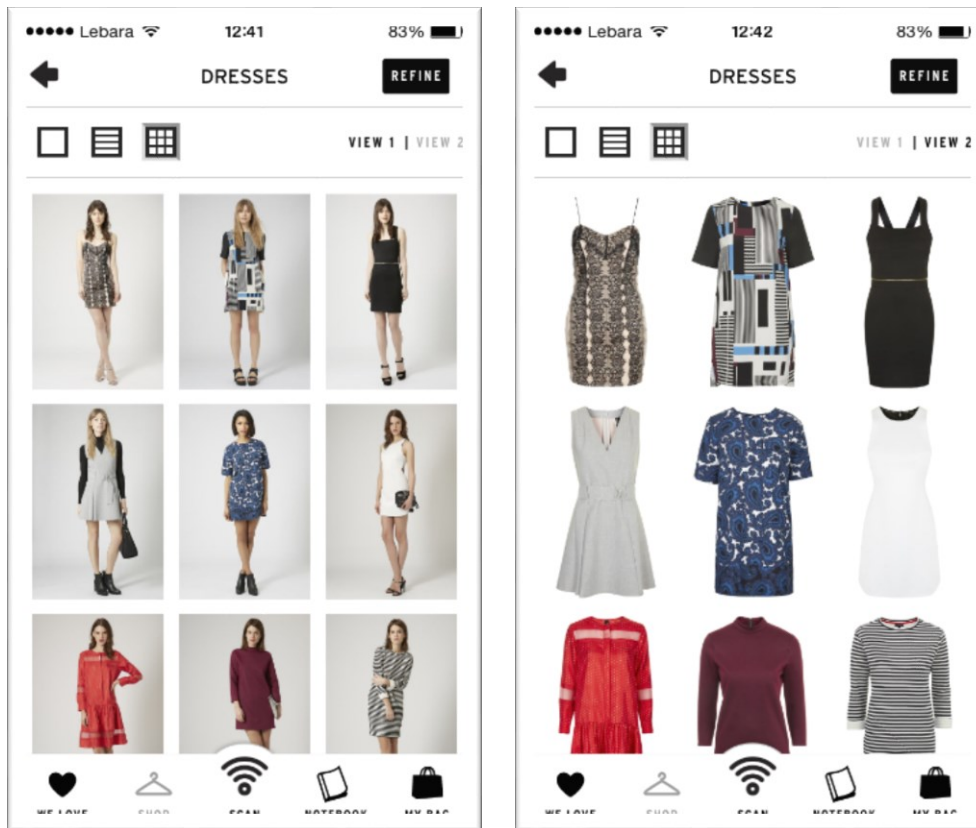
P5 used iPhone 5S connected to MMU Wi-Fi. Firstly P5 interacted with Topshop mobile app.

P5 came to the lab wearing a heavy makeup, and this might affect the quality of the tracking. However, the shopping process and experience will be captured by video camera on eye tracking glasses, and even if there would be disruption in the tracking, it would not affect the data analysis.

P5 looked at the sale section firstly, then she searched through the results, looking at products, reading product reviews and looking at suggestions at the bottom of the page.

The video recording seemed a bit blurry during the experiment. This might be the result of the shaky hands of the participant.

P5 looked at the search results in grid view, where only photos of the products could be seen. The website has two options in grid display, one view is on model, and another – just product photo.



In approx. 5 min P5 added one product to the basket. After some browsing P5 has added two items to the basket. P5 checked the products she placed in the basket, and then decided to look for shoes.

In product pages P5 was reading reviews of most of the items she checked.

P5 added another item to the basket after approx. 10min 32s of shopping.

P5 tracking was slightly higher than she was looking. This could be amended after the experiment.

After some time browsing and searching for shoes, P5 said; “No shoes in my sale in my size.” P5 was struggling to find the right size of the shoes she liked. She kept browsing through all products in search results without refining the search.

Seeing 1 star review made her go back to search results to look for something else.

On each product page P5 has visited, she checked all reviews of that product. After fruitless searching P5 decided to find the product she liked before. She added another product to the basket.

P5 clicked on the basket icon as she wanted to review the content of the basket. She had three items in the bag, and P5 need to delete one. P5 was struggling at first to find the button to delete one product. After some trouble, she managed to find the way to remove a product from the basket.

P5 completed the transaction at approx. 25 min 21s.

During RTA1 P5 was looking for information about the material the product. When reading reviews P5 was mainly focused to learn about size and fit of the product.

P5 likes to look at suggestion, but she thinks that none of the products shown in suggestions was related to what she was looking at.

P5 likes browsing, when there are many products displayed on a screen, therefore she chooses grid view. However, in grid view there is no information about price, reviews or ratings, and no pictures on model. In order to achieve one benefit P5 had to accept the lack of the other one.

Going to product pages fulfilled the need for detailed information. At product pages P5 read product description and reviews.

P5 likes to pick in store, so she checked if the item is available. In order to do this P5 gets in touch with the store to check if they have that product in her size.

P5 has noticed that in sale section there were no sub-categories for heels, flats etc., whereby in in normal full priced section, there were all categories available to choose from.

P5 admitted that she struggled to remove one item from her bag. She is used to swipe the item to the left, which would act as deleting that product, P5 has experience of using this way of managing her shopping basket. However, Topshop mobile app has a different option for this purpose, and it is edit button. P5 has called it 'tiny edit button'.

P5 is used to save her contact and payment details on the account of retailers she shops often, and she needs to type in only a security number at the checkout.

P5 liked that the mobile app had three options to view search results, such as single, list and grid.

During the browsing stage P5 has experienced some difficulties finding the product in her size. She would like to see refine option more obvious in main menu.

P5 Experiment 2

P5 used iPhone 5S connected to MMU Wi-Fi to interact with Topshop website using Safari browser.

This time P5 has decided to refine products in the first instance.

During the experiment 2 P5 was not tracking properly.

P5 seemed to have more experience using website on Safari browser than the mobile app. She knew where to find refine option on the website right from the beginning.

Although, P5 did not have difficulties to find refine option, she had to go through 3 clicks in order to see refined search results.

At product page P5 was able to easily swipe between different photos of the product.

In search results the website displayed 2x3 products per screen, which is 2 in a row and 3 in a column.

P5 started the checkout process approx. at 11min 16s.

During RTA2 P5 said that she refined products by rating.

When on product pages P5 did not need to look at description.

Although, P5 would prefer to see 3 products in a row. In 2x2 view she was able to see more details, but less product per screen.

P5 thinks that it is easier to find what you are looking for when you refine search results.

In product pages P5 likes to see model's height details. This helps to know how the garment will look on consumer. P5 could relate to the model if the model is similar height.

P5 did not want to see suggestions of products which other people have bought.

The website asked to log in to the account in order to add a product to the account this time.

Website was loading slowly at the checkout, and even crashed at the end. P5 was annoyed with this. P5 also had an issue to find an address from auto fill option.

Product pictures on the product pages are big on all screen of the smartphone.

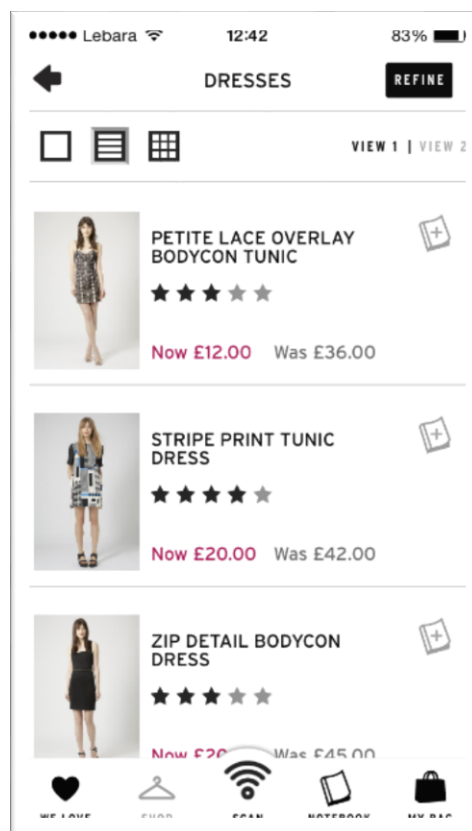
In search results P5 would prefer to use 3x2 view opposed to 2x2 view.

Participant 6

P6 Experiment1

P6 used iPhone 5S connected to MMU Wi-Fi. Firstly P6 interacted with Topshop mobile app.

P6 right from the beginning of the experiment knew where to find what she was looking for. She went to shop section of the mobile app, and to categories. P6 was browsing through all results which were displayed in list view.



During browsing stage P6 scanned each product photo and read the title of the product of those items which could possibly attract her attention.

On product page P6 looked through all photos of the product, checked what is in suggestions part of the page, and read product's description. Then P6 looked at the photos again, and decided to add this product into the basket.

In order to add an item to the basket P6 had to log in into the account.

After adding one product to the bag, P6 returned to previous search results and kept browsing. P6 tried a different category, but did not see many results shown. Therefore, she has gone to another category of dresses. After some period of browsing with viewing several product pages, P6 seems to have found the product that she liked. P6 added another product into the basket.

As P6 remember that she has added two products into the basket already, she reviewed the content of the bag. P6 seems to be familiar with the app, she quickly found the button to remove one item from her bag. P6 clicked on edit button, then delete one item, and amended the basket.

P6 returned to the shop section to continue browsing. She went to categories, and looked for bags. After that P6 searched for shoes. The search results for shoes were shown on model. After a quick scan through the search results, p6 decided to refine search results. As the remaining amount of money after adding a dress to the basket is limited, P6 seemed to be very focused. She refined the results by price. This amendments shortened the time required to find the needed product. P6 quickly checked all the products shown in refined results, and clicked on one of the products.

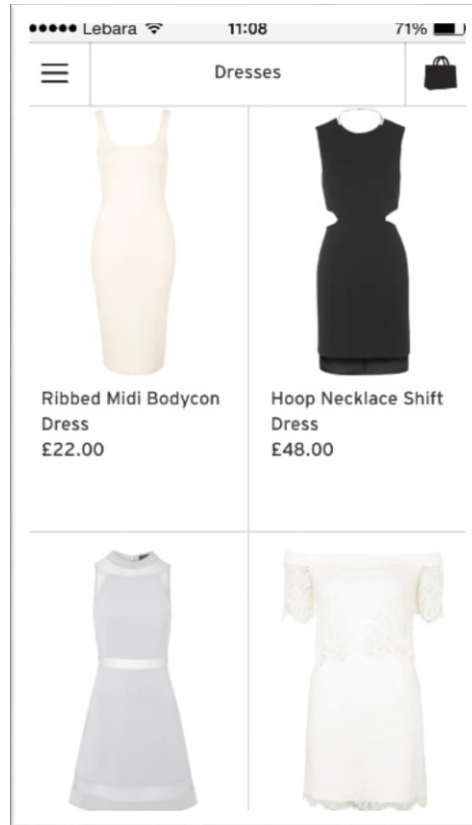
On the product page P6 looked at product photos, and made a decision to buy. P6 added this product to the basket.

P6 clicked on the basket icon to review the products in the basket. Then P6 has gone to the checkout. This took place approx. after 7min 47s of browsing. P6 typed all details in.

P6 Experiment2

P6 used iPhone 5S connected to MMU Wi-Fi to interact with Topshop website using Chrome browser.

P6 looked at the ads on the home page first, but did not click on any. Then P6 wanted to go to the menu, but could not click the button for menu. It refused to proceed the request. P6 refreshed the webpage, and then managed to click on the menu button. P6 went to categories and chosen dresses section. The search results showed all dresses in the category displayed 2x2.



Although, the pictures seemed to be clear, but scrolling down was not very smooth. When scrolling down the page was loading, and this resulted in new search results appearing on the screen with a jump up, and then whitening the screen while loading, until displaying the new search results. P6 did not breath heavily or use any hand gesture, but she seemed to express her concern by moving all her body, like stretching. This movement was observed several times during the experiment.

On product page P6 swiped through the photos of the product. This action seemed not loading well. First, P6 had a difficulty to swipe to another pictures, and furthermore, when she finally swiped to the left, the picture was not loading. While waiting for picture to load P6 looked at the description of the product, then going back to the picture, which has not loaded.

When browsing P6 has clicked on a product which she did not want to click on, and this happened because the search results did not scroll easily and smoothly. Sometimes P6 tried to go back to check the product she has seen earlier, but the website does not go back easily and kept freezing.

P6 went to categories and chosen the same category again. This time she did it because she wanted to refine the search results. Normally all dresses are displayed in the category of

dresses on the website. Only by going to refine option P6 was able to find a sub-category she was interested in.

On another product page P6 was trying to minimize the picture of the product, because it occupied whole screen. Although, it seems an easy thing to do to view all the photos of the product, but P6 was having a bit of difficulty to swipe between the photos. Normally this action is performed by swiping from the right to the left. Anyway, this time P6 managed to view all the photos of the product quicker than during the first time. Approx. after 4 min 40s P6 decided to add this product into the basket.

After adding an item to the basket P6 went to categories and looked for bags. P6 had a quick scan of results shown, and clicked on refine option, to refine by price. P6 wanted to see all items in bags section under £10.00. As results came up, there were only purses displayed.

P6 clicked on one of the products in refined search results, which took her to product page. The purse on photo was small, and P6 has double-clicked on the picture for larger view. After viewing this item close up, P6 wanted to check other photos, but she was not able to swipe through them. After several attempts to swipe to other photos fruitlessly, P6 checked the product description, and clicked back button on the website.

By going back P6 was taken to main search results instead of to refined search results as per previous page. P6 had to perform a refine option again.

P6 viewed another product in that section, but by going back she was taken to main search results again. P6 refined the results by price as previously. P6 has gone back to view the product she checked recently. Although, there were only 8 or 10 products in the refined search results, the page was not loading quickly.

P6 has added another product to the basket after approx. 7min 43s.

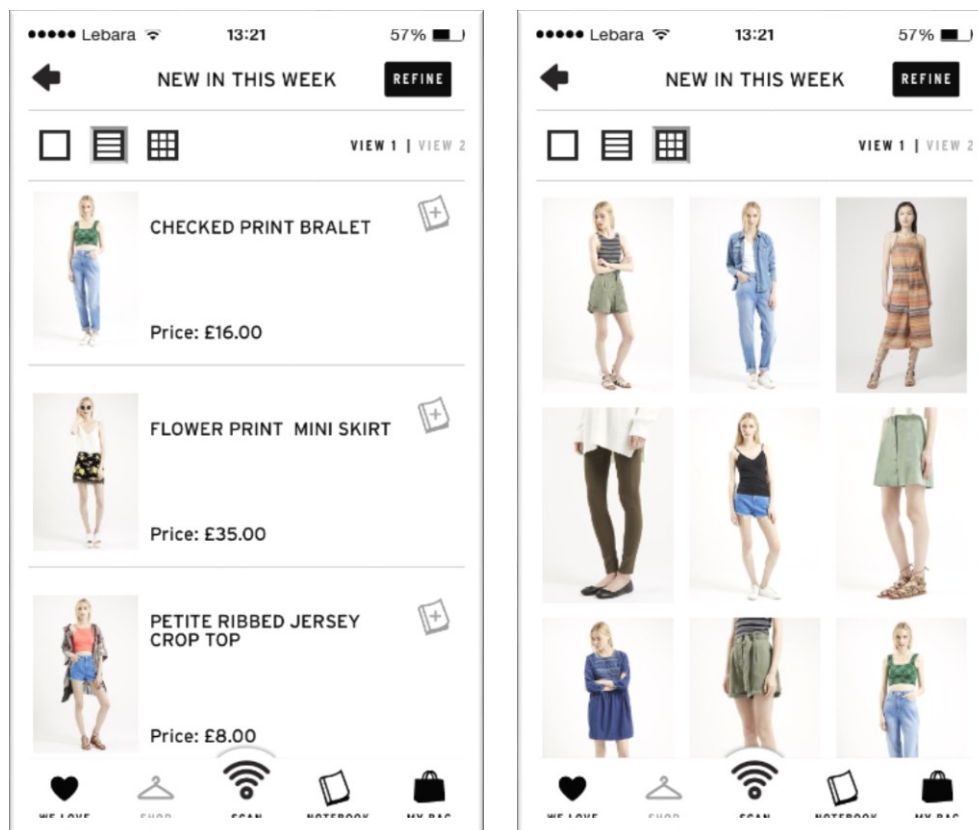
After adding the second product to the basket P6 proceeded to the checkout. She reviewed the content of her basket, and clicked to proceed. At the checkout stage when filling in her personal details P6 used auto fill option, which is available on Chrome. By typing only the first two letter of the name, auto fill will provide with options to choose from. After typing the name she was waiting for something. Then P6 checked what other fields need filling in. Then P6 typed address in, and clicked proceed. This took her back to the same page, where she was required to type bank payment details.

Participant 7

P7 Experiment 1

P7 used iPhone 5S connected to MMU Wi-Fi. Firstly P7 interacted with Topshop mobile app.

P7 said that she has never used this app before. She started by browsing by looking through the ads on the home page, and clicking on New In this week section on home page. The search results are normally displayed in list view, P7 viewed some of the results in this view format. However, P7 changed the view of the results within a couple of seconds from the start into grid view.



However, after a short period of time browsing in grid view P7 has clicked on single product view option. Thereafter, P7 quickly looked at the first few products and clicked on one of the products.

On product page P7 looked on one of the photos displayed on the page, but she did not check any other photos of the product. P7 only looked at product description, and decided to add this product to basket. In order to add the product to the basket P7 logged into the account. When P7 logged in and chosen the size she needed, she scrolled down the product page, and

viewed suggestions and recently viewed items, which were displayed at the bottom of the product page. P7 saw the shoes which previous participant had viewed and clicked on the product to see more details.

On product page P7 only looked on the photo of the product which is shown by default. She quickly decided to choose the size and add the item to the basket.

P7 clicked on the basket icon and reviewed the content of the basket. P7 proceeded to the checkout after approx. 3 min 18s.

In total it took approx. 5 min 39 s to complete the transaction.

During RTA1 P7 browsed through all products by viewing only photos in grid view. P7 likes when website or app helps to match items.

However, P7 prefers to use laptop or iPad because she has long nails and it is easier to navigate on bigger device.

On product page 1 P7 noticed that the garment had a low neckline, and she wanted to see more photos of the product. However, P7 did not know how to do it, she only viewed the first photo of the product.

According to P7 confirmation email is important when placing an order.

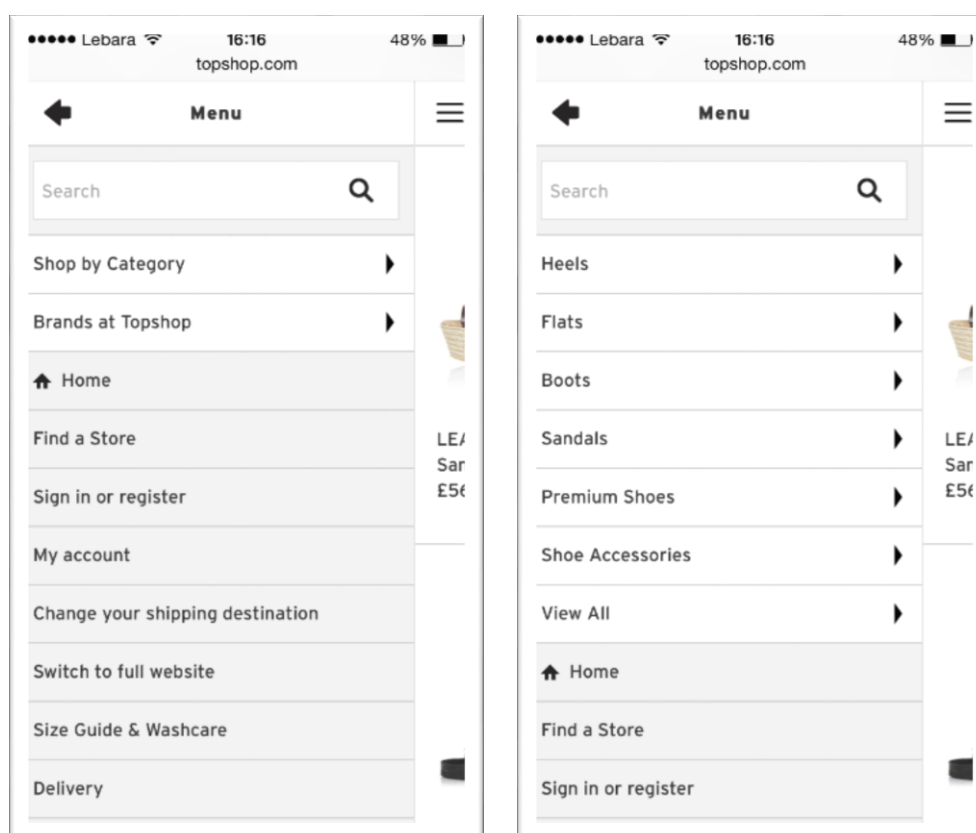
P7 Experiment 2

P7 used iPhone 5S connected to MMU Wi-Fi to interact with Topshop website using Safari browser.

P7 went straight to categories by clicking menu button. She was looking at dresses. P7 was browsing on the website and looking at the search results displayed 2x2.

P7 visited a product page, and she swiped through photos. Then when trying to swipe back to the initial photo of the product as default on the website, she swiped back, and this took her to the search results. Therefore, P7 clicked on the same product page again. She has chosen the size of the product and added it to the basket without looking for any other information. After that P7 looked at the other information available on product page by scrolling down. While looking at the product P7 was talking to herself, excited about finding a nice dress.

From product page P7 opened categories, but she could not see what she was looking for. P7 was trying to find shoes. P7 was talking to herself while trying to find the right category: “Why I cannot find it?” While looking at different categories, P7 has gone back to the product page she has visited previously by swiping to the left. P7 said: “Why I am not able to just...?” P7 seemed a bit puzzled as she kept talking to herself. P7 navigated back to search results for dresses that she has visited previously. It is obvious that P7 struggled to find something specific on the website. Actually, on the website under category shoes, there are two sub-categories, such as Shop by Category and Brands at Topshop. Only by clicking on Shop by Category, it is possible to see different types of shoes, which could be chosen to view.



Initially P7 asked: “Sofy, why I am not able to find shoes?” Those two sub-categories seem to be not very obvious for P7, because she struggled to see them, even that she looked at that area of the website or nearby. Approx. after 3 min 29s P7 managed to find the sub-categories of the shoes.

Although, P7 clicked on Heels sub-category, there were flats shown in search results too. After some browsing in this category P7 has noticed an item which captured her attention.

P7 went to the product page, double-clicked on the photo to see in more details the picture, then checked one more product's photo, and straight forward has decided to add this item to her basket.

Approx. after 4 min 47s P7 has decided to go to the checkout. This is approximately in the middle of the whole experiment.

Website seemed a bit slower than the mobile app. P7 typed some details in but then had to repeat this action. P7 was surprised: "What's wrong?" P7 used auto find address, but the website was not loading. P7 said: "It's very slow." While still at the checkout on the website P7 said: "I think it is slower if you compare my previous..." In total P7 managed to complete the transaction within 9 min 35s.

During RTA2 P7 said that she needs structure, such as categories shown from the menu. Also she would prefer models to show clothing in search results and on product pages.

The website allowed to continue shopping when you added the item to the basket, there was no need to log in.

P7 was surprised that there was no classification of shoes on the website, because she really struggled to find the category for shoes. When P7 was trying to find shoes she has clicked on something which asked her to select a store. P7 would prefer to be able to refine the search results by category and by colour.

On product page 2 P 7 liked that zoom in option was available, which allowed to view the product in greater detail.

Evaluating overall experience on the website compared to the app, P7 noticed that website was much slower.

However, P7 liked that the website remembered her email and password to log in to her account. Normally, P7 would save her details on her account for future shopping.

P7 spent more time at the checkout because she was checking 'Where should they leave my goods?' section. She wanted to leave a message for delivery instructions. Therefore, P7 read the guide about delivery options.

Although, P7 has already typed all her details in, by she had to re-type her address again in the billing address section.

When asked to compare her experience of using an app and the website, P7 said it is better to use an app. Website was good, because it had more information, looked better, had more options, but it was slow and displayed too much information on a small screen.

The app was quicker, but had less options available.

According to P7 the following options would be helpful on the website or mobile app: structure, zoom in, products on models, and goods view in 3D. P7 would like to be able to save log I details for future use, and choose what you want to buy later on website.

Participant 9

P9 Experiment 1

P9 used iPhone 5S connected to MMU Wi-Fi. Firstly, P9 interacted with Topshop mobile app.

P9 started browsing by going to categories. She was looking at search results in list view. After approx.. 1min 50 s P9 added the first item to the basket. The app requested her to log in to her account before adding anything.

After adding one product in to the basket, P9 went back to categories, this time she has chosen to search for trousers.

On product page 2 P9 viewed all product's photos. There was a question if P9 needs product description when deciding what to buy. This question will be addressed during RTA stage. Approx. after 4min P9 had two products in her basket.

P9 proceeded to the checkout approx. after 4min 40 s since the start. P9 used auto fill for address section.

During RTA1 P9 said that she looked at the home page for any promotional links. If she would have seen something which is what she would be interested to wear, she would click on that link. As P9 did not see any promos, she went to categories to look for tops.

On product pages P9 looks at pictures firstly, then at the price, and then at any other information available. One of the most important pieces of information is the ability to see the size of the model on the photo. This helps to relate to own size and imagine how this product would look on the participant.

When looking for the product 2 P9 was looking for jeans. She when to denim section first, but the content of it was not what she was expecting. Therefore, P9 went to jeans section, and clicked on skinny jeans. While on product pages P9 would like to be able to see close up view of the product, which would show some details of the garment, such as pocket, or stitching.

When browsing P9 admitted that she has never tried a different view of the search results. P9 would prefer to be able to see products on bigger pictures and have colour options available to pick.

At the checkout P9 noticed that all fields which were needed to fill in were on the same page, which was easy to scroll down.

Normally when shopping online P9 saves her details on the account, and she wold need to type in only a security code and expiry date.

P9 likes using UniDays app, where she can get discount codes for her favourite retailers online.

P9 Experiment 2

P9 used iPhone 5S connected to MMU Wi-Fi to interact with Topshop website using Safari browser.

P9 started browsing by looking at home page ads. Then P9 went to categories. The search results on website come in 2x2 view. Pictures displayed show products on models. P9 wished she would be able to see a different view of search results on a screen, but she did not see where to change it. She even asked the moderator if this option is available at all on this website.

On product page 1 P9 looked at photos, then scrolled down to see description. P9 thought that the product page was confusing. She was trying to swipe the photos to see more views of the product, but any time swiping would result in showing exactly the same picture. P9 focused on reviews tab, but there were no reviews for that item displayed.

On product page 2 P9 viewed all photos of the product, then checked all other information available. After that she added the item to her basket. The website did not require her to log in to her account in order to add an item into the basket.

P9 was able to easily swipe through all photos of the product on the product pages. P9 has checked the following on each product page: photos, description, size of the model, reviews, then photo again, and add to basket.

Approx. after 5min 07s P9 proceeded to the checkout. P9 used auto fill option of the address on the website. However, when she typed in the postcode, and clicked to find the address, P9 seemed a bit lost, looking around, trying to find what to click next.

P9 used both thumbs to type numeric information, such as phone numbers, on her mobile.

The total time spent on the website was approx. 7min 50 s.

During RTA2 P9 said that she found the checkout stage confusing. She typed her mobile number in twice. It was slow.

P9 liked the layout of the website, the pictures were better than on the app. However, P9 did not like the payment stage on the website, and product view.

P9 thought that the app is easier to use, quicker, and it is quick to load. Product pictures were good too.

P9 has noticed that there are more products available on the website than on the mobile app.

P9 would use PayPal for any online payment if it would be available. However, P9 admits that PayPal is not without problems either.

APPENDIX 6E – Numbers of Steps and Durations at Various Stages of the Shopping Journey: Mobile App and Website

Number of steps at various stages of the shopping journey on Topshop mobile app

Participant	Number of steps - Browsing	Number of steps - checkout	Number of steps to pay and confirm the order	Total number of steps	Number of products viewed	Number of products added to the basket
P1	28	17	9(17)	45	5	2
P2	74	31	26(31)	105	10	2
P3	135	25	7(25)	160	28	4
P4	98	27	10(27)	125	15	4
P5	174	65	28(65)	239	24	3
P6	68	19	8(19)	87	11	3
P7	58	13	7(13)	71	2	2
P9	30	17	10(17)	47	3	2
Average	83	27	13(27)	110	12	3

Number of steps at various stages of the shopping journey on Topshop website

Participant	Number of steps - Browsing	Number of steps - checkout	Number of steps to pay and confirm the order	Total number of steps	Number of products viewed	Number of products added to the basket
P1	46	21	18(21)	67	3	1
P2	25	34	30(34)	59	3	2
P3	84	23	20(23)	107	5	2
P4	41	16	11(16)	57	5	2
P5	75	15	10(15)	90	4	2
P6	55	13	9(13)	68	5	1
P7	4	27	22(27)	31	2	2
P9	29	16	11(16)	45	3	2
Average	45	21	16(21)	66	4	2

Durations at Various Stages of the Shopping Journey on the Mobile App.

Participant	Home page, s	Browsing, min	Product pages, min	Checkout, min	Total time of the experiment, min	Average time spent viewing one product page, s
1 app	26.3	1.03	0.5	4.4	6	5.3
2 app	24.2	5.6	2.2	6.5	15	12.4
3 app	5.4	7.3	2.2	3.9	14	4.6
4 app	12.9	7.1	3.8	3.9	15	12.6
5 app	3.2	9.9	9.0	5.8	25	21.6
6 app	5.7	4.8	1.5	3.2	10	8.3
7 app	12.3	0.6	0.4	4.2	5	11.0
9 app	14.5	1.6	0.5	3.8	6	9.5
Average	13.1	4.7	2.5	4.5	12	10.7

Durations at Various Stages of the Shopping Journey on the Website.

Participant	Home page, s	Browsing, min	Product pages, min	Checkout, min	Total time of the experiment, min	Average time spent viewing one product page, s
1 web	255.5	4.6	0.2	5.3	14	4.1
2 web	0.4	1.4	1.9	6.8	10	28.7
3 web	18.3	4.8	1.0	5.3	11	12.0
4 web	6.9	4.5	2.7	3.6	11	32.1
5 web	4.7	7.8	2.0	4.2	14	29.8
6 web	6.5	5.3	2.0	3.6	11	19.8
7 web	4.3	3.1	0.9	5.1	9	27.5
9 web	17.1	2.9	1.4	3.0	8	28.2
Average	39.2	4.3	1.5	4.6	11	22.8

Percentage of time spent at various stages of the shopping journey on the Topshop mobile app.

Participant	Home page, %	Browsing, %	Product pages, %	Checkout, %	Total, %
1 app	6.8	16.1	8.2	68.9	100
2 app	2.7	38.1	15.5	43.7	100
3 app	0.7	54.3	16.3	28.7	100
4 app	1.4	47.4	25.3	25.9	100
5 app	0.2	39.9	36.4	23.5	100
6 app	1.0	50.0	15.8	33.2	100
7 app	3.8	10.6	6.8	78.8	100
9 app	4.0	26.8	7.7	61.5	100
Average	2.5	35.4	16.5	45.5	100

Percentage of time at various stages of the shopping journey on the Topshop website on smartphone.

Participant	Home page, %	Browsing, %	Product pages, %	Checkout, %	Total, %
1 web	29.7	32.2	1.4	36.7	100
2 web	0.1	13.5	19.0	67.4	100
3 web	2.7	42.1	8.7	46.5	100
4 web	1.1	41.0	24.5	33.4	100
5 web	0.6	55.5	14.0	29.9	100
6 web	1.0	48.3	17.9	32.8	100
7 web	0.8	33.4	10.0	55.8	100
9 web	3.8	38.1	18.7	39.4	100
Average	5.0	38.0	14.3	42.7	100

APPENDIX 6F – Mobile App vs Website Comparison

Number of steps and product pages visited during the shopping journey.

	Mobile App			Website		
Participant	Duration of the experiment, min	Number of steps	Number of products viewed	Duration of the experiment, min	Number of steps	Number of products viewed
P1	6	45	5	14	67	3
P2	15	105	10	10	59	3
P3	14	160	28	11	107	5
P4	15	125	15	11	57	5
P5	25	239	24	14	90	4
P6	10	87	11	11	68	5
P7	5	71	2	9	31	2
P9	6	47	3	8	45	3
Average	12	110	12	11	66	4

APPENDIX 6G – Elements Used and Problem Areas on Mobile App and Website.

Elements of the mobile app used during experiments	App								Total, n
	P1	P2	P3	P4	P5	P6	P7	P9	8
Promos	v	v			v		v	v	5
Categories		v	v	v	v	v		v	6
Change view in search results		v	v	v	v		v		5
Refine			v	v		v			3
Search box					v				1
Product photos	v	v	v	v	v	v		v	7
Zoom in		v				v			2
Description			v	v	v	v	v		5
Reviews					v				1
Suggestions			v	v	v	v	v		5
Recently viewed items				v					1
Default delivery									0
Collect in store		v							1
Add more items to the bag to choose later			v	v		v			3

Elements of the website used during experiments	Website								Total, n
	P1	P2	P3	P4	P5	P6	P7	P9	8
Promos	v		v					v	3
Categories		v	v	v	v	v	v	v	7
Change view in search results									0
Refine			v	v	v	v			4
Search box	v								1
Product photos		v	v	v	v	v	v	v	8
Zoom in			v		v	v	v		4
Description			v	v	v	v		v	5
Reviews				v	v			v	3
Suggestions			v	v		v	v		4
Recently viewed items									0
Default delivery									0
Collect in store		v							1
Add more items to the bag to choose later									0

Problem areas of the Topshop mobile app	App							
	P1	P2	P3	P4	P5	P6	P7	P9
Sale - no sub categories					v			
Shoes category products displayed on model				v		v		
Not loading	v		v					
Too small pictures in search results			v		v	v	v	v
Could not change view in search results				v				v
Could not find refine button		v		v	v			
Could not view other product photos							v	
Too small pictures in product page			v					
No product pictures on the model					v		v	
Colour options not available		v	v			v		v
Suggested products are not related to viewed products				v	v			
Zoom in not available		v	v				v	v
Difficulty to edit basket	v				v			
Could not find checkout button	v							
Mixed up products in ads	v							
Not able to review order at the checkout		v						
Going round in loops for collect in store option		v						
Re-type contact details twice due to checking basket		v						

Problem areas of the Topshop website on iPhone	Web							
	P1	P2	P3	P4	P5	P6	P7	P9
In categories products are mixed up	v			v				
Sub-categories not available in menu				v		v	v	
Difficulty to find shoes sub-categories	v			v			v	
Could not change view in search results				v	v			v
Not anchoring	v		v		v	v	v	
Slow loading	v	v	v	v	v	v	v	v
Less products in search longer to look through				v				
Too big pictures in search results		v			v			
Changing view of search results on its own					v			
Not clear				v				
Difficulty to flip through product photos			v	v		v		v
Too big pictures on product pages						v		
No suggestions of similar products					v			
Could not find refine button				v			v	
Going round in loops for collect in store option		v						
Re-type contact details twice due to checking basket		v	v				v	v
Pop-ups		v	v					

Problem areas of Topshop mobile app and website merged	Number of participants
Not loading	10
Not anchoring	6
Too small pictures in search results	5
Difficulty to flip through product photos	5
Re-type contact details twice due to checking basket	5
Colour options not available	4
Zoom in not available	4
Sub-categories not available in menu	4
Could not find refine button	3
Mixed up products in some categories	3
Difficulty to find shoes sub-categories	3
Shoes category products displayed on model	2
Could not change view in search results	2
No product pictures on the model	2
Suggested products are not related to viewed products	2
Difficulty to edit basket	2
Going round in loops for collect in store option	2
Sale - no sub categories	1
Too small pictures in product page	1
Could not find checkout button	1
Not able to review order at the checkout	1

Merged Liked Areas on Mobile app and Website	Number of participants
Clothes on model	7
Suggestions and recently viewed items	5
Refine option is helpful	5
Shoes in search - no model view	5
Big pictures in search results - clearer	4
Saving account details for the next time	4
Clear structure and black text on white	4
Zoom in - to see close ups	4
Loading quickly	3
Info about material	3
Ability to change view in search results	3
Compact checkout page - easy to use	3
Big pictures on product pages - see clearly all details	3
Categories easy to use	3
Reviews and customer ratings	3
Search results with picture, price and reviews	3
See more products in search results	3
Promotions	2
Size of the model on photos	2
Auto-fill address by postcode	1
Collect in store - can try it on there	1
Smaller pictures in product pages with info	1
Usable	1
Contact store to find size	1
Search box is useful	1
Delivery details	1
Deleting product before going to checkout	1

Merged liked areas of the mobile app and website, and used areas during eye tracking experiments	
Liked areas	Number of participants
Suggestions and recently viewed items	10
Zoom in - to see close ups	8
Promotions	8
Clothes on model	7
Refine option is helpful	7
Categories easy to use	7
Reviews and customer ratings	6
Shoes in search - no model view	5
Ability to change view in search results	5
Big pictures in search results - clearer	4
Saving account details for the next time	4
Clear structure and black text on white	4
Loading quickly	3
Info about material	3
Compact checkout page - easy to use	3
Big pictures on product pages - see clearly all details	3
Search results with picture, price and reviews	3
See more products in search results	3
Size of the model on photos	2
Search box is useful	2
Auto-fill address by postcode	1
Collect in store - can try it on there	1
Smaller pictures in product pages with info	1
Usable	1
Contact store to find size	1
Delivery details	1
Deleting product before going to checkout	1

APPENDIX 6H – Used, Liked and Desired Features of Mobile Platform (Mobile App and Web)

Feature	Mobile App								Website								N
	P1	P2	P3	P4	P5	P6	P7	P9	P1	P2	P3	P4	P5	P6	P7	P9	
Suggestions and recently viewed items			1	1	1	1	1		1	1	1	1		1	1		11
Zoom in - to see close ups		1				1		1			1	1	1	1	1	1	9
Refine option is helpful		1	1	1	1	1					1	1	1	1			9
Promotions	1	1			1		1	1	1		1					1	8
Categories easy to use		1	1	1	1	1		1	1	1							8
Clothes on model		1		1		1	1	1		1					1		7
Reviews and customer ratings				1	1						1	1	1			1	6
Shoes in search - no model view						1	1					1		1	1		5
Ability to change view in search results		1	1	1	1		1										5
Big pictures in search results - clearer											1	1		1	1		4
Saving account details for the next time	1			1											1	1	4
Clear structure and black text on white			1	1											1	1	4
Loading quickly	1			1				1									3
Info about material				1	1	1											3
Compact checkout page - easy to use					1		1	1									3

Feature	Mobile App								Website								N
	P1	P2	P3	P4	P5	P6	P7	P9	P1	P2	P3	P4	P5	P6	P7	P9	
Big pictures on product pages										1			1			1	3
Search results with picture, price and reviews					1		1			1							3
See more products in search results					1								1			1	3
Size of the model on photos					1			1					1				3
Auto-fill address by postcode	1									1	1						3
Search box is useful					1				1								2
Page anchoring			1								1						2
Collect in store - can try it on there		1															1
Smaller pictures in product pages with info		1															1
Usable			1														1
Contact store to find size					1												1
Delivery details									1								1
Deleting product before going to checkout										1							1

APPENDIX 6J – Comparison of Experienced and Inexperienced Users.

Experienced Users								
Participant	Home page, s	Browsing, min	Product pages, min	Checkout, min	Total time of the experiment, min	Average time spent viewing one product page, s	Total number of steps	Number of products viewed
P6a	5.7	4.8	1.5	3.2	10	8.3	87	11
P7a	12.3	0.6	0.4	4.2	5	11.0	71	2
P9a	14.5	1.6	0.5	3.8	6	9.5	47	3
P3w	18.3	4.8	1.0	5.3	11	12.0	107	5
P4w	6.9	4.5	2.7	3.6	11	32.1	57	5
P5w	4.7	7.8	2.0	4.2	14	29.8	90	4
P6w	6.5	5.3	2.0	3.6	11	19.8	68	5
P9w	17.1	2.9	1.4	3.0	8	28.2	45	3
Average	10.8	4.0	1.4	3.9	9.5	18.8	72	5

Inexperienced Users

Participant	Home page, s	Browsing, min	Product pages, min	Checkout, min	Total time of the experiment, min	Average time spent viewing one product page, s	Total number of steps	Number of products viewed
P1a	26.3	1.03	0.5	4.4	6	5.3	45	5
P2a	24.2	5.6	2.2	6.5	15	12.4	105	10
P3a	5.4	7.3	2.2	3.9	14	4.6	160	28
P4a	12.9	7.1	3.8	3.9	15	12.6	125	15
P5a	3.2	9.9	9.0	5.8	25	21.6	239	24
P1w	255.5	4.6	0.2	5.3	14	4.1	67	3
P2w	0.4	1.4	1.9	6.8	10	28.7	59	3
P7w	4.3	3.1	0.9	5.1	9	27.5	31	2
Average	41.5	5.0	2.6	5.2	13.5	14.6	104	11

Elements of the mobile app and the website used by experienced users

	P6a	P7a	P9a	P3w	P4w	P5w	P6w	P9w	Total
Promos		1	1	1				1	4
Categories	1		1	1	1	1	1	1	7
Change view in search results		1							1
Refine	1			1	1	1	1		5
Search box									0
Product photos	1		1	1	1	1	1	1	7
Zoom in	1			1		1	1		4
Description	1	1		1	1	1	1	1	7
Reviews					1	1		1	3
Suggestions	1	1		1	1		1		5
Recently viewed items									0
Collect in store									0
Add more items to the bag to choose later	1								1

Elements used on the mobile app and the website by inexperienced users

	P1a	P2a	P3a	P4a	P5a	P1w	P2w	P7w	Total
Promos	1	1			1	1			4
Categories		1	1	1	1		1	1	6
Change view in search results		1	1	1	1				4
Refine			1	1					2
Search box					1	1			2
Product photos	1	1	1	1	1		1	1	7
Zoom in		1						1	2
Description			1	1	1				3
Reviews					1				1
Suggestions			1	1	1			1	4
Recently viewed items				1					1
Collect in store		1					1		2
Add more items to the bag to choose later			1	1					2

The most important features of the mobile platform among experienced users	
Liked, used and desired featured of the mobile platform	Number of cases
Zoom in - to see close ups	7
Suggestions and recently viewed items	5
Refine option is helpful	5
Promotions	4
Reviews and customer ratings - helpful to learn about product's fit	4
Shoes in search - no model view	4
Clothes on model	3
Big pictures in search results - clearer	3
Categories easy to use	2
Compact checkout page - easy to use	2
Big pictures on product pages - see clearly all details	2
See more products in search results	2
Size of the model on photos	2
Ability to change view in search results	1
Saving account details for the next time	1
Clear structure and black text on white	1
Loading quickly	1
Info about material	1
Search results with picture, price and reviews	1
Auto-fill address by postcode	1
Page anchoring	1

The most important features of the mobile platform among inexperienced users	
Liked, used and desired featured of the mobile platform	Number of cases
Suggestions and recently viewed items	6
Categories easy to use	6
Refine option is helpful	4
Promotions	4
Clothes on model	4
Ability to change view in search results	4
Saving account details for the next time	3
Clear structure and black text on white	3
Zoom in - to see close ups	2
Reviews and customer ratings - helpful to learn about product's fit	2
Loading quickly	2
Info about material	2
Search results with picture, price and reviews	2
Auto-fill address by postcode	2
Search box is useful	2
Shoes in search - no model view	1
Big pictures in search results - clearer	1
Compact checkout page - easy to use	1
Big pictures on product pages - see clearly all details	1
See more products in search results	1
Size of the model on photos	1
Page anchoring	1
Collect in store - can try it on there	1
Smaller pictures in product pages with info	1
Usable	1
Contact store to find size	1
Delivery details	1
Deleting product before going to checkout	1

Comparison of the features liked, used and desired at various stages of the shopping journeys between experienced and inexperienced users		
	Experienced	Inexperienced
Home	Promotions	Promotions
Browsing	Categories easy to use	Categories easy to use
	Big pictures in search results - clearer	Search results with picture, price and reviews
	Clothes on model	Clothes on model
	Shoes in search - no model view	Ability to change view in search results
	Refine option is helpful	Refine option is helpful
	See more products in search results	Search box is useful
Product page	Big pictures on product pages - see clearly all details	
	Zoom in - to see close ups	Zoom in - to see close ups
	Size of the model on photos	
	Reviews and customer ratings - helpful to learn about product's fit, feel and look	Reviews and customer ratings - helpful to learn about product's fit, feel and look
	Suggestions and recently viewed items	Suggestions and recently viewed items
		Info about material
Checkout	Compact checkout page - easy to use	Saving account details for the next time
		Auto-fill address by postcode
Technical requirements		Clear structure and black text on white
		Loading quickly

APPENDIX 6K – Retrospective Think Aloud (RTA):

Interview Transcripts

P1 App Transcript

M: Could you tell what you were doing?

P1: I was trying to find ehm, some clothes, but I went first in ehm in a wrong direction, in a make up. And I didn't like buying from there. Then I tried to find something that will fit me. Some clothes, but I didn't finally find anything, that really suits to my style. So after what I was trying to find shoes. And I really like high heels. So I bought a high heel shoes, finally. I was, I couldn't find anything from the clothes. That is why you can see, I was trying to check a lot, several styles of clothes, but I didn't like anything.

M: How did you like the search results showing on the page?

P1: Ehm... It is good, it is easy, easy to find, but it is some... They mix, like, they doesn't have several styles differently. So they have shoes, they have dresses, they have everything is mixed up. So I was really, I was a bit confused about this.

M: How would you prefer it to be?

P1: Several. Ehm. Differently, in the beginning, they have to have several ehm different ehm the ehm list like, shoes is here, Ehm, ehm, dresses here, tops here, or skirts, T-shirts. It has to be more clear. Ehm For the customer I think. I was a bit confused.

M: Did you check reviews?

P1: No, I didn't.

M: Did you check the star ratings?

P1: I don't care so much. If I really look something, and I really like it, I don't care about Ehm ehm about reviews so much. Because everyone has a different style, and shape, body shapes, so I know which styles will fit me or not. So I do not care what people say, which styles this is good for them or not. I am ehm I am experienced consumer, customer, I am used to buy from different stores, so ehm I buy from different shops, I know the quality of Topshop, I can understand from from the beginning. I don't care so much.

M: How do you find the idea that you have to sign in before you can add anything to the basket?

P1: This is normal. I think everywhere...

M: It is fine?

P1: Yea, it is fine for me. It is better, because you save your records for the next time, so you save time for the next time if you want to buy something. So for me I think it is good.

PAUSE

M: What were you trying to do?

P1: Ehm... Here I am trying to ehm... understand how to buy the shoes. HA HA HA I signed in first, then I tried to find the right size, and then after... Yea. I was confused a bit, but finally I found the checkout. HA HA The basket, not the check out.

M: Were you looking for check out or were you looking to change the size?

P1: Yea. No, check out, that is why I was a little bit confused.

PAUSE

M: What were you doing here?

P1: I was ehm, I put two items, the same items, I put two times, so I made a mistake, so I deleted one, and I bought just one. Because I had it two times.

M: OK.

PAUSE

M: Would you type your contact details like that in public place?

P1: What do you mean?

M: I mean if you were using your mobile somewhere in public place, in a cafe or park or wherever, would you proceed typing your contact details?

P1: No, no. I always do it at home, or somewhere quiet. Because I like to be quiet when I am searching for something to buy. To concentrate in busy, noisy, I can't concentrate. (P1 might have meant the word concentrate in place of concentrate).

PAUSE

M: Did you say you normally save your contact details on the account?

P1: Yea.

M: Why?

P1: Because I want to make it easier for the next time. When you sign in it is your account. so ...

M: Is you bank details saved there too?

P1: Yea.

M: Which delivery option ...

P1: Especially, I am doing it when I am buying ticket for holidays, so I always, I use specific line every time. So.

M: Which delivery option did you choose?

P1: I don't remember. Sorry. HA HA HA

M: Thank you. Lert's check. I think it is somewhwewr here.

REVINING THE VIDEO RECORD TO FIND IT.

M: Do you remember choosing any delivery option?

P1: No, I didn't.

M: Was it jus home standard?

P1: I think home, but I am not sure.

M: I can't see anything.

P1: Me either, I can't see anything.

M: That's fine, we will check it out later.

P1: Sorry.

M: Thank you.

P1 Web Transcript

M: You spent much longer on the website.

P1: Yea. Because I was first it was really slow, secondly, it didn't update very quickly, secondly, it was a bit, I don't know. because it was slow, it was confusing. I was trying to find some the shoes collection,

M: Yea.

P1: For all the season, but couldn't find it really. Then I just browsed it.

PAUSE.

M: I am gonna show you where you looked at.

Pause.

P1: Here I was first in the beginning trying to find some 50% off, because before I've spent too much. So I wanted to spend something to find, a sales item, but finally, I couldn't find anything. Ehm, I, it was so really slow, the updates. Ehm Yea, I go through, to find sale items, but I didn't find anything.

M: You were looking for particular items...

P1: Ehm.. ehm... No, I was trying to find something with 50% off.. Whatever I would like I would buy. I didn't find anything, and I didn't like anything. So I went through, checked all the lists, , All the items, until the end, but it was slow a bit. that is why I was waiting, Checked all, all, till the end.

PAUSE

M: What do you normally look at first when you look at new product?

P1: Because I prefer dresses, I always look at about with if I find a dress, or a something. Or skirt, or But I didn't find anything. That I really look that is close to my style. So. I went through and through,

PAUSE

M: Are you still in 50% off section?

P1: Yea. Because I didn't see I wanted to show the list Actually it was nice hat in the beginning you see offers, For, it was nice for me I like it in the beginning, but finally I didn't see anything. So finally I have to spend more. HA HA HA

PAUSE

M: What are you looking for?

P1: Now I was looking for to find the shoes section. But I couldn't find the shoes section anywhere. And I didn't like the pictures and that they mix the products. In the first for me it is really confusing. When I want something like only shoes, buy or only dresses I want to make clear, clearly find the list of only dresses. So I can buy quickly, and find what I want to find. Because I don't... It is too mixed. I don't really like the website. It's like this.

PAUSE

M: Do you normally check all the ads first?

P1: All the ..?

M: All the promotional...

P1: I do it everywhere. I think it's the best. If I can find somthing there it is better. Save money. HA HA HA It is always good.

M: What were you trying to find now?

P1: The shoes. Whole. The all the shoes that they have, but I couldn't find.

M: Did you open any shoe category?

P1: Yea, I went to the shoe category. I opened several things, but I couldn't find the shoe section. It was confusing. Angry. HA HA HA Again and again, the same, I tried to find where is the shoes.

PAUSE

M: What are you looking for?

P1: A... The saved items that I was looking at before.

M: Do you mean to see which ones you've viewed?

P1: Yea, viewed. Exactly. And for this reason the website is not good.

M: No?

P1: No. It's mixed and it is confusing.

M: If you compare with the app, you have just done before, which one would you prefer?

P1: App.

M; Why?

P1: Because it is the browser is quickly, it doesn't stuck, you know. Can buy things quicker. I think the app is better. Working properly.

PAUSE.

M: (in search box) Did you type shoes in?

P1: Yes.

M: Did you get many?

P1: Finally find it. HA HA HA It took time, but I finally.

PAUSE.

M: Did you find what you liked?

P1: Yea.

PAUSE.

M: What do you think about typing your contact details in here?

P1: Good but they didn't find the address list quickly and the app was better. So I have to type all my details. The app they just I put my postcode and it found out my address easily. So I think it was better.

M: Did you have any delivery options to choose here?

P1: Yea, home delivery.

M: Just home?

P1: Yea, home.

PAUSE.

M: If you were doing it at home and it would take you that much time to type that in, would you continue?

P1: Ehm... yes, if I really like and want to buy something, of course, I will type it many times. It is not a problem. But I think it is important if you want to buy something.

M: Do you remember anything else you would like to comment?

P1: No, nothing else. They are very clearly nice when they do find your information. They are good. They give you a lot of details.

M: Like what?

P1: For example, if they don't find you at home, or if they can deliver you the stuff, they can find how they deliver you the stuff. They are good, information.

M: Did you see that here?

P1: Yea, they have good information for that.

M: Did you choose any of those?

P1: No, they are good. This is good service.

PAUSE.

M: Thank you very much.

P2 App Transcript

M: I would like you to comment what you see, you were looking for, just to remind you what you were doing.

P2: ok. So what I was thinking, what are ...

M: What were you looking for?

P2: OK.

PAUSE.

P2: I started looking down, trying to find dresses, or occasion wear, or any of these on categories. That is what I wanted. That is why I ended up in that what said occasion wear, but I did not realise it was tailoring. It was coats, and things. It was all that stuff rather than the dresses. I thought that was a dress that orange one, that had a duster. So I thought if that was a dress that would have been quite nice. And then, ehm...

M: Did you read the description?

P2: I, kind of, not really, I wasn't into, I went back to it, because I realised that it had more pictures. I don't normally shop in Topshop. I was just scrolling, looking for the stuff, kind of realising that it wasn't a dress. I went to home page, realising that it wasn't really category there that was dresses. I didn't really want stripes. Tried the sale, this is where I started realizing that it might be many that are dresses and jackets and so on. I decided to look at sale, and then I didn't come across that I really liked. That one is funny. HA HA HA Shell suit jacket. HA HA HA I was looking at these thinking if anyone was suitable, but I didn't like that one.

M: What do you think the item show on the search results page?

P2: Ehm...That was fine, I quite like that, I was, I didn't find any filters which was annoying. That is when I was looking at the left down corner, I was looking to bring up a filter by, sort by price, but I didn't see one. Maybe I am being blind. When I changed it to the different view, I went back to this one, because I liked this one better. Ehm.. yea, I went to that one again. I've got to hang swipe with the thumb there, I am looking at little pictures. And then I found that that top button, and then I found clothes, I found dresses. And it had a party, going out brackets, so ... This bit was fairly easy to use, apart from the app not finding the filters. And it was good that they had all that stuff on the screen, you can look through the pictures someone wearing it, and the sizes and stuff. Again... It's a pretty floral print which I wasn't really in favour of, a pretty girl that was it. I don't account as a girl any more.

PAUSE.

P2: I was looking at it again. Is it my size, I was just checking the price. And I went back to look for shoes. And I didn't find. They didn't have like my size. That's why I quite like them, but it was out of stock, so I looked if there one in the other colour, and they didn't have that in my size either. And I didn't like that one.

M: You said you would like filters. What would you sort them by?

P2: I would filter them by price, because I knew I only had a certain amount of money left. I wasn't looking at other people's feedback at all. The star rating didn't really. Occasionally I read reviews, but only for comfort, rather than style.

P2: Colour might have been useful as well.

M: What do you mean colour?

P2: Filter by colour. Are there filters on this website, or I am just been blind?

M: Sorry?

P2: Are there filters on this thing? Or I am just been blind?

M: Possibly.

HA HA HA

P2: It wasn't obvious. Usually there is quite obvious 'Sort by' or 'Refine' whatever. One of these was too much. I have not enough left in a budget and I didn't actually like them. That was when I was trying to find the filters and I tried a different view.

M: What are you trying to do here?

P2: Ehm.. to go back. I was giving up to find some shoes at this point, and looking for other things to go with the outfit. I was thinking, I am sure I have got a pair of shoes in my wardrobe, that would go with the dress. And I am thinking about what would go with it. I think I wanted to zoom this on. Is this one I wanted to zoom in on? Or it was a dress that I wanted to zoom in? I know and I couldn't do it, which annoyed me. And I was going back to look at the dress. To check what colour it is really. But I think it didn't go with those colours. Ehm... but that would keep me warm. HA HA Ehm... Looking back at the dress to see. I wanted to check, and here I wanted to zoom in. But I couldn't. Which really annoyed me, because I wanted to look at the pattern in more detail. And I was trying to press anything to try and find if there was a zoom.

M: Do you remember anything about checkout?

P2: Yea, really annoyed. I couldn't review my items at the last minute. And then I had not to go back to the process again. That wined me up as sinchronic. This was really, this was already really confusing. This all this tuff going on, and I just wanted to. I didn't want it all just flash this thing. If there is a stuff to read, I want to read it. And it just dissapear of the screen. And then it just kept sending me round back in loops. So I finally figured out where it was I need to do. Fiured out my delivery. I thought I would collect that in store, because I could try the dress on and founq it if I don't like it.

M: Do you normally choose to collect in store?

P2: Hm, yea.

M: Why?

P2: Because I can try it on, and I know if I defenetely didn't like it I can get a refund there and then.

M: Do you try it in store immediately as you collect it?

P2: Yea. Yea, I boughth this dress in Monsoon using my laptop, and I did that. And then you also get a discount in store if you click and collect, you get 10% off on that day. Yea. For Monsoon they do it anyway. Ehm... Yea, this was the frustration about this, but then. There wasn't a review. Normally, that's what that, when youu get to the end of the order, it says review what is in your basket. And this didn't really. It did, but then I actually had go back to the begining again. Which was really annoying. It wasn't entially clear what fields I need to fill in, because I didn't need to fill in that section, because it was for the delivery which I wasn't having. But then I had to fill in my details. And if I was in front of my computer this would have been alot quicker. Because I had to type it.

PAUSE.

M: Anything else?

P2: No, I don't think so.

M: Thank you.

P2 Web Transcript

M: How did you find the website compared to the app?

P2: I found it frustrating, the initial finding stuff process was much better. I don't know if that is because I've learned from using the app where things were and what to look for and so on. But then checkout thing drove me absolutely nuts, it was slow, and kept resetting thing, and so on and so on. It was so...I think initially I preferred it to the app, then they would lose me, I would have given up minutes before I did, otherwise... Yea... HA HA I don't know if that was more connection problems of the website. So if the website worked....

PAUSE.

P2: So having looked at the other one, I knew I need to go to there to look at the various different categories. And I thought I would just go down and see what was there, to begin with. And then I saw the 'Petite' thing, which I am technically petite. And quite often when I buy dresses and skirts and things petite one do fit me better. Ehm.. Yea, I quite like the set up with the price and picture. On this one it was good. I like that skirt. It was a bit big, though, which was kind of annoying. This thing I preferred on the app, had a smaller picture that you had the information as well, and I wanted to zoom that on out. Where in this one was really big which is great so I can see all the pictures very clearly, but then I accidentally end up, ended up going..., annoyed me, going back to the original page before realizing I had to scroll down. So that was a bit frustrating. That it was bigger picture which was helpful. PAUSE. It is quite good that it jumps back at the same point you were at. That was really annoying (talks about pop-up on the screen), which I guess was not happening in the app. Because it wasn't website.

M: What was that?

P2: The Google thing popping up. PAUSE. Just looking and deciding I don't like that top. This is when it started catching and being slow. This is when the frustration started now. Then I went to look for tops to go with. I know I was in 'Petite', but it kicked me out for some reason.

M: Did you go back to the same category?

P2: I went back to the same category again. But I didn't find anything particular to go with the skirt I've chosen. This might be completely irrelevant, but it looked like a ballet cardigan. HA HA HA Then I thought this is not a top I normally choose, but it will go with the skirt. HA HA

HA So... It's quite good that they have pictures of people in them, and that they have created outfits on them. But obviously, if you don't like the full outfit, like what partly put me off, is the white top, the stupid trousers they put it with. Ehm... I don't know what happened here. I just keep going round in circles again. I just wish they can go together. Checkout. And so on. That's when they brought up the autofill thing. I did get lazy, your, I don't know if the different phone, mine has an autofill thing at the top of the keyboard. So when I typed in Lilly, mine would have corrected that to Lilly. Which is a point when I looked for that, and like EH! It is not there! That's really lazy, but OK. HA HA Yea, and then lots of connection problems. I don't think there is any real problem with the checkout process, other than it's freezing, stalling and so on. The other than that I think it was OK. Sorry, I've put all sorts of defaults on your phone now. That was good, I could remove that though, that was better.

M: Was it easier to remove something on the app?

P2: Yea, I don't know if that because I found it at the beginning of the process, but it obviously I noticed it, and that was better when I was able to get rid of it without getting kicked out of the process. I think. Did I have to sign in again? No, I didn't have to sign in again. There was no 'Go' button for this. In terms of the 'Find my', which you had go and find on a keyboard, what was no problem, it just I felt like it should be button, specialized button for it. PAUSE. That was annoying, it takes ages, I just wanted say go to that store now. I don't know whether on previous list where I clicked on the store, I could have just clicked in the, in the, the select thing on the left, a little circle that you can click in. And I don't know if that would have meant I wouldn't have to do all of this. But obviously, the... your right thumb, if you write on them, to reach over the screen to that is a long way. So I just clicked on the thing itself. My right thumb. HA HA HA. PAUSE.

M: I can see what you mean when you clicked on the left.

P2: Yea. You see they've got a little circle there and you just click it. HA HA HA Frustrated with all this.

M: Would you have dropped it on your own if you would be doing it?

P2: Oh, yea, would have given up by then. I would have gone and try to find a better Internet, or a way to do it at home when I am having my laptop. I am very rarely get through the checkout process on my phone. I normally look up things. It drives me mad and I would rather

have, I would rather do it on my laptop. So, I am not usually in such a desperate rush with clothing, that I have to have them right now. So... I was just refreshing, kicking it to get faster.

M: Did you have to choose the store again?

P2: Yea. That was annoying. It didn't bring up the remember thing there. I don't know whether my phone has all of these things keying to it so many times, so that it brings up. That just if I type in my first letter og my postcode, it would bring it up. Yea, that so, the hassle started what? at seven minutes? I would have given up then pritty much. Yea.

M: Anyhting else?

P2: It was jsut. Here you go, filling in 'Lully'. Lilly. HA HA HA I think it just being annoying that it took a long to do something taht I am really not very forgiving the things that take more time than it should do, because my time is precious, and if anything takes longer than I thing it should do, then just I don't know, I guess I would just ditched. My fiance is saying he is marring me despite my propencity to get angry at slow computers. So... HA HA HA

M: Would you store your contact details and bank details on your account?

P2: Not on my phone, no. I mean, Amazon, the Amazon has my details on my laptop. And few other probably have my sign in details, but not on my phone. In case I lost my phone, or I got nicked. I am paranoyed.

M: Anything else?

P2: I don't think so. No.

M: OK. Thank you very much.

P3 App Transcript

P3: I think I immediately thought I would look for a dress for a night out.

M: Did you know where to find only dresses?

P3: Well, I think... Did I think? Yea. No, I don't know why I thought just dress, just find a dress. Yea. I think I was trying to find something in a dark colour. So. I think that wasn't so tight and revealing, as all these dresses seem to be. Ehm... And then I wanted to stay within the budget as well. It looks that my gaze is jumping around all overt he place.

M: It's quite normal.

P3: OK, it is fair enough. Yea. I was having loads of trouble deciding as well. HA HA HA I couldn't find anything that I liked.

M: What do you think about display of the search results?

P3: Ehm, initially they were displaying OK, Ehm, but once I started using the site, or wasn't using the app for a while images were loading as quickly as they were at the beginning for soem reason. Ehm, at this stage early on it is fine, but once I started selecting a dress, and I was looking for some shoes or jewellery to go with it, the picutes just were not uploading as quickly. Ehm... PAUSE. I think it would heva beed good if there is a way actually marking the onces I did like, and then coming back to them instead of just carrying on searching, and forgetting what it was that I liked earlier. And then just picking anything. Ehm... I suppose as you just put more in the basket and then just come back and have another look. And there were few I suppose on the smaller pictures that you scrolling through, you can't see pritty much detail. So there were few that I thought, look at that, I click on it, and then I thought 'Oh my God, that was awful'. Ehm... PAUSE. So, yea, I was looking at that one, and I was thinking that was nice, but what bra would you wear with it. Would you wear a bra with it? I can't wear it. And then I liked that one, but it was over the budget.

M: Was it expensive?

P3: It was £84, I think. It took me a long time to make a selection. Didn't I? Sorry, I spent a really long time. HA HA HA PAUSE. I think I stared of trying to look at going out or party dresses, but vey quickly decided that they were not actually what I would wear for going out or to a party. I quite like the way this one I think tighed at the back it was quite interesting. Yea. I think I actually went back to it, to look through other maxi dresses. Finally, oh yea, I now realized I wasn't signed in. so I sign in.

M: What do you think about the idea that you have to sign in to put anything in your basket?

P3: Ehm... I think that's a good idea, because if you just remain signed in all the time, it will be very easy to just fill your basket up and make purchase without thinking about it too much. Nut if you sign into the app once they leave you signed in on your phone. So I suppose you could end up doing that. Some of my apps, I am just siged in all the time.

M: Do you normally save your account details on your apps?

P3: Ehm... Yes, I do. For Amazon, and Ebay. That's it.

M: What are you looking for?

P3: Ehm.. I think I was trying to find a 'Refine the search' so that it would be within the budget that I had. So I was looking for price. And I was actually looking so it was sort from lower to high on that. Ehm... So that you could just refine it by highest and lowest price, and size and colour and things like that. PAUSE. LONG PAUSE. I was trying to find out if those were in any different colour. PAUSE. I was finding a pair of shoes to go with that dress, and also proving that I can't add up, because HA HA HA it came to be too much. HA HA HA. PAUSE. Then I thought, no, I can't afford a pair of shoes, I will just get some jewellery instead. And I think this is where it started having problems, loading up pictures. I ended up having to... because pictures were not loading properly, I ended up starting to go off and find a description that I could see. And then having actually clicked through ehm, to actually see what it was, because the pictures weren't loading. And, then for some reason, once i clicked through, ehm, it was offering me more choices. And those pictures were loading. So I sort of just going clicking through, being referred from the looking on the item, rather than going off this.

M: How long would you manage to sit down and wait?

P3: HA HA HA Not very long. Not very long at all. This one I thought, no it's wrong.

M: Were the descriptions descriptive enough to know about items without picture?

P3: No. No, once I clicked on something that I thought that sounds interesting from the description, but then i looked at the picture, and I think 'Oh no, that's terrible'. I am quite picky, though. That is why. PAUSE.

M: Were you trying to zoom it?

P3: Yea. I was trying to see if there is zoom in. And then, I thought I might go and zoom it. PAUSE.

M: Was it too much?

P3: Still spending too much. HA HA HA PAUSE. I thought I might find something else, but no go to checkout. PAUSE.

M: Anyhting else that you remember that you liked?

P3: Ehm... Well, there was an awful lot of stuff to choose from, so quite a wide range. It's good that it has got all on white background as well, it makes it quite clear and clean. Ehm... black text on white is easy to read. There isn't too much going on.

M: Anything that you wouldn't like?

P3: Ehm.. well, whent the picture don't load, makes it more difficult to make selection. And when you are scrolling through all these pictures are really small, so you cannot really tell what is what. And, some of the pictures you couldn't zoom in, so you couldn't really get an idea of fine detail on jewellery or dress. Stuff like that.

M: Anything about the checkout?

P3: Ehm... checkout process seemed fine.

M: Thank you.

P3 Web Transcript

M: So now you've tried the website.

P3: Yea. Ehm.. So. It seemed very similar to the app, very very similar. Ehm, it actually seemed like the pictures were kind of bigger, clearer on website.

M: Did you choose any category?

P3: Ehm... I think I was trying to have a look what their own kind of designer range was at this point. Ehm, it was all too expensive. So, I was trying to find something that was less expensive, because I had £75. Then I thought, you know if you are buying something for a night out, would you buy just a top or would you try to buy a whole outfit? Because you could just buy a top, wouldn't you? Where is you ... Ehm... so I was trying kind of to see if there is any other views of it. Ehm... being worn, or any close ups. It didn't seem to be. So I had a look of close ups, I do the fabric, and there seem to be one to be worn. It was jsut the edge of it, so. Ehm... wasn't too sure on that, usability of that, kind or scrolling a bit on a website. Ehm, everything else in that range was too expensive. So, I thought, just go and get a dress. I kind of didn't like the way the when you press back in a browser, it will take you back to the land page than rather the manu that you started from. You usually go, you select several and you only need to go back one, but it would take you all the way back to the landing page. Ehm... Where is in the app you could keep pressing back so you could retrace your steps. And then for some

reason, I don't know what I was pressing, but it kept saying 'Do you want to cancel this?' for something (time on actual experiment recording was 2:58), and it just coming up with the actual, and it kept coming up. I don't know what it was, but I am sure something wrong. Ehm. HA HA HA I was not sure what. I was thinking I was going to try and refine the categories as much as possible to look for long black dress that I could get within the budget, was in my size. PAUSE. So, yea, when it because I pressed back then, and it took me back to all the dresses I think when I was just looking at them maxi dresses before. So it just took me to all.

M: Not the refined results?

P3: Yes, I think I was looking at some refined results, and then when I pressed back it took me back to all the dresses. Yea. Which wasn't what I wanted. So then that's when I decided that I want to refine categories even more. I was just putting everything on: size, colour, style, price, everything, I think. I tried to also put on ratings, so I thought maybe 4 to 5 sort of out of 5. Then I wasn't sure if there wasn't out of 5. So I was kind of searching blindly there.

M: Do you mean 'ratings' product ratings?

P3: Yea.

M: OK.

P3: Set things have been rated highly by people.

M: How important is it to you?

P3: Ehm, actually, yea. Customer ratings are quite important to me because when buying of the Internet, I cannot see it, probably, or feel it. So I have to hear what other people have said. To the point where I would even try to cross reference my ratings from another site. HA HA HA

M: What do you mean by that?

P3: So, I would eh, maybe look at another retailer who or another rating website for the same product that had been rated by people independently to main retailer's site.

M: How do you find that?

P3: Ehm, so, let's say there is a fashion blog, or maybe if I was buying something that wasn't, ehm, clothing, or even clothing often Amazon cross reference with Amazon, or for example, if

I was gonn ago and, I don't know, eat out somewhere, I might cross refernce it with trip advisor. Or something like that. Eh, it is getting a bit pedantinc really. And then I was gonna add a bag to go with it. This night out outfit. But, ehm, once again, I spent too much. I am to too much. Oh, yea, I also realised, that I hadn't sign in. I was trying to check out.

M: Did you add your products in without signing in?

P3: Yea, I managed to put both products in a basket. Ehm, I haven't sign in yet. And it's only when I wanted to checkout, that it said 'Sign in'.

M: Consistency?..

P3: Was I ment to sign in first?

M: It's alright.

P3: OK.

M: Did you manage to sign in?

P3: Oh, yea.

M: Did you see your basket there? What did you request? Oh, it loading.

P3: Oh, yea. PAUSE.

M: What was that?

P3: I don't know. It started loading both pages parellel to each other, a bit glitching. HA HA HA It is a bit weird. So I decided to take the bag out, because it was too expensive.

M: Did you choose any delivery option?

P3: I think I chose deliver to home.

M: Do you have to pay for that?

P3: Ehm... I think it was free. PAUSE. I managed to mess it up at this point as well.

M: How?

P3: Ehm... I went through to the next screen, I didn't realise I should have clicked use billing address as well. So I was trying to go back, so I tick it. Even that wasn't actually necesarily. But

as soon as I went back, all the details were lost and I had to put them in again. So that was quite frustrating as an experience. But I suppose it is good in a way. Even when how do you want to put your details in all the time. PAUSE. (Listen to her own voice recorded during the actual experiment: 'Oh, no!' and laughing about her frustration). PAUSE. LONG PAUSE. Once alone. It is better when they have the address finder by the postcode. One thing that makes it easier. For both the app and the website. PAUSE.

M: Would you have chosen any other payment method if you would have the choice?

P3: If they would have offered PayPal. Yea. I always, probably, would use PayPal.

M: Have you tried it with any high street retailer?

P3: Ehm... I think I have. I think. I can't remember.

M: Is there anything else you would like to add?

P3: Ehm... No. That's it. Yea. There were some things that were better about the using on the browser: the pictures were clearer. Ehm, but there were some things that were less good, I think. Ehm, losing things when you went back. Yea. And stuff like that, so.

M: If you would compare two, which one you fancy more?

P3: Ehm, I think the app was more usable, but browser had clearer pictures. Yea.

M: Anything else?

P3: Ehm, no, I think, that's it. Yea.

M: Thank you.

P3: That's alright.

P4 App Transcript

P4: It's good that it has a little button, that says 'Shop', that's easy to start shopping. But I think there, it was kind of sitting in the categories.

M: Did it take to the category without you knowing?

P4: Yea. for some reason. I was in like, I didn't realise, I looked through all these dresses and I was wondering, last time I used the app, I could chose like the different type of dresses. And so later when I went back, I realised I was in the category 'New In' or something, 'New in this week'. Which I didn't know.

M: How do you normally browse? Do you go to categories you are interested in or anything you see what you come across.

P4: Yea. On websites, like Topshop, there are thouthands of hundreds of dresses, so I usually go to the category. Yea. If it's like a smaller shop, I will look all. Yea, because then one of these dresses I opened were petite, small size.

M: What do you normally look at when you are browsing?

P4: Ehm, just at pictures really. HA HA And then if I like the dress, I will look if it's too short or not. And that's why I like this view, which you can see on a model. You can see how long the dress is. Because I am quite tall also, I don't want a dress which is too short. And I think that's when I realised I was in the categories, and I went back. And I am now choosing the category. So I chose 'Summer dresses'. Yea. HA HA Yea, I liked this, but it has cut outs, just for youner girls. HA HA I like that it shows you the dresses you might like, but they were not like very good suggestions, really, for my taste. But, generally, I like that. You can see like, 4 stras, like good reviews. Kind or make you like it must be something good.

M: What do you think about product pages?

P4: I think they are pretty good. Like this one, because when you, the detail show, that is quite good. You didn't even see the propper print before, when you see it on the model. So I think it's quite good. But then I thought, might they have given me more suggestions for some other dresses. I am sure they have loads. Then I went back to the one I looked at before. That's good that they show you like 'Recently viewed' at the bottom. Then I thought, oh, that might be actually nice, what I looked at before. So I could easily go back to that. PAUSE.

M: Would you keep yourself signed in on the app you like?

P4: Yea, yea. PAUSE. Yea it's easy to browse really, the categories and stuff. PAUSE.

M: What are you looking for?

P4: Shoes. And first I looked at flat ones, and then I thought why not look for heeled ones. But then they all are quite expensive.

M: Is it easy to see the model of the shoes on this sort of pictures?

P4: It is not really. You see only like that. I think later I changed to the different view where you just see the shoe. PAUSE.

M: Are you looking for any colour?

P4: Yea, I was looking for black I think. Or generally just looking. I don't really have an idea. Well, I was mainly looking for low heels. But they have only very high heels.

M: How important is the description of the item?

P4: Well, I think, for me it's important, because I like to see what material it is. Not so much the description of it, but really more like the details of what material it was. Like, especially with shoes, if it is leather or just PU. And with dresses as well, if it's like cotton or polyester. HA HA HA And there, I think, ehm, I didn't really see it properly there, the, I was looking for the section where you can sort it by price or something. It wasn't quite obvious for me. Hm... Because usually you would have like in the upper part where you can to find to refine and then choose how to sort it.

M: So when you did refine how many items were in there?

P4: Ehm, no, because I have just a little budget left for the shoes, so there were not that many I think. So they have to be like below £27 or some. And I think that's when I actually realised that's there when you can sort, I found it by price - low to higher. And then I found, I changed the view, because it was hard to see them. I choose like that sandals that were like have little straps and you can't actually see what colour.

PAUSE.

P4: And then I found one pair that I liked. But they didn't have my size. I am not sure but I think it happened on this one. Yea.

M: Did you check if they were in the other colour?

P4: I think they did, but wanted them in black. But they didn't have my size. So I looked for something else. PAUSE.

M: Do you normally check suggestions?

P4: Ehm... yea, I tend to, I think. Because sometimes, It might be something you didn't come across, that you can like.

M: Do you expect to see things very similar to what you are looking at or anything else?

P4: Yes. I would have preferred similar, because I was looking for shoes, I didn't, I wasn't interested to see a skirt. But obviously, they try to say, OK this is what that go with the skirt. But I would have preferred to see another, similar type of sandals in the suggestion. But yea.

M: Would you type all these details in every time or would you keep it on your account?

P4: I would probably keep it on my account. Yea.

M: Have you saved your details on any other website?

P4: Yea.

M: Is it quicker then?

P4: It's a lot quicker. I think.

M: What about security?

P4: I use like 'keep an iPhone keychain' or whatever it's called I think. I don't know. It never saves your expiry data or code number. That's it, I think.

M: So do you have to type it in every time you want to proceed to checkout?

P4: Yea, just like the security code, and I think the expiry date soemtimes.

M: What do you think about the checkout here?

P4: Yea, I think it's pretty easy, straight forward. Yea.

M: Anything else you would like to add?

P4: No, no, that's fine.

M: Thank you.

P4 Web Transcript

P3: Here I think I clicked on 'Clothing', and then 'Dresses'. Then I have chosen 'All the dresses'. So. You couldn't select a dress category, like you could on the app. I prefer that on the app, because there you can chose hundreds and hundreds of dresses. And I didn't really see any option how you could refine your search. If you just click on maxi dresses or, I don't know, summer dresses, I didn't find anything like that. And then I also found the website was really slow loading. And then when I tried to swipe it, it is really difficult to swipe. I didn't like so much. For some reason .

M: Do you mean product pages?

P4: Yea, ehm... And I think I also prefer those, hm, the look on the view on the other, the app, where I show the dresses on the model not just the dress. Pictures like that do there.

M: What do you think about displaying like four items on the screen?

P4: Hm... I think it's alright like that. Yea. It just takes you a long time to scroll through all the dresses, because of they are so many, and I would really choose the category or refine it. See there when I tried to swipe that photo, but it didn't do that first (talks about product pictures).
PAUSE.

M: What are you looking for?

P4: Ehm... I just had a brief skim of that description, and I looked at the suggestions that they have. I swa the dresses, but I didn't really like any of them.

M: What was that?

P4: So I did this to my shopping basket. And they asked you do you want to checkout or continue shopping. I clicked continue shopping.

M: So you just added item without loggin in, didn't you?

P4: Yes. They didn't have the log in. I just added it to the basket, and I continued, pressed continue shopping, and I went back to the shoe category. But then again, oh no. I think I could choose sandals. I did choose sandals, and then in the app you could, ehm, distinguish between flats and those on heels sandals. I know I didn't see where to do it on the website. I just had to look through all the sandals, really. PAUSE.

M: Did you see any refine option, or sort by?

P4: I was looking for one, I can refine one. There is probably one, but I couldn't see it. You know, like there is a basket at the top there, and then you press on there and you go back to the menu, so I don't know where else it could be. And that's why I tried to click in the middle, if you could find a refine that now. But I couldn't click on it. PAUSE.

M: You know like the shoe category they displayed shoes without the model, in the search results.

P4: Yea, it did. I think I actually prefer that, yea, on the website, because you can actually see the shoes bigger. And when you go into the product page, you can still view it on the model. So, yea. I think I like that better. But then with this one, I looked at the description and there was like negative review who bought it, and looked at it, it is cheap and stuff. So I looked for something else. See that I was looking for brown sandals, and I would have picked just with the small heel, but I didn't find the option with refine. That would have been a lot easier, if I would just, like, refined or have a filter to look for that. PAUSE. I liked this one, but I think they were too expensive. PAUSE.

M: When you look at the search results do you read the title of the item?

P4: Ehm...

M: Or price?

P4: Price. I look at the price, I look at picture first, and then I look at the price. I think I look at the description or the title of it. I look at overall description and product page like to see what material it is, and things like that. Ehm, I looked at the reviews if it's there and it says that it's like a really good sandal. HA HA So that was good. And then I looked at the pictures. And I bought it. HA HA. And then there again it said, do you wanna checkout or do you want to continue shopping. So this time I clicked checkout.

M: What are you waiting for?

P4: It's just loading so slowly. I was just waiting.

M: Have you clicked already?

P4: Yea, I've clicked already. That was, I thought it was a lot slower than the app, the website. Like when you browse, while you were browsing or like when looking at pictures. It was a lot slower.

M: What did it say when you entered the basket?

P4: It said there was two older items in the basket, I think from your previous visit. #

M: Did they write it in red?

P4: Yea. Please review or something. So I had a look at it and I deleted them. PAUSE. Yea, the checkout is pretty easy.

M: If you would compare the app and website.

P4: The checkout or..?

M: Generally.

P4: Generally, I think I prefer the app.

M: Why?

P4: Ehm... because you could browse and see more detailed categories. And it was kind of quicker. It didn't take as long to load. And also the clothing was showing on the model on the main page. Well, I think you could change the view if you want.

M: Can you change the view on a website?

P4: I am not sure. I know you can change the view on the app not view on the website.

M: Anything else?

P4: Ehm... Yea, I just find it a little bit annoying that it was so slow. HA Slow loading on the website. And yea, that it was not obvious how to filter or refine your search. So yea.

M: What about if you compare product pages?

P4: Ehm... I think I slightly prefer the way app pages. Even though they were quite similar, but on the app they showed it directly under the description, ehm, the suggested items, which are similar items, and the previous items I looked at. I think it was different on the website, not as clear. It was more busier, kind of more going on, so it is clearer on the app.

M: Anything else?

P4: I think that's it.

M: OK. Thank you.

P5 App Transcript

P5: Here we go, I had a quick browse through, and I thought get straight to the sales. HA HA HA And then I thought it's gonna be a lot of sales items, so I will try and do a little quick search for dresses for a night out.

M: What did you type in?

P5: Dress. HA HA HA Very generic.

M: Did it show dresses from sale only?

P5: No, it was, ehm, all the dresses. And then I went into the sales dresses, I think, or I just searched for a black dress. You can't get wrong with a little black dress. I thought I would have a look through all the pictures of it. I looked at the description.

M: What are you looking for in the description?

P5: Just what the material is made of, because I can't wear anything with them wool in it, you see, so. Not a lot of these dresses would be wool, just in case. I can't wear anything with wool, because it makes me come out of hives. Just isn't very nice. So that one, I thought, that one has got reviews, but it might be a nice night out dress, so. I thought I will have a look at the dress and then see what the reviews say.

M: What are you looking for in the reviews?

P5: Just how the fit is, and if they say anything about a different sizing. So when I bought things of line, I thought they gonna be my size, and they are just fit really really badly, and they are a little bit too big or too tight, so. Sometimes it always helps to see what other people've said,

you know. If they are size 10, and they say it fitted absolutely perfectly, or it is a bit too big, I would get a size 8, I means that I can get it from that then. That's when I decided that I want a black dress. I couldn't see anywhere on the menu where to pick specific colours. So I just thought, if I actually use the search option, it should come up with the black dresses.

M: Do you normally use a lot of the search box?

P5: Hm?

M: Do you use a lot search box?

P5: Ehm, not usually, but, ehm, usually, there is, ehm, the icon down, not icon, but, ehm, list down the side where you can pick a specific colours. But I think that might be on the website version, maybe. Not too sure why I am flipping around all over. HA HA

M: Did you add it straight to the basket?

P5: Ehm, yea.

M: Have you loged in before?

P5: Not on a. Oh. Was I suppose to use log in first?

M: No. I was just asking if you have added it in without logging in?

P5: I did.

M: Did it allow you?

P5: Yea. Or maybe it had my details in on my previous thing. I don't know. Sometimes I like looking at the if you like this, little sign, I think.

M: Do you find it helpful?

P5: Ehm, a little bit, yea. But sometimes, they are way of the mark and nothing like what I was looking at in the first place. HA HA HA Like that one, I think it just showed a pair of jeans then. And that does not relate to the little black dress. HA HA PAUSE. There was a couple of them I clicked where they didn't have the dress actually on the model. I was looking at the, sometimes they show the height of the model as well, so if my height range sort of gives me an idea of what it would have looked like on me. As well. My eyes are moving too quickly.

M: Did you change the view? How many models you are gonna see on the screen?

P5: I did. Ehm, I changed it, it's like, ehm, 9 by 9 grid. It's much easier than the looking through the list. You can see the prices on the list. Whereas, on the, you can't, on the grid view. But, I think, if you like something enough, as long as it's not like a million pounds or so. HA HA HA I am so fuzzy when it comes to buying, you know. I am looking at details of everything. ("I will end up buying one of these when I get home now",- the participants talked during the experiment) HA HA HA That was another one that they didn't have the picture on the model. And there were no reviews either, so. I didn't want to chance it. And I think my eyes flew about too much.

M: What is the most helpful in the product page?

P5: Ehm, I would say, like, a little description about it, but mostly the reviews, I think. I think they give you a much better idea of what the product is actually like. I would read reviews before I buy anything online now. If I am buying electronic equipment, I will read the reviews online. HA HA HA. New computers, reviews. I think I was having a quick look in the basket now. It's time to get the shoes for the night out.

M: How many items have you picked so far and put into basket?

P5: I was, ehm, it was two.

P5: I wasn't too sure which dress I wanted. It is a process of elimination, so I thought I will see what shoes they have, which shoes are better with the dress. I am more jeans shoes anyway, I can't wear those on Saturday night. A lot of the shoes were very samey, though.

M: What do you mean?

P5: Ehm, a lot of the shoes they just seem to be the, very very similar.

M: What are you looking for in these reviews?

P5: Just to see what, ehm, the fit is like on the ankles, because I've got really quite skinny ankles. A lot of times I buy boots they tend to be sort of flap about my ankles. I want to see if anyone has said something about it, the fit. But they didn't have them in my size. I was trying to see if I could, ehm, pick them up from the store. I wanted to see if any of the stores had the sizing. You would have to enable the location services, so I didn't want to go and route it through your phone. HA HA HA.

M: Alright. Would you normally do that?

P5: If they didn't have in my size on the website, I would get in contact with the store through the app or the store myself. PAUSE. I am so fuzzy with shoes. No, I don't like those ones. I don't want them. PAUSE. I was having a look at the description there. Once again having a look what they, the description is saying about the fit on. I really like those boots as well. I will have a look at them when I get home.

M: Was the size out of stock or was the size not available in the range?

P5: Ehm, the size was out of stock. Because I am size 4, you see. Usually they are the last to go in the sales, like 3s and 4s. I can fit them either 3 or 4. 3 and a half, really.

M: Did you think of using another way to find the size you need?

P5: Ehm, I did it a little bit later on, actually. I went to the main menu to see if there was any way to search for size. I even typed in the search bar - 37, I think. (P5 laughing hearing herself talking about the problem finding shoes in her size during the experiment). HA HA HA They have got quite a lot of reviews for the shoes, actually, more than the clothes.

M: If you would see two items you like, and they have different reviews. One would have higher reviews rating, and another lower, and you would like both of them. Which one would you go for?

P5: Ehm...

M: Would it be important for you?

P5: It wouldn't be all the end, but definitely it would influence my decision a little bit. I think I would probably go for the one with the higher reviews. Or might just get both, and then whichever one wasn't as good fitting, or I liked the least, I would tend to send back. But I think reviews definitely influence my overall decision. Depends how much money I've got to spend now. If I probably buy one, I would probably buy the one with better reviews.

M: What do you think about the way products are displayed here in the search results?

P5: Ehm, I think, it has got all the necessary information that you can get without clicking on it. It has got a small picture, and reviews and the price. So I think, that's the basics, really. And it's easy to see. The pictures could do a little bit bigger. But it doesn't take up all of your screen.

you can see a lot more in a turn, in one go. So sometimes, when I pick, ehm, browsing on Safari, looking on the website, it gives me an automatic mobile version, but some of the pictures jsut take up like that much of the phone, like nearly the whole of the phone. And you have got like the price just underneth that, and that it all shows. Yea.

M: What are you looking for?

P5: This is when I was trying to find it had any way to search for sizes. HA HA HA I was trying to make it a bit bigger. I couldn't find any options, so I just typed in 37. HA HA And there was no results. It's probably just me being daft. I am sure there is some way, but... PAUSE. In the sale shoes, as well, they don't give you an option, that they do in the main shoe list. Ehm, so you can click on shoes now, they give you an option, like heels, boots, and then if you click on boots, they will say high heeled boots, chelsey boots, ankle boots. Where in the sales it didn't give any. When you click on shoes, it will give you list of about hundred shoes. PAUSE.

M: What are you doing here?

P5: Ehm, I was trying to see if there is any, ehm... I am not too sure what I was doing here. HA HA HA I think I was trying to see if there is any option on the actual shoes. You know when you click on a 37, for example, and it says 'out of stock', if there is a way I did click on that I searched for shoes in that size, but it wasn't. Yea, it only had one star review, which never seem like a good thing. If it's, if it's only one or two one star reviews, I will probably still get them anyway, if I do really like them. But if it's they got like ten reviews and five or six of them had one or two stars, I tend to not to bother. If it's a reason like fitting or something, and it's just that it arrived damaged, or they turned up late, it wouldn't bother me a smuch as if it says it don't fit corectly, or if they are uncomfortable. I tend not to buy them. I really like those boots.

M: Do you mean none of them had your size?

P5: No single pair that I looked at had size.

M: Are all of them in the sales?

P5: No, these are all of them. These are all of the heeled boots that include sales ones.

M: Have you ever bought your size from Topshop before?

P5: Yea. They always tend to have them in store. That's why I was saying, if they don't have them on the website, I try to find out if they do, ehm, have them in store via the website. And if that doesn't work, I would actually go in store. Or if I am already in town, I will go into the shop. I was just trying to go back and find those boots. HA HA

M: Was it easy?

P5: Ehm, not so much. I probably should have just typed in black boots. HA HA HA I remembered that they were in the sales section, and it was not so many shoes in sale. So. I just went back to the sale once again. They were relatively at the top.

M: So once you added them in, you had three items in your basket, can you tell me about what was happening there?

P5: Ehm, I was trying to figure it out how to get them out of the basket. And then I realised, that actually there was a little button. But I didn't see that, or I wasn't paying attention. HA HA

M: What were you looking for?

P5: Ehm, I thought that a lot of, ehm, especially on the iPhones, a lot of apps are designed now, so that you can get rid of something you just swipe it to the left, and it will automatically go. So I kept thinking that what you could do. So I thought, maybe I can delete something at the checkout. Now, it's just me being stupid. HA HA HA (P5 LAUGHING AT HER SELF STRUGGLING TO DELETE ONE ITEM FROM THE BASKET DURING THE EXPERIMENT). I even looked at the button, like three times. HA HA HA I was so silly. HA HA HA It was so tiny! They should have it like a little pop up at the bottom.

M: What do you think about the checkout?

P5: It looks really simple and easy to use. It's not like spread across the whole page or you had to zoom in. It's just really easy like small compact list. I find it easy enough and I am the person who can't find the delete item button. HA HA HA

M: Do you normally save your account details on the app or website you use?

P5: Yea, well usually it automatically saves them any way. So when I go back to the app it just remembered all my details. It's never usually been like remember my details button. It only seems to be when my phone has been turned off or run out of battery, I will log back on all my

details saved. It usually saves them on the apps I've used. Particularly the ZARA one, I didn't know if it had a remember my details button. That's quite...

M: So you don't need to save it yourself?

P5: No. That's quite worrying though. It means if someone does steal my phone they could just go shopping crazy. The only thing I need to re-enter that was the security number. But it still saves like your card details and the account details. So if someone ever stole my handbag or something, they would still buy things with it.

M: Is there anything else you would like to add about the app?

P5: Ehm, make the edit the basket button bigger. HA HA and easier to find. Ehm, I did like that you had three different view options, like I could view like larger picture, or in a list with a picture by the side, or as the grid tab. That was quite helpful, because I like seeing a lot of information at one time. Because I get bored quite easily, so you might have seen I was flicking through quite quickly, I am a quick scanner. HA HA Probably it's why you can see me looking everywhere. My eyes are going like the clappers.

M: Anything else?

P5: Ehm, definitely, have the ability to search by sizes, because it might have been on there, but I couldn't see it. And if you require rush, and you know you have only got ten minutes to get an outfit for, you know, Friday or Saturday, or also events or something. And you didn't want to have being trolling through all the sale dresses or the shoes, and things like that, so. It would be a lot more beneficial if they have got it, make it little bit more obvious. Like on the main menu search your size. That's all I can think of.

M: Thank you.

P5 Web Transcript

P5: I went to the side to see what the search options are. I am going to the sale. I just having a bit of look around, here you can actually order it by rating as well. I looked what the sales have got to offer.

M: Did you choose to refine by rating?

P5: Yes, by ratings. I thought I will have a look and see if there is a sale dresses. HA HA HA I kept up to sales for soem reason. I saw that refine button. So I am having a look throught he my size. Like you see what was the last time. HA HA HA I was trying to figuree out why it was not automaticly coming up. There we go. I browse through.

M: What do you think about the results here?

P5: Ehm, it's little bit too big. You know like too much on the screen. i would prefer it if it's more like the layout it was on the app. So like the 9 by 9 grid is easier to see. If you would just sort of scan it, you just want a quick browse. So that's too much on the screen. HA HA HA My eyes are lookign all over. HA HA HA.

M: Sorry?

P5: It looks that I was looking all over that. HA HA I am looking at the phone like that.

M: I think the device probably have not picked it. What do you think abou the product pages?

P5: I like it because it is a lot more zoomed in. You can see a lot more in a lot more detail. Means you can have a lot closer look at the material and the fabric. That's why I didn't really bother looking through, ehm, any of the descriptions of the actual website, because I can see it a lot clearer by the picture. I refined it to the dresses.

M: Did you notice that the way it displays items now is different from the one before?

P5: Yea. It did, it did keep, ehm, changign a little bit. Ehm, I think it was displaying about 20 items in the list, and then you click load more, and it, ehm, shows you in that format as well. So I didn't see much in size 8, so i went to see if there is anything in 6s. PAUSE. Scanning through this. PAUSE. So I think I am going back to the main menu to have a look at normal dresses, that aren't on the sale. It side by side.

M: Which one do you prefer?

P5: I prefer the one that has got three in a row. It's easier. You know, I do like to see more detail in that format, but, ehm, in the three by three format it's that what I generally prefer to be able to see more on the screen. Like more products.

M: Did you like the refining?

P5: I did like the you do have refining option. That was my main issue with the app, that I couldn't find the way to refine. Like this, it's just there. Straight away, as soon as you are on the product page. I actually found thi one. HA HA That's good. It has got, you know, refine by different colours, your size, types of dress. So that's much better.

M: Were you able to refine by a few options at the same time?

P5: Yea, different options. So, I am looking for size 6 or size 8 black dresses now.

M: OK.

P5: Which is quite good because you can see there, for example, you have got a specific, well, may not specific event, but you know, say for example, you are in a theatre production and you need just a green dress, or something like a floral green dress, you can easily just go on that, go on that. Like types of dresses, your sizing, and a green, and it's easy. I do think I do prefer the website a lot more. Just for, ehm, usability.

M: Could you tell more what do you mean by that?

P5: HM...

M: Could you tell more why do you like website more?

P5: Because of the facts that you know you have got the refine option, which, it might be on the app, but I couldn't find it anywhere. I will have a look when I get home to see if there is any. HA HA option or I am too deft to find it. I am having a look at the description of that. How tall the model was, because she looks very tall. So it would probably would come down to my knees. HA HA or below my knees rather. I do like the fact that Topshop do put the height of the different models wearing the clothes, because it gives a good impression how it will look on the buyer. PAUSE. It hard to flick through them all really. I did find myself looking at things in a lot of more detail that's when I settle a lot more, and now it pops up if there within the much more than on a screen of the products.

M: Has it done it on its own?

P5: Yea.

M: Did you click anything before that?

P5: I think you would just to have pulled the screen up, and it loads them automaticly in that format. Lookign at things in far too much detail. HA HA HA That's why it takes me hours shopping. HA HA I am very fussy. HA HA

M: What are you trying to do here?

P5: Ehm, I was trying to see if there was anything that was, you know, like at the bottom, having similar items, but it was jus 'people who bought this also bought...'.Where is on the app it shows you the things that are quite similar. And there I had to see if I need to log in before I buy things as well. That's my basket. Like the website asked me to log in, where the app didn't, I don't know if someone has already loged in.

M: What do you think about the checkout here?

P5: Ehm, it was alittle bit more annoying than the actual app, because it kept uploading for a couple of seconds. And then after I entered the certain things thenobviously it crashed. The loading taht it was doing. And then I clicked find the dress, and it was taking a while.

M: Anything else you would like to add about the app or the website?

P5: Ehm, I do think it is a lot more user friendly with regards to the refine option. I define that a lot more beneficial than the app's way of doing things. HA HA HA Ehm, I think that's probably the only thing that I prefer about the app really. About the website, sorry, to the app. Ehm, the refine, the fact that you can order it by best match or highest to lowest price, or the ratings. I think if the app had a refine option, I would much more prefer to use the app. And the fact that, ehm, on the website as well, I did like that when yoyu click on the item, it takes, like the item takes up pretty much all page. You can see all the intricate details on the dresses, and it's quite easy to just swipe to the left or right. to the other images.

M: Anything else?

P5: Ehm, that's all I can think of. HA HA HA Shall I wrap my brain and think of other things as well. Like I said earlier, I didn't like about, as you can see there, the way that it was set up like that for two by side. I wouldn't prefer it that way, and on the app it does actually give the option to change the viewing formats. I couldn't see in the way in the website, where you can actually change the viewing format.

M: Alright. Thank you very much.

P6 App Transcript

M: OK, I just want to replay the video. If you could have a look at it and talk through, please.

P6: First of all I went to check what is 'new in'. They normally have the category 'new in', and then 'new this week', and then you can choose category like dresses. So I was looking through those, but most of the items there were for petite. And I am tall, HA HA HA so there are only few in normal size items. I could see.

M: How did you choose what are you going to look at?

P6: I am just looking for some nice dress.

M: Are you looking at pictures or?

P6: Yes, I normally look at pictures, and then quite often opening the product page I will only then get the price. Then realising that it was too expensive. This one was OK. I was not very sure about white. I hardly wear white dresses. I used to before, but it is not my favourite now. But anyway I decided to put it into basket, just in case if I would not be able to find later.

M: And I can see you skimming over the description there. Do you?

P6: I looked at the material, but most of the dresses these days are made of polyester with a bit of elastane. What is quite good, at least little bit of elastane is more easier to fit. Because sometimes it might be tight. If it would be just polyester only, if it's tight you would not be able to wear it, even if you match the size.

M: Did you have to log in now to add it to your basket?

P6: Yes, they asked me to log in before I can put anything into the basket. And now I had to choose the size before adding to the basket. And then I went to browse more, hoping to see, maybe, a dress that I would like more.

M: You are definitely reading the brief description now.

P6: I think I looked at the title a bit, because the pictures are very small, so sometimes the title gives you a bit of an idea what the dress is like. Is this fitted or, you know, how do you call them? Skater dress, whether there is any pattern or embroidery. So it's easier to know without you even looking at the product itself. Decide whether you like it or not. Yea, I think I looked

at the picture and the title most of the time. Sometimes focusing at the price as well, because you know the budget you can spend. So you can't really spend more than you have.

M: What do you think of the way they've grouped, the way that you can navigate the different sections?

P6: When I clicked, I think, party dresses I was not very happy with what I found there. I think, it's now I am going to party dresses, yea. Most of the dresses were very expensive. And probably, there were like a couple that would match my budget. This one was the same dress I put in the basket in white. I thought, maybe, they would have like black or grey. It would be nice, but they didn't offer any other colours. But I didn't want the pink one. This another one was nice, it was £150. HA HA HA I like the patterns on the dresses, well more than plain.

M: Would you be happier if they would provide you with filtering on sort of colour or was there a way that I haven't seen?

P6: Yea, they have the refine option by colour, I think, as well. But normally I like browsing all that they provide. Just by choosing the categories that clothes match what you are looking for. Because, you never know, you might see something, you don't really look for, and you might just like it. HA HA You may not find it in another colour the same design, so. I think I prefer to look at all that are in that section. And then if I don't see anything, I will try to check another one.

M: You don't seem to be looking at the review stars. How?

P6: Well, I am not very interested in reviews, to be honest. Maybe, at the point where I would be buying I could look at it. But I don't really focus on those too much. Because, normally I try to evaluate the design myself, and see how it would look, I imagine myself in that dress. Whether it would look OK or not. The length and fit. And most of the time the size is alright for me, if I choose my size. Or sometimes with Topshop size might be a bit smaller than they are, I think. Like in jeans, I tried my size jeans in Topshop, but they were too small for me. HA HA HA So I am not going there any more. But like dresses are alright. I think I have chosen the other dress, and now I am looking for something to match with it. When I went to the, is that bags, yea. Like clutch bags they had six items only. There was nothing to choose from, to be honest. White would not be the best option with the black dress. Another one were just coloured. I was trying to find something else. PAUSE. I am going for some shoes. And all the shoes are on the list above the £62. I remember that the dress I have put in the basket was £46, so I tried to

calculate how much is remaining. And I thought it would be better to refine it, it would be quicker to find what I was looking for. Otherwise, it may take long to find something. That was really good.

M: Do you like that the way to...?

P6: Yea, yea. I think I use it quite often if I am looking for something particular. I like when you can choose, I think, most of the time I use by colour, by price, sometimes sorting from lower to higher. Or by size, for example, it is also useful. HA HA Especially if the things you are looking at are in the sales section, by size it's easier to look.

M: To see what they have got left.

P6: Yea. Instead of waisting your time looking at things that are not available. So these shoes were available in my size, luckily. And also in the sale.

M: What about the pictures that were in product page?

P6: I think I like in shoes, I like to see the picture of the shoe on its own. Sometimes I would be looking at the foot, but it is not that important. But like clothing, I prefer it to be on a figure. But knowing that I am tall, it would not be exactly the same as on picture. It probably might be a bit different. Now typing. PAUSE. I think it was good that it gave me a place to type in the postcode, and found the address. It's quicker. PAUSE. As the standard delivery was free, I picked. If it would be charged for it, I would go collect in store. So I checked if I have enough money left. Normally if I would have to pay for the delivery, I would prefer to collect in store. HA HA HA

M: What did you think of the checkout process?

P6: Yes, it was OK. If I would be doing it at home it would be fine.

M: Anything else?

P6: No, probably not.

M: Thank you.

P6 Web Transcript

P6: I was trying to click on a menu button. HA HA HA But it didn't allow me to click anything. So I tried to refresh the website. I went to clothing, to dresses. Once I've done that I have got all the dresses in one place. There was no choice for, like, party dresses, or day dresses. Just all.

M: It has displayed it differently as well.

P6: Yes. Pictures are bigger here, ehm, what is quite good. I quite like it. The only thing is, to scroll, it doesn't allow me to scroll faster. It gets stocked, waiting loading. Pictures, yea. But like bigger pictures, and also it is not necessary to have a picture on a model in this sort of search view. Because it's enough to see a silhouette of the dress. And then if you like it you go and look at it in detail. The problem was the scrolling, and loading of the results. It was a bit slow. And normally if you reach the end, if you scroll up again, you have to wait, and it kind of jumps back before showing where you stopped from. These are the dresses I liked. This one rather black and white, but these are too expensive. This one was alright, but a bit too childish. HA HA HA Probably, for summer day it would be alright. HA HA

M: Are you having a bit of trouble with the swipe?

P6: I found it difficult to change pictures on the product page, yea. Normally you suppose to click on that arrow, but it either takes time or doesn't click at all. Even if you try to swipe like that, it didn't work for me. I am probably not used to it. HA HA PAUSE. And again it is not going as smoothly, making you wait all the time. Normally when I am looking through the search results I try to be quick. I quickly go through all and see what catches your eye, and then look at it in detail. But if it takes too long I wouldn't go ahead. I probably would drop it. HA HA

M: Would you give up?

P6: Yes. At least you find something you like, then you can spend time looking at the picture deciding, but not even being able to see what is available. So because of that I decided to filter it up, and I found that in refine option you have even refine by categories. So I have chosen party, ehm, party dresses this time. But even though it was still slow. PAUSE. I would be specially, so I would spend time looking at them and chosen one, instead of going for that. HA HA HA This one was quite interesting. I thought it would be good for dancing. Ehm... I can't swipe that one. And also a picture is really big. It could be smaller in product page, because it

doesn't fit on the screen. Normally you would try to zoom out to see it in more details, but this one was just too detailed. I was even trying to zoom in (to make it smaller). HA HA HA Yea, they had my size. That was good. PAUSE. So I was thinking what I could buy to join it (the dress). Ehm.. I think the dress was £60. Is it £60? So I had, like, £10-15 left. Was it £64? The dress. So because of that I refined it by price. Up to £10 (max would be £10). It was a bit tricky.

M: In what way?

P6: It showed £120. And when you want to delete, you have to click at the end of the last digit, behind it. Because if you do it in the middle, you cannot delete to the right. It is only from right to left.

M: Only backwards.

P6: Yea. It was good because it showed me only items that matched. Initially I thought that this purse has a mini handle, that you can put on your wrist. Because it looks long. I didn't realise that it is just a zip strap.

M: Oh, it's the pull zip.

P6: Yea. And when I went back, it didn't take me back to the refined search results, but it took me back to all handbags. I had to refine it again by price. That is not fair. HA HA I wanted to check the other ones. This one was nice colour. It would easily go as mini handbag, just to put lipstick in.

M: Could you tell how big that is? Are the measurements on there?

P6: I didn't even look at the measurements, I know that it would be something like you hand palm. When you go dancing you don't really want anything big. So if it would be with a handle on a wrist, it would be the best. You just hang it, and... But even though it was alright. HA HA HA PAUSE. I think I've got this one, yea. It was better colour, than the black one.

M: Did you have to log in thins time?

P6: Ehm... I don't remember. OK, I am logging in now.

M: Now, yea. So the app makes you log in before you put anything to the basket. With the website you can log in afterwards.

P6: With the website you can put things to your basket without needing to log in. It is quite good, because sometimes you could change your mind. When you come back after a few hours, sometimes items are still there, so. Because if you log in and put things into your basket, you will get emails reminding you that you haven't bought. Maybe you are still interested. HA HA I prefer to make my decisions myself.

M: So did you prefer the website or the app?

P6: Ehm... I didn't like on the website that it was slow loading showing search results. It was too slow. I like the pictures in the search results on the website more, because they were bigger with the title of the product underneath and the price. So it's all the information that is needed, actually. So it was easier to see garments, but on the product page, I think, pictures were a bit too big on the website. It could be slightly smaller to leave some area around it on a screen, so it would be easier then to swipe the pictures and see other view. Because when they are so big like that you don't really know which place to click. And also you even want to make it smaller. HA HA HA Because it occupies everything. So I think on the app it was good when you can maximise the picture when you double-click on it, so it becomes full screen. But it is not necessarily full screen right from the beginning. So it is up to you.

M: So if you were walking on the street wanting to buy something which would you pick? Would you go for the app or would you go for the website?

P6: I know that on the app they have less items available than on the website. So I would probably go for the website. But if the website is slow like that, I would not go then. Then I would wait and go on the laptop instead. Hopefully, it would be quicker then.

M: And would you leave your details stored in the phone?

P6: Ehm, there are few retailers I like shopping, but I didn't store my details there. Otherwise I will spend too much. HA HA HA So I am trying to control my spending. HA HA HA That is the only reason why. I would like to have it stored there, it would be quicker sometimes, when I kind of have impulse to buy something. But it is quite good then, because I think twice whether I really wanted.

M: And you are not worried about the security of it?

P6: Ehm... I wouldn't say that I don't store my account details because of security. I, probably, really just to hold my budget in place. HA HA HA

M: Anything else?

P6: Ehm... I am just trying to think. Probably that's all, yea. I didn't like on the website when you refine search results and once you go back, it takes you back to starting point, not where you strated. Yea, it wasn't good. I think it is it.

M: Thank you.

P7 App Transcript

M: What were you saying about choosing things?

P7: Usually, when I have a limited budget, I think what I have already at home. Because sometimes what happens when you need to spend £75 for something, it's very difficult to find what you want, and buy clothes, shoes, bag, and everything. And you just think, what do I have at home. And black and white colour usually is very simple to match with what you ahve already. And white colour is very nice and you have black and white shoes. And at home, for example, I have black bag and, I don't know, white trousers. And I am just very comfortable with this. Yes. Do I need to speak?

M: Yea.

P7: OK. Yes. As you can see with long nails it is very difficult when you have a very small screen. I am familiar with this brand (P7 might be speaking about brand in means of the app). What I like in this brand is the idea that you ahve prices and photos. You can choose just photos. You know, to select what you like, for example. And, yes, if you like something, you can just press on this and it's very nice that this brand is giving you an opportunity to match already. For example, you have trousers, and this is blouse. And this is nice. And what I like, also, first you can choose what you like, and after that to log in.

M: What do you mean?

P7: For example, firstly you can spend time, you can browse, you can see what they have. And as soon as you decided to choose something, you just, ehm, log in. The...it took little biy slow, because I don't really know the email and password. And because of my long nails, sometimes I don't click. HA HA For this reason I prefer iPad or computer. Beacuse of nails. But if I know my password and my details, it's easy. Yes. And I'm this is a problem when I am using iPhone.

Usually it's very common for me to make mistakes with my passwords. This is the reality. HA
HA

M: Just because you missup the letters or because you click something wrongly.

P7: Because of my nails, and sometimes I can click with my finger or I can click with my nail, but I click two letters at the same time. And for this reason I prefer iPad or computer, just to double, to make sure that I'm... hm. Yes. This blouse is very nice and blouse looks very nice with jeans. And because I have at home jeans. It's better for me to choose this kind of shoes. I prefer high heels, but in this situation, because of black and white combination, I would prefer that, ehm, this shoes with black trousers or white. Just to make more elegant style. Probably I would not use jeans, And because of my budget. And this look nice to me. It's very easy to...

M: How much did you spend?

P7: I don't remember, £25 or 26, I think. Ehm...yes. This is very common way. Usually when you buy online, if you but tickets, flight tickets, if you buy, book, book a hotel or you buy clothes, all are, all the companies are asking the same information about your home address, your card details, contact phone number. It's very easy, I didn't find very difficult to complete the section. Usually with my card it's easy, because I remember, for example, my expiry date, and this kind of things. As you can see here, I didn't have any problems with that. Yes, my issue, it's not an issue, but usually they are asking if that your gift, if you have like a gift code or things like this. And, yes, I don't have. From my point of view the only one issues is with screen. I like to choose and to buy clothes online, but I think because of the screen, you are not like very, it's not very easy to see what you want to choose. And with, as you cane see my nails, they cover HA HA like half the screen.

M: Do you normally use any discounts?

P7: Ehm, no. I don't use.

M: What did you say about matching your items? You said when you pick any product...

P7: Yes. It's very nice when, ehm, you can find some suggestions. Or you can match, for example, if you see black shoes, they can provide you with some ideas of what kind of bag to select. Or if they are providing you trousers, maybe, a blouse. And it's very useful, because I am... I think it's very useful when you don't really know how match them. This is useful.

M: How often do you use that? Those suggestions, how often do you look there?

P7: Always. Always. Because I understand that these, usually these sites are created by experts. And I need their advice, because I am, in some situations I don't really know how to match, for example, something. And it is very useful, very useful for me. Even with jewellery. It's very useful. Ehm... With shoes and bags. As I can see this year, for example, like a trend to have different colours for your shoes and for your bag. Maybe with some elements, ehm. And this is very interesting. Because usually I have like an idea, that you should have the same colour for your shoes and bag. But I can see that they try to give you, like, they try to change your mind and explain that this is very nice together. Yes.

M: When you click on the product pages, what do you look at?

P7: Ehm... It's very important to have price. And if it's a discount, this is more attractive to me. And, yes, it would be great to have not just one photo, but maybe, not just like, ehm, not just bag, but for example, bag with model. Like to see how this would look on someone.

M: To wear?

P7: Yea. This is useful because this is giving you an understanding about the size, about its look and the shape, and everything. This is very useful. And I would prefer like a 3D photo. Because I would like to see it from different, ehm, from all these looks.

M: Is it the same for clothing?

P7: Ehm, I prefer this more for shoes, for jewellery, for bags. For clothes I will prefer model. To see how this will look there, size, for example, if it's a jacket, I want to see the size. If it's short jacket or a long. Because usually it's very difficult for to see picture to understand what is this.

M: Could we go back to the first product and have a look at it?

(rewinding video backwards)

M: We will just show you one of the products and what were you looking for. Could you talk about it? What was important here?

P7: Ehm, you know, one more time I would repeat, I was looking to see more photos. This was, that it's quite, I saw firstly on a model. And after that you choose just this part. And I wanted,

firstly I wanted to see... I saw the price, the price there, and I understood that this is something that I want. But where is a price? It was ... Where is it?

M: Did you look for any photos on this product page?

P7: Yes.

M: Price is probably on the top.

P7: Yes, yes. I wanted, I wanted to see a model, I wanted to see how all this would look. Obviously, sometimes I feel quite embaranced to have too open, what's the name? Collar... What's the name for this?

M: Too low neckline?

P7: Yes. And I wanted to see how this would look on the model. With trousers together it's clear, but it's not... I wanted some just to zoom it, to see in more details.

M: Did you know how to do it?

P7: No.

M: Did you try anything?

P7: As you can see I just... Maybe it wasn't very visible for me how to do this. Is it possible to do in this particular, with this particular T-shirt?

M: Maybe. Shall we go to the second product? Shall we see what was of interest on the second product page, when you've seen the suggestions?

P7: This was very attractive, because of the reduced price.

M: OK.

P7: The price was reduced. And I, really, I like, and I tried to find these kind of shoes, black and white. This is I think is something I really like.

M: Was that one picture enough for you to make a decision?

P7: For these particular shoes, yes. But as I mentioned, usually I prefer to buy shoes, ehm, in the store. Jus because I like to feel comfortable, to make sure that it's OK. But because it's not a high heel one, this one is not very high, and they look very nice.

M: Anything else would you like to add about the app?

P7: Very nice one. Really, very easy to use, very easy to buy. I want just to make sure that how quick I am receiving a confirmation email about my, you know, when i make a payment. This is like giving me like a more trust in this website. But if I am receiving confirmation straight away. I think it's very important. But I would prefer to do some transactions, but using my iPad. Just because the visibility is better.

M: Would you use an app on iPad or website?

P7: Ehm, both. It is depending how often I am using this brand. If it's thing that I am using quite often, I think it's better to have an app. I don't need every single time to search it. It's very useful. And I think that it's saving a lot of time but if you know. For example, I am 100% sure that in ZARA, for example, all the sizes are very similar. Yes. And right now when I am buying soemthing I am not trying them on, I am just buying. And I am 100% sure that everyhting is like one on me. And I can buy online without any concern. I am 100% sure the quality. I am gonna buy and pay for something that is the relationship between quality and price.

M: Anything else?

P7: No.

M: Thank you.

P7 Web Transcript

P7: OK. What I like here, is the structure.

M: What do you mean by structure?

P7: Ehm, structure of, ehm, of the page, you know. I like more options. Everything is small, but it has very clear structure if you compare with an app. It's very easy to, yes, to select, yea. As you can see here, you can choose what you want. PAUSE.

M: What do you think about the pictures here?

P7: Ehm... As I mentioned, very nice and I need models, and when I am clicking on what I want, everything is there. It's important to find something you like. Yes, here it's very easy to zoom.

And this is what I want. Yes. HA HA HA No, but this is very useful. You know it was a problem when I clicked on the dress.

M: What sort of problem?

P7: You know...prior...

M: Before this? What was that about?

P7: You know when i saw the model and after that I just wanted to go back. Here. As you can see, I am looking what is this dress about, and when I want to return to my dress.... Why am I?...

M: You are out of your search results.

P7: Yea, yea.

M: OK, that what you mean.

P7: And here it's very easy, you can choose your size. Here it's nice because you have an option to add in your bag and to keep browsing. If you compare with app, you are not able to do this. And with shoes it was an issues for me, because when I selected shoes, yes.

M: What sort of issue?

P7: I wasn't able to see, i wasn't able to see the classification of shoes.

M: What did you see then?

P7: I don't know, like to find your store and ... Why do I need to press on shoes and select 'choose store'? Like this. Why do I need to select a store? I don't understand. I just want to see the different options of shoes.

M: So what did you do?

P7: I am just asking myself where is it possible to find shoes. And the clue was that I should have selected... You know you have shoes and you have different categories, like heels, flat shoes. But I realised this just after couple of minutes. I picked shoes, and after that I selected. I just, I don't understand why when I am selecting shoes, I have an option to choose a store. Because I wanted to see what kind of shoes they have. I didn;t have time to double-check. Is it possible to select colours? Like there is an option to choose flat shoes, high heels, but if I

would like to find for example yellow shoes. is it possible to choose just colours? I think there isn't that option. But this is nice. You can see (might be looking at some products). And this is very nice. You can... Yes, this is what I want. Yes. HA HA HA Yes, size. But it's very, it's quite slow if you compare with the app. Yes, and here it's nice. Because you have, ehm, you can record your details and you don't need every single time to add your email, password (the website remembered log in details, no need to type anything, just click on log in. Some participant has saved it previously). And this is same problem with nails. It's not very difficult, but sometimes it's ... I know that in some websites they are providing you with an opportunity to save your bank account details and to choose them during your next shopping. But I prefer just to save, I don't know, my email, and that's all. Because it's better to introduce everything on time, your bank account details, just for security.

M: Have you saved your details on any other website?

P7: My bank account details? No. But I know that usually there are a lot of websites that, for example, they are asking you 'I would like to use same bank account details for my next shopping. Here I was in two mind regarding the condition regarding where they should leave, ehm, my goods. I didn't, I don't know what to answer. They have a guide, you can, here you can read different kind of options. But ... It's nice because you have this opportunity to choose. But I should double-check my husband's diary. HA HA Or my neighbours'. Because it's, yes. But it's great to have this opportunity.

M: Did they allow you to choose any day to deliver?

P7: Yes, but for an extra cost. And i just ignored this option, because I don't want to spend extra money.

M: Was it not enough on the budget?

P7: Not really, it's depending. Ehm, if I need these, like, in next couple of days, I will pay extra money. If not, I can find a different solution.

M: What is happening here?

P7: Yes, it's very slow. Yes. I don't understand why I introduced once my home address, and when I read the guide about where is it possible to leave my goods, they asked me to introduce it one more time. Things about my address... This is nice when you use this on computer, but

I think for an iPhone it's too much information on a screen. And it's little bit slow. From my point of view.

M: What is nice?

P7: Hm...

M: What did you say is nice on the iPhone?

P7: No, no, no. I think when you use this on computer, you have a lot of information and it's nice. But for iPhone it's too much of information and it's quite slow. And it's not just with this particular company, but with all, ehm, with these when you try to buy something. Usually it's better to use an app. I think the information is more like, you have like more clear structure, and it's faster. From my point of view.

M: So if you compare the app you've done before and the website, what do you think about those?

P7: Her you have like more information and it's better. Because you can choose different options, but it's very slow and it's little bit complicated. Because it's too much information on such a small screen. With app it's better, it's nice, because it's quicker. Ehm... yes. But you don't have so many options.

M: Which options do you like most of all?

P7: I like structure, I think it's, ehm, ehm, it's very easy to understand what they are selling. Ehm... I like the opportunity to zoom, and to see models, and to see goods in 3D, different views. I like here that youu can save your password and your email. I like that you can choose firstly what you want and to but at the end. With app firstly you can choose one items, and after that you have to log in. And for example, sometimes I might spend like couple of minutes just to see what is new, and maybe i can decide to buy later. And I think with browser was easy to do so. And that's all.

M: Anything else?

P7: Sometimes it depending if I am tired and I don't have time, I am not very happy to use iPhone, and I am quite nervous. If anything is gouing wrong and I just leaveing it, if it's so slow. But if I am excited about it, I will spend hours and hours. This is depending.

M: OK Thank you.

P8 App Transcript

M: What do you normally look for when you start browsing?

P8: Ehm. Like I did here, I always look the home page, because that is where they have all of the latest promotions and stuff. Then I clicked on the shop section. That's where clothes are and I went down to tops. And then I looked at the items they buy the most.

M: Did you look for any particular top type?

P8: Ehm... not really. I just, I always have an idea in my head what I want when I start shopping. HA HA Ehm..and at the moment I really like chaki green. Which is why I chose a chaki green blouse in the end.

M: Did you find it easily?

P8: Yea. I like that you can see it on full body. Say you can have that picture and then you can click on it, you can see it just on its own. And I always look at all the pictures to see like where it falls around the body and the colour. Because it can change with different lighting.

M: Did you look at anything else on the product page?

P8: Ehm, I look at the price. Ehm... And then I try to look on the information, and I didn't really see on the website, on this app, where it shows you the size of the model that is wearing. Then you can kind of compare.

M: Size of the model. Yea?

P8: Yea. But like in most shops they are always size 10. And then on all my apps I have got my log in saved. So HA HA HA it doesn't take really long. HA HA HA

M: Do you also save your payment details?

P8: Yea. PAUSE.

M: What are you looking for?

P8: I was trying to make an outfit in my head. So I was thinking what I was wearing at the bottom to match the top that I chose. So I thought jeans, that's what I usually wear.

M: Did you look for jeans category?

P8: Yea. I went to the denim section at first, that's where I automatically thought it will be that one including all types of denim. But then I found the jeans section. And I was looking, I went for the skinny jeans, because that's what I wear, so I filter it down. And then I liked to look at these to fit, and where they are at the waist.

M: How do you find the pictures on the product page?

P8: Yea, they are good , because they have it on the body and without. So I like how you can see both options.

M: Do you have enough detailed view?

P8: I would be nice if they had like closer details where you can see the details on the pocket, like the stitching. That kind of things that i like to look for.

M: How did you find the search results when you were browsing? Shall we bring it backwards to show you more?

P8: Yea.

REVINING THE VIDEO.

M: So when you click any of the categories, how do you find the view of the products displayed?

P8: It's kind of hard to see because they are small. And it probably would be better for me if it wasn't on a full body at this stage. It would be more of the close up of the item. Because of that for me I probably would be clicking on loads to see the clothing better.

M: Did you try any of other views before?

P8: I haven't tried them. I don't know.

M: Do you try when you browse yourself?

P8: I would probably just quickly flick throught them all. HA HA

M: You said you would prefer pictures a bit bigger, isn't it?

P8: Yea. I think it would be nice if it's just the clothes rather than the full body of the person.

M: What other information would you prefer to see here?

P8: At the initial stage... Yea.... If there is any other colour options. Didn't have that.

M: Do you mean to choose a idfferent colour of the same garment?

P8: Hm, yea.

M: Anything else? Do you notice the reviews' stars?

P8: Oh, sorry.

M: The rating of the product. Is it important for you?

P8: Yea. Not really. Ehm, because I might like something but someone else might not. I don't always tend to look at that. Not for clothes anyway. HA HA

M: What do you think about checkout? You said you save your account details.

P8: HA HA HA Yes. Ehm... yea, it was easy to read. It was all in the same scrolling mission. I like that. It was all together. And it was quick.

M: If you compare with your account that you normally save, and the one when you would have to type, what do you think about them? Is there any more or less difference?

P8: Yea, it's not very different at all. And my name. I would have always to re-type like my security code on the card, the e xpiry date. It doesn't really add that much time. Obviously without me having to look at details that you gave me, I would autumatically just do that myself. And then all by heart. I do it all the time. HA HA HA.

M: Do you have to type your address and things like that?

P8: Usually it has my name, and unless I am changing my address. And usually it already has that. Then with my card details I would have to add the security number and the expiry date in again. That isn't saved.

M: Anyhting else about using this app?

P8: Ehm, because I probably, you know how you can get the unidays code to give you some student discout. I would probably use that. Which is at the bottom afterwards. The

promotions sector. Then obviously I would have to come off the app to have to go to unidays to get the code for that. Which add on time.

M: If you would like to use the code, would you have to go to a difefrent website/

P8: Yea.

M: Is it different every day?

P8: Yea. It's like, they generate a generic code that set up, that's called unidays. And they have all the like online stores, they give you a separate codes for all of them each day.

M: Would you be able to shop from unidays itself?

P8: No, they only give you a discount code.

M: Do you always use that?

P8: Yea, HA HA For anythign I can. HA HA HA

M: How many pecent do you normally get off?

P8: Most of the time it is 10%. Even on sale items.

M: Anyhting else?

P8: No.

M: Thank you.

P8 Web Transcript

M: Now you can see what you were looking at on the website.

P8: This page was pretty similar.

M: What do you normally look for in a home page?

P8: Just if there is any like trend that I would liek to have alook at and see what they have.

M: Do you often click through to any?

P8: Yea, sometime I click throug to see trends. Liek I want like a stipy top, and they have stirpy trend. HA HA I prefer the view of the items like this.

M: Compared to the app?

P8: Yea.

M: What particularly do you like about it?

P8: Ehm, you can just see more in one. I can see four at the same time rather than two. Do you know what i mean? But in the app it's was not changing. I wish I would be able to change that.

M: Pardon?

P8: Would I be able to change that? If I knew on the app. I don't know if there is this option.

M: It's a bit different than this. What do you think about product page?

P8: Yea. It's a bit confusing. I looked, obviously, I always read about the item, and how they describe it, what is it made of. Ehm... But then on this one, when I tried to see more views it wouldn't work. They just showed me one. HA HA

M: Did you mange later on?

P8: HA HA HA It was ok at the end. And yea.

M: What are you looking for?

P8: Ehm, I was just looking for something. I don't really know actually, I was just looking for anything. Then I shortskeemed in to my head. So I was just having a look. I looked at the pricing, and the styles. Then here you can see reviews. HA HA

M: What do you think about the pictures?

P8: Yea. I like that they have like a close up, the back view. PAUSE. Yea.

M: What sort of information do you normally look at on product page?

P8: Ehm. it depends what I am looking for. At the moment obviously, because I don't have lots of money, I only look for something in particular only if I need it or I wanted. So if I would have read about a particular trend or stye, I will see what their version of the designers. What the designers have done. Usually on a home page.

M: Is it a different price range, isn't it?

P8: Yea. HA HA HA But they always get a cheaper version, like a copy the same. And then I scroll up tot he tops. There are so many.

M: Would you try to sort them up in any way?

P8: Yea. I don't really know what I look for. But if I did, then I probably like filter it down to my size and a colour. If that option is available. Then I was just reading about a... and my size.

M: How did you find the idea that you didn't need to log in?

P8: Yea. That was easier. But then I found the payment bit harder.

M: Why?

P8: Because it is longer and it was a bit confusing. So I had to put my mobile twice. Then the address bit, I think the number ended up being on a street name and then there was a house option of other, but i don't know if that was my fault or...

M: Did you use autofill or did you type everything yourself?

P8: I typed. I alway type it in, but then I noticed that there were on autofil. HA HA But I never really use it, I don't have it on my phone.

M: What?

P8: The littel autofill one. HA HA Yea, I should be reading everything was right. HA HA

M: Did you find your address?

P8: That was sort of confusing. HA HA Because they didn't usually seem like pop up, but when it took longer to load. This is where I added my number in again.

M: Do you think it was necesarily?

P8: Probably no, but just because it was for the delivery sake, I thought about putting it in just in case.

M: What are you waiting for?

P8: Yea. I was waiting for it load. It was loading a bit longer so I was just checking before I add my card details.

M: Which delivery did you use?

P8: Same address.

M: What type of delivery?

P8: Oh, just what was set up for the 3 to 5 days. That is I always pick. HA HA

M: So if you would compare now the app and the website, could you talk more about it?

P8: Well, the bits I liked, I liked the layout of the website, because you can see more of the clothes at once, and it kind of saves time. But then the payment bit was longer on the website than it is on the app. The app was easier, and what I found, it is quicker. Doesn't take as long to load. And then the website didn't always work when the view in the clothes option, because I always like to look at more views of the clothes up there. And I didn't have any problems with the app. So it was easier. And, yea.

M: Anything about sizes of the pictures? Or display of the model or garment?

P8: I prefer the size and the display on the website, even though it didn't always work, because it would take up a full screen. It was easier to see.

M: Anything else?

P8: No, I didn't say.

M: Did you have any differences in choosing categories?

P8: I felt like there was a bit more in the website. Ehm, but I always thought that about apps compared to the websites. They kind of filter them down, don't they?

M: Is that what you think?

P8: Yea.

M: Did you come across that before?

P8: Hm, HA HA HA I can't remember them all. HA HA HA Ehm... I probably think that they probably would, but I don't know.

M: When you are shopping yourself, what do you prefer to use? Apps or websites?

P8: Ehm, I would usually use the website instead.

M: OK. Why?

P8: I don't know I have only bought a couple of things of my phone. I get a bit scared with the payment bit. I don't know why. HA HA HA

M: Do you mean in general or just on the app?

P8: Just on the app. On the website if I can I usually pay through PayPal. It is that kind of extra security kinfd of thing. HA HA

M: Have you returned anything when you bought with PayPal?

P8: Ehm, yea. I have retured a few.

M: Cna you tell about your experience please?

P8: Yea. Obviously it adds you money to your PayPal account. So you can either spend it through using PayPal or transafe back into your bank account. Which is obviously annoying. But if I am gonna buy something else, then I would just buy it using my PayPal account.

M: And to return the item itself? Was it any different from other ways?

P8: No, just the same.

M: Would you post it?

P8: Yea, or you can just. When they send it to you you get like return sticker on the back. You can just send it back exactly the same.

M: Is it long to wait for your refund?

P8: Ehm, don't think so. They usually, like 10 days max, I think.

M: Would you like to add anything else about your experience today?

P8: Ehm, I don't think so.

M: Thank you very much.

APPENDIX 7A – Data Analysis and Coding Procedure

An example of open coding is represented in Table 48, and the initial code is presented against actual quotes from interview transcripts. Most importantly, the initial coding procedure was conducted by applying open coding, process coding and line-by-line analysis.

Table 48: Example of open and process coding with quotes from interview transcript.

Quotes from interview transcript	Initial open and process code
I think people just tend to go for the high store names, just because they have that name, being able to build that brand already.	Looking for brands
And I have a few brands that I don't really need to... (try things on)... sometimes I am going to store and I am buying, and everything is OK.	Buying from the same brands
Me, I have this problem sometimes, that, I stick to specific names. And, then, even if like not very known brand, that have good shoes I would always compare with that brand. So for example, if I got used to Sketchers, I am becoming very fussy about other shoes. So, almost always I wear Sketchers, because they are comfortable. So, yea. I kind of look for quality of the specific names.	Sticking to the same brands
That's why I never shop at Primark or New Look, because they gonna fall apart straight away if I am gonna wash it in washing machine or something like that.	Avoiding cheap brands
But, if I need something, more like... hm... I want to see something new and I am not 100 percent sure about this brand, I prefer to go and see, to touch it.	Being unsure about the brand
I will still think about the style I want to keep, but I would not say, that I am focused on one particular brand or name.	Not focusing on brands
That's why, you should know the brand. Normally, if you know the brand, and you trust your brand.	Trusted brand

After initial open coding stage, which was based on line-by-line coding the first two focus groups transcripts were completed, these codes were compared for similarities and differences between participants' viewpoints. The first sub-concepts emerged in a form of process codes with strong similarities. Therefore, open codes were aggregated into concepts with similar claims, and formed sub-concepts of theoretical concepts. This procedure is called selective coding, and an example is shown in Table 49. These selective codes had further similarities, and were further grouped into more general concept, see Table 50.

Table 49: Example of selective coding procedure.

Initial open and process code	Selective code
Looking for brands	Buying known brands
Buying from the same brands	Knowing the brand
Sticking to the same brands	
Avoiding cheap brands	Not buying from untrusted brands
Being unsure about the brand	
Not focusing on brands	Not focusing on brands
Trusted brand	Trust the brand

Table 50: Example of grouping concepts into category.

Selective code	Category
Buying known brands	Brand
Knowing the brand	
Not buying from untrusted brands	
Not focusing on brands	
Trust the brand	

Table 51: Example of coding procedure in development of category FIT.

Initial open code	Selective code/Concept	Category
Checking the fit	Checking the fit	Fit
Being concerned about the fit	Concerned with fit	
Being not fit for your body		
Being worried about fit		
Not being sure about the fit		
Plus sizes things do not fit curvier figures		
Buying from the same brands	Knowing the size buying from the same brands	
Knowing the size		
Knowing what will fit		
Not needing to try on things		
Using the same brand to know the size		
Better fit	Perfect fit	
Having a perfect fit		
Liking the fit		
Thinking will it fit		
Being a different size in different brands	Standard in sizing system needed	
Changing sizing in new designs makes unhappy		
Knowing the size but fit is different needed		
Sizes are for average figure		
Sizes are smaller than they are		
Unstandardized sizing system		

Another example of coding procedure is shown in Table 51, depicting the development of category FIT. Initial open codes were grouped under five selective codes, these concepts were

then further grouped to represent a more general concept. In this study general concepts are labelled as categories because they represent abstract meanings of important participants' perceptions of fashion shopping in more general way. The coding at this level considered the link to more general category, related to product benefits. These emerging categories are at the offset of higher and more abstract theoretical concepts, which underpin the foundations in building a substantive theory.

Table 52: Example of coding procedure in development of Core-Category Product Benefits.

Core-category	Categories	Concepts
Product benefits	Fit	Knowing the size buying from the same brands
		Checking the fit
		Standard in sizing system needed
		Concerned with fit
		Perfect fit
	Price	Checking the price
		Buying wherever is cheaper
	Size	Checking the size
		Difficulty to know size
		Vanity sizing
		Shaming sizing
	Brand	Knowing the brand
		Trust the brand
		Buying known brands
		Not buying from untrusted brands
		Not focusing on brands
	Quality	Concerned about quality
		Reliability of product
	Material	Checking material
		Checking the fabric
	Design	Style
		Designs incorporating consumers' likes
		Shape
	Comfort	Comfortable
		Being not comfortable
	Unique original things	Unique products
		Buying limited edition things
	Colour	Liking colours
		Looking for specific colour
	Complementing things	Needing to buy other items to complement the item bought
Matching with own wardrobe		

The selective codes were labelled concepts in further data analysis, these concepts were grouped under the themes labelled categories, which formed the foundation of the substantive theory and were grouped under core-category group with more abstract meaning (Table 52).

It is important to note that the final version of 69 theoretical concepts emerged after focus group 4, when theoretical saturation had been reached. These theoretical concepts were considered during the third and sixth stages of coding – axial coding, for possible more abstract higher level concepts, which were labelled as categories. The Table 53 summarizes all 69 concepts with numbers of references found in the data and numbers of sources, which are numbers transcripts of individual participants. There is an abbreviation next to each process benefit and issue, such as M – for mobile, PC- for desktop or laptop, and S – for store environment. The coding process was conducted for each participant’s interview data. The transcripts were coded in accordance with the participant’s responses as a unique example of fashion consumer, but not the focus groups as a unique unit of the data. This was explained in the section about data sets earlier.

Table 53: Theoretical Concepts Emerged from Data.

Title of the Categories	Sources	References
Being attractive	10	31
Confident shopper	13	41
Fashion forward	14	40
Impulse purchaser	11	32
Overly green shopper	6	14
Shopaholic	6	18
Shopping as therapy	10	18
Socially gregarious	7	13
Socially introverted	6	14
Traditionalist	8	12
Utility seeking	10	17
Brand	11	29
Colour	5	7
Comfort	6	12
Complementing things	5	11
Design	7	15
Fit	16	65
Material	9	15
Price	15	19
Quality	10	20
Size	13	34
Unique original things	4	11
Anyplace (M)	14	46

Title of the Categories	Sources	References
Assurance (M)	10	36
Convenience (M)	12	76
Engagement (M)	10	56
Interactivity (M)	10	38
Intuitive organisation (M)	14	94
Personalisation (M)	9	33
Product range (M)	8	16
Saving money (M)	11	45
Saving time (M)	13	62
Trying on at home (M)	11	16
Using as research tool (M)	18	79
Apprehension (M)	8	17
Being slow (M)	5	7
Complicated structure (M)	10	22
Difficulty to see products clearly (M)	6	8
Distrust (M)	5	13
Hindered delivery service (M)	9	44
Inconsistency (M)	5	12
Look alike websites (M)	3	5
Assurance (PC)	12	55
Convenience (PC)	9	43
Product range (PC)	7	14
Reassurance (PC)	13	56
Saving money (PC)	10	39
Trying on at home (PC)	10	15
Distrust (PC)	5	13
Hindered delivery service (PC)	7	34
Inconsistency (PC)	5	12
Look alike websites (PC)	3	5
Restricted use (PC)	2	3
Certainty (S)	16	61
Leisurely shopping (S)	6	11
Busy stores (S)	11	31
Inconsistency of shopping channels (S)	3	4
Judgmental and assertive staff (S)	8	25
Scarcity in store (S)	12	23
Being happy	4	14
Getting value for money	7	11
Investment lasting	4	11
Material Price relationship	2	3
Meeting expectations	10	19
Quality Brand relationship	5	6
Quality Price evaluation	8	12
Sense of achievement	3	4
Shopping experience	9	23
Suitable for regular use	7	8

APPENDIX 7B – CORE-CATEGORY: PROCESS BENEFITS

Theme – Online Shopping on PC or laptop

Sub-theme – Benefits to shop on PC or laptop

Sub-theme *BENEFITS TO SHOP ON PC OR LAPTOP* is related to benefits achievable online via desktop computer or laptop. During the coding procedures a number of selective codes were grouped to form a sub-theme of benefits shopping on desktop, such as reassurance, assurance, saving money, trying on at home, convenience, and product range. It was found, that nearly all of these categories were observed among more than half of the sample.

Category - Reassurance

The category REASSURANCE is related to a concept of confidence shopping online on desktop. Although, some of these codes were present in the sub-theme benefits to use mobile, but it is apparent that these benefits can be achievable on desktop as well as on mobile. However, there are some differences between the selective codes which were assigned to similar categories. A number of theoretical concepts were assigned into category REASSURANCE, such as ‘being confident online’, ‘engaging customer service online’, ‘responding to customers online in a timely and pleasant manner’, and ‘chatting’.

You can know that when I do make purchases, on my tablet, not my tablet, but on my laptop, normally I go to a secure, like, I do it at home. I don't do it in, like, out, like hm, a cafe or so.

Moreover, the customer services online have received, surprisingly, exclusively positive comments. The way customer services respond to consumers’ enquiries, is appreciated among consumers.

They always get back to you within 15 minutes. You send them email.

Chatting was described above, in the section about benefits to use mobile for shopping. This concept is equally valued among consumers either on mobile channel or on desktop.

Category – Assurance

The category ASSURANCE has a slightly different angle from REASSURANCE, because it is related to the promises and intended surety, which are achievable on desktop. The theoretical concepts assigned to this category are representing the services provided mainly by retailers,

such as order updates, quick delivery and refunding the money. These concepts showed to be important in boosting consumer confidence when shopping online. The concepts mentioned were However, one of the concepts, which was added to this category is related mainly to the confidence shopping when using a bigger screen, such as PC or laptop. Moreover, this concept was observed in 1 out of 18 cases, what suggests that seeing everything on bigger screen has impact on overall shopping experience.

Maybe it's more convenient to look on screen like laptop screen than mobile. Mobile screen is too small for me. And you can't see details that much, even though, you can zoom in, it's just I don't know, I don't like it.

'Updates about the order' were welcomed by the majority of the participants.

I will know when it will arrive, I will know that the order arrives in two days, That's what I value, because then you know you were aware you would have to be home, to pick the parcel.

The same as per assurance on mobile, this benefits is related with the shopping experience, and trust to shop via that shopping channel.

Category – Saving money

The category SAVING MONEY is the same as per benefits to use mobile, because the possibility to have discounts, buy sales items or save money on transport, is present in both shopping channels.

Category – Trying on at home

The category TRYING ON AT HOME was coded and assigned to both shopping channels, such as mobile and desktop. This was considered appropriate, because, as mentioned earlier, some of the participants did not distinguish between mobile and desktop platforms, but used term 'online'. Therefore, these categories were present in both shopping channels.

Category – Convenience

CONVENIENCE represents the same benefits as convenience on mobile.

Category – Product range

Product range was greater on websites, compared with mobile apps. For those who use desktop mainly it is benefit. If the website is compared on the desktop and mobile, it has no differences, apart from the size or pictures and layout.

Sub-theme – Issues to shop on PC or laptop

The categories, such as ‘hindered delivery service’, distrust’, inconsistency’ and ‘look alike websites’, were the same as discussed in sub-theme of ‘issues to use mobile’, but ‘restricted use’ was unique to desktop shopping experience. The category RESTRICTED USE referred to ability to use laptop in limited places, and required more effort than using mobile devices:

Because getting my laptop out is, like, a bit of palaver. It’s big. I am gonna open it up, upload it...

Theme – Shopping in store

Focus group discussions were not specifically focused on differences between shopping channels. The themes related to different channels emerged during the data coding. It became apparent that consumers constantly make comparisons between shopping experiences they have on different channels. This is mainly driven by their past experiences, which are compared to present experiences. Therefore, the number of categories found relevant to shopping in store is significantly lower than the combination of categories emerged about mobile or desktop.

Sub-theme – Benefits to shop in store

It is apparent that the number of benefits to shop in store will have more than two benefits. This list might be expanded by adding relevant literature, especially, that researchers are engaging in studies about shopping experience in stores for extensive period of time, opposing to mobile shopping channel.

Category – Certainty

The category CERTAINTY was present in 16 out of 18 cases. This suggests that shopping in stores has a benefits of being sure that the product consumer buys will reflect all the values, the consumer seeks when selecting the product personally in store. However, this benefit did not out weight the issues related to shopping in store. The category CERTAINTY combined concepts which contribute to the state of being without a doubt. The following concepts were grouped under this category: ‘trying on in store’, ‘ability to touch’, ‘checking the quality’, ‘no need to return things’, and ‘check in store and buy online’.

I can try, I can look , I can go in to the dressing room and just look at the clothes for like 30 minutes, just thinking is this gonna fit is this not gonna fit,

what can I wear it with, like. I think with me is just to be in store. Just, again, I like to try on, and I knew that it will definitely fit me.

The most importantly, the 'ability to touch' influences the perceptions about brand and quality.

But if I need something more like hm I want to see something new and I am not 100 percent sure about this brand, I prefer to go and see, to touch it.

I love to touch the fabric, and see the quality in store. But sometimes the products in store are not that what I'm looking for compared with online shopping.

Certainty in store influences the trust to shop online from that brand.

In this situation like first time when I went to store, I think it's related with credibility of store. For example, if let's take for example, NEXT. Yes. I had an opportunity to buy a couple of times different kind of clothes and accessories. And I was happy with the quality, with everything. And after this experience, I decided to make some shopping online.

This suggests that for those brands which have stores, the consumers might first go and check their products in store, and then buy online. Whereby, for those retailers which are pure-play retailers, this possibility is not available. Therefore, the certainty in store could impact on willingness to shop via mobile or desktop.

It is interesting how the concept 'no need to return things' emerged as a benefit of shopping in store. This means that consumers can try things in store before buying, and therefore, they can easily change the size or leave the item in store without purchasing.

I think to buy in store is the best thing. And you don't need to return it again. Because sometime when you buy these clothes and by online is sometime you, it is risky because of sometime it can't fit, it isn't quality that you thought, you will wait a time to return it again.

Partly it is related to time required to return things bought online, and in store that time is not needed.

If you get it from store, you get it back to the store. But if it was delivered to you from warehouse, you have to I think, to return to the people who delivered it to you. And, also, like a one off thing, you are not going back to get a refund or exchange. Because I try it on, I don't just see, I need to try it on because of the size. That's it.

Moreover, certainty in store plays an important role in multi-channel shopping, because it helped to build trust in the brand, followed by quality, fit and size. Therefore, consumers might be more confident to buy from that brand another shopping channels, such as desktop or mobile. This benefit is a guarantee for product benefits achievable on mobile.

Category – Leisurely shopping

The category LEISURELY SHOPPING mainly supports the idea of shopping in stores, and is amusing. There are consumers who value the social aspect of shopping in stores, when they can go shopping with a friend, enjoy the time spent together, and make purchases. The category LEISURELY SHOPPING is achievable due to 'having enough time' and 'proximity of stores'. It was noticed, that some participants like spending time shopping, and can stay for 30 minutes only in the fitting room.

Sometimes, I like using shopping like a therapy. Just because I like to walk and to spend to relax to spend some time doing shopping. But this is in this situation when I have time.

As noticed above, the concept of time has inevitable role on the willingness to shop in stores. It was also found, that one of the main benefits to use mobile or desktop for shopping is the benefit to 'save time'. The notion of time becomes a sort of dimension of the ability to shop via certain shopping channel.

The analysis of the categories and concepts attached to each category showed that a number of PRODUCT benefits are achievable via PROCESS benefits to shop in store, particularly, through 'certainty' benefit. Moreover, the identified benefits of shopping in store have impact on the final value, such as a relationship between quality, brand, and price, shopping experience and being happy.

Sub-theme – Issues to shop in store

Although, the sub-theme related to benefits to shop in stores contained only two categories, but the results of the data analysis showed that the number of issues was higher than benefits. It was identified that this sub-theme is particularly important, because these issues affect the value achievable through stores.

In total, 9 theoretical concepts were grouped into 4 categories, such as 'scarcity in store', 'busy stores', 'judgemental and assertive staff', and 'inconsistency of shopping channels'. Interestingly, the issues to shop in store are mainly related to the store environment, including a limited product range.

Category – Scarcity in store

The category SCARCITY IN STORE is related to unavailability of certain brands and sizes in stores. In contrast other shopping channels such as mobile and desktop, bear the benefit of 'product range'. Therefore, the issues of store environment can be compensated through online means. This is a possible stimulus to switch between shopping channels in order to satisfy a combination of shopping benefits.

The size is not suitable, and I haven't found it in another size in stores anywhere. Then I will, probably, try online, try to find the item on the website.

As identified earlier in the section about PRODUCT benefits, the size category has an impact upon the final value of fashion shopping, because it is a determinant of comfort, fit, and being happy. However, sometimes consumers might struggle to find certain brands in stores. This might be a case in department stores or larger retailers, which stock other brands in addition to own brands.

I think one of the reasons, why I don't really go to shops, is because my city don't really sell brands that I want to buy. Those brands, I want to buy, are only online, so that's why I shop online. Just I looked. Also a style, that I wanted was only online, it wasn't actually in the shop. Yea, a lot of the brands, that I buy are unavailable to buy in store, so I would buy them online. That's how I decide, if it's only available online, I buy online.

I think for me would be, like, if a store doesn't have it, then I would go on a website. So if the store don't have it I will go on the mobile.

It was identified, that there is a link between the issue in store and consumers' willingness to compensate this issue by benefits achievable via an alternative shopping channel.

Category – Busy stores

The category BUSY STORES reflects the issues related to crowded stores, pandemonium sales and time required to be able to shop in store. Moreover, 11 out of 18 cases agreed that stores are unsatisfactory busy.

So I don't like going into shops, shopping centres are really crowded. I do not like going into crowded shopping centres. I find it a bit much. No, it is terrible.

If I get to go to shops, I only go there not on a weekend, but on a week day, because it is too busy and absolutely chaotic. On Saturday afternoon it is so packed, God! I can't handle it!

According to one of the participants, the shopping during sale periods is “pandemonium”. Therefore, some of the consumers might try to avoid going to stores.

I shop at Topshop as well when they get sales on, it's pandemonium, it's so horrible. People fighting over your face like as rats.

One of the participants mentioned that the stores during sales are chaotic, and the products are not organised, what makes it very difficult to find anything. The participants joined the discussion about the organisation of sales in stores, and they agreed that the retailers need to take time to organise the products according to sizes. This would make it easier for consumers to find the right items to purchase. Moreover, shopping in stores is time consuming, and those consumers who have a limited free time due to family arrangements, or work, find it difficult to buy fashion products in stores, especially, as mentioned above, when the stores are very busy or there is a long queue to a fitting room or to pay.

I really like it because I don't need to spend hours walking around and getting tired, and trying for hours in a fitting room. It's too hot there most of the time.

BUSY STORES have a negative impact on shopping experience, and therefore, drives consumers to look for alternative shopping routes.

Category – Judgemental and assertive staff

Another very important issue emerged from the data is JUDGEMENTAL AND ASSERTIVE STAFF. This category represents the issues related to customer service culture in stores, and overall atmosphere in stores, including sales assistants' and security guards' behaviour.

My friend bought it, and it looks brilliant" when I know there is nothing like it. Also I find a lot of shop assistants are really, really pushy. They kind of follow you around the shop. "Oh, oh, do you like that, it will look really like this", and I feel really pressurised to buy it. And sometimes, I am a guilty person, so I go home than I intended.

Yea. They don't want you. I feel like they don't want us to touch their stuff. Or, something like this. Yea. I like doing it by myself.

In addition to that, one of the participants said: "I think, hm, we need to improve the customer culture". Another participants mentioned that some people feel uncomfortable and scared to shop in stores.

And a lot of the shop assistants in Zara are very judgemental, and very intimidating. If I finish work and I look really terrible, I look like a kind of person that should not be shopping in Zara. They are gonna pick me out straight away and they follow me around the shop.

It has emerged that security guards have a negative impact on shopping experience in stores. Some consumer might feel like someone is always staring at them in store.

When I go in Selfridges, I am always very conscious thinking do they think I...because I always put my hands in my bags to look at my phone and think: "Do they think I that I am up to something?"

Although, sales assistants' purpose in stores is to help customers, but the consumers in this study had explicitly negative perceptions about them. Moreover, majority of the participants said they felt that sales assistants were not happy for consumers to touch things in store. This study did not intend to look for problems in stores, it was interested in consumer behaviour using smartphones. However, the participants felt it was important to share their experiences of shopping in stores, especially, that they were not satisfied with it. Moreover, this issue occurred in a number of cases, suggesting that the environment in stores could potentially be a topic for further study.

Category – Inconsistency of shopping channels

It was noticed, that there are inconsistencies between the shopping channels. This might be an issue for those consumers who prefer to shop in combination of shopping channels, and they might be willing to migrate freely between the channels depending on their need or mood. Sometimes the differences are apparent in pricing, or product range.

But sometimes the products in store are not that what I'm looking for compared with online shopping.

Probably, consumers would benefit from a standardised system in displaying products across the shopping channels, making it easier to understand which products are available via which shopping channel.

APPENDIX 7C – Issues to Use Mobile for Fashion Shopping

Table 54: Emerging Selective Codes and Categories Related to Issues to Use Mobile for Fashion Shopping.

Selective code	Category
Difficulty to use	Complicated structure
Confusing structure	
Difficulty to find things	
Mobile website absent	
Mobile websites need improving	
Difficulties with returns and refunds	Hindered delivery service
Delivery charges	
Worried about the parcel	
Delivery time	
Concerned to click something wrong	Apprehension
Mobile has a small screen	
Having difficulty to pay	
Pop ups on smartphone are disturbing	
Difficulty to see product in detail	Difficulty to see products clearly
Not the same as the picture	
Slow on mobile	Being slow
Being slow	
Being slow on 3G	
Using ASOS on mobile was slow	
Being concerned about security and payment	Distrust
Not buying because do not trust	
Differences on website and mobile app	Inconsistency
Updating content regularly	
Differences in store and online	
No differentiation between retailers' websites	Look alike websites
Boring mobile platforms	

APPENDIX 7D – Focus Groups Transcripts

Focus Group 1

OK. Thank you very much. We will start with some questions now. feel free to comment one the other one. feel free like in a group talking with your friends.

I would like to ask you a question. Why do you use mobile for fashion shopping and browsing? For those who do not buy on mobile it would be considering browsing on mobile. For those who buy on moobile considering shopping on mobile including browsing and purchasing.

P1 I use the mobile hm because hm sometimes I find some adverticing from my friends, from facebook and so on, so it's more easy for me sometimes to check clothing. and hm the Also I save time when i check something online because sometimes I don't have time to go to in the store and buy something. So for me it is easier to search in the beggining. I do not buy so much online but sometimes I check it online . If it's avialible and then I went and collected it in the store. Because I stay in the city centre so for me it is easy to go and collect it any time if it is available. So I check it online first that's that's the main reason that I search clothing from the hm the mobiles.

P2 Yea. For me I spend so much time and use my mobile. Some time it feels like one minute. And I do not have an ad blocker, so I get all the advertisement for clothing so sometimes I just "Oh, yea. I will check this dress". And I get these recommendations. So that's basicly the main reasons why I check on my mobile, and then sometimes, I set to buy which I know that isn't good. ..HA HA

P2 Yea but sometimes.

P1 I am doing it anyway.

P2 Sometimes i think, we use to buy because we have extra discount sometimes, we have better hm better hm of for online that they doesn't have in stores...

P2 Yea

P3 The reason why I would use mobile, to look at clothing, is if I wasn't in front of my computer. So it says it was really lasy, i was watching tv hm advert break came on, maybe I just have a

look for adress. And then I will pick up my phone and start looking on my phone and or even if it is not even an advert just ...

Ps HA HA HA

P3 Just while watching TV.

Ps HA HA HA

P3 I am just gonna be looking at few things at once and that is the reason. Just to bombard yourself with more information.

P4 I just do when I am, like, on a train or something.

Ps Yea

P4 So yea, the reason I use my mobile phone for fashion shopping, I think, is often because I get news letters from some of the companies. Like if I get, like, a nice news letter and I see something interesting, I just click on it, and then I just browse. If you are bored on a train or something. HA HA

Ps Yea HA HA (agree with P4)

P5 I think I tend to use it like when I to knew latest trends or, you know, just see what's out there. And I think also when I am bored like in the library and I need one hour break.

Ps laugh agreeing

P5 I just get on my phone. HA HA Also to see what's happening, also like, because I am a fashion blogger. I tend to look for all store that have in a stock and just knew what is a blogger writing about

M OK Thank you. What would you really like to achieve via your mobile? Considering your past experiences Is there something out there as you would be expecting from mobile to be able to do?

P5 I think with me is that, you know, when you go on the actual website, and you go on your mobile, that's quite different. The screen is not as usable as

P1 exactly

P5 it is always small and

P1 also

P5 you have to expand it to make sure you can see. and also if you want to see more you have to try to expand it to make sure that you can see

P1 yea

P4 I thing on some websites so on mobile.

P5 yea

P1 and also sometime when I realize that when I see something on a website they much, they have big variety a big variety of the clothes but on on the apps they did not update it

Ps yeaaa agree

P1 I don't know if you had the same problem

Ps yea yea

P1 Many time I dowload the app and check the same company. And then I go on the website and the the website all the time have much more clothes and the

Ps umh

P1 eh I don't know why it doesn't really spent a lot of time them. Hm, I don't know. Maybe they have to work, and have more empyees to make it more updated, more often. I don't know why it doesn't work so much

P5 I think, maybe, it is beause, you know, the fact that have been issues so coming up more now so, maybe, they are not still quite technical and not enough high yet.

P1 Probably

Ps yea

P5 so that do much training to have more time

P1 or have more hire some staff that have they are really good on a ...

P5 exactly

P2 For me is expectation is so basicly. Menu, clear menu, jus a few clicks not a too difficult, so that you have, like, to fight something to ten for links or something. And recommendations, because otherwise you won't find anything in application. So basicly they should remember what you've looked at, and show you some style or some other content by "us range". So it should be easy. Ease of use, accesible and all these kind of things.

P4 My reason, I am sure, it already exist, I don't use it anyway, but something like where you can, maybe, cross shopper, like, cross different shops. Or compare, like, to compare different things that you, I 've seen a dress, in one shop and then in another one, and you wanna, you kind of, want to see them all in one page or something

P1 yea this

P4 Thas kind of stuff...

P1 Is this is not existing?

P4 Probably it does exist

P2 It probably does exist it something

Ps yea

P4 that is people

P2 it is a good idea

P4 yea

Laughter

P3 I've heard an advert. How is it called? "Grabby"or something. It is a fashion app that I think does that.

Ps yea

P3 hem but I didn't download it. hem

P1 aa really I didn't know

P3 yea just you know when you go on the appstore and it has that recommendations

P1 aa really?

P3 It seems to recommend fashion apps for me when I downloaded like three other.

Ps ha ha ha

P3 Yaaa.

M May I just ask one more question about recommendation. Do you mean hm additional items that would be jointed with the one you are looking at?

P2 basically

M Or recommendations from other friends?

P2 Let's say you looked at I don't know 80s style clothing I don't know and it gives you similr clothing because which you can check all the clothing . That is basicly.

P3 Oh, Ebay does that

P2 Exactly, so or basicly when you check your clothes and then you can see there I din't know you like animal like style what ever you know like zebra, and then it shows you all the clothes .You know which are related with kind of style

P1 Looks amazing it is cool

P2 It has different companies even on the same range so basicly it shows you a certain style you might be interested in

P1 yaaa

M Would you expect this feature to be somewhere at the menu? or?

P2 No, I think it is more like Amazon style that comes on bottom or the app or something just because you can see all good

P3 yea Because once you've search for something on Ebay or Amazon, it will just keep recommending that things to you and you . But use them for clothes like tool. yaaa

Ps hm

M OK, thank you. The other question is about how do you use smartphones in your shopping journey? So it would include What role does a smartphone means in your shopping?

P2 I research, like comparing prices,

P4 yea

P1 At the same time, that you go and check in different store So you go online check it quicklier.

P4 umh agree

P1 and basicly this.

M Then would you say would you start with mobile and chack on mobile? then maybe go to store?

P1 yea

M Maybe go to laptop? How would you describe your journey as such?

P5 I think for me would be like if a store doesn't have, it then I would go on a website. so if the store don't have it I will go on the mobile. As mobile is sort of like website should be matching some websites That the main reason to see if they have a different size or

P3 yea I browse on a mobile just research it and then just go on a website I am unlikely to go to the actual bricks and mortar shop I don't wanna go to the shop to be wlaing

M Did you mean website on the laptop?

P3 yea no , on PC

M PPC?

P3 Yea

M OK

P2 I am still kind of like I want to su ps so they don't dissappear

Ps laugh

P2 So might be searching online on a mobile and then go to the shop Then if the shop doesn't have it then I go to the web

P1 yea and also for me it is nice when I go the shop because I allways go with friends to spend time there So it is more nice, fun, good so I am more traditional

P2 More the experience, more shopping experience

P1 yea

M OK (10.00.0stoped)

Ps ha ha ha

M ok thank you very much . Now we will have one little activity This is a chart showing time from 5am during the day till 2 am night. I would like you to mark any points were you regularly would be using mobile more or less. It does not mean how many times. And when you mark any poit, please add comments where are you accesing. For browsing and shopping.

P4 Is it just shopping or browsing?

M FOR BROWING AND SHOPPING.

P3 I would use mine when it is on WI-Fi. Even buses have Wi-Fi so I could use my phone on a bus.

M Includes fashion browsing and shoping.

P3 Most buses have Wi-fl.

P4 yea, the train has got Wi-Fi

P2 So for all the bits that I use or just phone?

P4 Only just for shopping

M For shopping and browsing

P4 OK

M On mobile

P5 So is it the time

P3 So that put an X or so?

M Yes X or circle , then up the line you would make a comment, where is it.

Ps OK

P5 So is it for each time

M Yea, any time you acces it.

P5 It looks that it is any time I wake up

P3 So it like for some people reading news paper, you are picking your phone.

M And also if it is for some period of time , if it is more than hour please draw a like in between them.

LAUGHTER

P3 I generally would be using mobile when I have Wi-Fi.

HA HA HA

P3 I generally only do it if it is Wi-Fi at the cheap scale

M On a regilar basis when would you access Wi-Fi?

P3 Wi-Fi is accesible on uni, Wi-Fi is on in cafe on my lunch and at home, but it is all the way in.

M Would you pick up your phone when you go on a break?

P3 No, really, it's just Wi-Fi ...

LAUGHTER

P4 It is possible to do it everywhere then

M What I am really interested is when you really acces it and where.

P3 OK.

P1 I don't know...hm...

M (asking a question to P1 about what she marked on the chart): What about this one?

P1 In the uni sometimes sorry ha ha ha

P4 I don't think I use that much , because when I am at home I always use my iPad I don't use my phone.

M OK can you mark it and say that it is iPad.

M Do you also use iPad? (A question to P2)

P2 I don't have.

P1 I use iPad, but...

P2 I only use my mobile

P1 I used iPad many times buying as well

M Done? Thank you. How could you describe yourself?

HA HA HA LAUGHTER

M Just few words a short

P1 Shoppocholic

HA HA HA

P5 Is it like a shopping way or just like normal personality?

M Just normal. You don't need to go to small details. Just general.

P1 I can start. I hem... how I describe myself is like I like to socialize with people, go out very often, spend time with friends, also reading a lot during and searching a lot of stuff because of my PhD. Because I have to finish PhD, sorry it is important I have to be all the time online to check for stuff and hem mmm and hem I am studying a lot for the PhD hem Also when I have time I am going shopping very very often, I like always wearing different clothes hem and I always like to buy stuff with friends because for me it very important being with my friends and all my family. Hem that is all.

M Thank you.

P2 I am a completely opposite, sorry, I prefer shopping on my own yeh. Walking on my own. Not because when I am on my own you are much quicker. I don't like spending half a day shopping, you know, because I like to be quick If I like something I buy it that is good

P3 Yea me too.

P2 So, no shopping with friends . and yea,

M OK Thank you.

P3 I shop online hem and I don't really ask anybody help me I don't like to do it with anybody else. I really don't like going into bricks and mortars to shop Hem, I don't really like it. I mean, I did when I was a teenager, I used to hanging around shopping centres and stuff,

Ps HA HA HA

P3 But no anymore. now I am quit untisocial . So I don't like going into shops, shopping centers are really crowded. Hem, I used to heva go and go into shops when I was doing styling work, hem and that is actually made me able to make my decision very quickly. So if I just look at something and I go: that, that and that. But it doesn't mean I like it. I do not like going into crowded shopping centers. I find it a bit much. I rather do it online. Even if it means buying three different sizes of the same thing, then return two back. I still rather do that, hem rather than going into bricks and mortar shops. I am quit an anti-social shopper. I also try to be conscious , I suppose responsible as well with my shopping. Well, right, hem that is another thing.

P2 And you are sending them (two items of the same design in other sizes) back?

P3 No, I try to buy. I care ... so I try and buy from places that are sustainable and stuff. I don't really buy that much stuff. Try and reuse the stuff and find other ways of getting clothes for shopping. I go into clothes swaps and I don't like buying new stuff like that so. I am probably a not very ideal candidate for you focus group idea actually.

Ps HA HA HA

P3 Sorry...

Ps HA HA HA

M Thank you.

P5 With me I hem I like going in shop by myself, I like going and doing shopping for myself, and I feel like take my time. I think if you go shopping with me you get bored . I can try, I can look , I can go in to the dressing room and just look at the clothes for like 30 minutes, just thinking is this gonna fit is this not gonna fit, what can I wear it with, like. I tend to take my time just to lower that just to think you people have patience with me and stuff. You know I just go into like different stores hem, also I used to be outshopper before, I can go into store,

see something, and again buy it. Now I tend to not just spend money any how, because I feel like there is always like new trends and if you keep buying stuff and this is a new fashion, this is a new trend, and you always gonna do that. I just, I tend to do my own trend setter now. Not always constantly buying and buying and buying clothes. I save a lot of money now. It is good.

Ps HA HA HA

P1 So I am the worst. You can save money. HA HA HA

P4 Hem, I don't actually shop online that much, to be honest, I use it for research. I do like to go to the shops and try on clothes if I buy them, and to touch and see the colours, and stuff. Hem, I usually go shopping on my own, and there is only two people in the world, that I like to go shopping with. They are my mum and my best friend, and they don't live in this country so I usually go on my own. Hem hem...Yea, really, the last couple of years I haven't really bought that many clothes to be honest. But I do like to go shopping in like second hand shops as well, and like smaller boutiques, rather than like high street shops, because. if I get to go to shops, I only go there not on a weekend, but on a week day because it is too busy and absolutly haotic.

P5 hhm I don't like to go on Saturday...

P4 On Saturday afternoon it is so packed, God.

P5 You can't ..

P4 I can't handle it

P3 No, it is terrible.

Ps HA HA HA

P3 I think one of the reasons why I don't really go to shops is because my city don't really sell brands that I want to buy. Those brands I want to buy are only online, so that's why I shop online.

PAUSE QUET MOMENT

P4 Yea, I mean I do buy the odd thing online as well, but only with like brands where I know the kind of stheir sizing a bit, which I know will, probably, which gonna fit if I order that. The certain size.

P2 It's impossible to find shoes in England.

Ps HA HA HA

P2 If I like to shop shoes I, in the city centre it's owful. For me it's . So shoes, as long as like as soon as the size I only buy it online.

P1 Yea, but sometimes, you know the shoes. If you don't try, you can walk a bit if it is comfy. You can't buy them .

P3 Actually, I have gone into retailer shop and tied on shoes, and then got home and bought them online.

P4yea, I have ...

P1 yea, of course...

P4 I have to say

P1 That is...

P3 Because I don't know what size I would take

P1 I understand but sometimes, you see some shoes that it's really, looks really nice, it's really maybe high or doesn't em or cannot walk for them. Really.

P2 That's why you should know the brand. Normally, if you know the brand, and you trust your brand.

P3 Yea, You are expert.

Ps HA HA HA

P3 I just can't walk in heals any way...

P1 It is not only with heals, sometimes it's hem flat shoes and you can't walk with them for long, you know. so

M I just want to ask one more question. Why did you try in store and go and buy online?

P3 hem, I wanted to know how the certain brand of shoe, "Dr Martins", how they fitted on my feet. Hem, because it would be easier to just work out what size do I needed by trying one. So like tying like a "fiva" or six and five and a half, something like that. Hem, and then ok, just I looked. also a style that I wanted was only online, it wasn't actually in the shop.

P4 hm...

P1 yea, this ...

P4 I have sound like hwen I looked out for shoes but there was like many big but my sizes wasn't available in stores or something. I know there was once it was a mark on one of the shoes, and I said: "do you have another pair?" that I don't want htis one so then I said well they just gonna order it online. because ther was only one pair.

P3 Yea,

P4 ha ha ha

M OK, thank you. Well, we already talked about how you shop and hem, How do you choose apparel products/ What are you looking for when you start looking for a new products to buy?

P4 When you need something. When there is a need, if you going to attend certain events, we were invited to weddings we needed a new dress, that's like would be the reason.

P1 Or, maybe, you don't feel very well, and you would need to buy something new.

HA HA HA

P1 Just you need something new

P4 to treat your self

P1 yea and feel nice your self,

P5 I think sometimes if you have seen someone weraing something, they look really good, You are like, o my God, you need to have that. Then when you get it and try it on, you are hm... maybe not.

P1 yea

Ps yea agree with that

P5 Or maybe just had wesus to like different perhaps, you see in like model looking nice, you will be - yes, I like to have this.

P4 Or like change you see you will lool for clothes online. Just think ok, for the spring or summer clothes, there aren't so let's just have a look what's up.

P3 I end up going on websites because of my research, researching sustainable fashion brands for my own actual resaerch. So I will have a look at their website, and then I will be like "Oh, they've got a sale on", and I end up buying stuff.

Ps HA HA HA

P3 That's how happens with me so I sometimes like I am not actually ment to be shopping, just researching. And then I end up buying stuff. And I will tell myself, oh, this is a research as well, you know.

P1 I like that I don't have a research for clothes.

Ps HA HA HA

P1 I would never have money ... HA HA HA

P2 I jus when I need somthing, I will buy it. I used to shop much when I was younger, and I had closet full of clothes, and now so me now when I need something like my jeans ripped or something, and buy what I want. And then I am just buying for fun of it.

P4 Yea, with time it's change...

P2 I don't like how do you call consumer... consumer consumerism.

Ps yea

P2 It's like for me the worst, sorry.

Ps HA HA HA

P1 I know my problems, (talks about her shopping habits)

Ps HA HA HA

M OK It's fine. Thank you. How do you choose the best way to purchase that item that you already identified taht you need? How do you decide where to buy fashion items?

P5 I think with me is just to be in store. Just, again, I like to try on, and I knew that it will definitely fit me. I knew the sort of things I have in my head I can go with that just if I have seen it, touching it, seeing if it's going any ripped out or what ever. If it is not my size then I can change it then in store, but if I bought it online I would have to wait for two days later, and change it, and take back. And it takes quite a lot of time I think.

P2 Compare prices, but in the end of it all if it's only like £5 only I will buy in a shop. Like if it was more, it is like £20 more, I will buy where it's cheaper.

P3 Yea, a lot of the brands that I buy are unavailable to buy in store, so I would buy them online. That's how I decide, if it's only available online, I buy online.

P4 I think if it's available in store, and I have got the time, then I would always used to buy them in store. But if I am kind of on a time pressure, or something, or hem, it is not available in my size or the brand, I would rather buy online.

P1 I always prefer to try something before I buy, because I like to make sure that it looks very nice really, because I already have a lot of stuff. And

P5

P1 so it's better to make sure that I will wear it. So if I will try on and fit nice for me so I will go and buy it.

M OK

M OK Let's imagine that situation that you've seen the item you like and it's available actually to buy in store or online or mobile, all these possibilities are on hand. How do you choose the best way to purchase that item? How do you decide where you are gonna buy them?

P3 Wherever is cheapest then probably,

P5 Yea

P4 Yea

P5 You say true, because I think some online can be more expensive or can be in store like more expensive. I think it's been a few situations where I have gone in a store and they've told me that is this price, and then I've checked online it is different price.

P1 Always, yea.

P5 It's different price, what you gonna do then go for the cheapest one.

P3 You might get an email and it says that it will issues you discounts.

P4 Yea

P5 Yea.

P2 To be honest, I am always looking for discount codes for

P4 HA HA

P2 but whatever I purchase, even tickets like plain tickets, always look for discount codes.

P5 Discounts, yea.

Pause

P3 Yea that my own.

P1 yea the same. We are looking for the price and

P4 hm

P2 But as I mentioned. If it's only like a small difference, I would buy in the shop, because I support shops.

Pause

Ps LAUGH

P2 It is just stupid, because if it's like one of the shames you know. But still those I want shops are near the city centre .

P3 Now it's true, It's true

P1 And a lot of staff working there (in shops) also.

P5 Yea

P4 hm

PAUSE

M OK, How do you evaluate if you have got a value from that particular shopping journey? From the idea when you find a need, then you tell me where you buy it, you bought it , and then how do you evaluate that? When do you feel that transaction is finished?

P2 When I receive the item,

P1 yea, when you receive the item, you tried it on and it fits and you cut off the little tag.

P3 HA HA HA

P4 Which means you can't return it.

Ps yea HA HA HA

P2 I think after wearing that once, and the quality was alright, because even sometimes you buy from well known and sometimes the quality is not

P5 Exactly.

P2 It's not the quality you would expect so you paid such money, and at the end you say it's Primark quality. So it's like, yea,

M How do you feel then?

P2 Dissapointed.

P4 Yea,

P2 I'm dissapointed, I am always dissapointed in BRANDS. Iam never dissapointed in Primark anything if I buy there. Because you can't expect anything if you not pay a lot of money. You know.

P5 But even somes, some store where you would pay a lot, the quality that's is not good, like hm, I think a top I bought in Zara. Or is it Zara, or something, I think about of two three times of wearing it, it just like fading out. I think it does depend sometimes as well.

P4 Did you return it?

P5 No, I just I knew they would say, they wouldn't allow me to return it.

P3 yea

P4 hm

P3 That's a problem. A lot of kind of let's say high quality clothing, there is no that much difference between something that is £150 and something that's £500.

P4 yea

P3 You think there would be, but there really isn't.

P4 hm

P3 And they can both be made out of Polyester.

P5 yea

P4 yea

P5 I think people just tend to go for the high store names, just because they have that name, being able to build that brand already .

Pause

M Do you evaluate the shopping experience itself? Does it have any value for you or only the final product?

P3 Just trying to remember the last time I actually went to the shop.

Ps ha ha

P4 Is it just online?

M Considering all the shopping. Generally. And occasions when it's online, and it's not.

P3 I mean, I look at stuff online more, than actually buying. I often see things that I want to buy, but I do't think or I actually need to buy, that things, so I would just. But I always like to know what is available in those shops.

P4 I guess if you ordered something online and it's arrives like really quickly and everything is fine with it, I guess. You think, oh, yea, you are happy with experience. But I wouldn't think I could consciously kind of value that shopping or think about it.

P2 Actually

P4 Although, if it's the bad experience you might not go back and buy again. I don't know.

P2 I think I am like that so. I value basicly when you fill in an application and it gives you, like Amazon have, basicly, telling you it's , we received your order, it's being processed,

P4 YEA

Ps hm

P2 Yea. It's being dispatched, I will know when it will arrive, I will know that the order arrives in two days, That's what I value, because then you know you were aware you would have to be home, to pick the parcel.

P1 It's also nice sometimes, soem websites you see things, and the service. They have a cart with like customer service, so you can always ask for a product. It's also important. The websites give you details for the products, or helping you to order some stuff. You don't easily find it on the website, or . That's important.

P2 If you are interested in future trends, and ask for certain

Ps HA HA HA

P1 Yea, basicly.

M Are you talking about an option on a website were you can type in a queasion, like messaging?

P1 Yea, because.

M Or is it a live chart?

P1 I prefer a live chart.

P2 someone responding to you.

P4 HA HA

P1 I like a live chart when they have it in the website.

P3 Actually they have that with Amazon, don't they? customer service. It is quit engaging.

P1 It.s really really important.

P3 yea it's good. Really.

P4 I've never

P1 Because,

P2 Calls dazzled,

P3 It's free and

P1 It's free and I only sometime you need something and . It maybe a stupid question that it's very easy to have , to help find something and you can't find. So it's easy and you go ask someone who can guide you.

P2 Yea, and it's like you don't have to wait

P3 Yea

P4 you don't have to write and like an email

P2 Email. You wait for an email, you know sothing.

P1 It's nice that you see that someone cares of you when you are buying something.

P4 HA HA

P5 It's true.

P4 HA HA

P5 No, it's true, yea.

P1 Customer servise is always very important for evey industry.

P4 yea

P5 yea

P1 And, yea

Pause

M That's great, thank you very much. Now we will do one very quick activity.

ACTIVITY 2 35:01.0-36:40

M From those that you rated, is there anyone that you rated very low?

P1 I am in the middle.

M Could you comment why?

P1 Sometimes, hm They doesn't update their trends, their clothes,

P5 That's true.

P1 So much. hm doesn't have so good customer service I say before, hm, what else, hm, that's all.

M OK

P2 For me it's sometimes difficult to find stuff, in some websites. it's not so clear you know, not so logical.

P1 Really, it do so slow sometime, you know the . When you use the site it goes so slow, you can't find something.

P3 Yea.

P4 YEA

P1 It takes ages, and it's like sometimes I find something

P4 TALKS AT THE SAME TIME Slow.

P1 in the shop and go inside their website they need so much time to find it,

P3 Yea

P4 HM

P2 I think that is especially with ASOS, because they have all the videos, They never load. Their style, the catwalk style, and for me it never loads the video. So.

M ok

P3 I don't really use that many. I suppose. Yea, I only mobile I have use with ASOS, and it was yes slow, and it's not clear, so that's why I haven't given it a high score.

P5 For me would be hm the lowest here, so would be River Island, because I think that the structure for me it's not clear, I would say like you don't have a visual like you know something that just directs you. What you want and where you want to go.

M Any commemts?

P4 I think I am the same. Even like things like websites that don't load, very slow or something, yea.

M OK. Thank you.

Focus Group 2

M Thank you for coming. First question I would like to ask is: Why do you use mobile for fashion shopping or browsing?

P2 In my opinion it is convenient. You need to go to the shop and then you just you know open your mobile phone and just look at your application that you've got. In the other side, it's easier to look at it, easier to see what is new arrived or what is new trend in the fashion. It's my opinion.

P1 Ok, from my point of view, I think hm is the ability to shop from any location and any time. I think this really important to me, because sometimes I don't have time to go and find a particular product in different parts of Manchester. And if I have this opportunity just need to order and that's all. And also the ability to compare with other products. Usually, yes this is a very good opportunity to decide what I would like to do. And hm, yes this is all very important that product I want is available. In some stores I am not able to find my size, you know usually I am asking please go online and try to find it.

P2 Yes

P1 Sometime I order it and I don't need to waste my time to go to look in other store, I will order online.

P2 Yes. Sometimes it's cheaper, yea.

P1 Yes, they have a lot of discounts, but yes, this is different part of the process.

P3 Yea, I agree with both of you.

Ps HA HA HA

P1 No, this experience is related with my wedding. I didn't have time when I want to find. I didn't know Manchester very well, and I didn't have time to go when I want to find a single store. For me it was very easy to look online just to order it. And I did all my shopping like this.

P2 Yea.

P1 And everything was perfect. I didn't have any problems at all.

P3 Yea, I also prefer to use mobile to save my time

P2 Yea

P3 Before even going to store, I would check on mobile whether they have the designs that I am interested in. And then I would just go to one or two stores only because I know that they gonna have that designs there, instead of going ten stores to find something that you need. So I really like using the mobile because you can do it any time you are free

P2 Yes

P3 and sometimes you are like, like have 5 minutes break, from your computer,

Ps HA HA HA

P3 And you need to rest.

P2 Yes, of course.

P3 And it's just really good, you can check something before you go home, and then on the way you can reach the store and check that item that you liked.

P1 Sometimes, I like using shopping like a therapy. Just because I like to walk and to spend to relax to spend some time doing shopping. But this is in this situation when I have time. I have to work. That is better online. And I changed my mind. Pior my wedding I had one point of view regarding doing shopping online, and after wedding I changed completely my mind. If you compare what I wrote in this questionnare and in previos one, you will see the difference.

M OK.

P1 and just compare.

P3 Yea, I also like doing online because I can find sizes I need, because most stores may not have all the range of sizes available. Because of the limited stock they may have in store.

P1 Yes.

P3 And when you know what you want, you get the garment in your size, you collect it in store. Ilike to collect it in store, because any time I am not at home, the post will come when nobody is around, you get a note and you have to go to collect it to the central post office that is far away.

P1 Yes,

P3 And it will take me additional couple of hours to go and collect it, so I prefer to go and pick it in store. It saves me time, I can go when it's convenient for me. I think it's great.

P1 Yea. OK, I just wanted to show you my last, what I bought last time.

Ps HA HA HA

M Question 2: What would you really like to achieve via mobile? In terms of shopping.

P1 What kind of clothes or what kind of...

M In terms of experience

P1 Experience? Time saving. I don't know, it's ...

M How would you explain it, describe it?

P1 hm...

M What would make it time saving?

P1 hm. I don't need to travel and I can save my time just browsing around and make a decision. Because I think it's better to find it in online store rather than find it in Manchester, and to go and travel and find it.

P2 Yea. From my point it's cheaper, yea much of websites, much of online shopping they prefer us promoted, discount promotions. So I think that the cheapest product is a good point for me. If we compared with another product or another shop.

P1 I agree with you. For example, hm in Selfridges or in hm hm what name hm Debenhams,

P2 HM

P1 You can have same products and you should spend time to go to the city centre to buy it and to pay more expensive. And you can order it hm, staying at home

P2 Yea

P1 And someone will deliver it to you for free, and cheaper (product's price).

P2 Yea

P1 Why not?

P2 You need to pay for transportation as well (means public transport)

P1 Yes, usually all big companies and they will deliver it for free.

P2 Yea

P1 And you have like a guarantee, you have check, you have like everything. They give you opportunity to return product.

P2 free.

P1 Yes for free. And for this gives you like more credibility in the quality of products.

P3 You know, in terms of returns I had an experience when I bought something online through my mobile, and paid with PayPal because it's quicker

P1 Yea

P3 to complete transaction

P2 Yea

P1 Yes

P3 I would not be able to type all my credit card details when let's say I am on a bus or on a tram,

P2 Yea.

P3 So when you use PayPal, it's just you type your password in then you pay straight away. It's very quick. but the only, the problem was the item was not the way I expected, so to return it's much more trouble and more difficult than if I would have paid with a credit card straight away. I was not able to return it to the store.

P2 Yea

P3 you get different way (of return). Well, I didn't really enjoy that. And because of that I am trying to avoid PayPal these days.

P1 That is very strange, because I had the same problem and they did not find a problem. It was not a problem to send me because in PayPal usually are giving details about your credit card, debit card,

P3 Yea

P1 And you provide with your informationa bout your hm...

P3 Your address.

P1 Address and hm, bank's account. And they refund. I received the refund.

P3 Yea, I received it later on, but I had to call customer services to cancel my transaction before they were able. Because actually I went to store, I chose to collect the itme in store, so I went to store, I tried it on in store, and I didn's like it. So hm, sales person found out that she can replace the item with a different one. Hm, exactly the same size and model, so they ordered from the different store to deliver to the store I was in. And it was really complicated process, at the end of all changed my mind, already didn't want that item anymore and they were not refunding the money. They were not bringing the new item for me

P2 Ehm

P3 I was waitng more than a month, it was no response at all. And I've been to store like three times finding out wether the new item would arrive. And I paid with PayPal for that particula thing, and I was not able to get my refund in store. So I had to call through customer services, waiting on a quee before able to speak to somebody.

P1 I don't thin this is

P3 Then they refunded very quickly.

P1 I don't think this is a problem with that you paid with PayPal, I think it's more with this particular store. Maybe, they dont have very clear...

P3 It's very good, very good brand with good reputation, I was really dissapointed with the experience.

P1 It's not about brand, maybe they don't have very clear proceedures how they should behave in this particular situation. And because if it's a good brand, they should make sure that customer is happy. I had a problem, and I asked on the refund, and I didn't have any issues.

M Did you pay with PayPal?

P1 Yes.

M How did you ask for your refund?

P1 I just told them that I ...

M Was it in store?

P1 Maybe it's not a good example, because it was for a hm a bus ticket. I went to, I went to hm I wanted to travel to Oxford. And wanted with one private company, they do some trips. And I paid with PayPal and after that I changed my mind. And I've got refund.

M OK

P3 I think if you do it straight away without collecting the item, maybe you cancel a transaction, it's quite easy.

P1 Maybe, maybe.

P3 But when you collect the item, anyway...

M Question 3:

M Question 3: How do you use smartphones in shopping? What role is of your smartphone in your shopping journey?

P1 It is not. It does not have a main role. I prefer hm, I prefer my computer. Rather than...

P2 Yea I agree with you.

P1 Yes, I like a bigger screen, I like to have an opportunity to see and to, sometimes because I have quite long nails it's very difficult to use (mobile).

P2 Because sometimes the screen is very small, and sometimes you cannot see any condition that maybe we cannot like important condition like how to read ... of it. So I think because big screen is better.

P1 I am my iPhone, when I don't have access to my computer. But I would need to decide which one I prefer, it would be definitely my computer or my iPad.

P2 Yea

P1 Because of the ... you know, sometimes website gives you more information than an app. In app it just to browse, the structure is a bit complicated, because it's quite small and they try not to put everything because it is very small.

P2 And the page is quite different. I mean like in a mobile have a different page

P1 Yea, absolutely, yes.

P2 Because of... Sometime they apply the page for the mobile's screen, but if you look at the bigger screen, it is like more clear, like...

P1 And usually, when I am using iPhone, I have a feeling that I did something wrong. And when I am receiving an email, for example, from PayPal, I am just relaxed, because I can see how much I paid. Then the transaction...

Ps HA HA HA

P1 The transaction was accepted. Yes, when you have this you can see and everything is more clear. But I am using often. Depending.

M So, for example, when you identify what you want, you know what I am sayng, where in that process is mobile? Is it somewhere in the beginnig when you get, for example, email from the company witha discout? Or does it start from store and then you go and check on mobile? How does it work for you?

P1 Yea, for example, I am receiving an email, and after that in the email they are asking me if I would like to use a website or to use an app,

P2 Yea

P1 And usually, hm I am using an app, because for an app it is easy rather than to use a website. And if it's something interesting, I need to go and have a look on a website. If it's something expansive I am using defenetly website, because I want to make sure that

P2 Yea

P1 That everything would be OK.

P2 Yea, of course.

P1 Because, iPhones, it's always with me, first is app, and after that computer. I don't have the opportunity to use my computer when I am, I don't know, spending time in the office or travelling.

P2 Yea, I agree with you, yea.

M What about you?

P2 Let me think. I don't have any point of that, but I agree with you, that hm, that hm, the mobile is ... Sorry, I lost the question.

M The question was: In the process of your shopping where is mobile?

P2 Yea.

M When do you use mobile in that process of shopping?

P2 To what sorry?

M Just a couple of examples: Let's say me. I don't really have much time to go to stores, so any time I am on a transport, for example, or having a cup of coffee or during my lunch, when I am not very busy eating, but my food almost complete. Then I have time to check any fashion items I would be interested in, so I would check. And then, depending on the retailer I am interested in, either I would go to that store, well, might be in the following couple of days maybe the same day, I don't know. Then check it out whether I like it. Maybe try it on, maybe buy it.

P2 Yea

M Sometimes, may wait till evening and before I go to bed,

Ps HA HA HA

M And then I go back to those items I liked and that could happen on iPad on that occasion. Normally I would save the link for the item I like.

P2 I see.

M Then I check on iPad. If I like it I would try to pay, but only if it's easy to complete the transaction. And most of the time it requires my card details, and I end up putting things to

my basket and dropping it, because I am too lazy to go downstairs and pick my purse to pick my card.

Ps HA HA HA

M And I wish it would be easier, I would have spent a lot of money on that. So actually, in many occasions it starts with mobile for me.

P2 Yea

M Because of my time...

P1 Because you don't have a computer with you.

M Well, I do have, but when I use computer, I normally I am doing my job.

P1 Your job, yes.

P2 Hm, in my case like it's easier, because of, for example Amazon, Amazon have the my account. Like I create account,

M Yes.

P2 It's easier, just click it, just click it.

M You are right.

P1 You don't have problems.

P2 Everything like order process, you don't need to put hm...

P1 Extra details

P2 Yea, and your card number again. So it keeps.

M You know, you right, some retailers, I like shopping with. For example, Topshop you can save your payment details, but to be honest, I am trying to avoid that. HA HA HA. I don't know, wether for security reasons or, I think it's more for security reasons.

P2 Yea, of cause.

P1 For this reason I have ...

M I would not really like to be saving my account details, because if anybody would get into it would just click on it buy whatever they like.

P1 For this reason I have for all my online shoppings I have a different card.

P2 Yea

P1 Yes, for example, I have very, I know how much I have in this particular card,

P2 Yea

P1 And if I need some extra, it's very easy to bank hm to transfare from one accout to different one. And this particular card is all my online transactions. Hm, I don't want to have any surprises, and this gives me like confidence that in case it's something will go wrong, I don't need to be aware that I will lose all my money. This card is special. Special for my transactions. And this card gives me opportunity to stop when I

P2 HA HA HA

P1 When I am spending too much money. And usually I receive a notification from PayPal, sorry you don't have enough money. And I know that I should double check about it, maybe it's not something that I need .

P2 Yea.

P1 And I maybe I change my mind. Yes. It's important to have a very clear amount of money, and limited one. Sometimes.

P2 It quite clear, because in my case I have only one. So, it's every checking, for example, that would be have a mini account for shopping.

P1 Yes, and it's very easy to create one. And I think are a little bit lazy, they don't want to browse around the banks' website and ask. And create an account for them. And different card this is easy and you don't need to hm you can do this online.

M We will do an activity.

M Thank you. Question 2:

M Thank you. Question 2: How could you describe yourself? What kind of person are you?

HA HA HA

M Just few words.

P2 Yea

P1 General description or related with ...

M General. And if it's related as well.

P1 From my point of view it is important to demonstrate that you are intelligent, but also it's very important to look appropriate, to be dressed very well and look after yourself. Make sure that you have very nice and fresh make up and your hair and nails. I think it's very appropriate to your work or environment. And for this reason sometimes if I'm very tired, and I don't have time for shopping or some extra activities I try to find time for them. Because I think first impression is very important, and if you can make a good impression, a first impression, people will be like more open to you or listen what you are saying. I think it's very important, there is a big relationship between how you behave, how you look and what you think and how you communicate. Is it?...

M Yea.

P2 Me, I am not person who like wearing something like trendy, trendy costume, because I think in my style I want to comfortable as much as I can. I like to wear pants, I don't like wearing dress, and no make up. HA HA And not make up. And hm, but sometimes If have like special event, or anything, I do make up. But during the day, during the ... when I go into school, no make up. HA HA

P1 No, no, no. It's very interesting, because a lot of are asking me when do I have time to do my make up, my hair and to do all these stuff. And I prefer to sleep less, and to have time to do everything, and to eat my breakfast, and I have time for, I am eating my breakfast, dress on time, coming on time. I have never had experience to come later, I was always very punctual. And everyone was very interested to ask me, how it's possible have enough time. But I think it's very important in this.

P2 Yea. But I think about my costume, like, even if I go to shop, like Topshop or Zara, and I like OH this shirt or this pant! Or this skirt is really charming and very good, but I am not a person who have confidence to wear it. HA HA So which I think is important. Yea.

P2 In my situation, if I am gonna see something, like you mention, but I don't really need this, because I don't have any special events, I will buy it. And you can find it in my wardrobe. And I am just thinking, just in case if I am gonna have an event, I am one hundred percent sure that I have this here. And sometimes I have a lot of new clothes, but this is what I am doing. HA HA HA

Ps HA HA HA

P1 So sometimes I am buying right thing sometimes not. Such a big difference between us.

Ps HA HA HA

P3 I like also comfortable, but I feel much better and much more confident if I am dressed smart and attractive.

P1 Attractive... HA HA HA

P3 I mean, you know when you feel like lady, HA HA. It's very important. If I attend any events, I always try to dress accordingly, because I you also mentioned, it is very important what first impression you gonna make. But like every day I would really like to be very comfortable, relaxed clothes. But I feel there is a need really to try to do more. And respect people around you, and yourself.

P2 Yea.

P3 So because of that I would dress something, kind of casual-smart way,

Ps OH yea

P3 But in terms of shopping, sometimes I buy things that I didn't even planed,

P1 HA HA

P3 Because I like it. And sometimes I buy things that I see them online that I like, and just so I have a lot of clothes I didn't even put them on yet. Just in the wardrobe waiting for the time.

P1 I would suggest you add in your questionnaire maybe something related with nationality,

P2 Yea

P1 And maybe this could be very interesting to see maybe it's cultural factor. Because I think people from Italy, from Spain, they would be more interested to do more shopping rather than I don't know, people from different parts of the hm...

M It is possible.

P1 I think this is like hm like hm marketing hm analysis.

P2 Style of...

P1 I think if it's more interested in the work, a new branch, they will analyse how interested people are in the shopping. I don't know.

P2 People in my country (Tailand) love shopping. Like some people, like go abroad to go to shop, to go to buy something. But I think I agree with your point that nationality or cultural diversity is very important for choose, some shoose fashion.

P1 I am not telling that there are some parts of the Earth people don't like to do shopping, but what kind of clothes? Because some people would be more than happy to pay more fro brand clothes, to buy more expensive clothes, and some would be interested to buy casual clothes, and just to be, you know comfortable. High hills it's very appropriate for Eastern Europe, HA HA

Ps HA HA HA

P1 You can see, even me, during the day you might have a feeling that all the girls are going to the party rather than to university. Or to a work place. Thsi is in my country.

Ps HA HA HA

M OK, thank you very much.

M Question 3: How do you chose apparel products/fashion products? and What are you looking for when you start looking for a new product to buy?

P2 Like utility. And for example, the weather like this, it depends, in my case, it depends on weather. If I don't have a coat to wear on or make me warmer or so, I would like a new coat, new jacket that make me get warmer. Soemthing like that. And another thing like trendy. For example, in my country like the jeans we call "boyfriend jeans" hm a style of the jeans that have like not skinny, skinny, but high waist, something like that. So trendy in my country we

look at that kind of jeans to buy it. Sometimes like trendy is really important for like if you can afford to buy it.

P1 I like to find unique clothes. HA HA HA It's not related with a brand, sometimes yes. But usually I might spend a lot of time to find something that I won't be able to see this outside. I don't want to repeat, I don't want what all the people are wearing, or want to have. I try to look and find something unique, very unique. I am not afraid to experiment.

P2 HA HA HA

P1 Yes. And for this reason sometimes I am spending a lot of time to find what I want. Yes, some... Usually I might be very focus on colour. Sometimes I might be interested in shape. But this should be something unique. One more time, I want to repeat, it is not... I am not speaking about crazy prices, and you know a brand, that will create something special for me. It is not like this. But it's something that will look very interesting that I will not be able to see around me in the same product.

P2 Yea. I would like to add more, like special events, for example, like Boxing Day. The Boxing Day at the end of the year. Even if you don't need it, but still discount is huge. So you just buy it, and keep it, you can use it later on or I will just buy it because it's cheaper.

PAUSE

P3 I was just thinking about myself...

P1 And this is related just with clothes, and shoes and bags. But when I am speaking about cosmetics, I would prefer to buy something that is very hm... hm... very well known and very tested. Because I do not want to have problems with my skin.

P2 Yea

P3 I like wearing some also stylish things, not the latest fashion, like super super trendy things. I would not go and buy a crazy coat that everybody is wearing or thick sole shoes, that all young girls are wearing these days. I will still think about the style I want to keep, but I would not say that I am focused on one particular brand or name. I could buy something that is even in a cheaper store, but it follows the idea of my style that I want to achieve so I would just buy that as well. And quite often it's quite unexpected idea to buy something. there are some occasions when you think I want a new dress for example, or new blouse. Because you want

to change something new in your wardrobe. But quite often when I go to store, after checking, I end up buying something else than I was actually considering. It's quite impulsively unexpected. HA HA HA

P1 I think this is something that depends on your mood. Sometimes, if it's...you are quite positive, and how I call it a bit crazy, and would like to do something very different.

P2 And expensive... HA HA HA

P1 But it's depending for what event. Because if I need a very formal one, and I would focus on a very particular colour and style. It's all.

M Yea. Question 4: How do you choose the best way to purchase that item you have identified that you need? How do you decide where to buy that fashion items?

P2 The best way from my opinion, I think it is in a shop. It's a better, it's the best way, because of you can chance to try it on. And because in ... I am, like my body, it's not like European or like European people, so when I try... I had to try that clothes because of it's...even if it's the same size, it's not suitable for me, not fit for my body. I think to buy in store is the best thing. And you don't need to return it again. HA HA You know to the shop or to that after you buy. Online sometimes it's not fit for your body.

P1 I agree with you. Hm...in this situation like first time when I went to store, I think it's related with credibility of store. For example, if let's take for example, NEXT. Yes. I had an opportunity to buy a couple of times different kind of clothes and accessories. And I was happy with the quality, with everything. And after this experience, I decided to make some shopping online. In some, with some stores I was dissatisfied because of the quality and I tried to go and to touch their to see..., to make sure that it's will be a good quality one. Usually with new stores, new brands, I prefer first to go within store to check to see if the quality is OK. There is a relationship between quality and price.

P2 Yea

P1 And I want to double check if it's appropriate size for me. And after that why not? I'm just able to go online. Usually I don't have problems with sizes. Really, I'm...

P2 HA HA HA

P1 I am...A wedding dress size 8 is my dress, I haven't have any adjustments for my wedding dresses. It was like something incredible for me. Yes. And I have few brands that I don't really need to ... sometimes I am going to store and I am buying and everything is OK.

P2 Because... hm it's compares for my case, like Zara and Topshop dress. Zara, you know, normally I wear in the size M medium size, hm an equal to size 10 in the Topshop. But for Zara shop I have to wear Small one, because it's like not the same size that I thought it before. I tried to buy Zara for two times in medium size, I did not fit in that size, so which is compared to that.

P1 In my situation, I am using online apps just for shoes and accessories. I hm I hm bought some clothes that were related with sports. And I had a very clear like hm understanding about their sizes. Because I am using every single time the same brand. I am one hundred percent sure.

P2 So you don't have a problem with that.

P1 Yes. And for example, Zara I know that 8 and

P1 Yes. And for example, in Zara I know that 8 and shoe size 5. And my my my last hm my last acquisition was related with shoes that I bought but also sport shoes. And i didn't have any problems at all.

P3 You know I agree with both of you. For example, if I tried some brand and I already know the sizing the use and that fits me, I would be, I would happily go and buy online as well. Because in, at least in 80 percent, I would be satisfied with it. There are some occasion when they create a new model, new design, and somehow they don't really consider sizing that much, and then I might be really unhappy.

P2 Hm

P3 But in most occasion when they keep on the style the way they used to have it's really good, and you know the size and you can confidently go and buy online.

P1 Sometimes, you know, hm you might have, you might be very happy with size but it isn't a very comfortable shoes.

P3 Yea. In case of shoes, I would not buy online.

P2 Me too.

P1 I am buying Adidas, and I have like 10 pairs of shoes for, like for walking, just for trnnings. I am 100 percent sure they will provide agood quality shoes and I am gonna feel comfortable. Hm, I didn't have any problems at all.

P2 Yea. I don't like buy shoe, to buy online, because of the body formed, my feet flop band,

P1 Which one?

P2 Flip Flops brand.

P3 Flip Flop?

P2 Yea. Flip Flop The size is not. I think the size is not standard. Because of hm hm normally I wear 5, size 5, but in Flip Flop size, in Flip Flop standards I need to buy the one that is smaller. Something like that. So, it's depend on brand, and what is comfortable for you, what size is comfortable for you.

P1 Yea. But if you, if I am going to a store and they don't have this particularly size. Do you remember once, you did it, and you din't like one shoe. It's a little bit risky..

P3 But it was my size, it was comfortable, but hm I didn't like the way it looks.

P2 Ehm

P3 It was wrinckling in some places where it is not suppose to...

Ps HA HA HA

P3 Yea yea you know you would expect it to be kind of smooth and pretty, but it was making some funny texture. And I didn't enjoy it.

P1 I don't know, it's

P3 But if I would have occasion, I would really prefer to buy online, using my mobile or iPad when I have time, because these days I don't really have time to go to stores and spend hours shopping. So I would prefer online, quickly check something and order it to deliver to store, then I pick it in store, go to fitting room to try it on. I choose what I like, and keep it. What I don't like I just return straight away in store. It saves me a lot of time. I would do it every single time to be honest. But not many stores would allow that and sometimes the payment process

is a bit too long for me to complete it on mobile, then because of that I drop the basket. I don't really complete it any more.

P1 As I mention...

P3 And in a way it's really disappointing because I might be happy with that items, but then after few days it even disappears from the basket, so you don't even know that you had it.

P2 Hm

P3 Yea

M Anything else? Yea? OK. Question 5: Why do you choose that way of shopping that you mainly choose for fashion?

PAUSE

P1 Because I, I don't know, it's related with credibility of the brand, and I want to make sure that this is a good quality, and it's comfortable, because I am gonna spend all day using this particularly clothes and shoes, and everything. I just try to make sure that it's investment. For example, as I mentioned, online is just for brands that I trust and I know that I didn't have any problems using that. And most of them are related with sport clothes.

P2 Yea

P1 But if I need something more like hm I want to see something new and I am not 100 percent sure about this brand, I prefer to go and see, to touch it. With accessories hm hm it's not so very risky. I can buy them straight away.

P2 For the online you should buy book. Just with book, not just really. Most of them is book. Yea. Most of them is book because of the reliability and trust it, because you know what kind of book it is. But costume or clothes, I prefer to go to ...to shop. Because sometime when you buy these clothes and by online is sometime you, it is risky because of sometime it can't fit, it isn't quality that you thought, you will wait a time to return it again. And sometime, if you want to refund that money it take a long time to refund. And yea

P1 I definitely these online apps and websites gives me the opportunity to make a decision prior going to a store. I am giving a lot of example related to my wedding. But first I went to a website or app stores or to Pronovias it was a brand, Spanish one, and I saw dress which I

would like, I saw the veil and everything on a website. As said they also have an app, app store. I want, and I made an appointment to go hm in Altringham in a store, and I asked them: "Would you show me this particular dress and this particular veil?" Because usually they in hm in this, in online store they try to match a lot of hm hm hm like clothes and accessories together.

M OK

P1 If you are not expert, this is helping you. Because sometimes in store you have here you can find like dresses, in completely different part of the store you can find shoes, and bags in completely different part. But in online you acn have, they might suggest you what they could provide you as a matching accesory.

P2 It's conveniet to see that.

P1 Yes, if you are not an expert this can help you to make a decision. This was like my dress. And when I bought accessories, I remember I want to a wedding fair and I saw a crown, and after that I went online and I found the crown. And they suggest me a bracelet and earrings.

P2 OK

P1 And I bought all of them. Because I saw that they look very well together. You can't belive that for my wedding I bought from online. HA HA HA But I was one hundred percent sure that it was the right choice.

P2 Yea. Do buy online, buying online is a good, and is good thing. You buy something, you already bought something, the shop will send you email and to introduce some product that is related to your previous one when you bought it.

P1 Yes, yea

P2 Like you bought it, It's a nice style, so you click it on that and just check it.

P1 And also something, when I am using app store, hm I can take a photo of my screen. You know, and for example, if sometimes it is very difficult to compare it, I just take one photo and after that I am going to see something else and I am taking a different photo of my screen. And after that I will just compare them.

P2 Yea

P1 Hm.. Yes HA HA HA And this is giving me like, I think with computer is more difficult to do like this, but with my phone usually I am doing this photos.

P2 Yea. And you know, last year Boxing Day, because of how many people are in the Selfridges or in the town centre, I use mobile for hm for some wallet. I bought some like because it is not expensive that I use. During travel there, travel to Selfridges, HA HA the mobile I order as well, you know like when I check in the, when i went to Selfridges it is gone, but I already bought it!

P3 Hm...

P1 Yes, and also for discount. A lot of stores have hm in their online stores they have like a special hm tab for discounts.

P2 Yea

P1 and you can see what you can buy hm cheaper.

P2 Yea

P1 Because usually in the store you are not like able to see everything, because they don't have everything there.

P2 Yea

P1 But on website you can check out.

P2 Yea

P1 OK. There is a problem with size, because usually my size is very popular one. HA HA HA But it is a good opportunity to see.

P2 Yea

P1 Yes, and as I mentioned sometimes it's very difficult to start you know. I think this is related with change, people tend to do what ...people prefer routine and they think that this is the best way. And as soon as I met with Sophie, she started to tell me a lot about all these app stores and websites.

P2 HA HA HA

P1 No, believe me. And when someone is telling you a lot of times about this you are just, let's let's try, maybe this will be interesting for me. And like first steps are like you are little bit lazy to learn something new, but after that you can see that you can hm you can hm where you can save a lot of time, you can but very interesting and unique things.

P2 Yes,

P1 I am a bit repetitive with my wedding. I bought everything from United States, from Germany, from French, from France, different accessories, and just in a week I had everything.

P2 Yea

P1 Everything, every time when I receive something new I was so happy and it was so scared, and excited what I am gonna find inside, but I didn't have problem with suppliers.

P2 Yea. So as you pint that changing people is important. Some people don't trust, like buying online. Yea. People don't trust, like, it's more wether it has security or not.

P1 I think it's important to when there are websites that give opportunity to customer to complain.

P2 hm

P1 Because a lot of brands are aware what customers will tell about their services. I am giving just my example, tripadvisor. It's not related with fashion, but there you can see people's feedback. And sometimes this could be very important point to make a decision.

P2 Yea

P3 hm

P1 And if I know that I will be able to complain, or get a refund, and it's without, no fees, and this gives me more credibility.

P2 Yea. This point is very important, for example, Amazon. Amazon, like they will do comment on each product.

P1 Yes

P2 That is contributed by each customer, so can relate the quality and comment everything that you worry about.

P1 Yes, This is really important. I use a lot Etsy, and also there you can also leave your feedback. And, yes, before making a decision I read everything about this particular retailer, person delivering goods, and after that without any problems. And that is true.

P3 Yea. I think on occasions when I use mobile for browsing just to save me time. I can check what I am looking for, and easily find where it is, whether they have the sizes. Something like that, and then reach home and buy it mostly on iPad or computer. I think PC, I don't use laptop for online shopping.

P1 Yes

P3 I bought few times on my mobile. And when I done it I used PayPal because it is quicker. So I find it a bit of a barrier when you have to fill in full credit card details.

P2 Yea

P1 I agree with you. it is a long...

P3 If it would be some other way to pay quicker, I would definitely buy more on mobile. But because of that, I would have to go and complete transaction on a different device.

P2 Yea

P3 But I choose online quite often because of the sizes available, that may not be available in store. And I really like it because I don't need to spend hours walking around and getting tired, and trying for hours in a fitting room. It's too hot there most of the time. Well... And then at home you can easily try it on, think whether you like it or not for couple of days. And most of the time I never return anything. I not even remember... There was only those shoes that I bought that I tried it on. OK, I return some things when I try them in store, when I ordered to deliver to the store. But if those that I get delivered to home, home delivery, I don't recall any that I would return. I think I get those delivered to store that I am not very sure about, those items. So I get a chance to try. But those that I am more sure, let's say I am very sure about the size and fit, and for example if it's a gift for somebody,

P2 Yea

P3 And I know that the size will be alright, and the colour will be fine, most of them I never returned.

Ps HA HA HA

M Question 6:

M Question 6: How do you evaluate if you get the value from your shopping experience? When do you feel the transaction is finished?

P2 After I buy it and many people, not many, all of us as we bought it, take it home and try it on again, so. The ... of shopping in a store, but in the case that you buy online when you got a product, and you try it on, and everything is perfect, so like I have success with it. HA HA So everything is like I am good at predict, and how it's based for me, so it's like the most thing, important thing as you bought it and there is like perfectt,so. I think that's yea. It's my opinion.
Hm

P1 Hm Sometimes I am quite nervous when I am buying things online, because, it's not because I am afraid that I am not gonna receive the item. I'm, I'm thinking if it will be like the right thing, it will be the right size or the quality will be OK. And during the day I am sometimes I think little bit, uncomfortable feeling. And my transaction will be done when I try it on. HA HA And make sure that everything is OK. Yes. And in store it's usually, in some stores, like H&M I am not trying on any clothes, and all the time I am pretty sure that everything will be OK. But anyway at home I double, I prefer to double check and at this point the shopping will be done.

P2 After I bought it, you know that the product that you bought is cheaper than in any, any one else, so any like, it's cheaper, then you know, than in any other store, or any other people that bought the same product is like you can succeed it's so proud you got the cheaper one.
HA HA Yea

P1 Hm For example, once I was quite dissapointed. I am not doing a lot of shopping in TKMaxx, but I bought a scarf. And it was a problem with this scarf, but identify this problem at home. Yes, it took me some time to go back to the store to return it, but the process was so easy, andd I wasn't, I didn't wait a lot to get a refund. And defently there os a risk with online purchasing to buy something that would not fit, or that it is not, it is not what you want. But it is a change and it is good taking into consideration this opportunity. PAUSE For example, for rings, it's nice to browse and to look online, and a lot of things, for lingerie, for parfumes. I don't need to... OK, if I know the smell, I don't need to go to store.

P2 Parfumes, it's cheaper online HA HA

P1 Because fashion such a beautiful world and complex one. Yes, even, what's the name? Case, phone case, for example it is fashion for some people.

P3 Yea, part of an image, yea.

P1 Sometimes if there is a limited edition, and you are not able find it in store, you just need to look. And online, I think in store sometimes you are not able to find everything. Yes.

P3 For me for example, I would consider the product I get, that it fits me, the quality is the way I want. wether the price it is really worth for that particular product, in terms of quality and fit and feeling, how you feel wearing that. Beacuse sometimes you spend more and it's just waste of money, to be honest.

P2 Yea

P3 But sometimes you may spend less and you feel even better than the other brand that you would have spent more. So I think the garment if you feel comfortable, and happy ina way. But also, I think it's quite important for me, the experience I get during the shopping. Wether it was pleasant. So for example, if I ordered somethign online and it takes me, hm, more than a week to wait for an item, it is really frustrating. I would prefer to have my deliveries the following day, like next day delivery. The only probem for me there is next day delivery is quite expensive. Like £6 or something. Sometimes £4.99 or £6.99. It depends on the store actually. Yea. And if it's there is an option when you can get it delivered to store next day, I would be there the first one. HA HA HA. So for me I don't really like

P1 To wait.

P3 Yea, to wait for the item.

P1 I am thinking what ...

P3 I really appreciate when it comes on time, when I receive emails saying about tracking information about your parcel or your order. I really appreciate that and I get a message that "it arrived already in store". Or the currier has picked it from the warehouse, and it's on your way. At least you know you will get it that day so you will be expacting. So I would evaluate all, the product, and the how happy I was during the process as well. But the product I think is one of the most important and final for me.

P1 Yes, but anyway I think hm, we need to improve the customer culture. Because, hm maybe, hm some of them are scared and they just don't want to use. I know a lot of people that have iPhone but they are using this access just for phone.

P2 Yea just pick up and...

P1 Yes, and they even don't have social networks apps here, and I am just wondering why do you need an iPhone if you are not using this for. Because this, this device gives you a lot of opportunities. And they are just using 10 percent. And I think they need to learn it more maybe. Some trainings.

P2 HA HA HA custome? Yea

P1 Eventbrite to demonstrate them , to give them some example, because some of them they don't really know that it's easy to find one particular item. And they prefer to go to the same store and to buy the same products.

P2 Yea

P1 Years and years...In England you have a lot of opportunities. You just need to be informed about it. Yes, i would like to go to such hm an event. Just to receive more information how I can develop new skills, what are the best ways of using my stores online.

M Would you mean just shopping or just generally about the use of your smartphone?

P1 No, not how I hm...not questions related with how I use my iPhone, because I know how to use it. But hm to give me a general idea about the opportunities and to have oppotunity to have hm I don't know how to explain, to give me more confidence that the ...the more easy way to do shopping or to explain about security and the transactions, and ... I think a lot of people don't trust and for this reason they need be informed more, more about this.

M OK.

P2 Yea. For the online shopping I think my concern is for the delivery service, the some brands or some shops need to like have the faster delivery. For example, I bought a bag and it took for three months ...

P1 No way....

P3 OH OH

P2 For three months for arrive. It is hm it's called I know, I went to private this application ..

M How is it called?

P2 I don't know how it's called. (showed the app on her smartphone) Vinte Privee. It's from France.

P1 Did they tell you your item will arrive in three months?

P2 Yea, three months. Because of, in their application it is not only, it's like have mixed brands, and then you got a discout. Yea. With 50 percent or 70 percent.

P1 Hm

P2 But you have to wait.

P1 But it's important when they are telling you about that, and you are happy with it, and you should wait. But if you need this as soon as possible, you can't.

P3 You know what? I also remember an occasion when ordered a handbag on Amazon. So there are different retailers that sell. So there are some that are selling hm well known brand, they have like licence working with them. So they sell through their webpage on the Amazon. And I bought that bag and paid. Everything was alright, and I was not receiving any email saying that dispatched or it is dispatched for couple of days. So I had to send an email through the.., find the way to contact the retailer "what is going on with my order"? And it actually took them I think about two days before thay replied me.

P1 Hm

P3 Then they sent me a link with, to transaction, to tracking hm tracking my order, and when you click on it, it doesn't even show you any information. So I was really really worried.

Ps HA HA HA

P3 It was really strassful.

P2 But if this application provide the tracking. So it, like the like inform you that what a process is but it will take you a long time. HA HA

P1 This is my, it's not a problem, I ordered a lot of made things, and I appreciated a lot, because they provided me with the informationa bout how long it will take to made it, to make it. and

I was able to decide if I need or not, and if I need to wait one week, two weeks to receive it or just to find something that is already done. I think as I mentioned it's very important the credibility for online store. Or you can trust if you didn't have problems or bad experience. You are very happy to buy and to use this app.

P3 You know in terms of delivery, I remember some, using some online shopping, and there was an option to deliver to store, you have delivered to your home, or Collect+. Collect+ is when they deliver to near by store, you choose which store you want to go to.

P2 Yea.

P1 Yea

P3 to pick it. So actually it will be delivered to the store and inform me by email or message that it has already arrived. After then I can go and collect it any time it is convenient for me. So if many of retailers would have that, I would really go for that. It's really convenient, more than delivery to home.

P2 Yea, it's just what days delivery. Quick.

P3 If I would have to pay a bit more for that I would go for it. If I choose home delivery I would not be at home and I miss the parcel, and I then would be able to pick in three or four days.

P1 But I am very lucky, my post office is just like 4 minutes from my house, and usually I am choosing to receive the order, because as you mentioned, sometimes I am not home.

P3 No, the office where we can pick the parcel if I miss it, normally is open from 7am till 12pm only, and that is why I cannot pick it later on the day.

P1 I have hm Royal Mail near my house.

P2 But it is normally would not be happen with a student in accommodation, because we have office. That is so.

P2 It's easier and comfortable, like you can trust you have someone to save your parcel, so you don't need to worry about that.

P1 Yes, but hm depending on the county and the area.

M OK. Thank you very much.

Focus Group 3

M Thank you very much for coming today. I am gonna start with the first question. Why do you use mobile for fashion shopping or browsing?

P1 Why do I use?

M Yea

P1 Hm, I say, maybe it is convenient, I mean, anywhere you go you got your mobile phone, like you are waiting or you are in the bus, you can just browse through the Internet just to look for ideas. I think that's the first point I would say.

P3 Yea, I would say convenience is the main one, and the fact that you can just do it anywhere. You know, you don't need to go to a shop, you can just do it like in bed.

P2 I tend to have a look on my phone because I will be on my way into town, and I want to see exactly like it is a new season, what is in season, what am I expecting to find in the shops sometimes.

P3 And sometimes, you might not nesesarily plan to shop for anything, you might be looking at something and see something you like, and go and buy it. HA HA HA

P1 Yea. I think that is the worst part, when you start, usually it sart when you are looking for something, you will say "Oh, that's really nice". And in my case I think, I worked before as sales assistant so when I see something online, and I see the chart, I can tell straight away wether it is gonna fit me or not. If it's something really nice, I will just buy like that straight away, because I know it will fit me.

P3 Fair enough. HA HA HA

P1 I think for other type of clothes I think I would probably prefer to read all the reviews and also

P3 Yea

P1 Check the details

P3 Customer reviews are one of the best things abotu it because

P1 Yea

P3 Because you can't find that in a shop

P1 No, because a sales assistant will like and say "Oh, yea, this thing looks perfect on you."
And I like, "No".

P2 Or "My friend bought it, and it looks brilliant" when I know there is nothing like it.

P3 HA HA HA

P1 Yea. For example, there is a lot of issues with the quality, you know, with

P3 Materials.

P1 If you buy, for example, if you buy a dress with bits falling apart. It is very important for me to read the reviews.

P2 Yea, you can see what the materials are. I don't like wearing too much artificial materials, I like things made of cotton or wool.

M Where would you be able to see materials?

P2 You usually see in the product description. When you click on an item it gives you little bit like description about the item, washing instructions and things like that.

P3 I like it as well because I like to try things on at home. If something just delivered, I will try it on in front of my mirror in my bedroom, I will know whether I like it or not easier than if I am in the shop. And then I can just send it back. A lot, good online retailers like delivery is free, and to return it for free.

P2 Also I find a lot of shop assistants are really really pushy

P3 Yea

P2 They kind of follow you around the shop

P3 HA HA HA

P2 "Oh, oh, do you like that, it will look really like this", and I feel really pressurised to buy it. And sometimes, I am a guilty person, so I go home than I intended. Whilst you are online shopping you tend to because you want to do it, not because someone else is making you do it.

P1 I think, like you say, Ruby, it's convenient because for example, I love Topshop and I've been shopping there for a while. And I don't like doing sometimes, I am not very patient, so I had, if it isn't you, I think "oh no, I am still in front of the store, or I know that I didn't see my size there, or I will get home I use for that. And for example, if something is on sales, and they don't have my size, I will look on the Internet, oh it's there.

P3 Yea

P1 It's fantastic. I like it.

M Would you look straight away in store or would you look somewhere else first?

P1 Well, it's both. I mean, it happen both. For example, sometimes, I work in Cheethamhill, so I will go through the Arndale, and Topshop is just there, so I just walk into Topshop, look around. And if I really like something, I want to try it on. Sometimes it is a long que, and , as you said, ...of times you order online, it's free, and then you try it on in from=nt of your mirrow, with your shoes, with everything, "Oh, fantastic" or "Oh, no, actually iam not gonna wear it". It's convenient.

P2 I shop at Topshop as well when they get sales on, it's pantemonial, it's so horrible.

P3 It's horrible.

P2 People fighting over your face like a rats. Whilst if you use it on you mobile phone or on an iPad, you can just easily look at what they've got in a sale, or search for exactly what you are looking for. You don't have to go over the shop having a look what it's that you like.

P3 That's what I do. I know that the sale is coming up, I will look online, like a midday, and as soon as the sale satrts, I will just look online and check and keep refreshing. HA HA HA

P2 That's exactly what i did with Debenhams and House of Fraser. Let's say they have mid season sale on, I work opposite the House of Fraser, so I might go in and have a look in store, like have a little browse before and see I think is gonna be on sale. And then I will pin point exactly what it is I want, exactly like you, as soon as the sale goes on, like Boxing Day sales, absolutely amazing, I've got such a great ... online. Because it only online sales start earlier than in store sales. Which is absolutely brilliant. That's another incentive to use your mobile phone for shopping.

P1 I mean, few years ago some people would say, it is ridiculous to buy online, don't even try. But I think not every retailer, but most of the retailers are quite good in sales, especially when they have the whole description of the garment, they have like the zoom the close up, and you can see and have a close view.

P2 Have all the details on it.

P1 Exactly. yea, and some of them for example, for my wedding dress on the Internet, it was a wedding dress for the city ceremony, I wanted a white dress, I went to so many places and I couldn't find. I went online, and it was there. Another option, I managed to find the dress. I wanted to find a dress, I saw the length, I checked, I said "oh, yea, it will be fine". I checked everything, I measured around, yea, it's gonna be alright. And when a dress arrived, I tried on and it fit perfectly. So still, so many, depends on the company. So many companies are really good, they give you specific details, measurements.

P3 Yea. I have to say, hm it's become a whole new level of customer service as well with online shopping. ASOS is amazing. In the number of times, they refunded me when something didn't turn up or even if I have made a mistake, and they just refunded and put the money straight away back into my account. So I will pocket. So many times, I have worn something, and it has snagged a little bit or I washed it and it just come out a tiny bit, not right. They have refunded me straight away without asking any questions. Hm, they've done so many times. If I email them then get back to me straight away. And they are always really pleasant.

P2 They always get back to you within 15 minutes.

P3 Yea.

P2 You send them email. I have the same situation with ASOS. Something didn't turn up for an event that I was going to, and it turned up two days after. And I paid express ship to get it the next day. I said I am really really not impressed. I use you a lot, and they let me keep the dress and refunded me as well. I was like, that is good customer service. Where is if you did buy that in a shop, you wouldn't take it back and say, "look there is something wrong with that dress". They will "we will give you your money back and you can keep the dress" They would not do that. That's one little bonus of online shopping. And discounts as well. You tend to get a lot of discounts on online shopping. Even like codes in magazines, like Cosmo has a lot of discounts.

P1 Yea. For example, when I was a student I had this app UniDays, which has expired few weeks ago.

P3 Did yours just expired?

P1 Yea

P1 So, I mean

P3 I didn't try mine after I finished.

P1 I mean, yea,

P2 It expires about a year after you finish.

P1 I kept using it, excellent, I mean, it kind of even giving you more motivation to shop online. Does little apps, special codes that you find somewhere, you written their codes and ..

P2 In store you can only get a student discount. Where is online noone assume you for years, you can still use student card. When you spend over £15 you get a free delivery and you can get your discount as well. So, that's really good.

P1 it's really good for example, what I like about these app UniDays, I used to shop a lot on the app. Even if you done some let's say sales, you see there is your discount, you see your discount on top of that. Fantastic.

P3 Yea. Hm, another good thing is can fill your basket up and just leave it there and think about it, whether you want those things. I have done this several times. I have a rule, I am not allowed to purchase anything straight away, I have to leave it in a basket until it's like a month till I want it.

P1 Really?

P3 Oh, yea.

M Which app is that?

P3 All the online retailers. You can use 'save it for later'

P1 I didn't realize that.

P3 So you just save the items you want. But obviously, if it sells out, there is nothing you can do. Yea. Hm, what is the other thing I was gonna say? Oh, yea. When you can do like look books, outfit building. Things like that. That is really nice. And when they do little features on certain trends you can go and look into it, get inspirations, outfits and inspirations for different looks. That's really good.

P1 I think that's the reason for online shopping. Yea, it's not about finding ideas and looking for things come out with the perfect outfit, and there are so many websites like Pinterest or, what's the other one? Hm, I forgot this. Where you can even build your mood board

P3 Oh, Pollyvoy, you can do that.

P1 That's fantastic

P3 Yea. I think you can do on ASOS as well.

P1 Yea on ASOS as well, you can do that as well so.

P2 I haven't heard of Pollyvoy.

P3 Oh, Pollyvoy is amazing. Say if you just want a grey dress, you type in 'grey dress' to Polyvore, and it brings you all the results from all the online places that are on Internet.

P2 That is amazing.

P3 Yea.

P2 I am gonna download that.

P3 I do that all the time.

P2 You do realize this is making you do more online shopping.

P3 I spent like £300 today online. But this is the thing. I will do that, I will buy six things, spend £300, and send five of them back. I do it all the time.

M Would you buy from the same retailer or from different ones?

P3 Today? or

M I mean when you buy six things and return five back.

P3 Today, I actually bought 20 things, but

Ps HA HA HA

P3 Six of them were from ASOS, about four of them were from River Island, hm six of them were from Nasty Girl. Again, I bought 18, or no 16. Hm, yes, so there were a combination, but if the brands that I want are on ASOS, I always go to ASOS because it is just easier to buy from one place.

P1 It's really convenient in ASOS is fantastic. Everybody, I haven't been to Zolando, but a lot of people are saying that Zolando is really good as well.

P3 I have not been on there. Zolando...

P1 You know I have been in Germany, now it is in the UK. But I haven't been there. Apparently it's really good.

P3 That's what I was wondering lately. As ASOS've been so successful. What's gonna be the next thing? What will be better than that? So..

P1 I think that it has to make the consumer more exciting.

P3 Is that what you are trying to develop? HA HA

P1 I think they are more, my understanding is companies, so retailers can be very accurate in description, better is for the consumer. That will be my...

P3 Better price, and, like, personalized service, so if they start to learn what you like and they suggest you. So if they have stylists that work for them, and that stylist styles your particular look you go for. Then you know that they always will be picking up things more around the web for you.

P1 That would be fantastic, because that would be really easy.

P2 To put a look book for you together.

P3 Yea.

P1 But some of the retailers are, I mean, know that. For instance you go there and pick up a dress and they can give you an option what shoes you can wear with, what jacket to go. Yea, it's about understanding consumer, I think.

P3 Yea. What would be amazing, if you are on Pinterest, and you are looking at different catwalks or whatever, and you were liking thing, and then judging on what consumer was liking, the company start designing things based on those looks. That's what they do anyway. But basicly, the buyers usually are just guessing what consumer likes. They look at the catwalk, 'OK, we will make a black coat with some ... on it, and so things they've seen out there. But they do not know exactly about what the consumers are gonna like about it.

M What do you particularly like about ASOS?

P3 Emm, htere is lots and lots of different brands on there, they do lots of promotions, it's really easy to use because it's remembers my card details, so all I have, I didn't have to put my card details just the codes in.

P2 Yea. It just so easy.

P3 And the customer service is so good. Even if I know that I am late to do a return, because I think you ment to have four weeks.

P2 Yea, 28 days.

P3 Sometimes I, I've done it after seven weeks, and they always refund me. They are just very nice.

P2 talks over P3 (could not recall) Sometimes if it

P1 I haven't tried but it's good to know that how much we can put in.

Ps HA HA HA

P1 I don't know. You have to know it worth it or no. I must confese I am not very good returning things, this is my weak point.

P3 Oh, it's difficult, isn't it?

P1 If it is already time I feel really guilty, oh, no no no.

P3 Oh, you should.

P1 It's good to know that it is possible to do it.

P2 I shop in ZaRA. I love Zara. And a lot of the shop assistants in Zara are very judgemental, and very intimidating. If I finish work and I look really terrible, I look like a kind of person that should not be shopping in Zara.

P1 HA HA

P2 They are gonna pick me out straight away and they follow me around the shop.

P3 Really?

P2 And they have got security, they have security guards as well, and that's what another thing about online shopping that you have no judgemental people. Especially when you have taken anything back. I had a woman accuse me in Zara, accused me for wearing something. And I came a day after. I said: "Actually if you notice on the receipt, I bought it just before the store closed. That's why I brought it back today first thing in the morning, not because I've worn it for something, but because it is not fir, so I brought it back." She is like "Don't make me call the security guard on you for using that attitude." And you shouldn't have that attitude when you are in the shop.

P3 Not at all.

P2 Especially high fashion shops, Selfridges, I went for, I love shopping in Selfridges, but they think I am a lot younger than I am, and a lot feistier than I am. They think I am gonna steal something.

P3 When I go in Selfridges, I am always very conscious thinking dothey think I...because I always put my hands in my bags to look at my phone and think: "Do they think I that I am up to something?" HA HA

P2 I am always worried, because I've got a hole in my big wooly coat at the moment. So I have to put my hands really deep in my pocket, so I am there walking out just like this. So security guards are looking at me.

Ps HA HA HA

P1 Yea. It is true. Some places can be very hard. Yea. I used to work at Louise Vutton and a lot of our customers they used to basicly going to the store and do their online, do their research, research their handbag and everything. They gonna made their mind they used to order online, and some of them they will used, some of the customers are usually very scared that

you going to judge them. Because you gonna look at them , and this is why they use it onlie. And actually, for the same reason that I would like to, I like to buy online, I like to go into store, so see what is around. When I make my desicion, when I, usually, when I see most of the time it works like that. I make my research in the phone, and then I go into the store, see what they have there or I like, it looks nice, ok, I like it. If I can I will try, but if I know it's gonna fit me, I will order that straight away. Like that. Like you say, you can shop in your pijamas. And anytime you usually feel like, oh, ok I must have a dress.

Ps HA HA HA

P1 And I order it.

P2 You say, when you get that feeling, you sat down eating your dinner or something,

P3 I would like to do soem online shopping HA HA HA

P2 Yea, I really want to find a dress like that, yea. You can just go and buy a dress. Yea.

P1 Yea

P3 HA HA

P2 You can just do it, and noone is judging you online.

P3 HA HA HA

P1 That's true. And also because they give a chance that, if you couldn't find in the store, what actually happen to me, my size is not always available in store, it's good to know that it's available online as well. So there is an option.

P2 They show you the measurements online as well, so you can choose which one will fit you better. Because some shops not always have the same size, is it? It could be a size 6 in Zara but a size 10 in New Look or Topshop or ...

P3 Yea

P2 You can actually see the measurements and the measurements for that shop. Zara makes their sizes look actually smaller than they are.

P3 So if it's a 10 so it might really be a 6. Is that what you are saying?

P2 Yea,

P3 OK. There is no standardised sizing at all, so just everywhere just ditch making basicly.

P2 The largest size, they say that the largest size that they stop is a 14. It's not.

P3 Do they stop at 14?

P2 No, they go up to a size 10.

M Which store?

P2 Zara brand. My friend is 10, and she tried on the large and it just fit her. And it just because it is so common with a lot of items. It wasn't just a one off. It was the same with the jeans, it was the same with the top. So something that says that it goes up to 14

P3 I mean, all Zara's things are designed for skinny body.

P1 I used to shop in French Connection, but in French Connection I can be size 6.

P3 Oh, do you like that?

P1 I love the feeling that I can be size 6.

P3 HA HA HA

P1 That is why I used to shop in French Connection.

P3 It doesn't bother me at all. I know people say that "I like shopping there because I am a small size".

P1 I would never shop in River Island, because in River Island I am size 10.

P2 and P3 are discussing this topic among themselves while P1 was finishing her thoughts.

P2 I am not bothered now. But I think that's a lot, that's tacktics that a lot of shops are using. i think Zara wants to shame you are like bigger than you are. But other shops want to make you feel good about the size. What happened to me.

P3 Zara might be like "our clothes are for skinny people". So that's why we are cool shop.

P2 yEA.

P3 HA HA HA

P2 They are like high street Victoria Beckham, you know... But I love Zara, it is my favourite shop.

P3 I don't shop in there. You know all my friends are going there. whenever my friends are wearing something nice, I like "where is that from?" "Zara" I just don't go in. I don't like the shopping experience in there, and I don't think their website is that great.

P2 That's one thing I was gonna touch on. I do absolutely love Zara, but their website is very very confusing.

P3 Yea

P2 It's really confusing to use, things will randomly pop-up.

P2 It's not so bad on the computer, but if I am using on a mobile, like on my mobile or iPad, things will be randomly popping up and it will pop collections half way through me looking for a dress. Like you know, I don't I don't want your pop ups. That is one downside when you shop is. Sometimes you don't want things that are not adjusted to you. I don't really want. But I will touch on that in a minute, I am sure.

M OK. Thank you very much. What would you really like to achieve via mobile?

P1 Seamless experience.

P3 Like what?

P1 Seamless experience, I mean seamless.

P3 You've seen what?

P2 Seamless.

P3 Oh, seamless.

P1 Sorry.

M Could you explain what do you mean by that?

P1 What I mean is that when you went to shop, for example it happen that maybe you want or are going somewhere, you want to buy a new fun dress, for example, it would not crash.

And whatever you want to buy you think it will not gonna crash, you would be able to get through to the final payment. So I think that.

P3 I want, like, personalized suggestions.

P2 That's one think I would like so I think like you were saying earlier, remembering items that you bought, and saying "we think that these would good for you", rather than ... You can see usually at the bottom, "people who bought this also bought...". Yea, but I am not that person, I want see something that would have been for me, from my previous purchases.

P1 I think in my view it has to be something that is easy to navigate. It's so important, because you don't have enough time to see everything, it's just what you feel like you want to see. And you want to see that in that moment. It has to be very easy to navigate, you know. I think if it's a mobile phone, your mobile phone, it has to be very clear. That's is so important.

P3 Yea, I agree.

P2 So a lot of the time, especially on a mobile, that is why I tend to use my iPad rather than my mobile, because my eyes are really really bad. So if you want to go and use Zara website, for example, when I'm on my phone, I cannot see anything. It's like it's zoomed out, as far as possible. And it's probably like that much of the screen on my phone. It's probably about half of the screen you have to fiddle about when you want to see .

P3 I mean when you are scrolling down, you may accidentally click or press something.

P2 Yea.

P1 Yea. Some websites don't have hm, don't have the software, you know, I don't know it's not ready for a mobile phone. So something like that. They have the same in desktop view.

P2 Yea, it's just not compatible with your phone.

P1 Whereas, I think, I do like ASOS, foe example, for this reason. When you are going to your phone, this is Womens just that you want to go to, OK, that is what you want.

P2 They are clear, they've got the mobile website, haven't they? Zara's website isn't a mobile, they just tend to return to normal, their website is not like phone compatible, you see. Or on my phone anywhay.

P3 I think they do have an app, Zara.

P2 Oh, didn't they?

P3 Yea, I downloaded it and when on it once ages ago, and then I din't go on it again. I think I still have got it.

P2 Is it difficult to use? What was it about the app that..?

P3 I don't think I've got it anymore. Hm, I think it was difficult to use, and just not very inspiring. Just a bit boring.

P1 Oh yes. The background has to be very friendly, very kind of

P3 Yea, it makes cheezy on.

P1 Yes. Because if it's not like

P3 User friendly. I don't have it anymore, sorry.

P2 That's why, I think I went on the All Saints website once, it wasn't very invited website, I don't find them very inviting shop anyway, because I like to shop where is colourful, rather than black and grey. I think a lot of their stuff is just balck and grey. I think I saw something beige in there once.

P3 HA HA HA

P2 But, yea, it's got to be inviting, you've got to feel like you are going once to spend half an hour, an hour, maybe two hours if need, trolling through the website.

P1 I think it's important they understand customer. They understand who are their consumers, and how they can maximize their experience.

P3 Yea. If you have a really nice easy using experience, it kind of cheers you up, like it makes you feel all good, like "Oh, that was good, that was easy".

P2 That's why when you say about customer service, that's another thing that you gonna, you want good customer service. If there is a fault, or something wrong with the item, or you just genuely don't like it, you want to be save in the knowledge, that you can send it back and they wan't have an attitude.

P1 Yea,

P2 Or get a refund.

P1 Something that you just mentioned, that I realized that Burberry are really good on their website. You can, I don't know, I've never tried it before, but I will definitely try it, on the website you can chat with someone, you can ask questions about certain type of clothing, that you buy. And it's really good, because in that moment you can chat with someone for the service to be personalized, and that is really good.

P3 That's really good. It's called instant chat.

M How do you chat? Do you type questions in? Do you talk?

P1 Yea. They have like online chat section, yea. where you can just...

P3 Burberry?

P1 Yea

P3 Most of those kinds of brands are good online stores.

P1 I like Burberry, I mean, I used to before. HA HA

P3 You used to before?

P1 Yea. HA HA I used to work for them , then we used to be able to buy things from the Internet. and if you are, you are going to the website, let's say you are looking at the section, you are looking at trench coat, and not really sure, you want to ask more details about it, the you can just chat with someone and ask any questions you want. And there is someone who will answer to you straight away. I think that is personalized customer service by the way, it's like you have a sales assistant, and it's there.

P2 And it sounds to me to be a lot more helpful online as well than they would be in store, because they are not exactly been recorded in store, whereas online they are not gonna be rude or judgemental.

P3 Yea

P1 Or they just gonna tell you how exactly how it is.

P3 I think I have never seen that.

P2 I think it is a good idea. More online shops should do that.

P3 Yea, defenetly.

P1 I mean in this case it is mainly because it is a luxury brand, so they, you know, this is what you are paying for. You are paying for the service.

P2 Is it between certain hours then? Like 9 o'clock in the morning till like 8 o'clock or is it like any time?

P1 I don't know, I used to be there and there is chat online.

Ps HA HA HA

P3 You wanna chat with someone from Burberry at 3am? HA HA HA

P2 I think I might do that when I am bored, and just go on Burberry website.

Ps HA HA HA

P1 Try. It is very good.

P1 Louise Vutton as well might have, but Burberry it my favourite. i think it is the best online shopping. With Louse Vutton you can call, you can call a number and they can help you 24 hours per day.

P3 Wow.

P1 Yes, that's it and it's fine.I think if you cannot find the product they can help you to find the product and where. But they don't have that online chat.

P2 I cannot think of something else.

M Are you alright then? OK, thank you. How do yo use smartphones in your shopping journey?

P3 Sorry?

M How do you use your smartphones in your shopping process?

P3 Oh. To be honest I usually look at things on my iPad to see in the details of something. And then I might just purchase it online or maybe just go back online to check whether it's still in stock. Or show somebody or just look at it think about it whether i want it. So actually purchasing on my phone is less common than purchasing on my iPad.

P2 That's, I tend to just use my phone is when I am on my way into town, and just having a quick browse or maybe I am out to somewhere and I remember I forgotten to order something, or I just want to show someone anice clothing that I really like.

P3 Yea.

P2 So I think will suit them. Or it will be in a bar somewhere, so I have got an event, but I've got nothing to wear. Or I say "I saw this yesterday, on the Topshop website" so I will just show them to give them a brief show, maybe link them the website address, then send it to them. So later they can have a look at that when at home.

P3 Yea.

P2 So

P3 Hm. Because I shop online a lot for work, hm, sometimes I will just keep scrolling through things that I see things that I want to buy so I just email them to my work email. And I will purchase them when I get to my desk.

P2 You can do it then on the go.

P3 Yea. It's like a research tool.

P1 It's a very good idea.

Ps HA HA HA

P3 I don't do it on purpose, it's only because I am addicted to looking stuff online.

P1 I mean, yea. In my case it's just, I don't know, suddenly I have an idea. I don't know if I follow trends so use unconsciour things. Suddenly I thing I kind of like green, with flowers. I don't know if I have, oh, actually I need something. For no reason I need something. Then start looking for ideas on website or this is very handy, especially because in the UK people don't talk to strangers, people don't talk to the next person, next to you on the bus. So you have to pretend you are busy.

Ps HA HA HA

P2 I'm just gonna go so

P1 So what I am gonna do for 30 minutes? So I use, I am going to my phone, start looking . I start looking what are the offers, what is new. Usually what is new, because I work in fashion so I would like to see what is new on a catwalk. I don't like what is on a catwalk, but I kind of like something that is kind of tailored to that. I tend to go to see if there is something around that can inspire me, something that I like so this is how I spend my journey most of the time.

P2 Sometime, as well, when I am out and about and I am going in town and ... My work is absolutely awful with payment. I get my payment through on different days, and different times. Sometimes it will be Wednesday, sometimes it will be on a Friday. They supposed to be on Thursday, but sometimes it just messes up. So if I have just gone in town and have seen that I have been paid, I will go straight on my phone and buy the things in my basket, that I have kept in my basket for past week or two weeks. And then I can buy them straight away. So that I know that they will not go out of stock. It's like you were saying about trying things on and .. I want to get them while I know that I have got the money. And they might not fit, they might not be the wrong size, I have not thought about it properly maybe. If I know that I can bare them, I can try them on and then send them back if they are not fitting.

P1 You know, when I like something, I buy it.

P3 HA HA HA

P1 I will proceed, and I will, I think that's a very good option for me. If I like something I will buy it. I put in that basket, but I didn't know that you can keep it for that long.

P2 yEA.

P1 But I do browse a lot, a lot. Browse is nice.

P3 I cannot believe how much I spent today on ASOS.

P1 At least you can return it.

P3 Yea.

P1 That's good. Most of the time I buy I hardly return things. And sometimes I think I wish I would might. For example there are things that I bought.

P3 I absolutely before when I bought stuff and I wanted. That sucks.

P1 Yea. But I think probably like us. It would be good for the consumer in case if I know that I can keep the things in the basket for a while. You can think that would be good I think.

P2 Yea. It would be really good if you would have an app that will show all your baskets for different shops. You know like you can have for different log in information. That would definitely make me use my smartphone a lot more, because I can double check what it is and what can I afford while on my, while I am on the go, basically. Because I am always running out.

P3 Yea. You know what would be really good. If you, let's say a few different high street shops have similar items, you know how ASDA did the price promise, it guarantee to beat Tesco.

P2 Yea. Like price compare.

P3 So that would be really nice.

P1 That would be fantastic idea.

P3 But, they never, they never will have two items which are exactly the same, so they will always argue, that will be a bit more because of this.

P1 I think with that it would be good as an app.

P3 What?

P1 To have like an app. Because the app you could use, you know, similar products from different companies, different retailers. That would be

P2 So you could just put in term like, I don't know, hm, Checked dress. Maybe you want to find a checked dress. And it will tell you all the different shops that would have maybe that item.

P3 That's what Polyvore do, but they don't. They show you the price, they don't like tell you which one is cheapest which one has got best reviews, things like that.

M Which one?

P3 Polyvore.

P2 That's shows all reviews as well. That's a good thing to do while you are on mobile shopping.

P3 You know what would be good. Hm. A website, an online retailer that you could upload your picture to wearing an item that you just bought from that store, and it find more new uploads and interact with that website.

P3 The more points you get, and you can get money off for doing that. People can like you, and follow your profile.

P2 Yea. One way that I do use my phone I will just let you say what you gonna say. While I get my 3G on.

P1 No, no, no. I will just gonna say in my view I mean, I am small, I got short legs, so it's not easy to find clothes. However, I know that there are certain types of cuts that I can fit in straight away, but if I could have like seamless experience on mobile phone. I wish I could have my own avatar. I think that would be fantastic, will make things amazing. I was thinking about the perfect app, I mean, for shopping I mean, if I can have all measurements and you can have avatar and put it on.

P2 I remember reading something like that. That they gonna start putting that on online shops.

P3 Yea. That's not long way at all.

P2 3D modelling. So you basicly put in your measurements, it will create dummy it is in your proportions, so put in like arm lenght, leg lenght, everything. Even head cequence to model hats. HA HA But this is so sad. I love playing online game have it fashion, and it's basicly it's a fashion designing app, but gives you the options to shop but you can also have look at the fashion feed which shows you what is in at the moment. So

P3 Oh, waw. What's this called?

P2 Coded fashion.

P1 Covet fashion.

P3 Oh, Covet fashion.

P2 So it has like fashion contest there as well. What different companies are doing and shows you new and upcoming brands as well. And you can also press this, I wil show you. i will give you one my aful looks I designed. Do not judge me. So I've got something that got few items

on it. So I make that outfit, what I will do, oh, I really like that dress from Siplier Star, and so I will go view online.

P3 That's amazing.

P2 And then it will take to the website that stocks the dress. It's really slow because it's on my 3G

P1 How is it called?

P2 It called Fashion. I was calling it Covet.

P3 I don't know...

P2 c-o-v-e-t.

P1 Oh, yea, shopping game.

P2 Because when I first

P1 How did you find out?

P2 I actually randomly started playing it, a while ago. Beacuse it's was designed by Rachel Zoe.

P1 Oh?

P2 It's her game, and saw about it on Facebook.

P1 It's a famous stylist. She does all the styling for the Hollywood stars.

P2 Nicole Richie, she has her as her best friends, also I remember seeing about it on Facebook you know when someone recommended it to you. I said "Oh, that sounds like something for me. And it did actually start off as a game. As it progressed it started to develop. I like designing outfits. It's just basicly just clothes.

P1 I think I have downloaded it on my phone

P2 Really?

P1 Are you having a look at it now?

P2 Sometimes, now I don't really tend to use it for actually playing the game,, I tend to use for fashion, looking at new designers and what's hot.

M 2nd question is: How could you describe yourself? What kind of person are you?

P3 Hm. Like phisicly or personality vise?

M Yea.

P3 Very ambitious, like always get wat I want, hm.... PAUSE

P1 In my case, I like trends but I don't always follow trends, There are certain things that I like, but there are certain things that I will say: "No, I will not wear that".

P3 HA HA HA

P3 In my personality I have a different mind in terms of what I choose and what I want to wear. I want to wear, hm, I don't know, some how I may say I cannot be influenced by media, by everything, but I try not to, I try to have my own, make my own decisions, I say.

P2 I could say I am corky, and very head strong, and independent, and very bossy as well.

Ps HA HA HA

P3 I was going to say bossy as well on mine. HA HA HA

P2 I don't even care, I say bossy. I am so bossy, I could tell Jack (probably boyfriend) what to wear, he doesn't have a choice.

P1 Yea.

P3 I think it's lifestyle.

P1 I think it's...

P2 He doesn't like thinking.

P1 I think when you are shopping you want to, because as a person, you want to wear the clothes that you feel happy and comfortable when you wearing that. For me if I am wearing it's so important to me. Anyway, I think I have my own mind, as well I know what I want so I don't really care if my friends like something. I think when I was 15 maybe. At this stage of my life, I am 31, I don't really care people like it or not. If I like it, I want to wear ot, that's fine. And I am really proud what I am buying and what I am wearing. Yea. That's what I can say.

P3 That question is very open.

M I know. Just how you identify yourself, how do you see yourself.

P3 OK. I mean I could go forever about that.

P2 It's hard to say.

M Is there anything else you would like to add?

P3 Very into all how I dress, the house, the clothes, love it all, the garden.

M Like your lifestyle.

P3 I love music, film.

M How do you spend your free time?

P3 Mainly go into gigs, see music and cinema, and shopping. Shopping should be, probably, number one. I am working really hard.

P1 I like movies, in terms of looking for inspiration or ideas, or what to wear, what colour or different styles.

M Yea. Next question. How do you choose apparel products? What are you looking for when you start looking for a new product to buy?

P3 Hm. Design, quality and design really. I just want to look amazing and unlike, I want something different from a lot of other things I've seen.

P1 Hm.

P2 Sorry, go on.

P1 I was gonna say, for me I think the colours. I like something that is different, something new, something fresh. I guess I get bored of things quickly, so, I know it's quite bad, so then this is when I choose things, I will try to make sure this is something I am gonna wear for a while. However, I think with the years, I need more of the quality now, than I was before. So now if something is quite uncomfortable, I want to buy it. In the past I would not care, as long as it looks nice. But now, I must be both.

P3 Yea. If I know simply it's gonna be cheap, if I know it's made from bad material, if I know it from like glamorous or something, even if I like the design of it, but I know that when it turns

up it will be poorly made, the fit will be bad, and fabric will be bad, I just thought I would not bother anymore.

P2 That's why I never shop at Primark or New Look, because they gonna fall apart straight away if I am gonna wash it in washing machine or something like that. I tend to, maybe, save up a lot of my money and buy one item that I know it's gonna last me, like I've saved for these jeans, it were like £270. Hudson jeans they are.

P3 Oh, yea, Hudson.

P2 And they are only made about 200 pairs of these jeans, limited edition, and I fell in love with them. I know that I have never made a better investment, because I know that these jeans have amazing fit ever, just makes your legs and bumps, legs shape look really good. That's why I think it always pays to spend a bit more money as well if the product, how it fits really, you don't want to have something that is really unfitting. And the majority of high street shops just tend to go for the, like the average figure. And none of my friends have got the average figure at all, women are in all shapes and sizes. And a lot of shops tend to forget that, and don't take into account that someone who is a bit curvier, is gonna have a big bust area. So you see like, for example, my, one of my friends she was miss Lestron. She is a plus size model, and she is size 18. And when she buys things from, let's say for example, just a shop in a plus size section, New Look for example, and nothing ever fits on the bust. They never make proper measurements really. They can't take that into account, they just take sizes 12 measurements and add 5-4 inches for it. Where's I don't know. I forgot.

M OK.

P2 So better fit would be brilliant.

P3 Yea, better fit.

P1 But I think I would say that's how you are feeling. For example, I must confess that I do like Primark, I can't avoid that, I buy everywhere I like clothes. If I see something I buy, I like I buy. I think if it's Primark, in my case I've got this coat from Primark, and I don't mind. And...

P3 It's a lovely coat, I was looking at it.

P2 And I was thinking that was a really good coat.

P3 Yea. That's what I was thinking.

P1 The online thing with online shopping is you can't touch the product, maybe, you missed it and you can see in the house only. That's the only disadvantage maybe, but in general it's fine, yea.

P2 I don't think Primark, actually, have a mobile website, they don't show the items.

P3 There aren't any online.

P2 No, I remember having a look. I would shop in Primark, if they would have an online store. I do not like going to Primark because they, the store is set up afully, considering three floors, everything is paked so close together, and it's always so busy, and it's always full of really agressive people, they like shuven you out of their way. And I don't like my shopping experience, do you? So that's why I never go there. And the quality tend to, not the same as this coat that you got, so..

P1 No, no, I know what I pay for. That's fine, I am aware of that, but there are certain things that I do if I pay money, I do expect to be a good quality.

P2 Yea, defenitely.

P3 Yea.

P1 Yea. I mean, you can be more expecting from ...

P3 Some times you even pay for an expensive brands, and it's exactly the same what you are getting in Primark.

P1 Especially, I mean, hm, for me like for me working in the industry, working in the fashion industry, and I think about a cost. How much is a cost to make a product?

P3 Yea.

P1 So then I think "No, no, no. I am not paying for that."

P2 That's olways, that's always.

P1 Material

P2 That's always good when you are doing online shopping, you can have a look at the material. So you can see, Polyester 93%, Nylon 7%. How is it called?

P3 Elastane.

P2 Elastane...Anyway. You can see that's, that did not cost them a lot money to make, so it's not worth paying £170 for that really nice dress, when you see the same one in Topshop in the same price, not the same price, a lot cheaper. So, you say "Go and get that one".

M Nex one. How do you choose the best way to purchase that item? How do you decide where to buy that item?

P3 Sorry?

M How do you choose the best way to purchase that item? So which shopping platform you choose and why?

P3 Always with ASOS, if the item was available on there, because they know all my details, their site is easy to use, they always offer me good customer service. If the item is not available on there, I just buy it wherever it's available.

P2 I think I'm one of those stubborn people, I'm very, I'm not comfortable with change, so I would like to stick with things like brands that I've always been comfortable with, and always know. Sometimes I get on a side and get branch out a little bit, but hm with terms, I don't know. It's like wording really difficult, it's hard...

P3 If something is available on ASOS, and it's also available from the own brand website, I would say I would always buy it from ASOS. HA HA

P2 It's gonna be cheaper on ASOS as well.

P3 It's easier. The delivery is free. And you know they are good you can return items.

P2 But you do not side the extra charges, that online the actual own brand would so, that's a lot more convenient. I think one of the things that I tend to gravitate would be the shipping. The shipping cost is absolutely ridiculous. It's, hm, a lot of things I buy are from Amerika as well. The amount they cost me for the shipping is ridiculous. But some websites, hm, one I was just looking at for cowboy boot. If you spent over 160\$, that would be about £110, I think.

P3 Yea.

P2 In exchange rate. £110 it's free shipping, and shipping would cost me about £25 alone, so I just tend to buy things in bulk in that sense.

P1 Yea. I think, I don't know if that is good or bad, but yea, in most of the them like if you like, they offer like a free shipping , yea, they force you to buy in a big quantities. I think.

P3 Yea, yea.

P1 And as you said, maybe, yea, that the way to buy a lot and then to return it.

P2 I think that's why dot this, because the shipping cost that they put, especially within the UK, some of them are extusionate. It's absolutely rediculous.

P3 With ASOS they give you a free shopping alny if it's £100, so I will pretty much always, hm, spend over £100 but send most of them back.

P2 That's what I mean. That's way they ...

P3 Maybe they think that you gonna forget...

P2 That's why the shipping cost is so high, because I think they want you to spend over £100 as well. It's very clever a play on behalf of the companies. I mean, ASOS shipping is pretty much high I think. Is it £5.95 or so?

P3 Yea. £5.95.

P2 Whereas in some shops I've seen...

P3 Tenner.

P2 That was about 10.95 or so. The most expensive I've seen it.

P3 Yea.

P2 Most tend to go for about 7.95, 10.95, ASOS is one of the cheapest ones I've seen. Along with Boohoo as well, at Boohoo is 5.95.

P1 I mean, yea.

P2 I really like Boohoo. It's quite cheap and Misunderstood.

P3 Oh, yea, I've seen quite nice items.They have really nice resses. Sorry, I talk on top of you.
HA HA HA

P1 I don't know you say Boohoo, like Miss Littele Misstress, and

P2 Boohoo has online website, and it's really really easy to use.

P1 On Boohoo?

P2 Yea, That's , that's in terms of buying a product, it's good to. You get more for your money, but also quality as well.

M What about quality?

P2 That's why I like Boohoo. They do really good quality items for relatively good price. So they are not high end, but they are still one of the cheaper what you call high street retailers. But they are only online, Boohoo. They are only online, they don't have any stores.

M If you, for example, would have seen something you can buy either in store, on the website on your laptop or on mobile, which one would you choose first?

P1 It depends where it's available first. Wherever it comes available. I mean it depends on the needs, in my view,

P1 It depends on the needs. If it happened that I was just passing by the store, and then I may be worried that this might be the last chance, I really really want it, I will buy in the store. But if I feel like I use browsing online on my phone or maybeon my phone, I feel like you know let's buy it.

P3 I prefer, my preferred one would be iPad of over everything.

P2 Yea, same, I prefer iPad. I would go iPad, and then in store, and on my iPhone. I don't even do shopping on my computer, Jack is always on the computer. So I never get to use it.

P3 HA HA

P2 I just got my iPad.

P3 I know I am so glad I've got mine.

M OK. Let's move to next question. Why do you choose taht way of shopping?

P3 Let's say the one we already picked?

M Yea.

P3 I know. Because you can see the images clearly, the device is lightweight, and easy to hold. Because getting my laptop out is like a bit of palaver, it's big, I am gonna open it up, uploade it up, the iPad is there , it's just ready.

P1 It's..

P3 It's easy to zoom,

P1 Oh, fantastic, yea.

P2 Yea

P2 I feel like I fed up on my iPhone, I feel like eh. I would no, oh no I just clicked on something...Oh

P3 On the mobile you can't see the details that you want to see. It is hard. On the iPhone that is.

P2 On the iPhone as well, it automaticly directs you to a mobile version of website, whereas it does not do that on iPad.

P3 Oh, yea.

P2 It takes you to a normal website, which is a lot more manageable, than the mobile version. It's usually on the mobile version the tend to have menu in the top left corner, like a little press button, and usually, I don't know if it's just my phone, but it takes you to something completely diffrent that I've clicked on because all together is so zoomed out, that you can't press on anything properly. Whereas on the iPad you've got easy navigation.

P3 Yea, hm. A lot of websites do need to improve their mobile sites.

P2 Yea.

P3 Sometimes you will be on the iPad, and you will be looking on the normal web page, and it will say; "Do you want us to take you to the mobile site?" You click "Yes". Well, I always press "No". But if you click "Yes", you got to it,

P2 HA HA HA

P3 It's terrible, just crap.

P2 But every single website I have been seen, I have clicked "Yes" on, it's very very generic website, they all pretty look exactly the same. There is no differentiation in that, so you not gonna remember the company and the brand so much if you need to when you are shopping, because they are all really really generic. It's not gonna stick out of your mind. If I show you most of clothing websites now, they all look clothes one brand, like ... you will not be able to place them, you know in the website there is certain mannerism that website has.

M Yea. Anything else?

P1 Well, I don't know. To be honest with you, I don't really buy, I can dress. Having this conversation, I realized that the only reason when I, the only time, two times in my life, I managed to buy something from my mobile is because I really really wanted something.

P3 Yea.

P1 I usually, I go to the website, to check things, to see, if I really like it. I come to compare the colour, get information. I think for the mobile phone probably when I really become desperate I really really want to buy it.

P3 Yea.

And I just say like "OK, come on, make a decision". Hm, I think that's my, my honest answer, because, yea, you know having this conversation I realized how I shop. HA HA HA.

P3 You don't like it, yea.

P1 Yea, it's not always easy, it's not always easy that.

P2 I think a lot more shops need to have a natural app where is easy to navigate around. Because using Safari to browse through the websites on an iPhone is a challenge. It's definitely a challenge.

P1 Because it depends what sort of phone you have. For example, before I used to have a very good Motorola. Now my husband took my good phone, and I have this Carphone.

P2 Ah. It's not nice of him.

P1 So. You know what? This, I haven't tried yet, so I gonna see how it work on this. I am looking at ASOS, it looks quite alright.

P2 It's like my. I think ASOS is the only one I can look the website on my mobile phone, because it has pictures, most websites you got like four or five in a row.

P3 Yea.

P2 And on a phone that's ridiculous.

P3 Presented really really well.

P1 Yea. makes things easy to find, I mean, It is working.

P2 I was just looking on website for some cowboy boots. That's why I really like this site as well, it's called Sheplers. It's an American company, this is what is all about, a nice stuff and ridiculous shipping, when everything is so cheap. And, yea, not enough websites, most of them tend to have that you have to turn your phone that way. (turning her phone horizontally to show) to even see anything. but that's

P1 Yea that's true.

P2 You can't see anything. But that's more benefit of the iPhone really, not the natural benefit of the website. They are just looking if you can turn that way and see a little bit better, but sometimes it's still annoying, because pictures still only about as big as an iPhone. That there are still five or four in a row.

M How do you prefer to hold your phone? Vertically or horizontally?

P2 I hold it length ways, that way (shows holding an iPhone vertically). Because most websites you go on and tend to have like pop ups, as well like at the bottom. Because wherever I go this website uses cookies, "Are you happy to continue?" Whenever I press the button the message never disappears. So I still got this big thick banner that is taking about of the third of the screen of.

P1 No, it's not mobile friendly, yea.

P2 No.

M OK. Let's move to the next one. How do you evaluate you have got the value? When do you feel the transaction is finished?

P2 I tend to mainly, I as my friends really. I've shown, and if they say they love that dress,

P3 Yea

P2 You say, "Oh, really? How much you think it cost?" And I am always really chuffed if I get a bargain. So, I just "Well, this was only £40 from Juicy Couture" And if people are impressed, it looks expensive, I like, well probably money worth that. And that is when someone compliments you on something, then it's defenetly always worth the money.

P3 Yea.

P2 Is that is why you buy clothing? Because you wanna look good.

P3 Yea, so that people..

P2 You not gonna buy clothing and say, you know I am gonna wear it for sloppy bag. Won't you? HA HA You want to look good.

P3 I think mine is if I wear something repeatedly for a longer period of time, so if I am still wearing it a year later, like three days a week, I am like wow, I have got this really good buy, that was a good value for money, it lasted, and I still like it.

P2 Yea.

P3 When you favour the transaction is finished I think the moment taht you visualise that you are gonna to wear the garment, how it's gonna look, how you gonna wear, what shoe you gonn awear, what bag you gonna wear, you picture the scenario, "Come on, let's have it". And then the best thing you after that when you start wearing that, and I "Oh my God, I will wear it again tomorrow."

P3 That's the best feeling.

P1 Such a good investment. The reason you think about, oh, actually it was investment. Yea.

P2 That's what I see clothing at is an investment. It's not just what's what it is in style at the moment, but I do see it as something that has got a bit long lasting as well. That's why I buy something neutral pieces, and then statement pieces as well.

P1 Yea. I mean, sometimes you know especially when you are spending a bit of money or even you maybe not HA HA you want to wear something that makes you happy, that you have made the right choice. And maybe I mean it worth it to buy. Especially if it's something online, it's another case not to be good. I need to learn how to return things.

P3 HA HA HA Yea you need to learn that.

P2 You've got to be bossy.

P1 Yea. You know, I am not very good, but I think I will do it. So that I make the right decision and I am thinking like "Yes, it was a good investment. It worth it to buy. "

P2 I think how it goes into your closet as well, like there is something that gonna go with other items that you've got too. Or you bought something that you will regret buying, like. I bought a top from ... I thought it was absolutely amazing, and I realized I think that there were not any of my skirts or any of the pants I have and I was like, "Well" I knew I gonna have to buy a new pair of trousers or new skirt or or I just gonna ending up returning it because I realized that it was actually , it was more an impulse buy anyway. I just bought it because it was something that has cut my eye in a first place.

P1 Ye, I think you are right.

P2 You want something that is gonna go with the kind of things that you gonna want to wear or what you already wear.

P1 Yes.

P2 If it's something like a dress, then it's kind of find those shoes that will go with it or accessories. Or if it's a top or a pair of pants, or a skirt, it's got to go with the other items of clothing that would go with it. So. I have worded it up absolutely ridiculously. Sorry.

P3 What was the other question?

P2 When the transaction is finished?

P3 Hm, for me when I've got the item and I am happy with it.

P2 That's what I was gonna say, happy with it.

P3 When I decide I wanna keep that, so probably three weeks since I received the item, then I will know whether I want to keep it or not.

P2 It's like you were saying about the returning an items after eight weeks. Returning an items after seven weeks. There are some items I still got I am not happy with that, I wanna return it.

And that's when you decide this is the thing, you definitely want that item, that's when I believe the transaction is finished. Because you can still

P3 Change your mind..

P2 You still legally allowed to return it anyway, or if there is, I think is four weeks if you just want to return it. If there is actually a fault with the item, then you would be allowed until when it's actually out of season. I remember reading about it lately online. Zara refused my money back after one of their dresses fell apart. So I think it's three months for an item that's faulty, a month for something you are just not happy with.

P1 It makes sense I guess. The transaction for me is finished as I say just picturing that scenario when I want to wear my item, how I am gonna look. But I think there is sometimes I get probably as impulse buy, can also make you feel like "OK, you bought that jacket, but then actually, yea, when you go home you need to buy something more to style with it. This means you have to buy the whole wardrobe. So, yea, I don't know. Maybe it's not a good answer. HA HA HA But I will say, transaction is finished when you've got a whole, you are 100% happy what you are wearing.

P2 I think it's definitely what I was saying, that's what you want. They wanna feel good, they wanna feel happy what you bought.

P1 Happy.

M Thank you.

Focus Group 4

M Hello. Thank you for coming here today. Could you please say your number and just a few words about yourself.

P1 My number is number 1. Hi, OK. I've got number 1 for the interview.

P2 Hi. I've got number 2 for my interview.

P3 Hi. I've got number 3.

P4 Hi. I've got number 4.

M OK, thank you. We will start with questions now. Why do you use mobile for fashion shopping or browsing?

P3 Why do we use them?

M Yea.

P3 Probably it's for convenience. You can use on a go, anywhere you need to.

P1 For me it's convenient, but I don't use mobile phone for shopping at all. Maybe browsing for items, but I have not made payment or buying things on mobile.

P4 Same for me. I browse, I don't buy on mobile.

P2 That's the same for me. I do research, browse, but I don't buy anything on my mobile phone.

M Why do you use for browsing? For example.

P2 Hm.

P4 I like to compare the prices. Hm. I guess I am a barger. I mean bargain hunter.

P1 Maybe I browse because I was bored, I don't know what to do, so I just browse things online. And that's what I do. Yea.

P4 Normally when I browse, I browse for, like, higher banner products, like TV or ... That's my purchase. I mean, I don't purchase online with fashion, probably I prefer to count my money in.

P1 I use mobile more reading stuff, like reading blogs and checking email, and not for fashion either. I don't know, maybe I just like... Maybe it's more convenient to look on screen like laptop screen than mobile. Mobile screen is too small for me. And you can't see details that much, even though, you can zoom in, it's just I don't know, I don't like it.

PAUSE

M How do you use your smartphones in your shopping journey? You said you browse. At which stage do you browse?

P3 Do you mean where is the browsing stand for?

M yea.

P3 Have you seen on Facebook? Is that what you mean?

M For example, if you are about to buy something, so where is that mobile device in the whole the process?

P4 For me first. Like going back to my electronics, like. I wanna TV, so I am going on their website, specifically where I want to purchase the TV, I will compare prices, compare brands. And, hm, that's what I did. Or if an occasion, fr example, if I want a certain type of dress, then I feel like not going, like, to store, maybe, browse first, and see what brand has what. I either go to the store, or ... It's risky for me to purchase online, because of my body structure. (P4 is Black-American) I don't. It looks good on the model, but I don't think it's that compartible to mine body shape.

P2 I only buy online when I have tried on an item in store, but hm, the size is not suitable, and I havn't find it in another size in stores anywhere. Then I will probably try online, try to find the item on the website.

P1 What was the question?

M How do you use your mobile in your shopping process?

P1 Browse. Yea. Just browsing.

M Whe do you use it for browsing? When is that browsing in all the process itself?

P1 Like you mean, when? It's, hm, I don't know, like I use mobile all the time, but I don't really go for like website for fashion things. Because, like I said, like when I do online shopping, I don't really buy anything, apart from a top. Because I know that size... Because I am from Asia, the size is completely different. Also the shoes as well, so I can't... I don't know. I am quite lazy when I get the wrong size, I am quite lazy to return, and it gonna waste my money. So I would rather go for something that make sure that I can wear like no matter what. So I would go for top mostly. Is this what you are asking?

M Yea. That is fine. Any experiences.

P1 OK.

P3 I would browse on an app or a mobile site. Hm And if I like it I would carry out with it. What would take me there in occasion, if I am buying for an occasion, or just generally browsing. So one of the two. Maybe, if I see on social media, and click through link, or just go inside and go and have a look at ASOS. HA HA

M Alright. So. What would you really like to be able to achieve via mobile? As most of you are only browsing. Is there anything that you would like there to be so that you would be able to... be shopping.

P4 I mean more accurate sizing. Hm. Because every sizing is different from the US. So. Like hm, even though, it's like hm, let's the size 12 is a size 8, but it's different size 8 for different body type. So, I feel like it needs to be a little bit more accurate. You really can't tell... Even on the like catwalk, you can't really tell, because all the models are like a stick figure. So she is not as accurate representation of my body type.

M Yea.

PAUSE

P3 I think for me, because I shop through my phone, it's more security thing that. To make sure that it's secure and that the details are not been leaked anywhere or anything like that. I think that's something that most people associate with mobiles and tablets that it's not secure or some things gonna go wrong down the line. Because I think we've not been trained to make purchases of mobile. So a laptops wan't be, like people are haisty about that. And I think mobile takes another step further, it's another uncertainty for people.

P4 You can know that when I do make purchases, on my tablet, not my tablet, but on my laptop, normally I go to a secure, like, I do it at home. I don't do it in, like, out, like hm, a cafe or so.

P3 Or someone's Wi-Fi

P4 Or someones Wi-Fi. Always on secure Wi-Fi. Yea.

P2 I could say the same. It all about the security and payment. So...

M Any payment method that you would be more interested to be able to use?

P3 I want say PayPal, but I personally had bad experience with PayPal. So I don't feel like it's necessary a securer payment method, it's just something that it you plug your details in, and it's convenient. That's all PayPal is. It's not a bank, it's not any great establishment, literally as you type in your details will be stored.

M What the experienec about?

P3 About PayPal?

M Yea.

P3 Hm, basicly, I had got a new card, I've lost my card, my debit card. I'd got a new one. And I had a refund, but it'd gone into my bank account. But because I changed my card, they wouldn't release the payment.

M Alright.

P3 Obviously, my bank account didn't change, it was just my card number, these 12 digits. Hm. But they wouldn't release the payment for me for a long time. So. Yea.

P4 And also I notice like, hm, with certain websites, because I 'm from US, I have most of my stuff, I have US credit cards, it's, it's not customized to suit those types of cards. So. That's a big issue, especially being here (in the UK)... International payment. Having an option either or.

M Would anyhting make you happy using mobile? Anything else?

PAUSE

M OK. Activity 1.

P4 I would go and have a look the first thing in the mornig. I wake up with my tablet. That's the first thing I do it.

P3 My line is all the way through, that's will be an issue.

P1 I do use Instagram and blogs.

M Could you write where do you do that?

P1 Everywhere.

M OK. How could you describe yourself? What kind of person are you?

P1 What kind of person?

M Yea.

P3 In relation to...

M Just how you see yourself.

P4 Just in general. I go first?

Ps HA HA HA

P4 I guess I could say I have a strong personality. Hm. Very opiniated, outspoken, hm, motivated, risk taker. I don't know. Very loyal.

M Which one?

P4 Very loyal. When I like something, I'm loyal to it.

M Yea.

P4 That's it.

P1 Alright. I'm quite, I'm 100% independent woman. I travel alone, and a lot. Like just whenever I make that decision, I always do it. And I don't really take opinions from my mum and my dad that much, because I just love what I do. I love helping people, especially animals. I have my sensitive, kind of thing with animals more than kids. i don't like kids.

Ps HA HA HA

P1 I don't know if it's related. Yea, but I spend money helping dogs more than I help myself. So. HA HA Yea. And I don't like learning, I love experimenting in reality, I love taking risk, like her. And I just, I don't know, just have fun to see how much I progress. Yea.

M OK. That's great.

P2 Do you want to continue?

Ps HA HA

P2 I can also start saying that I am independent person. I don't know. Hm. I am very goal orienter, I know what I want.

M Yea.

P2 I am shy sometimes. HA HA HA Often I have very closed personality.

M Yea

PAUSE

P2 I don't know what to continue. HA HA

M OK. It's fine. Do you want to add anything?

P2 I'm just thinking.

P3 Maybe leave a gap, and if she needs to add something...

Ps HA HA HA

P3 I feel like I am the same thing. HA HA HA Hm. I am goal orientated, hm, I am my best in the pressure. Hm. I am not very good at money. HA HA HA With all this online shopping...

M What do you mean by that?

P3 I am more budgeting than anything else, like, hm, I spend a lot of money and then I realize that "Oh, actually I need to save my life rather than to buy clothes". So. Hm. I said I am independent,

PAUSE

M Yea. That's fine. How do you choose apparel products? What are you looking for when you start looking for a new product to buy?

P4 It's different, because I do not do a lot of online shopping. I mean, if I am in store...

M It's comprising all, your general experience shopping.

P4 Hm. First I will, probably the brand. If I have a brand I like, I will go there. And I look at the products, how it fits on me first. And then the price, I decide if I want to get it or not.

M Yea.

P4 That's pretty much it. It's based how it looks on me, and then the price, and then how bad I really need it.

P1 Hm. I choose products because of style. I always look for something that match with what I like. And then I go for price, and then I go for fabric, because sometimes it can be over the price combining such fabric that I think is not worth it. Because in the own fashion industry, manufacturing and fabric can be really cheap, so sometimes some department stores can increase the price to be really expensive, so I just like "Now, I am not gonna do that". Most important thing is style.

M Yea

P2 When I decide to go shopping, I always go to Zara or Mango first. And, hm, first I'm always looking for skirts and dresses, and price is very important for me. And also, hm, I also look at care label, and how to wash this item.

M alright.

P2 It's very important for me. That's all.

P3 Hm. I would say, style would be first, then quality, price, and then sizing. Hm, I tend to look at tops first, I just always it come naturally to me, I always look at tops and feel like there is like trousers, skirts whatever would be, like different tops. I don't know, tops and them probably trousers or jeans after that.

M Anything else?

PAUSE

M How do you choose the best way to purchase taht item that you want? How do you decide where to buy the fashion items you need?

P2 In store.

M Why?

P2 Because I need to touch the fabric, the item. And I need to be sure if it fits well. So I need to try it on.

P4 Yea. I'm the same way. like in order for me to buy I have to try it on first. It will never work ..

P1 For me it depends. Like, I love to touch the fabric, and see the quality in store. But sometimes the products in store are not that what I'm looking for compared with online shopping. Like online. So if I see the top that is really unique, there is something that the store doesn't have at all, then I'm just gonna go online. Because I know that is something that I would wear. Yea. If I see some really unique, or corky item I like, then I go for it, like, no matter where it is.

P3 What I would say with buying in store, defenetly it is the perfect for being able to touch it, hm. Seeing that often like sales on mannequine but, hm. If not then online I would always check the composition, and hm the website, like ASOS, have a catwalk, like, life catwalks, so you can watch it how the item falls. On the catwalk when they walk you can see how it comes staright, for example, or a dress fts. If it fits or fitted. Hm. That helps to visualize.

M Why do you choose that way of shopping? The one you mainly would choose.

P4 For the same reason, as I said, hm, I like to know what I am getting, especially wheni tcomes to fashion. So a store is like a better fit for me than online.

M Is the fit the main one for you?

P4 It is the main.

P2 For me too, and I need to know the quality of the clothes. Online I cannot see the quality. It looks always very nice online, but when you get the item, it doe not really.

P3 HA HA

M Why do you choose the way you would purchase it?

P1 It depends on my mood, like, everything depends on my mood, and my time. And, I don't know, I am kind of person who don't really shop that much, but when I feel like shopping I buy a lot. So, yea, if I see something I like, then I just gonna go for it.

P3 I'm probably the same thing. I think online there is more choice, and often it is more convenient. That's waht is more appealing to me. Hm,for example, like Zara, they might have like 3 styles of the top in store, then have 12 online there. The offering is just much bigger.

M Yea. How do you evaluate if you've got the value?

P4 Em?

M How do you evaluate if you've got the value from that purchase?

P3 Value for money?

M Not necesarily value for money, value from...

P3 From the products?

M Yea.

P3 For me maybe quality against price, so is the quality a reflection of the price? If it's a cheaper item, I wouldn't necesarily expect it to be amazing quality. Wheres, if I spend a lot of time and my money, and I have invested my time on researching online, or to making a random decision to buy then I would expect it to reflect the price.

P2 I expect high quality, because I always shop at Zara, at Mango. They have generally items with high quality. It's my expectation.

P1 I will go for quality as well.

P4 Hm, do you... Is it just a brand or the product itself using for value?

M Anything when you purchase.

P4 I think it's overall experience, it's not just, when I'm in store, is once I step one foot in the store, it's with the staff, it's with with everything, ambience, and then the price and then the

product. I feel like, you know, depending on those experiences. If it was a good, like valued, experience.

M Yea. When do you feel the transaction is finished?

P3 When do you feel what, sorry?

M The transaction is finished.

P3 Hm. Probably, once I've received the item, if I order it online. And in store, probably, once I get home and I try things on.

P4 When I buy it, because I try it on in store. So.

P2 The same, yea.

P1 Hm. Can you repeat the question again please?

M When do you feel the transaction is finished?

P1 The...

M When you buy something.

P3 When the transaction that you will say it's done now.

P1 Oh, it's, yea, when I buy it. So. It's over.

M So there is no thinking period.

P2 Oh, yea. I know what you mean. It's OK. I change what I said. It's when I go home, and try it on again, and, hm, and try to be sure about the, hm, product. Because I always when I go home I change my mind, and that's, because I ask my mum always. If the item fits well, and if she says it's not, then I maybe change it. HA HA So her opinion is important for me.

P1 For me that's it.

P4 That's it.

P1 Just buy it and that's it. Yea.

M ok. Thank you.

Activity 2.

M Is there anything you mark high or low?

P2 I marked Zara very high.

M Why?

P2 Because their website is very attractive for me. Especially the pictures, they put on the website for each product. All the information which is necessary, you know. Especially the photos. I think they are very interesting. You can see the item from all views, like the back and front.

P3 I would say the same. ASOS and Zara for me. They both have quite a wide range of products, and then the reviews, and it's easy to navigate around, which helps, makes it convenient.

P1 I have no comments. Because I don't really look from mobile that much, and these are the brands I don't really go for shopping.

P4 Hm. They are all pretty standard for me, as far as I like the function of it. Hm, I marked Boohoo lower because of the appearance of it. I don't like this. They are a little bit better now. But when I first came in contact with Boohoo, I felt like it was aged, outdated. Hm. I don't know. They are pretty standard. They all are the same for me.

M OK Thank you very much for taking part in this research project.

Focus Group 5

M: Hello.

Ps: Hi.

M: Thank you for coming here today. We will start with the first question. And the first question would be: Why do you use mobile for fashion shopping and browsing? So, for those who only browse on mobile, why would you browse on mobile. What would be a reason? Start with numbers.

P3: Start with numbers? Ha ha

M: Anyone who has ideas. Not compulsory...

P2: To browse on mobile is more handy.

P3: Sometimes you know what you want but you would like to check it before you buy it. That's it. If you know what that brand has what you want exactly.

P1: Also because I can check. For example, the material, hm, the price, the sizes, what is available. So that you know when you go to store, that it is going to be there, and hopefully...

P3: And sometimes, online is much cheaper. Like, you could have like, 20% discount or something like that if you purchase online.

P1: Yea, I use coupons.

P3: Without coupons. You know sometimes, if you purchased, if you bought your stuff online, it is much cheaper than if you bought it in the store.

P2: And if you collect it from the store, they give you a discount, yea.

P3: No, I prefer the delivery. If I buy something online, I prefer to be delivered to my house. I don't like to purchase online and go to collect in store. Ha ha ha

P2: The only problem with the delivery to your house, you have to be at home. For me, I don't know, because I am in the apartment, that's why.

P3: I am fine. Me too, I am in apartment, so I don't have any problem.

P2: But you have to be at home,

P3: No, not always.

P1: I have the same problems, you have to be home, and you have to pay for a delivery.

P3: Not always.

P2: It depends.

P3: Yea, it depends.

P2: Just because I have a gate in my house, they have to get perisson to get in to the building. And then to the apartment, like to my floor. So it's really complicated in order to be delivered. So I prefer to pick it up.

P3: My house is not that complicated, so ha ha,

Ps: Ha ha ha

P3: I like it to be delivered to my house.

M: Do you mean you wouldn't need to be at home when it comes?

P3: No, because, if I am not there they will give it to one of my neighbours, and they will give me a note about that.

M: OK. Anything else you would like to add?

P1: I am using it for Amazon more that fashion retailers' sites. That's the thing. Because with fashion, and soes and stuff, I have to be there, I have to try it on, because t is just the size is. And I don't like to replace things, to get a refund and stuff, because it is a long process, when you purchase something online. While if you go in store, and I just know that I am geting. I like this, and I will buy it. What I do beforehand, if for example, if I am buying and I am busy all day and I am for eaxmple on a bus, or somethng, because I have Internet on my mobile, I check it. But that is again rare. Because I like to see stuff on my laptop, becaus it is bigger. And it is just easier.

M: Do you check it first, like, on mobile little bit and then going on laptop check more?

P1: I would say first on laptop. If I need to go back to it, which does not happen too much, it will be my mobile. I would use my mobile, for example, to check Amazon.

M: Do you use Aazon app or website?

P1: A website. Yea. Even if I... yea... I am on my mobile I would use the website. don't like apps. Yea...

M: Why don't you like apps? I think someone of you also mentioned that you do not like apps. What is the reason?

P1: A hassle of downloading.

P2: Yea... and then it will take space from your phone.

P3: Yea. it use memories.

P2: I think it is more important that you can use the web browser.

P3: I am not always using these brands or retailers.

P1: Exactly, because if each brand will have their own app, and that everything is their own apps, even an MMU has their own apps. So you find yourself using so many apps, and then just end up uninstalling everything after all, for quite a while.

P2: We need a storage for more ictures. Ha ha ha

P1: Even if the apps would not use storage, I don't like to see them on my screen.

P3: Yea, me too. I don't like untidy my phone. Ha ha ha

P1: Exactly.

P3: My mobile phone is untidy. Ha ha ha.

P1: You see I like to see all clean, everyting is just the important stuff.

M: OK.

P1: Yea.

P2: I wanna add something. Usually, I don't browse on my laptop. If I need to browse something, I use my phone. And then if I don't see things clearly, I will go to the laptop.

P3: No, me too. I do the same thing.

P2: I am mostly using the laptop for , like, for my work. So I don't waste time on my laptop for doing something else.

P3: To be honest, as well. Mostly, my mobile is for fashion things. I use for my children shopping. So if they want something specific, so I know what they want, so I am going to look for it. For to buy it.

P1: Because you know specifically what is it.

P3: Yea.

P1: I am using the laptop, because sometimes, I don't know what is there, for example, like Next or Marks and Spencer. These are my favourite. I just look what is new, what's up. So I don't have something in specific, I just knew. This is just information about me. I am not like a shopaholic or like fashion person that much. I can't for example, get shoes and bags more than clothes.

M:OK.

P1: More than actual clothes. So that is probably, why I don't use my mobile that much.

P3: You know, me too. I prefer to go in person to do my shopping. Hm... Especially for myself. But sometimes, especially, for my children, if they want something specifically, I would look. They would just give me the name, so I would do some research about it, and see if it's cheaper, I go buy it from the shop or online. But mostly, yea, it's that.

M: OK.

P2: I had a bad experience, actually, with online shopping. Maybe, I don't know, maybe like seven years ago or something. When we first started like shopping online, it's actually, it was me and my husband, and we were browsing brand name for bags. Brand names. And we found them very cheap on Amazon, and, oh, my God, so, we purchased lots of them, and then when we get them, it was not what we expected. I don't know, maybe, it's like a confirmation from our side, but also it wasn't clear. We didn't click on details, to see the size. So for example, it's like Calvin Klaine bag. It was that small. It was not that what you expected. Ha ha ha. So...

P1: It was so many years ago.

P2: They didn't use them things that much.

P1: Things have changed since then.

M: Did the picture show them properly?

P2: Yea. The picture didn't show it like. You see it in the picture, it is like a regular size. But you have to click in details, to know like exactly.

M: OK.

P3: I think this comes with experience. With like after one or two. If you have this mistake, so in the next time. Now, mostly, most shops they do put the details. Or sometimes, the like measurements with hands or something like that you can find like two things next to each other. So you know that much...

P1: So you know centimeters and everything.

P2: Yea. it was so complicated. Like even like

P3: Not everything is too compromise

P1: When I buy a bag I just need to see the measurements. And then I get my tape and actually measure it to see that's actually what I want. That's the thing with online shopping, it is handy, but it is risky. Yea. I don't like to go through the process of returning.

P2; Refund id a hassle.

P1: I will just go, even if takes me time.

P3: I had tis exparience, last year, hm, around this time last year. I bought lots of clothing, hm, clothing for my little daughter from Ebay. I think the size that, it's like different, it's like mostly for Chinese retailers. And, like, most of the clothes were fine, the size it's fine, but one or two, it's not what you expected. It's much smaller. I think it's maybe because the size difference between those people and like in general, here.

P2; Yea.

P1: Even sometimes, in the UK from one shop to another. 8 in this shop is different to 8 in this shop.

P3: Yea.

P2: It is true.

P1: Yea. So just have to try it on.

M: Did you have a lot of experience of different sizing?

P2: Yea

P3: Yes.

P1: I didn't go through the process of mobile shopping to do that, because I kind of anticipated that. I just don't do it, because I don't want to go through this process (means returning things).

P3: For me, hm. I have this experience, but I know which, like for example, Zara, for me. Always the clothing, the clothes sizing in children clothes, Zara it's smaller than the other shops. So I don't like to buy something without having my children with me in the store. For example, my little one, she is really slim, and my oldest one, she is always wear older than her age. So I can't have like, see if this is good or bad. I have to have them in person to do the fitting.

P2: I have to try them on. Yea.

M: So what do you think about... Well, you were already talking about size, the sizing system in different brands.

P2; It's different.

M; Could you mention any of the brands that you would notice it?

P3: I don't know what's Zara if where the company it comes from. I think French... I don't know, because I feel I think maybe French sizes are smaller.

P2: I think all European sizes are a bit smaller. I don't know, than the American, than the US. It's completely different. There I usually, even for my kids, I usually take a smaller number than their size or their age. But here, no. Sometimes, I have the same thing or even bigger than their size. And it is the same for me. Because I used to wear HA HA HA size 8 there, and now here it's 10, sometimes, 12. HA HA HA So... HA HA HA

P1: It is bad. Yea. I don't think I would wear 10 in clothes. It's normal.

P2: But you think you are size 8, OH MY GOD, that's good, but you...

P1: Actually, I chnge. Sometimes, in a year from time to time, from 12 and then back to 12. I have 8 sometmes.

P3: Sometimes, from the same brand, you purchase like clothes in small size, but after a while you find you can't wear this size anymore. You need smaller or bigger. But the brief, the trousers or even the clothes that you bought from them before, it fits you perfectly. So I don't know why.

P1: It fits you at that time. And then sometimes you may lose or gain weight, it is, you ned to change size again.

P3: No, sometimes, I didn't change my size, my size is exactly the same. But the clothes are not.

P2: Mybe it's a differnt style.

P3: I do't like to think that my size has changed. That the changing th sizes not me. HA HA HA

P1: I think this might be the style as well. Like we wear jeans, the way sometimes, it is a low waist, and this could be very differnt.

P3; This is true. Smetimes, maybe you could have like smaller or it depends. And, I don;t know. For me, because I am wearing Hijab here, in the UK, if I would like to purchase some clothes for my everyday wear, and I am going out, so I would perfer to buy larger, a little bit that my normal size. But if I would like to wear it in my country, which is normally, women gathering and with my family, I can take of my Hijab, and everything. So now I would like to buy exactly my size. So this would be tighter, hm, and more like the shape would be more close to my actual body.

M: OK.

P2: I wish if they can do online shopping, and they come to your house and they fit us. HA HA HA

M: What do you mean?

P2: Yea, like because of the sizes, like even the couple of weeks ago, I was trying to find clothes with ong sleeves. And there were too many brands, and even in Amazon, you really don't

know. They give you the sizes, you have to see the length, compare the length with the what you have, everything. And then like, I feel I am in between. For example, Large and Mmedium. That is it.

P1: That always happens to me. Sometimes, I wish they would have 9 or 11.

P2: Yea. More sizes in between. Because I feel it would be tight but long, or the opposite. But how to try things on to know? They come to your house, let you try everything and ... HA HA HA

P3: It is because the models are different, so you would find, like for example, these trousers in size 10 it's very large, but that model with size 10 it is really tight. So you need one size up, so it's the same brand, but different fit. This has happened with me when I bought the Islamic sweatsuit. It's, I don't like it. HA HA

P2: And the other thing, if things are delivered to your house, and then if youn't like it, it's really hassle to go back and send it again. Especially if you have to make an appointment, for them to come and pick up, and it will cost you.

P3: Especially, it's abroad. If you buy and that brand is not local, not in UK, so it's taking long time. And sometimes, they mention that you will have to pay for expenses.

P2; Always.

P1: That's why sometimes, with Next, because I tried buy again not on mobile, but on my laptop. I asked to Collect it in store. Because if you collect it in store, you can. I bought it online, and i collect it in store, and then I didn't like it, so I returned it straight away to the collection point. So I didn't have to go through that process of delivery and everything. That's why I don't like a home delivery. So this is kind of thing, in between. Because it was Christmas time and they had the, hm, they had it in the warehouse, so I couldn't buy it from the store. So that's why I chose the in store delivery. It's kind of safe, and in the middle.

P2: Yea.

P3: I remember, I, once in Debenhams, I like just for my daughter. I found the size for the little one, but I couldn't find the size for the oldest, but they told me you can find it online. But it was not allowed to order it. Because it wasn't in Manchester, it was in different city. So I go online, I did little bit research, I bought it. But I, I don't remember. They deliver to my house, I

asked them to deliver to my house. But I think I am not allowed to return it to the shop here in Manchester. Or something like that.

P1: If you get it from store, you get it back to the store. But if it was delivered to you from warehouse, you have to I think to return to the people who delivered it to you.

P3: Yes. Because it's not...

M: How did you pay for that purchase?

P3: I bought it online.

M: How did you pay? Which payment method?

P3: I don't remember, maybe my credit, my debit card. Or my.... What is it called? Bay...

P1; Pay Pal.

P3: Paypal. Yea. I don't remember, because it was nearly two years now. I don't remember exactly, but I bought something with that. Yea.

M: When you said you check in store, when you buy online. How do you check in store?

M: When you said you check in store when you buy online. How do you check it? Do you try it on or just open the packet and have a look?

P1: Actually, because, yea. Hm. It was the Christmas time, so it was very cheap. So they didn't have online. So I went... They didn't have it in store. I went online, I ordered it, I got it delivered to the store. Because of the delivery to my house, obviously the hassle of returning it back. And also, the delivery price. So I just went to the store, I got it, tried it on, it didn't fit. That again proves that you need to try on, so I said I need to put it back. And, yea, it was fine. I didn't have to go anywhere, because it was just through the store.

P2: I had the same thing. The same experience exactly with the accessories. I bought a bracelet for my daughter, and, hm, actually, hm, I bought it because I saw it in the store. But her size were not available in store. I ordered online. But after I ordered it I found another bracelet I found. So returned it the same time. Yea. And they gave the coupon for the 20% discount I think for anything you buy. HA HA HA When you pick up something in store, they give you a discount to buy anything on the store.

P1: Monsoon does that. I remember now.

M: Which store is that?

P1: Monsoon, Monsoon. I bought once something online, and ...

P2: In Debenhams is the same thing.

P1: Yea, I haven't tried in Debenhams.

P3: But I still prefer to buy things in person.

P1: The problem is because of the sizes. They run out, and then you have to go to order online.

P3: At least you like it a lot. I remember once I went to London. And I noticed from Ted Baker a dress in ... What is? Harrods. I tried to find it in here, but I couldn't. So I ...

P1: There is in Trafford.

P3: No. I couldn't find the dress. So I thought, maybe it is like exclusive to Harrods. So I started to look for the dress online. I found it in ...Hm. After the discount in Christmas. They started to... You can't find it in the discount section, so I bought it online. The thing is I couldn't find the sizes, so I bought one size smaller. It looks fine, but for me, you can't breathe well. HA HA HA But in general it does look fine. HA HA HA Yea. And it's cheaper.

M: OK. Thank you. What would you really like to achieve via your mobile? If you imagine you are using your mobile in the future, what would you like to be able to do with it in terms of fashion browsing or shopping?

P3: Now, I am not sure if it's applicable to store or just advertisement. That when you click through the things you can stand like in front of the clothes that you like. And it's like real.

P1: Really?

P3: Yea. And it's like ... I don't know what it's called. Like Lite or something. You stand, you can see yourself wearing the clothes. And you just can try them. So. I don't know maybe really ...

P2: I have seen something like this on TV.

P3: So it would be nice to do that at home. HA HA HA.

P2: They want to do that in the future.

P3: Yea. But in the store mostly you see this thing like electronic screen now. Sometimes when you search about some sections in the store. So you click to the dress, for example, hm, and they give you the options of a colour. So you just like flipping in between and then choose the colour you want. And then the style that you like. And then the clothes just like in front of you, so you just stand in front of the mirror and you try them. Like you standing, you do not need to wear them. It would be very nice to do this at home. HA HA HA I saw that advert online. Hm... In Facebook. Sometimes they give you just like things that pop in your stream. I don't remember the name. To be honest. But it was nice.

P1: For me I don't like things online, again. I just like to see it. Even if it was like electronic or outfits. It's still ... I am not actually looking for anything that I could achieve with my mobile in terms of fashion. I just want to go and to the store. HA HA HA

P3: Sometimes it is fun to go by yourself.

P2: They almost like because of the size they give you in centimeters or inches exactly. But over the material, you never know like how it would...

P1: When it is in centimeters it is very objective.

P2: Yes. But for the material, you never know. Even if they say cotton, like ...

P1: Even the shade of the colours is different.

P2: Yea, and the colour. Yea. So for me I like to try the things that I like to see how it looks,

P1: For me it looks much much nice in photos, than real. Which you see it's normal, while you see it - oh, my dream shirt or something.

P3: Honestly, I thought, not always, because sometimes with most known brands it's, they try to give you the indicator of better photo, like picture. The best of the product online, like you can see, like give you...

P1: Emphasising footages...

P3: Yea, yea.

M: Close up of the material?

P3: Yea. For example, you can click so that they put like small picture, or something, just for the material. You can see exactly. But it's for mostly the brands. That the local like Chinese are not very good. For example, there is website, specialist in nightwear. Like gowns and those things. So it looks like WOW. It is perfect. When you order it, the material is really poor, because the one that they put in the picture, it's much, they use much nicer material.

P2: Yea, so it's not exactly the same material you are seeing in the picture.

P3: But not in the big brands. The big brands tend to be honest. Not just to attract you to buy, but to show exactly as it is in the shop.

M: So it's more realistic. isn't it?

P3: Exactly, it is more realistic.

M: Any ideas? What would you like to achieve?

P2: I would really like to touch the material. HA HA HA

P3: This is maybe about the food. But really, I am not interested about the food. I saw... If I find an ad I will send it to you. Now, I think it's Japanese or Chinese company, you can... They developed a product, but I am not sure even if it's true or not. That, for example, if you see in the restaurant, or something the picture of the food, so you can click in to the app, and then click the screen, so you can taste the food.

P2: Oh my God HA HA HA

P3: So you can taste it. Yea! They explain how this can happen. How the senses develop. Yea. It was really crazy, but it's about food not fashion.

M: I've heard about the idea making possible to smell the perfume.

P3: Yea.

P1: I have heard about the smell, but not the taste. Oh my God. HA HA HA

P3: Interesting, so they develop things like new ideas to shop online. HA HA HA

P1: Yea, they are making us even more relying on the devices. I mean, you are already, the world not is already crazy with all these social media stuff. We are already glued to our devices. And still I am shopping on my device now.

P3: Honestly, I do most of my shopping when I want to do like research about something online, or shop online when I am in the night time, when I am finished with everthing, when my children have gone to sleep, and I am in my bed, so I start to look. Because it's easier. This is easier for me to use a mobile. I do not like to do it on the computer.

P1: I use mobile for other things. Yea. Like to go on Facebook, Youtube or stuff. But fashion... I don't know maybe i ma not a fashion person. HA HA HA

P3: No. Sometimes I do that. For example if I like to look for something specifcly, like.

P2: It's really more handy. If you have a free time and you wanna look for something and the phone is there.

P1: On iPad, maybe yea. f I had iPad, but I don't have iPad. Yea, tha would make sense. But this is just heavy. Sometimes, if I am laying on bed and holding it this, my hand really aches. Hm, so it's not ...

P3: To be honest now, because I bought the iPhone 6 the largest screen, 6+. It's nicer. I used to have that iPhone 4. It's really small and I don't have. Now I am telling myself, how did you do that? HA HA HA With that small screen, but now it's much better. With the screen larger, but also, I don't do lots of shopping on moy ohone, I do lots of research if I want something specific.

P2: I wanna mention that the generation after us they are more relying on the phone. My sister, se always uses, she shops online. And she knows, don't know, she knows how to do it better than me. She knows what are the good stuff.

P3: To be honst, I my daughter, she is just 11 years old, but she, for example, she wants something specifically, she would bring me the cheapest offer for this thing from many stores. I am for example, I am saying I am not buying it. So she, OK look I found it in there shop, they sell it like outlet or something like that. So it's cheaper to buy it there. So buying online they have how many percents you have.

P1: It's not about the ability. For example, if I want something, I would find it. But it's just...

P3: Laziness, maybe.

P1: I don't care. I can spend hours looking at Claks, for example, because I like shoes. I am maybe not buying anything at the end, but just because it's laptop, it's big, you can just, you see it how it evolves, the material, the sizes.

P3: I don't know, one of the things that I don't like to do about online shopping. Is sometimes the Internet is just to download the pictures, sometimes the screen just freeze or the pictures ... like. Sometimes, but not always. To be honest. It does annoy me. I wouldn't like to wait. I would like to do it, click to click, so the picture is in front of me. But this is not happening all the time. So sometimes I do not like to do that. So I get bored, I will switch off my ... the sites. I don't like to do that. But some sites it's really easy. So it's really attracts you to keep looking for more things.

M: What do you think about shopping as the therapy?

P3: Yea, sometimes. HA HA HA But I don't like to do it as well online. If I am depressed sometimes, I like to go just look through windows, and sometimes then buy something nice, pleaseful. HA HA HA But not always.

P1; On a smartphone for me.

P2: Neither for me.

P1: I actually noticed that hm maybe it's like a therapy for someone. But I know for some people when they get something new, they are happy. And it makes them happy for me. It does not make me happy. So sometimes I buy something for someone else. Just to make them happy, and that makes me happy. But buying clothes does not make me happy. But sometimes I actually avoid it, because if I am upset, I probably, do irrational stuff, but I think.

P3; It's always irrational. It's always irrational, when you are not happy. But you just like.

P1: So I don't.

P2: The same as you. It's not for me.

P3: Sometimes I do buy a lot of food I don't need at home. But I will try cooking. HA HA HA

M: So are you feeling happier at the end?

P3: Not really, just like when you are upset, sometimes you need to spend nice time, so ... What kind of nice time? I would do shopping. I will go to the centre.

P1: Just for the sake of it.

P3: Yea. Just go to the city centre for, for... Sometimes I don't buy anything, i just looking around, but other time I would go and buy something what is it.

P1: For me, I do this a lot. For example, with Scetchers. I like Scetchers, Next, Monsoon - these are my favourite. For example, Monsoon, it is very expensive. Sometimes I would spend not a lot of time, just looking a some of the dresses just in person or online. It does not matter, or on my mobile. I just like to see this dress, and then I will have a think about it, and no, I don't need it. Then I just go by the shop and see the dress, then like oh, it's there. But, yea, I am not buying it. And then I go back again. It happens with shoes, like Scetchers. I love everything they have. And I just keep looking at it. See like Monsoon, I like eveything there. I feel like I fulfill, I kind of bought it, but I didn' actually buy it. I don't know., just from looking at it, I get like the satisfaction from that. And yea, what happens if you bought it? Nothing will change, the same. So it's fine, just forget about it. If I can obviously afford it. If I could afford it, I would buy it. But if I think that is a bad idea.

P3: I bought it and I need it. Sometimes, I don't feel I need it. I think, so sometimes I buy whatever is it, but I will go home I tried it I feel like I don't need it. My wardrobe is full of something similar. I will just return it. Or I will give it as a gift. But do when I am depressed go to the shop, shopping, but not always I buy something. Sometimes just looking around, what you said exactly. Only I would try the stuff and put it back.

P1: Not all brands, only those that I know I usually lke even if I am depressed. Yea.

P3: I don't do that shoes thing. I like clothes. For me even children clothes...

P1: Even Next or Monsoon, I don't go around for hours, just to ook around, no. That actually makes me tired. HA HA HA

P3: No, I go to shop just for clothing, but for me and my children. Sometimes, I don't want anyhting for myself, I will do shopping around just for my children. But I don't buy anything as well.

M: When you go in store what makes you feel better?

P3: Clothes, just clothes. HA HA HA I just like to try putting together matching the colour. Like crazy colurs. Maybe, if I am tending to buy them, I won't mixing them together. But as I am

bored, I would like to try something and waste my time. So I would try to put things together and just match them with different colours.

P1: That is extreme. HA HA HA

P3: Yea, but not always. And especially for my children, I don't do that for myself.

M: What do you think about sales people in stores?

P3: I don't like them, when they come to me asking: "Are you happy? Do you want something or something?" I don't want. HA HA HA

P2: Yea.

P1; Yea I don't like it.

P3: I don't know. If you want you want it, you can find it around. HA HA HA

P1: Exactly, exactly. If you cannot find it you just ask for it.

P3: Me too.

P1: I am happy for them to be just around, so if you need them they are there. But when I in the middle of finding something suitable, and they just jump in on your left. "oH, are you alright?" You feel like you are stealing something or..

P2: Yea.

P1: It is a bit annoying.

P2: Yea. They don't want you. I feel like they don't want us to touch their stuff. Or something like this. Yea.

P1: Yea.

P2: I like doing it by myself.

P1: Actually, big brands don't do that.

P3: Yea. they just put the question before like...

P1: Even for example, in Next, you even cannot find them around, they all are busy. No one will say: "Are you alright?"

P3: Sometimes, once you come to the shop, in the door. Like in the they are welcoming you asking if you need anything. "If you need any help, we are around." So just ask.

P1: But sometimes they have a questionnaire.

P3: No I don't like.

P1: I just will run away. HA HA HA

M: What do you think about ryng clothing at home?

P1: It s better.

M: Is it any different?

P2: Yes.

P3: I don't like to try things in store. I did, I do, but I don't like try them in the stores. Sometimes it is taking long time, it is really long. And othe rtime it is just if I like it I would generally know if it would look nice on me or nit. Rarely when I buy something not really, it happened, but not always. I would know my body shape, what would look nice. Especially, it is annoying sometimes when I want the not everyday clothes, if I want something like for ... when I go back hme to my country. Hm... And beacuse it looks nice on the people, I don't know I haven't tried this style. I will try it on. But for my everyday clothes, that Hijab onces I feel because it is normal, it should be not tight and, how it's, big, little bit big. It is easier to buy it without trying everything.

P1: I think the only advantage when I am trying something on at home, obviously, I am comfortable, I have more time and also I can match it with other stuff. Sometmes when I want to buy hm... like a dress, I would bring the shoes that I want with me in the bag.

P3: To store?

P1: YEA. Yea. In my bag. And then I will try it on. Because I want to see ...

P3: The height.

P1: Yea. And actually I once...How is it called? Coast. And I was trying like a party dress, and they actually have like high heel shoes, so that was quite handy. You see how all looks like. Hm... Yea. Yea. Obviously, yea. At home it is better.

P2: I think there sure trying to put things in store. When sometimes the room is tight, you really don't... I really don't see myself really normally in front of the mirror. I have to go back and like I have a clearer picture of myself. This is one thing. And other one is the light. Sometimes...

P3: Too much light?

P2: No. Sometimes it's too ..., the room is not lightened up well. Even like lots of time I see the colour different in store that I went outside or at home.

P3: Yes.

P2: So... If I try things in store I would also go home and try it. Or just go home and try it and then return it what ever.

M: OK. You said that most of you kind of browse on mobile. If you put your mobile in your shopping journey, where is it? You check the mobile first, then laptop and store or laptop and store, and mobile. How does it work for you?

P1: For me - laptop, store. Rarely, I mean this is mostly the case, rarely, laptop, mobile, and then store. Maybe on my way to the store to check if it is still there. Which again doesn't really happen often. This is my order.

P3: My order is - store, mobile and then the laptop. Rarely I use my laptop. And sometimes if I want something specifically, so it would be mobile first, and then the store, and then the laptop. Or if 100% sure I would like to order it online. So I want it to deliver to my house, I don't want to go to look for anything in the mall. So it would be mobile, laptop, and then the store.

M: So would you pay on laptop?

P3: Yes.

M: What about you?

P2: Store, phone. Store, then my iPhone. Never, rarely use the laptop. Even if I need to pay, I pay also on mobile.

M: If you go store first, then mobile, why would you use mobile after store?

P2: If the size is not there, or maybe there is a discount online. That's it. But really prefer to see things in front of me.

M: Alright. Thanks.

P3: I wrote in the bed.

P1: In bed, me too.

P2: For me no, maybe.

P3: Otherwise I will be busy.

M: How could you describe yourself? What sort of person you are?

P1: In terms of?

M: Just in general.

P2: Could you reat that question again?

M: How could you describe yourself?

P2: In terms to like shopping or?

M: Could be shopping could be in general.

P2: Shopping is necessary for me, it is not smoething to make me fun or ... If I really need something, I would go shop. It is not this kind of thing happening.

P1: For me, I am usually not hesitant to buy something, so that's why I could spend hours looking at things, just looking at things around. When I need something, I will look for it. And then I will check, and sometimes I even make notes. Like H&M, Monsoon, Next - check these. Hm, I probably find it in one of them. I find it, and that's it. I wouldn't even go and check other stores. Oh, maybe Clarks has something better, no. If it's fine, if it's reasonable, and everything, I will just go for it. And I don'e hesitate.

P3: Hm... I don't go shopping a lot. But if I need something, I hesitate a lot before my decision is made. At least not in the basic products, like for example, like the underwear or like that for

the clothes, for my children clothes. If I want something special, I would like go , amybe, like three four times intill I find something special. Or for myself. If I want something particular, I could buy something, and then, oh, why did I buy it. Hm... Maybe I should wait... Yea, I do hesitate, but not in the basic products. If I want something special.

P1: For me, actually, shopping is a tiring process. That's why I don't like it. For example, like we have traditionally, if you, like mys siter if she came from Libija. She came here to d the shopping before the wedding. And she had to come twice, I felt really sorry for her, that she has to go to all these shops to buy, like, really many many stuff. I don't like that. I just don't like to go and spend like, sometimes just from 9 till 5 just going through all the shops, and you have, like, to do list. don't like that. So shopping for clothes is really tiring for me. While for shoes, it is OK.

HA HA HA

Ps HA HA HA

P1: Yea, for shoes it's fine.

M: Anything else?

P3: Yes. I, for example, I like to go for example, to this mall in particular, at least I want ot do. Like for example, we do have season, like Christmas in Islam, so yea, could go once to just the outlet or so to do my shopping. But not that much. I don't like to just for having fun. I don't have anything so I am just going to the outlet to enjoy my time, I don't like that. But if I have something, I would do, dedicate, maybe, one day to finish everything, but not just for fun.

P2: One more thing about me, when I go to store to shop for anything, the store is now really tight. I don't see anything nice.

P1: Me too.

M: What do you mean by tight?

P2: If it's not really organized. If it's, I really I don't know how to buy the stuff from the clearance or from the sale.

P1: Me too.

P2: Because they all like switched, and not organized.

P3: I know some shops they do with size. I prefer those shops.

P1; Next does that too.

P3: And for example, Topshop. Sometimes it does do that, but you find it mixed in between. So I just leave the shop. I don't like to buy anything. Especially if it's large, like a lot of discounts, a lot of products.

P1: Boxing Day and stuff...

P3: Yea.

P1: Unless I really really want something, really badly.

P3: Yea. I really feel those people who waited from 5 morning to for the Boxing Day, it's crazy. I won't do that. I feel it's really crazy. Why I would? I remember one of my friends she just hasn't slept all night her husband just woke her up to go for Boxing Day. She was not sleeping and waiting outside before the shop is opened. Why would I do that? Yea I like them, but not that much.

P1: Because you could actually get good stuff for half price, like Next. Last time it was like £36, I got it for £18. It was just amazing, it's Next. I got my size, they all sizes, I just picked it up, and went back home. So I had one thing specific in my mind that I wanted. I wouldn't look around through all the sale. Actually I know that it is either 10 or 12, so I paid for both of them, because you can't change it in Christmas in a Boxing Day. Then I just like done of them, I packed another one, and then I came back after a week and returned it. So it was good, it was Next, something I would like. Good quality, and I needed a new pair of jeans.

P2: It is good that you know what you exactly you wanted. I know that also people go and during those days, like you said, just for electronics.

P1: When you know something specific, I think it's worth it.

P3: Not just like in general, "oh, everything is cheap. So I have to do shopping."

P1: Sometimes, if I want to buy a gift for someone else, it is really good time. Like perfumes. You get good deals. Yea, specific things. I don't just go, because it's cheap. No. It's always about, yea, it's about quality, it's about for specific purpose. It's usually gifts.

M: How do you choose apparel products? Apparel products I mean, like clothing, shoes, bags, accesories and anything else. How do you choose those products? What is important for you?

P3: Look nice, and the material is comfy. If t's not comfy, even if it looks nice, I won't buy.

P1: Me too. And obviously, the price.

P3: Yea, the price as well, yea.

P1: It is important, quality and price.

P2: What looks nice on me. It is nice. maybe it will look nice on other people, but not me.

M: Did you mean fit/

P2: Fits me, and also it is nice.

P3: Sometimes, it fits you, but it does not look nice.

P2: Yea.

P3: Or you don't feel it's suitable. It does make your body look fatter or it's for focus on the bad area. HA HA HA

P2: It's not your style.

P3: Sometimes it's your style, but it does not look nice. So, OK, it is my style, but I cannot wear it. But other time it's my style, but it's really look like mekes me fatter or it does focus in a very not nice area, that I don't like to look. For example, when I have very slim legs, so sometimes it's really making my legs slimmer, so it's like HA HA HA It's like I dont' have legs at all. HA HA HA

M: Anything else?

P2: Price is also important, and really the quality. For me the quality and the material is the most important. Beacuse eventually, if it is something for my kids, I know I will wash it a lot. And, yea, one more thing, that things that do not need ironing. HA HA HA

P3: Here in UK, to be honest, here n UK, for everyday clothes I prefer something that does not need a lot of ironing. But when I go back home, It depends, I don't care. If I like the material, I like the style, I would buy.

M: How do you choose the best way to purchase those items you want?

P3: In person. I go to the shop. Yea.

M: Do you go on your own or with somebody? how do you prefer?

P3: Mostly on my own.

P2: If I am with somebody else, I wouldn't buy anything. I don't like, it is confusing.

P3: If I go home, I may not like it. At least if I know that I have seen what I wanted, I would like to have second option. But in general, no.

P1: Actually, if someone else would be with me I get kind of distracted. And I don't want them to, I don't want them to go through this process with me like waste the time. So I just go on my own. And do my stuff. I would go with someone else, like to have a company, but if they do the same thing for me, it's a bit different. Unless, as she said, if I have something in mind, and I will be like OK, I will try it on, and see what do you think. I like, but I need a second opinion, I am not sure.

P2: And also depends. Like, for example, if I am buying something special, like for special occasion or ... I would like to go shop on myself, but then when I wanna make my mind to choose between like two dresses or something like, I would call my mum on Skype and show her, and get her opinion.

M: Do you show her on a camera?

P2: Yea. I either take a picture or show her a video.

P3: Me too. For my brother's wedding, it was like two years ago, so I just like tried some dresses on, and I took picture of myself, sent it to my sister. And asked her about her opinion. No, this is nice, no this is not, does not look on you. So like this.

P1: I haven't gone that far.

Ps HA HA HA

P2: It's only for like for special occasion. Only special dresses, yea.

P3: Not for everyday clothes.

M: How do you send it?

P3: What's up. Sometimes.... mostly What's up.

M: Do you use private route?

P3: Yea , private.

P2: Sometimes I call her if she is available, I call her Skype.

P3: I don't like to waste time for Skype, because sometimes the picture is not clear. So it's better to send them a picture, so they can make it bigger and smaller, it is static. Sometimes, I buy something for them, so they want to see it before I have it. So I send pictures of them.

M: As you already said that most of you would buy in store. Why do you choose that way of shopping?

P1: It is mostly, straight forward, it is easy.

P3: For everything it is easy. Yea, practical. You can check the material.

P1: And also, like a one off thing, you are not going back to get a refund or exchange. Because I try it on, I don't just see, I need to try it on because of the size. That's it.

P2: Yea, I think it's more practical. In everything, even if I am chatting with my friends, just texting me boring, no I will call them or I will meet them. I feel it's more. So it's the same thing with shopping. I feel like I need to see the things, the material and feel it.

P3: Meet the material.

P1: I am not very attractive person, so I do not like interacting with clothes. HA HA HA

P2: Another thing, it depends on the store. Before you buy things from negotiation. Online can't negotiate for anything, but in store you can. Not in big brands, because their prices are fixed, but the smaller ones, yea. You can negotiate.

M: Well, even in big brands sometimes you can get 10% off.

P3: Yea.

P2: If the material, if there is like a clearance and something wrong with it, you can get a reduction.

P3: The reduction.

P2: I can negotiate that.

P3 But you can't return them.

P2: Online cannot. When you are in the store, you can try them, and everything. And then you can return it.

M: How do you evaluate if you got a value from your shopping? What is it when you buy a product, and within that product when you bought it is important for you? How do you evaluate?

P2: If it's like worth it?

P1: You mean like the quality and price.

P2: You compare the price with the quality with the brand name. And see. Sometimes I can compare to the prices back home, and in another store. If they have the same thing.

P1: Me, I have this problem sometimes, that I stick to specific names. And then even if like not very known brand, that have good shoes I would always compare with that brand. So for example, if I got used to Scetchers, I am becoming very fussy about other shoes. So almost always wear Scetcher, because they are comfortable. So, yea. I kind of look for quality of the specific names, although it might not always be the case. But yea.

M: What about you?

P3: Yea, it's same. Sometimes, especially in terms of money or value, the product, how much it costs. Sometimes, if it's not known brand, I wouldn't pay as much as this brand, because I know that the quality of other brand it would be much nicer. But this one is like a copy or something, so it needs to be cheaper. Even if it's really good, and there is no problem with anything, I know that it should be cheaper, because it's not original. Yea, sometimes I go to the cheaper brands, but because it is cheaper. And would have the same product, but other time it depends if I like the thing and it's really comfortable, if it's for everyday clothes, it is if I am wearing them a lot. Like for example, shoes, or jackets, or coats. Yea. I can't buy something expensive, because I know I would consume this a lot, so I don't want it to, you know to get, like to throw it away very quickly.

M: Do you mean to wear it for longer and it lasts?

P3; Yea. So I really get annoyed when you buy something expensive because you want it. You know the value and the product need to be very good material, but at the end of it it's would be quickly destroyed.

M: Thank you.

Theoretical Focus Group (TFG)

M: Hello everyone, and thank you for coming today agreeing to share your experiences of shopping and buying fashion products.

What I would like to ask you about. How do you make decisions when you are shopping for fashion products? And, I would be interested in the way you proceed with it. How do you identify when you need something? What do you look for? And, overall the process of it, until you have done whatever outcome is.

P1: If I need, if I had a conference, or something, and I didn't have, like, a smart dress, or something suitable, then I probably identify that I need something. And I go out... And sometimes, you just want something new, I would say, what feels nicer. HA HA HA But then I go out and look at things, I thought was suitable. Hm... And then, the price would probably have an influence as well. I probably set some sort of budget. If it's something I really really like, then I would not go with my budget. But generally I set some sort of price. If it's really high price point and you have to justify, why you really need it. And, yeah...

M: And then? Do you buy straight away? Do you...

P1: Normally, if I am not sure, normally I would buy something, and then I return it if I am not satisfied. I will try it on when I get home. I would say, normally I would buy something, if it's really expensive, then I consider it twice. Normally, I buy something, and then try it on again at home, and consider it. There were occasions when I bought something, and it has got a mark, and there were none anymore.

M: Are you talking about any particular place where you would buy? Like, let's say there are three possibilities to buy, one is in store, another one is online on desktop or laptop, and another one online on mobile devices. Which one are you talking about?

P1: Normally in store. I have done online shopping, but you never really know... Unless you have got it already, or you know all the sizes, you will not know how of it, I will better try it on in store. I don't really use my phone to shop either.

M: Shall others join, and we can see if we can add more.

P2: I usually, I would normally need something, before I look for something. Or, sometimes I can just browse, like on my iPad, or something. And see, what's like, especially like at the

beginning of the new season or something. And see what's like new, summer stuff. I usually when I actually buy something, when I need, like a new coat, or any ... And then I go and look for it. Usually, I... When I shop online I kind of compare different things. And I think about it a bit more. Probably, even more than when I go into the shops. When you are in store, you can try it on, and you can see it. And you can say, yea, it looks good or not. When I am online, I, kind of, it would be hard to tell it sometimes, the fit, or like the fabric. So.. I kind of think about it a bit more, and compare a bit more to other styles that they have.

M: Is there anything more when you have already bought the product? Any other considerations?

P2: Well, when I buy it online. Well, I had it a few times, when I bought something online, it looked really, I didn't, it didn't look the way I expected it to look, so I returned it. Or it didn't fit. Most of the time it's a fit issue as well, when you buy something online.

P3: Or the material.

P2: Or like the material is different. Or you don't, you think about it that you don't like.

P5: Hm... I don't know, but when I do online shopping, normally, when I see something in the shop and I like it, but I cannot find it in my size or something like that, so I order it online. And sometimes you would find, if you buy online, you would have more reduction price, something yea. So I would do that, but not ... I just could wander and watch, but I wouldn't attempt buying from online if I didn't know anything about the shop, or I haven't tried the product before.

M: Are you looking from some brands or retailers you have already bought before?

P5: Yes. Like for example, I, hm... Especially if it's expensive, so I saw a dress once, and I really liked it, but I wasn't looking for any like formal gown dress for night clothes. But when I did want one, so I started to look for this dress in particular, but I already know it, I know the size and everything, just was looking where can I buy it or which shop, like, Debenhams or House of Fraser has cheaper or has more discount for this dress. But I already know the dress,

P2: Yea, I already done that as well. It is like a brand where they sell different department stores and you can shop online. Yea. You can easily see if it's cheaper. HA HA HA

P4: Only time I would shop online, I never look online or something, just to look for a new things online. If I see something in store, I like it, this is done. Only times I didn't find the size or I wanna look for a discount, this is the time I go online. I am not very online person. If I wanna shop for anything, I just go to the store.

P5: My children, my children clothes, I would be more confident to buy online, not me. Yea. Not me, because I need to try it on. Sometimes you like it this type, but not in new shape or not in new body. But for my children it is fine. They can't argue with me if it didn't. HA HA HA

Ps HA HA HA

P3: For me I prefer online shopping all the time. HA HA

Ps HA HA HA

P3: For everything.

M: How do you describe your process?

P3: If I know some brand, particular, I can go to the new brand and buy it, even if I didn't buy from that brand.

P5: Before?

P3: Yea.

M: What do you mean?

P3: For example, if I saw something on Instagram or media, social media, I go to find that brand.

P5: So if the review was nice and you can buy it.

P3: Yea,

P5: It's like you touched the product. HA HA Before you buy it.

Ps HA HA HA

P3: If t's good...

P1: I have done that one. If I saw the dress in the magazine, and I looked it up, because it was really nice. Yea.

P3: I prefer everything online, because it is easier for me, and quick. Yea. For my daughter, for me, for my husband, everything.

P5: So you are online shopaholic?

Ps HA HA HA

P3: Yea, yea...

M: What influence do you think has who you are on what you buy?

P1: If you really, kind of, I like, well you like certain social media and follow everything like that and you see, when you like a celebrity, and you see them wearing something, that might influence. You will try to replicate them or copy them. But personally, I am not very fashionable, so if I like something, I will get it. I don't really follow the fashion.

P5: Me too. But sometimes, if you, if the review online, if you are like looking for some kinds of brands and you find review on other brands better than this or much more than this brand, so I would go for that brand as well. Like not always, I don't follow on Instagrams on those people, but if accidentally I find you tube blogger or something like that I just think of brands, so I would like to go and see it. Especially in make-up, not in clothes actually, but I have done that, I've done that. For make-ups, yea, I've done that.

P4: I go in store and try it. HA HA HA

M: Do you think like the person you are, your personality or who you would like people to perceive you, would impact on what sort of products you buy?

Ps Yea, yea.

P4: For sure, for example, I feel I am not kind of person who looks at, maybe at outside, so, for example, the brand or ... When I shop, the brand name or ... The most important thing that I like the thing that I am buying, I feel it suits me, it suits my personality, it suits my, I don't know, whatever. And then I buy it. The quality is good, but the brand name does not make a difference for me. The price doesn't make a difference. Or, it's not, it doesn't make a difference, it's not like this, but it is ... Even if something is cheap or expensive, when make us difference, the thing is that I like it and I feel it.

P3: Even if it is too expensive,

P4: Unless if it is over my budget. I am not a rich person.

Ps HA HA HA

P6: Not always the brand is affecting me, for example, for some certain things, like pyjamas, I don't like to go for very expensive shops to buy pyjamas. If happened and I like something, OK, but I don't go to expensive shops to buy like home clothes or such things. But if happens I see something, I would do it.

P1: I think things like TK Maxx have bigger brands, because they do a lot of brands for example, but you get really really cheap, so you always see people, and they like that and they: 'This is Michael Kors', whatever. And they probably, they can't afford it, so they got something cheap, so they are happy about that. I think people's personality do influence, because what you wear, is how people, your perception. Girls walking around in small littel tops and things, they wanna be perceived sexy. I don't know. It is, what you buy it is how people see you. Obviously, you try to put yourself accross in a way.

P2: You are presenting yourself in a way through your clothes. Yea.

P1: And even the groups sometimes around you affect the way you dress sometimes. So...

P2 : Especially when you are younger.

P5: Like my older daughter now, I noticed her, she looks online all the time now. Because she insisted to buy certain brand, or something... Like now, for a month she berging to buy this certain coat from Zara. Which I noticed all the school are wearing it. HA HA H

Ps HA HA HA

P5: So

P2: How old is she?

P5: She is almost tvelve. Yea, like all the school, all the school, either the black or the yellow.

P1: I know which one you mean.

Ps HA HA HA

P5: Finally she got it, but I, like, I noticed OK, now I know why you want buying it. God, yea, so... Yea, so, yea, the group around you sometimes it really affects the way that you look too.

Some kind of clothes. And, like for example, sometimes, she insists to buy online. I don't know why? But other time she wants to try, she wants to go and try it in the shop first. So, yea..

P2: Or it depends on the occasion as well. If you go like to the conference, where you want to present yourself like profesional. There is the way you dress in there. Not the way you would look normally. Yea.

P1: I think some people are very brand oriented. I worked in Hugo Boss, and a lot of people will come in and they want everything that have lable plastered all over the clothes, because it is like demonstarating they can afford it or you know, look I wear Hugo Boss. Different personalities have different intentions when they are buying things.

P3: For me I think, the fabric, well, because I have egzema, I sometimes will buy something, and the next day of wearing it, I have like red spots. So after that I really care when I choose something. It must be cotton, but original cotton, not every cotton. Yea, and maybe, that. For me when I buy something, I look at it, yea.

P5: Yea, my brother in law, the same,

P1: Yea, my mum has that as well.

M: What benefits are you seeking from fashion products you buy?

P4: Satisfaction.

P3: Sometimes, feeling good.

P2: Feeling good.

P5: Yea, feeling good. From now, I always, not always, but sometimes, I like to treat myself.

HA HA HA

P2: Retail therapy.

Ps HA HA HA

P1: I guess it depends on what you are buying. If you are buying like a coat, obviously, you want it to be warm, and nice, things like that. I guess, it pretty depends on the purpose, and that is the reason why you are buying something. If you buy a new dress, then you usually want to feel nice in it. Yea

P2: But like, even when I buy a new sportswear or something, and I wear it for the first time to the gym, I feel good. HA HA HA

P1: Yea.

P2: It makes you feel good.

P5: When you wear it for the first time, you will just feel, OK, it's like Christmas today. HA HA HA

Ps HA HA HA

M: Anything else?

P4: I guess how you present things. To make them happy or just present thing. They got good grades in school, they want reward or anything,

P5: Sometimes it's a reward. And sometimes, for me, it's I have to buy. For example, in some kind of celebration, I have to buy. Even, my children have enough clothes, but I know for this celebration, like Christmas, or Easter, so those things go. I know, that they will be feeling happy if, or they are expecting that new clothes will come. So, yea. The same. Sometimes the celebrations. Yea.

M: So, when you already know what you want to buy, whatever occasion or purpose. You will choose where you are going to buy it. What impacts on you choosing where you can buy it? How do you decide?

P5: The occasion, makes me, involves me where should I go. Yea. If it's like .

P3: Whether it is for the evening.

P5: If it's like

P4: You the place, and it informs that.

P5: For me, if it's like wedding, so I would go and target slightly expensive shops. Like House of Fraser, or Selfridges, or those things. But if I buy like Christmas, so I go to brand mark first. Because I need to buy a lot of things for me and my children, so ... And, yea, and the budget as well. So it's the occasion and the budget.

P1: I mean I have only bought things only what I need. Like Mango, sends you an email, with 30% off or something, so then you are, oh, you go and have a look.

P2: HA HA

P5: So you don't have any idea?

P1: Yes, I kind of, probably will try to justify that I need ...clothes.

Ps HA HA HA

P1: Or I need a new top. But, I mean, like for Boots, for example, I always get, you know, you always get to buy things, because you get Boots points. And, like House of Fraser, I got House of Fraser card, I do use it. And Marks and Spencers do it. And also, if there is some new one that you get there a reward, then I would probably get there. If I liked things.

P2: For me also, it depends on the product. For example, if it actually like pants trousers, or something, I know that certain shops suit me, and others don't suit me. and I know if I want to buy a pair of jeans, I know I would only do that in the shop, where I have had jeans before. Because others sometimes, just don't fit me.

P5: I am like her, if I want something I know exactly that I need trousers or some kind of things that I know I wanted, I will go and search on specific place. When I want new clothes without any idea, what is it, I will go, wander through all shops, but not always.

P4: Actually for me, this is the way I shop. I never just go to stores from a store to the store. Anything.

P5: I do that a lot.

P4: No. I always go to the shops, go shopping when I want something or I need something. Then I start looking at specific places. The once that I already know, that I have bought. I control myself.

P3: For me, no. HA HA HA

P4: I have lots of things to consider. One of the most important things is space at home. Really we don't have enough space in the house here. I have to think thousands of times before I buy anything. Because where I am going to put it?

P3: Yea. You got to need extra room for wardrobe.

Ps HA HA HA

P1: You need extra wardrobe.

Ps HA HA HA

P4: The space that it gonna take from the house it is really... HA HA HA

P5: Like for example, now, I have some guests in my house. So honestly, there is no space. And my daughter just berging to buy new things, I am saying , no. Because we don't have a space. Where should we put them? So, yea... The space is important.

M: So, for example, some of you talked about stores, some of you talked about online. What is specific special about that particular way of shopping that attracts you there, not to another one?

P5: Online is the price, and comparing things to each other.

P4: Even in stores. You see the sign of 40% off.

P5: I do mean you can compare two different shops.

P2: Yea, you can easily copmare two different shops.

P5: Two different departments, totally two different shops. And the price, honestly. It is mostly, because sometimes, online you will get more discounts on the products.

P2: And the variety. Sometimes they have more stuff than in stores. And sometimes, also time. Because it's quicker. If you don't have the time to go to the shop, or you are busy. You don't have time to go to town and look at many different shops. Especially, when it is busy in town.

P5: I don't know if anyone had this problem, but like for example, TK Maxx. Although, these shops that sell like discount season, when everything is just mixed up and thrown everywhere. I can't do the shopping during that time, so I prefer to look online first if I like the shop. So I would go. But not to try the shop first. HA HA

P1: You need to be in quite a right mood to go to look through everything.

P5: Yea.

P2: Yea, it's true.

P1: I think if me, I am quite, probably, I have brands I like or shops I like. I would go there first, and I don't find it there, I will check places where I don't normally go to.

P3: For me, hm.. I think online shopping is a good way that I can buy something from abroad. You know, if I cannot find it here. I can bring it from outside. Even from the UK, but another city. I love that. And it comes to my door, and it's easy.

P4: But the delivery is another issues. You have to be home.

P3: Even if I wasn't there, they give me just a ticket. I go to the nearest Post office. It is still easy for me.

P4: It's a hussle for me.

Ps HA HA HA

P2: All the stuff I bought online are not available in the UK. I bought the brands that I knew I wanted to have, and it's like own German brand, or something, and I bought it from there. That's easy really.

P5: But I consider the tax sometimes. If you see it is very expensive tax, what I bought sometimes, yea. I did that when I really wanted the thing. For example, when I bought iPhone4, or something like that. I could not find it in the store, and they said, you have to queue up for a month or something, but I had no phones, because my phone was stolen. So I needed for a phone now. They said you can order it online. And I received it, I think after three days. So I ordered it online. Unfortunately, on that day my husband locked me up in the house mistakely. HA HA HA He took the keys, so I had to take the package from the window. HA HA HA

Ps HA HA HA

M: But you got it anyway.

P5: Yes.

Ps HA HA HA

P5: If I want things online, but not always, I don't prefer online shopping, but I do it if I want something in specific.

M: OK. I will give you one quick activity. I would like you to use some sticky notes and write about last your three purchases, like fashion products you bought.

P2: In general, online or in the store?

M: What I would like you write. What was first of all you were looking for before you decided to buy it. Would like to number like what was the first thing you were looking for? The second, like the process of your shopping.

P5: First thing I look for is the price or ...

M: Could you describe three occasions?

P2: We will write down the products that we bought. Then we will write down where is this.

P4: The three most recent once? OK.

M: If you have any online experiences, it would eb very beneficial.

P3: For me, yea. Yea, I know. I have a lot of them.

BUSY THINKING

P3: Just an idea. For me the last ... hm... The last online shopping for me I will write the first things, I looked at the brand, and then...

M: How did you dicided you need something, and then what did you look for? Where did you decide to buy? How those things evolved one after the other. Whether you just picked your iPad, and just started loking for something, whether you had a goal before. How does it work for you?

P3: Shall I write the brand or not?

M: If you like. Yes.

BUSY WRITING

P5: I don't know how to describe this.

M: Would you like to talk about it?

P5: To talk about it?

M: If it would be easier to talk through.

P5: Because I have like bonds, so it's not a price actually, that made me buy this camera. I have from...

P3: You planning before or just...need it?

P5: I wanted camera, I wanted a new camera.

P3: So you planned it.

P5: And I wanted some kind of camera, like the like with the zoom one and those things. But I am not very familiar with those cameras. But I wanted a new one. I have a actually, like £100 coupon from the certain brands. So this is what made me actually look at them and do all the things that I know at the end I am going to buy from this retailer, because I have the money from this company. So I don't know. It is the price or... is the brand or

M: I think it is fine the way you described it. It is fine.

P1: Brand. I don't know.

P5: It is not a brand loyalty. It is

P3: It's like a points. You have points. You have free points.

M: You were obviously attached to it, because of the coupons you had. You can't really buy buy from anywhere else.

P3: It is like a gift card, I think.

P5: The coupon, that I had, was from Amazon. So I don't have a particular company, it's not from Cannon or Sony. Or whatever. But I know that I have to buy from this website.

P3: I had experience like that before. I had to use it before it expired.

P5: Yea. Exactly. And I know that I want camera, but I wasn't sure which kind of, which brand. I looked at the shops, but at the end I know I will buy from Amazon.

M: Do you mind if we ask this lady to describe little bit about what she wrote before she has to leave. Could you tell a bit about what you have?

P1: So, because I work near Zara, it's just bad. Hm... I was on my lunch break, and I get, and I didn't want just to sit in the office an hour, so I would just normally walk around. So I walked into Zara, and I had a gift card. So I knew I had money, and there was a cardigan, which was really nice. And it has been discounted very low. It was just £7. So, it was really nice material, good quality material. So I just tried buying it because I had a gift card. And it was cheap. It was not something I needed or had an intention to go in to buy. So I just saw it, and it was like on the way five minutes to work. I don't have anything in that colour already, so I thought it will be nice to have when it gets warmer. Then, some boots from Zara as well. I needed the new ones, because the other ones I have are really old, and not very smart. So I wanted something a bit smarter, and a few people I know already have like that style. And they said they are very comfortable. Hm... they are cheap, they are good quality, they lasted for a long time. So I actually bought them online, because I knew what size I needed, and have seen them already. And they have been recommended. So I bought them online, and they arrived really quickly. Hm... The price was good as well. So that made me to buy them. Ski sovepets. I needed to buy new ones, because my old ones are tarty, and worn worn away. So I looked online first. So I went on different stores. I didn't like the Google search, because I wanted the colour to match my jacket. And I wanted. The price was important, because they are normally, quite expensive. So I wanted something a bit cheaper than most of the quality, and the material are good, and they are warm, and waterproof. So then once I have seen it online, I went into stores and tried them on. Hm.. then I bought them in stores, but I checked it online first. So I knew where they were they had those within the budget. Hm... And the other one, is something I already bought before, and it is really comfortable, like good quality and good price. So I was like walking through the TK Maxx, and I bought another color, because I can use it, and yea, and the quality and the price is good. So I knew that I bought the right thing. And in TK Maxx you know, they don't usually stock things, so it's just things that are there at the time, and you might not see it later.

P2: So, I bought. I knew, I needed a winter coat, really warm one. But when I could use when I ride my bike. I wanted the one that is warm and also casual, not too smart. Yea. So, I looked for coats online, for different styles, because I wasn't too sure what I wanted. And I found a brand that I really liked online. But it was not available here, because it was from overseas. Hm.. and it was also quite expensive. I wasn't quite sure if I should buy it. So I asked, I made a screenshot and I sent it to my mum and my boyfriend. HA HA HA And asked them for their opinion if they liked it or not. HA HA. And then, hm... So, yea, in the end my mum said: 'Oh, it

looks really good. I can give you some money for it as well'. Because it was like close to my birthday. And then I thought about it litte bit more, and had another look online, to check alternatives, and then I bought it at the end. And, because their shipping was quite expensive, on the original website from the brand, so then I looked if I could find it somewhere else. And at the end I bought it from Amazon. Becuase it was cheaper the shipping. And then I bought another coat. HA HA This time, it was more a smart coat. I also looke donline, because I wanted one. But I couldn't decide which I wanted. So I just ordered two, and tried them all at home. And then I returned one. Because it was from ASOS, and you get like free delivery and free returns. And it is really easy. Yea. and I also needed some ski pods, when I waas going to ski holiday. And I thought I will just buy one and looked online, had a browse. But then I saw... I didn't have the intention to buy, I only had the intention to look what's up there, what the price range and stuff like that. But then I saw that this particular shop had like 30% discount only on that day, on that weekend. So then I thought, oh, I better buy it now. So I can't avoid it straight away. I had like a quick look on another website, to see if they had any discounts, but then this one, so I just bought it straight away. Even actually I din't want to buy it. Yea...

M: OK. Thank you.

P3: For me the first one, is this one. It was a Lime Crime.

M: What is that?

P3: Lime Crime brand. It is make up, lipsticks. I was looking on Instagram, and I found that, which has high reviews. And I bought it straight away online, it came from USA. Yea, and I received it after one week. It's for me it's too fast to come from USA, and I love that brand because they have ... I can trust them, because they give me alink where I can see where is my stuff, step by step. Yea. And for example, if I have something I know that delivery will come on that date. Yea. And the second one, it was when I go to the Trafford center, for my daughter. Because she loves Trafford center, for anything, and we go to see a jeans for her from GAP, which she saw that other girls. she told me that she wanted that. For me she didn't need it, but because of that I bought it and also there was 50% sale. Yea. And it was good for me to buy it half price, yea. And... that's it.

M: Would you like to share yours?

P5: My thing is a camera thing, which had money in my account or bond, something like that, so I had to buy from Amazon that particular item. But I looked for brands and asked my... I

know how of my family members they are very interested in the cameras and those things. Like which ones of those are the materials, I asked them. They advised me on one of the brands, but I had to look on the brands on Amazon. How much it costs. I didn't find it different price from the shops, so I bought it. But I didn't choose the camera yet, because I think I need to buy some more accessories for the camera before I buy it. This is one of the things that made me buy this brand.

Shoes, hm.. lipsticks, actually. The lipsticks, my friend actually HA HA HA My friends made me buy it. HA HA HA Hm... The quality was nice, and heard good reviews about it, and I saw her wearing it. HA HA HA She pushed me. And shoes. Honestly, sometimes, I can't control myself. But sometimes people when they are nagging for like, for example, my children, when just like insist on some brands or I can't like find it, expensive, but if they really insisted. Like after a month or so, OK. Finally, I will go and just buy it. So when my daughter was really in to sport shoes, and she wanted some particular brands, and it was really expensive from the shops, so we had to buy it online. I tried outlets, shoe brands, those things, but what she wanted was not in the outlets. HA HA HA We had to buy it, but still it was cheaper than store. So, yea. This is my most recent purchases.

P4: OK. My first item, like accessory, it's a bag. My sister bought it for my mum, and I loved it. When you are sitting watching TV or doing work, it's really nice. I bought it and it was just on Amazon. I went online, and I looked at the prices, and checked shipping, if it is enclosed or not. Then I bought it from Amazon. And the delivery was a bit later, I was expecting a specific date to be delivered, and it was late. And then when it was delivered, I wasn't at home. This is the reason, they rang the door. No, no. They rang the door, and I was at home, but I didn't hear it. And then I had to go and collect it from the post. Yea. The other one. Was pyjamas for my kids, for my children. I saw them in TESCO. I actually, we usually deal with TESCO online, because it is really close to my house. If I see anything I can buy it, and then collect it from their store. I don't get a hassle of delivery, because I hate that. So I have just gone and collected it. If I don't want it I can return it. I bought pyjamas for my kids. And the third one is from the Trafford center. I bought clothes from River Island for my children.

M: Was it because you were already in the Trafford center or just because you planned to go there for a particular brand?

P4: I was there.

P3: She always plans to go to there.

P4: To go where?

P3: To go to buy something. You just go...

P4: Sometimes I just go to the mall just for my kids to pay. Something like this. But if I wanna shop, no.

P5: You have your children. So you would end up buying something. HA HA HA

P4: It is actually my daughter. She, actually, she is the one. She goes online all the time, and she shows me all sorts of things she wants to buy.

P5: The problem is they have got to see the review.

P4: She will look at it online, and then when we go to store, I will look at it in store, and I will decide if I will buy it. They look.

P5: I don't know, you said any purchase. Normally, I try all the time. The only thing I buy online, I don't like to buy from their website. I mean, actually, from the train station. The train tickets. I don't like to buy it from the train station.

P4: It's cheaper.

P5: I just, whenever I want to buy it, I don't purchase for a trip early. If I had something urgent, I will do it straight on any time, anywhere on my phone. I always do that. So I like to buy the train tickets from my phone. This is the only thing I always do it online. Without even going to train station and asking. Yea.

P4: I usually need, I often go to Crewe to see my second supervisor.

M: There is one more thing to do. We need to draw and mark anything is important to you. If you quickly just do on those sides, on the left and the right, if you tick those items what are important for you. And if out of those that you ticked one of them influences another, could you draw the arrow.

P3: Now, I ticked from here and I ticked from here. Do you mean I draw this?

M: If there is a link between them. If one influences another. Those that are important for you.

P3: Just what is important for me, not all of them.

M: Yea.

M: Could anybody strat and describe why did you mark those, and why you link them?

P4: I think mostly I things to be convenient, comfortable. I have marked something here, like assurance, you need like, it is not nesesarily in the UK. If I know that this store will not return, or exchange or is flexible in changing or returning, I will just avoid it. Especially if they have only specific days for delivery and will not deliver on time, you avoid these sort of things. And I felt the most important hing for me is getting value for my money. It is this is like I am buying somehting and its really valuable, yea. Especially, if it has a very good discount. So I know I didn't waste my money. Most important hing is, I really don't like to go to stores, when they have discounts, because everything is mixed up.

M: Anything else?

P3: For me, I just mentioned, for me is saving time, quality, even if it's hm... even it's saving money, but not because a good qwuality, so for me a good quality is more important than saving money. Because if I buy something cheaper, I really, normally I get to buy it again and again. By the time I buy a good quality from my budget, I am happy, even for one year I didn't buy it again. But when I buy something cheaper, I not good quality I will buy it again and it will be...

M: How does it make you feel?

P3: Yea. It makes me feel, you are wasting your money. I put shopaholic, because sometyimes I cannot control. Recently, I taook out all my money from my credit card, and put it somewhere else, that if I want something from online, i don't have money on my card.

Ps HA HA HA

p3: That's holds me so much to reduce my shopping online.

M: How does it make you feel when you are shopping?

P3: i FEEL GOOD. i FEEL... Yea. I don;t know, but recently, when I know my friends, they told me, that when I saw they do not buy too much like me. I should save money, not like this.

Because of that I reduced my shopping online. And really, I asked myself, Should I need it or not?

P4: Because we go shopping together.

Ps HA HA HA

P3: And the size for me it is really important, because in some shops I cannot find my size. Even if I find my size it does not fit me like a comfortable, you know. Yea. And...I think ... I ticked confident shopper. For me it's really good to know that this brand or this shop is confident to put my credit card on it. You know. Some of them, they already saved my card. Without letting me know that I will have that. I deleted straight away.

M; What do you mean?

P3: For example, one of the websites, when I put my credit cards to buy something, and the next time I want to buy from the same shop, I already saw credit card details there. Just click and buy, without any entering my number. My card number, you know. I really scared about that way, because normally, good shop, they give me, you know, like a question. Do you want to save your card or not? Yea.

M: Do you prefer those that ask you first?

P3: Yea. Absolutely.

M: Anything else?

P2: I pretty much tick most of the things in the yellow box. Except the brand, the brand is not so important to me. But for the price, size, quality, material, design, it is all very important, comfortable, colourful. I also ticked on confident shopper, being attractive or like making you feel better. And I use like research tool, because I like to have a look at things together, like value for money. Research products. AND I also like the quality of the material. like quality and price evaluation. Because that is what I mostly do in my head when I am in the shop. I am just doing it quickly in my head to think if it is really worth the money. Or if I am online, HA HA HA I like to have a good product range usually to choose from. And so saving money, at the moment, being a student, it is quite important as well. Yea. And just, yes, the thing of getting a good value for money. And then I think when you save money, it can actually give you like a

sense of achievement, when you find something you really really like, and you find it online, and it is so much cheaper. It makes you happy. Yea, it makes you sense of achievement.

M: Is that all?

P2: I think it is about that.

M: Thank you very much.

APPENDIX 8A – Example of Matrix Coding Query

	A : 1FG1	B : 2FG1	C : 3FG1	D : 4FG1	E : 5FG1
1 : Being attractive	0	0	0	0	1
2 : Confident shopper	1	0	0	0	1
3 : Fashion forward	2	2	0	1	3
4 : Impulse purchaser	0	1	2	0	1
5 : Overly green shopper	0	2	5	2	1
6 : Shopaholic	5	0	0	0	1
7 : Shopping as therapy	2	0	0	1	1
8 : Socially gregarious	6	0	0	0	2
9 : Socially introverted	1	0	2	0	0
10 : Traditionalist	0	0	0	0	0
11 : Utility seeking	0	2	1	2	0
12 : Busy stores	0	0	3	4	2
13 : Inconsistency of shopping channels	0	0	0	0	2
14 : Judgmental and assertive staff	0	0	0	0	0
15 : Scarcity in store	0	0	5	4	1
16 : Certainty	2	2	2	3	5
17 : Leisurely shopping	0	3	0	2	3
18 : Apprehension	0	0	0	0	1
19 : Being slow	2	0	2	1	0
20 : Complicated structure	1	3	1	0	1
21 : Difficulty to see products clearly	0	0	0	0	0
22 : Distrust	0	0	0	0	0
23 : Hindered delivery service	0	0	0	0	0
24 : Inconsistency	2	0	0	0	6
25 : Look alike websites	0	0	0	0	0
26 : Anyplace	1	1	5	4	0
27 : Assurance	0	3	4	0	0
28 : Convenience	1	0	0	0	1
29 : Engagement	10	7	5	4	2
30 : Interactivity	2	0	2	1	3
31 : Intuitive organisation	0	5	1	0	5
32 : Personalisation	1	6	2	0	0
33 : Product range	3	0	0	0	1
34 : Saving money	2	2	2	0	1
35 : Saving time	3	2	0	2	1
36 : Trying on at home	0	0	0	1	0
37 : Using as research tool	2	6	6	3	3
38 : Distrust	0	0	0	0	0
39 : Hindered delivery service	0	0	0	0	0
40 : Inconsistency	2	0	0	0	6
41 : Look alike websites	0	0	0	0	0
42 : Restricted use	0	0	0	0	0
43 : Assurance	2	4	2	1	0
44 : Convenience	1	0	0	0	1
45 : Product range	3	0	0	0	1
46 : Reassurance	10	4	7	1	2
47 : Saving money	2	2	2	0	1
48 : Trying on at home	0	0	0	1	0
49 : Brand	0	2	0	1	1

	A : 1FG1	B : 2FG1	C : 3FG1	D : 4FG1	E : 5FG1
50 : Colour	0	0	0	1	0
51 : Comfort	3	0	0	0	0
52 : Complementing things	0	0	0	0	2
53 : Design	0	0	0	0	0
54 : Fit	1	1	0	4	1
55 : Material	0	0	0	0	1
56 : Price	1	1	1	0	1
57 : Quality	0	0	3	0	0
58 : Size	0	0	1	0	1
59 : Unique original things	0	0	0	1	0
60 : Being happy	0	0	0	0	0
61 : Getting value for money	0	0	0	0	0
62 : Investment lasting	0	0	0	0	0
63 : Material Price relationship	0	0	0	0	0
64 : Meeting expectations	1	1	0	1	0
65 : Quality Brand relationship	0	1	0	0	0
66 : Quality Price evaluation	0	3	0	0	1
67 : Sense of achievement	0	0	0	0	0
68 : Shopping experience	0	1	0	2	1
69 : Suitable for regular use	0	1	0	0	0

APPENDIX 8B – Binary Dataset Example of Matrix Coding Query.

	1 : Being attractive	2 : Confident shopper	3 : Fashion forward	4 : Impulse purchaser	5 : Overly green shopper	6 : Shopaholic	7 : Shopping as therapy	8 : Socially gregarious	9 : Socially introverted	10 : Traditionalist	11 : Utility seeking
A : 1FG1	0	1	1	0	0	1	1	1	1	0	0
B : 2FG1	0	0	1	1	1	0	0	0	0	0	1
C : 3FG1	0	0	0	1	1	0	0	0	1	0	1
D : 4FG1	0	0	1	0	1	0	1	0	0	0	1
E : 5FG1	1	1	1	1	1	1	1	1	0	0	0
F : 1FG2	1	1	1	1	0	0	1	1	0	1	0
G : 2FG2	1	0	1	1	1	0	1	0	1	1	1
H : 3FG2	1	1	1	1	0	0	1	1	0	1	1
I : 1FG3	1	1	1	1	0	1	0	0	0	0	0
J : 2FG3	1	1	1	1	0	0	0	1	0	1	0
K : 3FG3	1	1	1	1	0	1	0	1	0	0	0
L : 1FG4	0	1	1	0	1	1	1	0	0	1	0
M : 2FG4	0	0	0	0	0	0	0	0	1	1	1
N : 3FG4	0	1	1	1	0	1	1	0	0	0	1
O : 4FG4	1	1	1	0	0	0	0	0	0	1	1
P : 1FG5	0	0	1	0	0	0	1	0	1	1	1
Q : 2FG5	1	0	0	0	0	0	0	1	1	0	1
R : 3FG5	1	1	0	1	0	0	1	0	0	0	0

APPENDIX 8C – Phases of Cluster Analysis

Phase 1 - Cluster analysis by Personality benefits

Cluster solution by Personality benefits

The hierarchical cluster analysis was conducted using only personality benefits variables. A total of 11 variables identified from focus group analysis were used as clustering variables. The rest of variables, such as product benefits, process benefits and value, were used for comparison across clusters for a purpose of finding meaningful and heterogeneous groups of consumers.

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	9	11	.500	0	0	6
2	6	10	1.000	0	0	3
3	6	8	1.833	2	0	10
4	13	16	2.833	0	0	11
5	2	4	3.833	0	0	7
6	5	9	5.333	0	1	13
7	2	3	7.000	5	0	12
8	14	18	9.000	0	0	13
9	1	12	11.000	0	0	14
10	6	15	13.167	3	0	16
11	13	17	15.500	4	0	15
12	2	7	17.833	7	0	15
13	5	14	20.233	6	8	14
14	1	5	23.833	9	13	16
15	2	13	27.786	12	11	17
16	1	6	33.013	14	10	17
17	1	2	45.722	16	15	0

Table 55: Agglomeration Schedule for phase 1 cluster analysis.

The columns 1 and 4 from agglomeration schedule were used to calculate the differences between the values of two the nearest clustering stages, see Table 56.

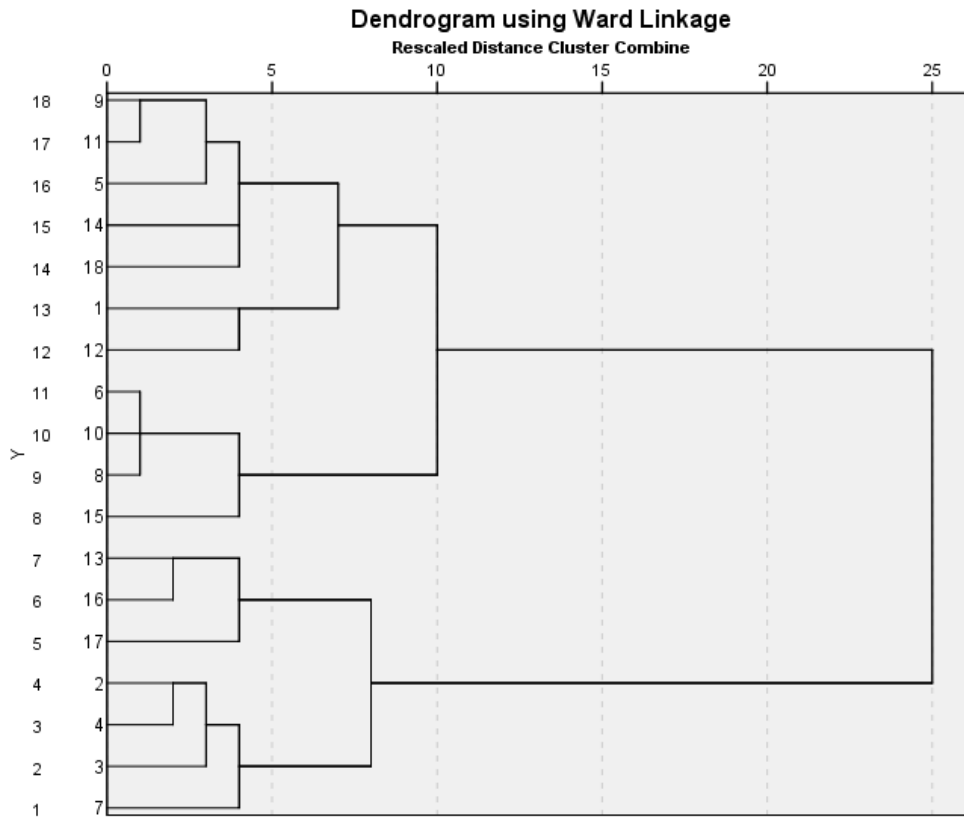


Figure 120: Dendrogram for phase 1 cluster analysis.

Agglomeration Schedule		Differences between the values of the two nearest clustering stages	
Stage	Coefficients		
1	0.5	0.5	
2	1.0		
3	1.833	1.0	0.833
4	2.833		
5	3.833	1.5	1.0
6	5.333		
7	7.0	2.0	1.667
8	9.0		
9	11.0	2.167	2.0
10	13.167		
11	15.5	2.333	2.333
12	17.833		
13	20.233	3.6	2.4
14	23.833		
15	27.786	5.227	3.953
16	33.013		
17	45.722		12.709

Table 56: Differences in values of the coefficients from agglomeration schedule between nearest clustering stages for phase 1 cluster analysis.

The overview of the Table 56 showed that from stage 1 till stage 13 the coefficients of the agglomeration schedule were increasing gradually. The stage 14 had observably higher value

of the coefficient than the previous stages. This means that the 'best cut' point for this cluster analysis is at the stage 13.

It was important to compare the identified 'best cut' point with the actual dendrogram, see Figure 120. Analysis of the dendrogram showed that, indeed, after the stage 13 the distances between clusters increased. The 'best cut' point normally corresponds with a large increase in the value of the coefficient of agglomeration schedule. The analysis of the dendrogram showed that the cluster solution for the phase 1 cluster analysis based on personality benefits variables is 2 clusters.

Once the number of clusters is known, the cluster membership can be assigned from cluster membership table, see Table 57. As the optimal cluster solution has 2 clusters, the column 6 called '2 Clusters' was used to form groups of consumers. Those cases/participants who had '1' against their name belong to segment 1, and those who had '2' – belong to segment 2.

Cluster Membership					
Case	6 Clusters	5 Clusters	4 Clusters	3 Clusters	2 Clusters
1	1	1	1	1	1
2	2	2	2	2	2
3	2	2	2	2	2
4	2	2	2	2	2
5	3	3	1	1	1
6	4	4	3	3	1
7	2	2	2	2	2
8	4	4	3	3	1
9	3	3	1	1	1
10	4	4	3	3	1
11	3	3	1	1	1
12	1	1	1	1	1
13	5	5	4	2	2
14	6	3	1	1	1
15	4	4	3	3	1
16	5	5	4	2	2
17	5	5	4	2	2
18	6	3	1	1	1

Table 57: Cluster membership for phase 1.

Group number	1	2	Total
Number of cases	11	7	18
Percentage	61.111111%	38.88889%	100%

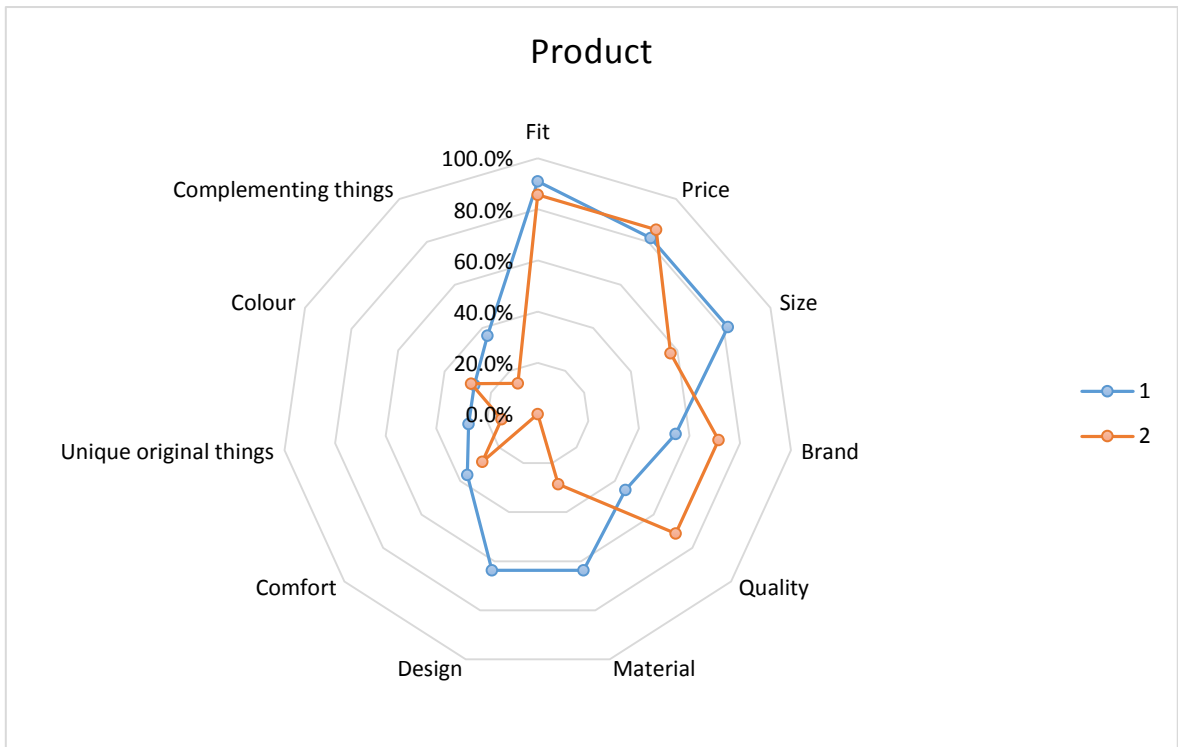
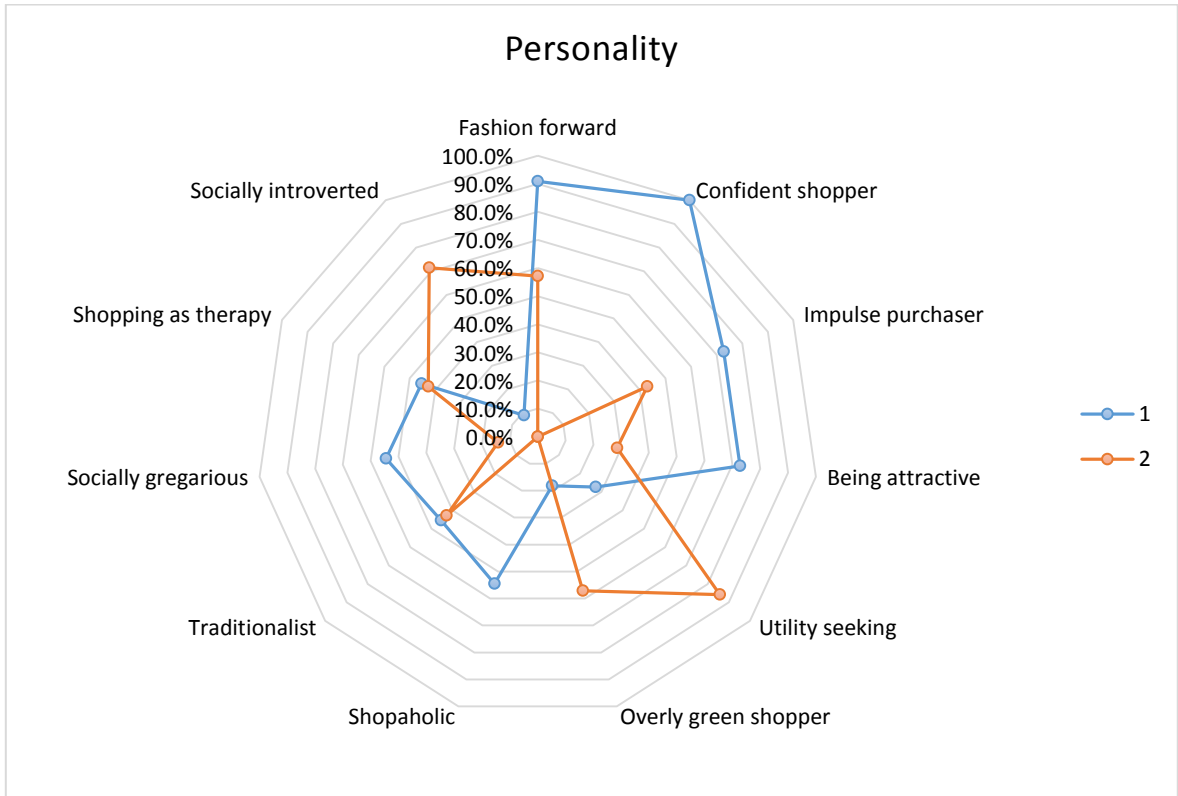
Table 58: Comparison of numbers of case and percentages of each cluster for phase 1 cluster analysis.

The cases were assigned to two groups, and frequencies and number of cases were compared. The overview of the data in the Table 58 showed that majority of cases were assigned to group 1, accounting for over 61 percent of the sample.

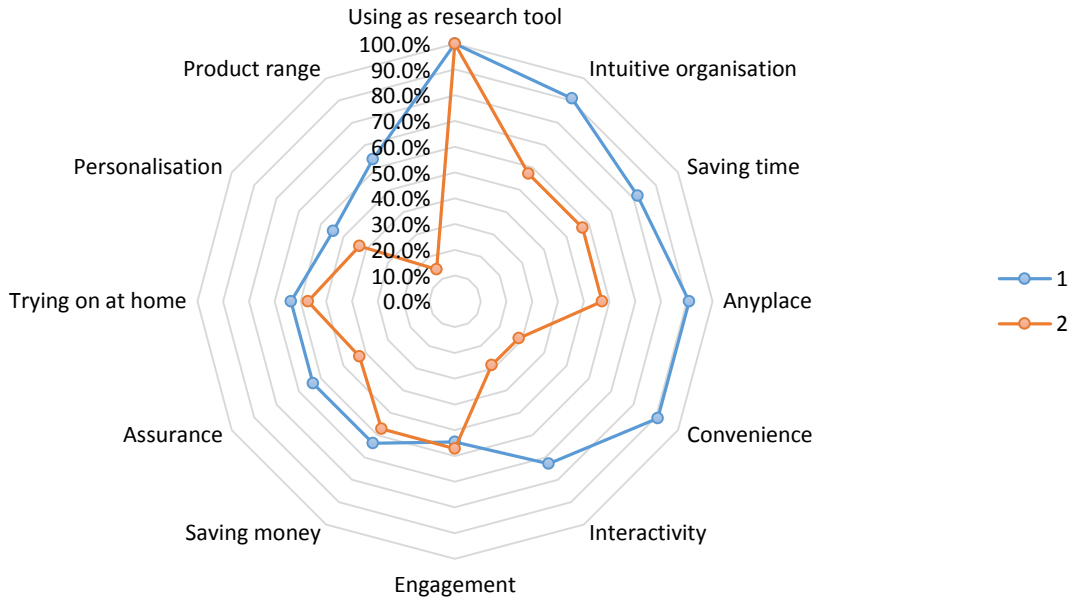
Comparison of frequencies between clusters

The dataset was analysed further in terms of meaningful differences between these two groups of consumers. Firstly, the clusters were compared based on the frequencies of the variables used for cluster analysis. This means that the differences were compared for personality benefits. The researcher was looking for a meaningful characterization of identified segments. A particular emphasis was paid to detailed knowledge of the data and participants' responses from focus groups. This was an important argument when deciding if this cluster analysis was the most appropriate.

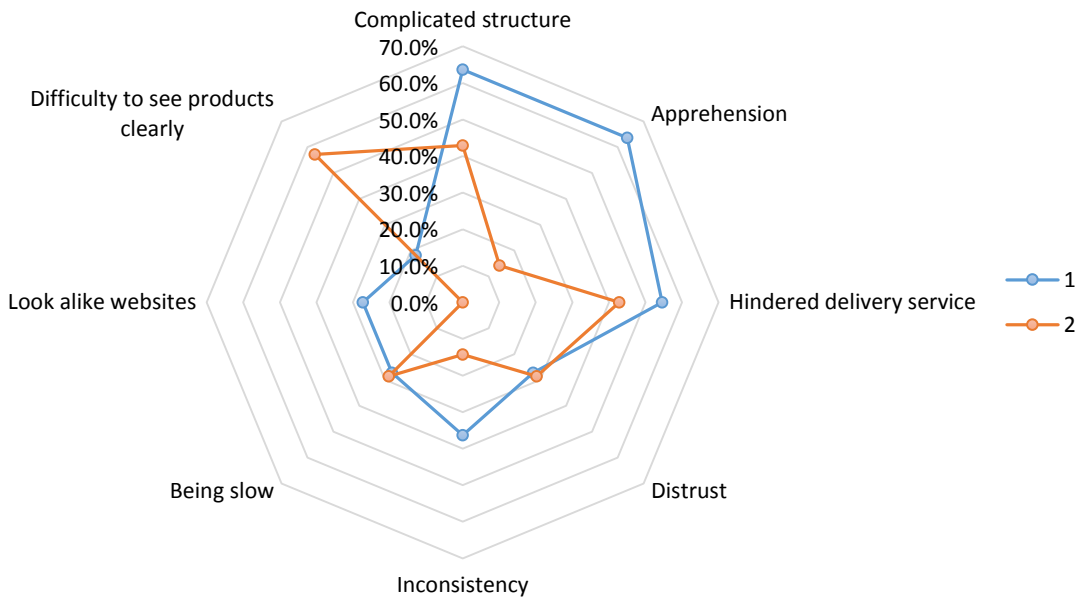
An overview of the diagram of personality benefits showed the differences between these two segments. However, when all of the participants are grouped into these two segments the concept of 'shopping as therapy' does not seem to have any influence on the shopping behaviour. Both these segments had approximately the same frequencies for the variable 'shopping as therapy'. Moreover, it was noted from the focus groups analysis that there could be more segments within the dataset than two.

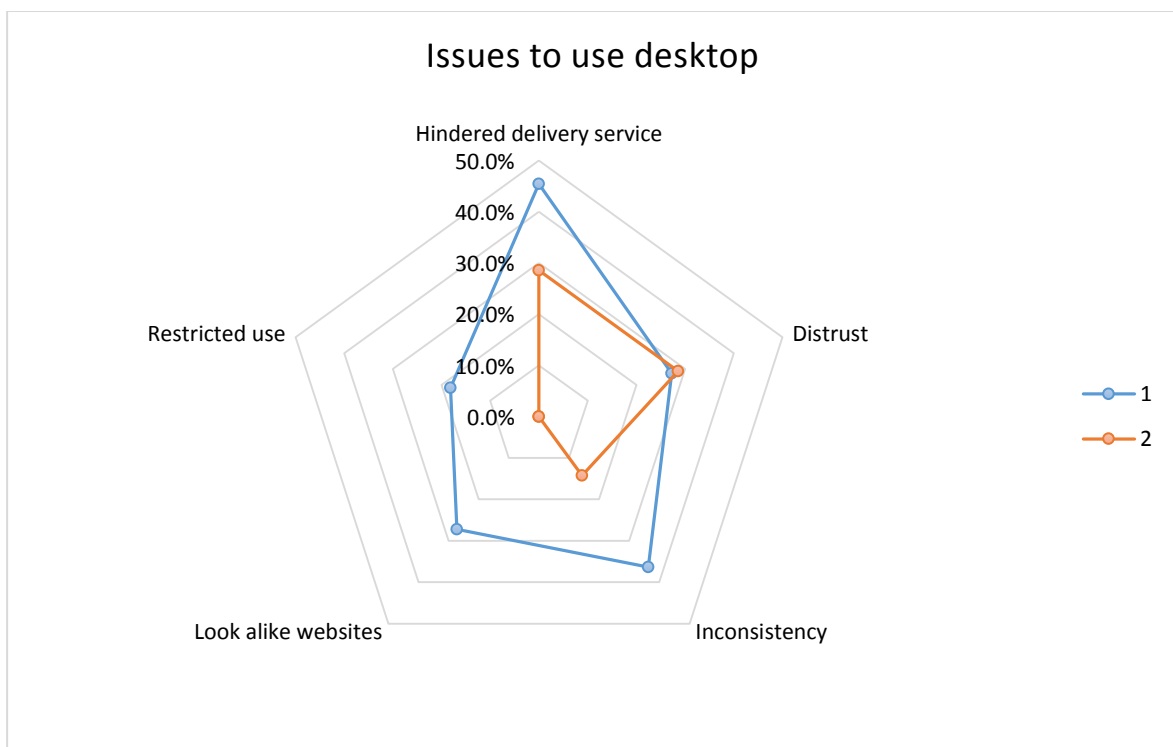
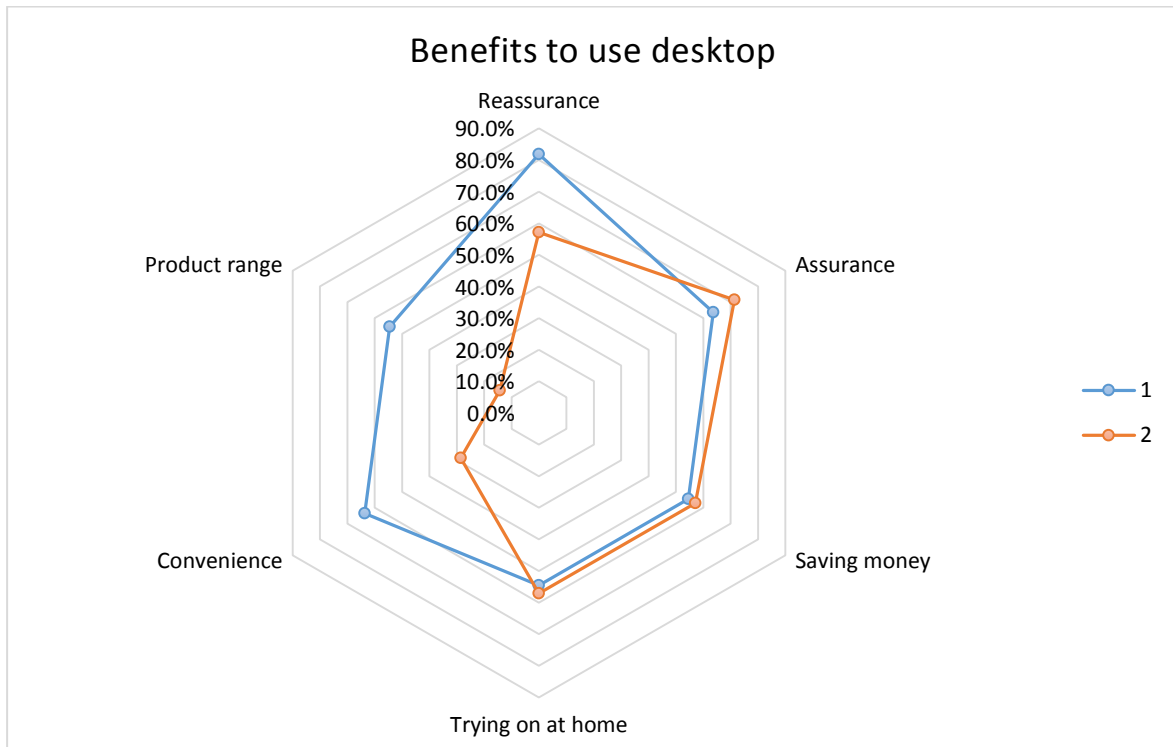


Benefits to use mobile

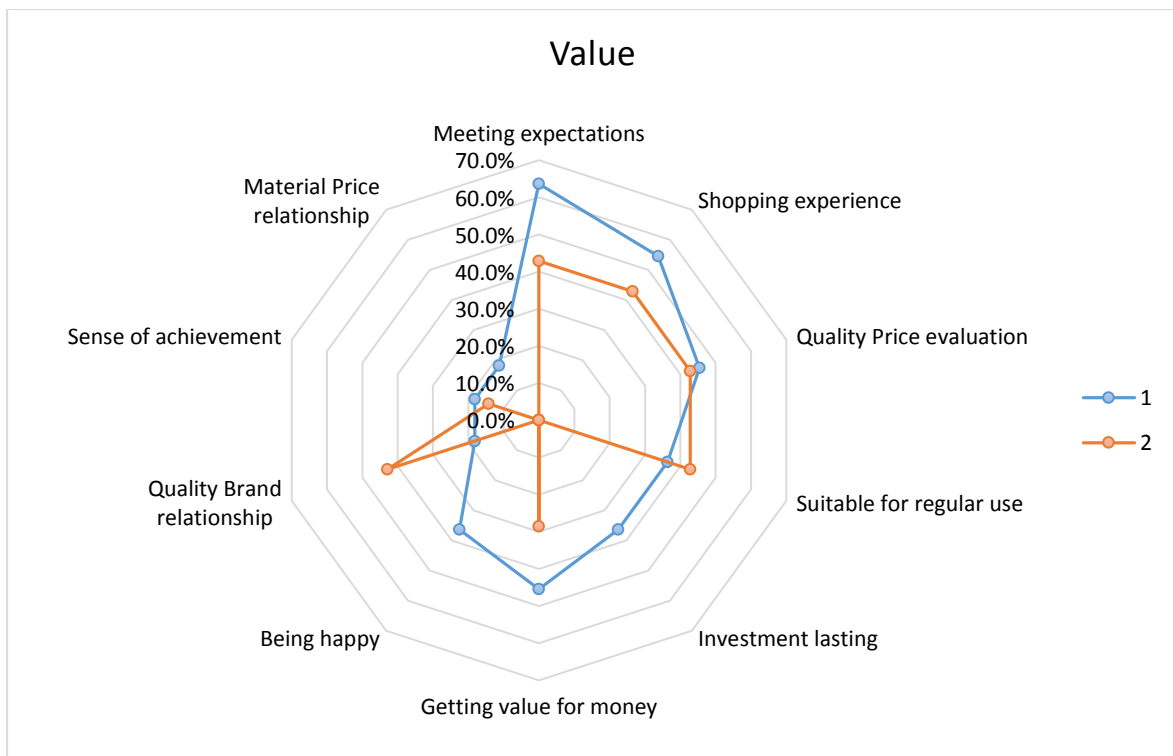


Issues to use mobile





Benefits to shop in store	1	2
Certainty	81.8%	100.0%
Leisurely shopping	36.4%	28.6%



Conclusions

Comparison of all other variables between these two segments did not show very significant differences. Therefore, the cluster solution based on only personality benefits variables was rejected. The further cluster analysis was required in order to identify the cluster solution which would allow for development of meaningful segments.

Phase 2 - Cluster analysis by Personality and Product benefits

Cluster solution by Personality and Product benefits

The cluster analysis for phase 2 was based on two categories of variables, such as personality and product benefits.

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	6	8	1.500	0	0	16
2	13	17	4.000	0	0	13
3	2	15	6.500	0	0	9
4	10	11	9.000	0	0	8
5	5	18	12.000	0	0	11
6	7	16	15.000	0	0	10
7	12	14	18.500	0	0	12
8	9	10	22.000	0	4	11
9	2	4	25.500	3	0	15
10	3	7	29.167	0	6	13
11	5	9	33.367	5	8	14
12	1	12	38.533	0	7	14
13	3	13	43.767	10	2	15
14	1	5	50.900	12	11	16
15	2	3	58.375	9	13	17
16	1	6	67.575	14	1	17
17	1	2	85.444	16	15	0

Table 59: Agglomeration Schedule for phase 2 cluster analysis.

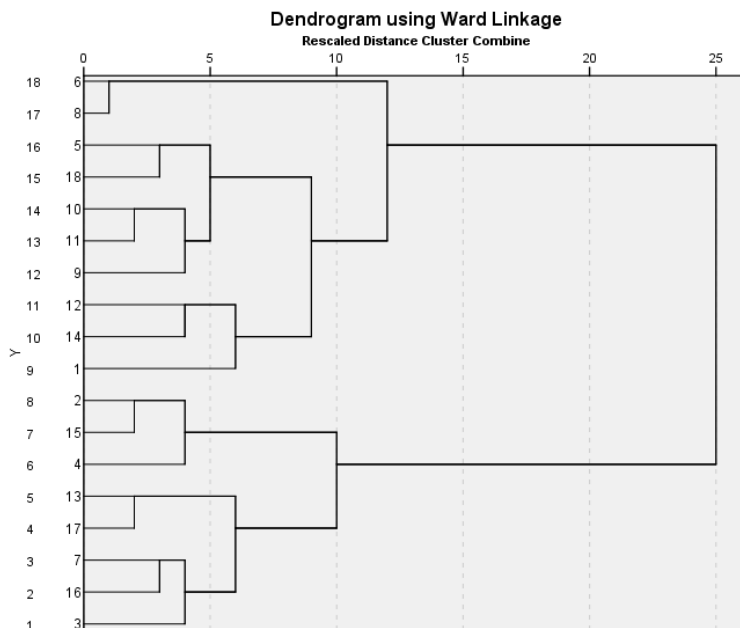


Figure 121: Dendrogram for phase 2 cluster analysis.

Agglomeration Schedule		Differences between the values of the two nearest clustering stages	
Stage	Coefficients		
1	1.5		
2	4	2.5	
3	6.5		2.5
4	9	2.5	
5	12		3
6	15	3	
7	18.5		3.5
8	22	3.5	
9	25.5		3.5
10	29.167	3.667	
11	33.367		4.2
12	38.533	5.166	
13	43.767		5.234
14	50.9	7.133	
15	58.375		7.475
16	67.575	9.2	
17	85.444		17.869

Table 60: Differences in values of the coefficients from agglomeration schedule between nearest clustering stages for phase 2 cluster analysis.

Cluster Membership				
Case	6 Clusters	5 Clusters	4 Clusters	3 Clusters
1	1	1	1	1
2	2	2	2	2
3	3	3	3	2
4	2	2	2	2
5	4	4	1	1
6	5	5	4	3
7	3	3	3	2
8	5	5	4	3
9	4	4	1	1
10	4	4	1	1
11	4	4	1	1
12	1	1	1	1
13	6	3	3	2
14	1	1	1	1
15	2	2	2	2
16	3	3	3	2
17	6	3	3	2
18	4	4	1	1

Table 61: Cluster membership for phase 2.

The best cut point seems to become more distinct at the stage 11 of the agglomeration schedule, see Table 60. When drawn the line across the dendrogram at the stage 11, the optimal cluster solutions was 3 clusters, see Figure 121.

Group number	1	2	3	Total
Number of cases	8	8	2	18
Percentage	44.44444	44.44444	11.11111	100

Table 62: Comparison of numbers of case and percentages of each cluster for phase 2 cluster analysis.

The comparison of the sizes of the clusters showed that the cases are not distributed equally or even close to proportional, see Table 62. One group is significantly smaller than the other two groups. Moreover, consumers with such personality benefits as shopping as therapy, socially gregarious and traditionalist were merged with fashion forward, confident shopper, impulse purchaser and being attractive, see Table 63. This suggest that the cluster solution developed by hierarchical cluster analysis using personality and product benefits does not bring meaningful cluster solutions. Therefore, the phase 2 cluster analysis was rejected as valid model for clustering the data set.

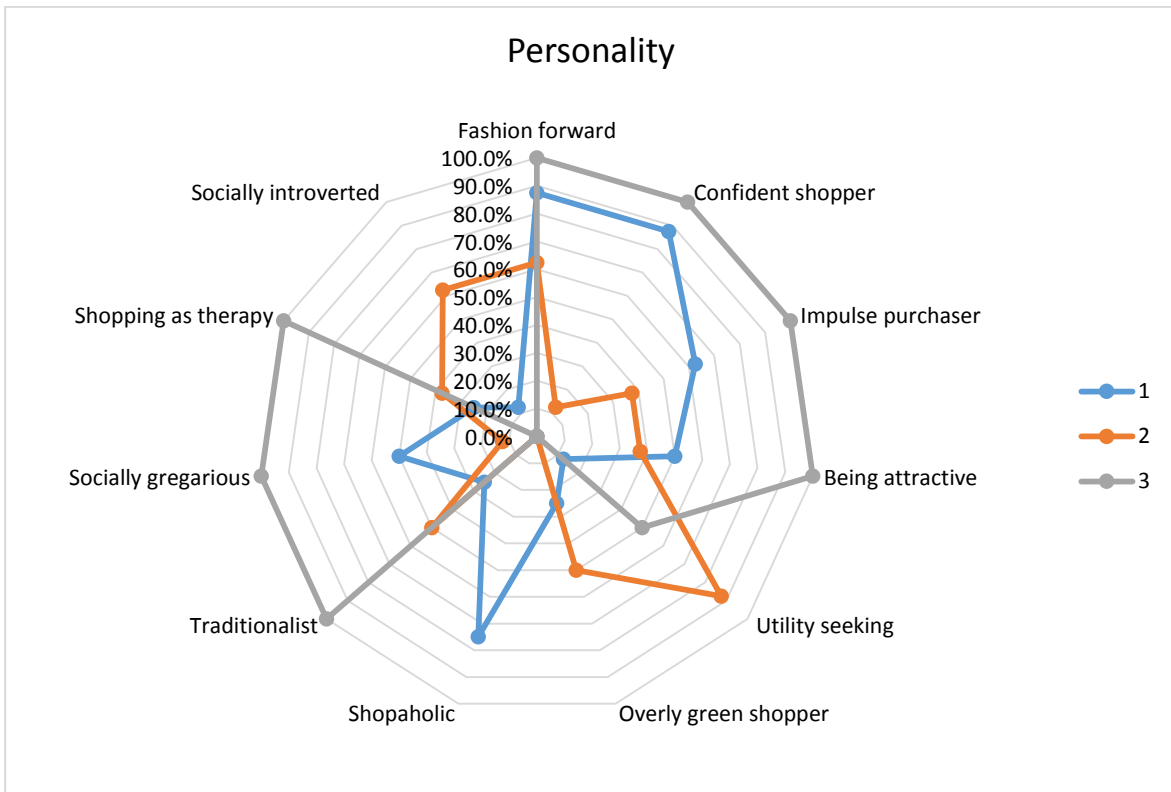
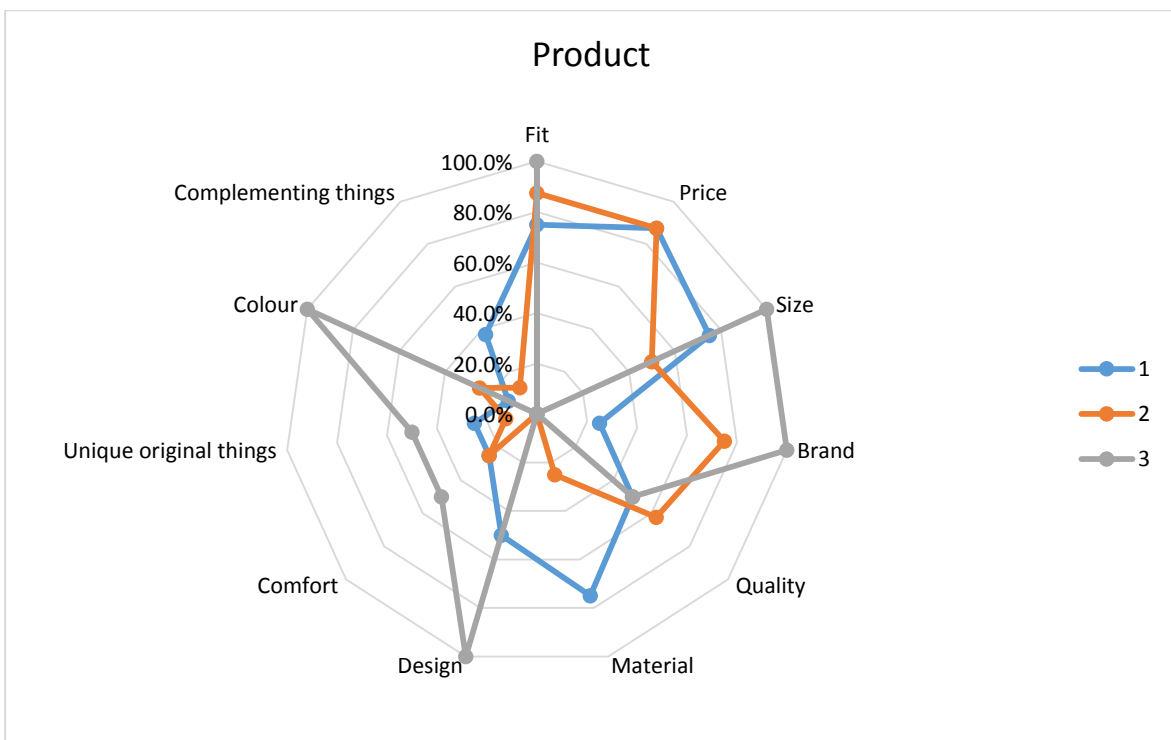
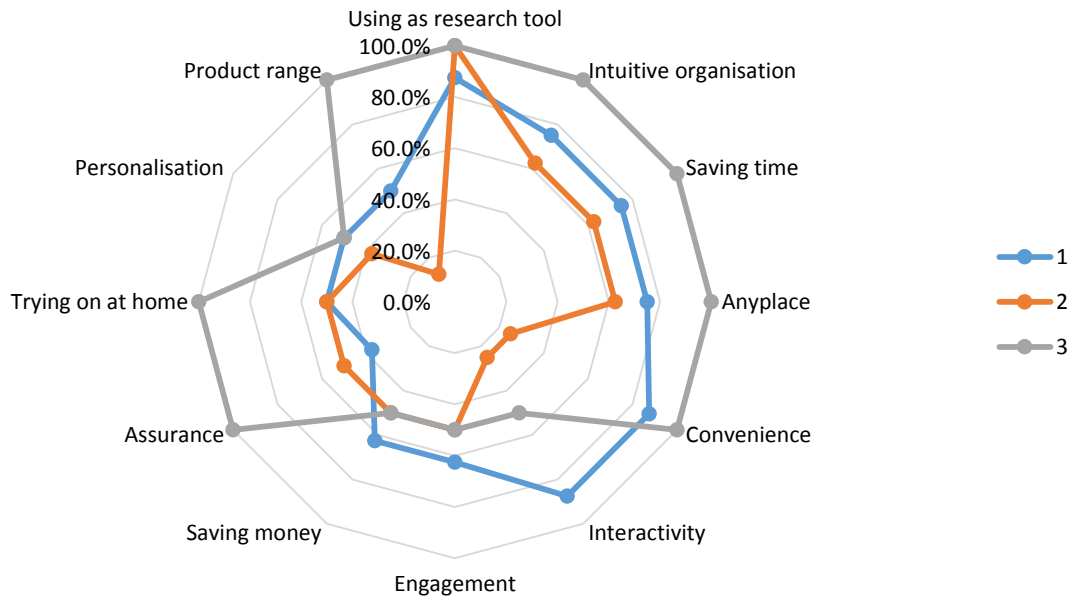


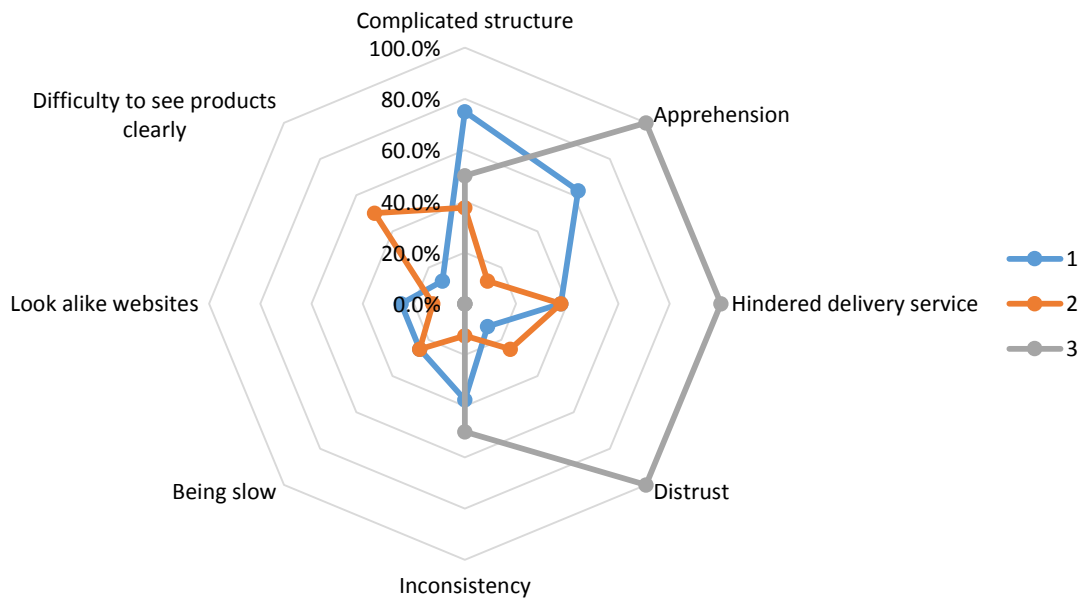
Table 63: Comparison of frequencies between clusters for personality benefits (Phase 2).

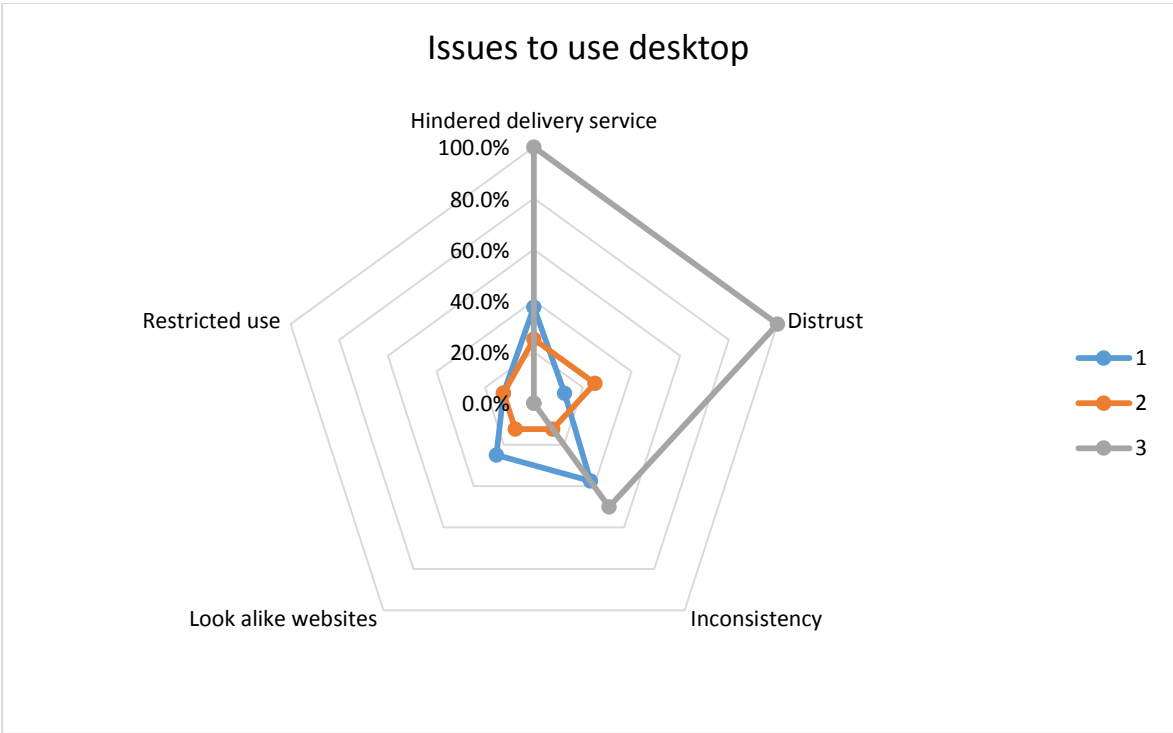
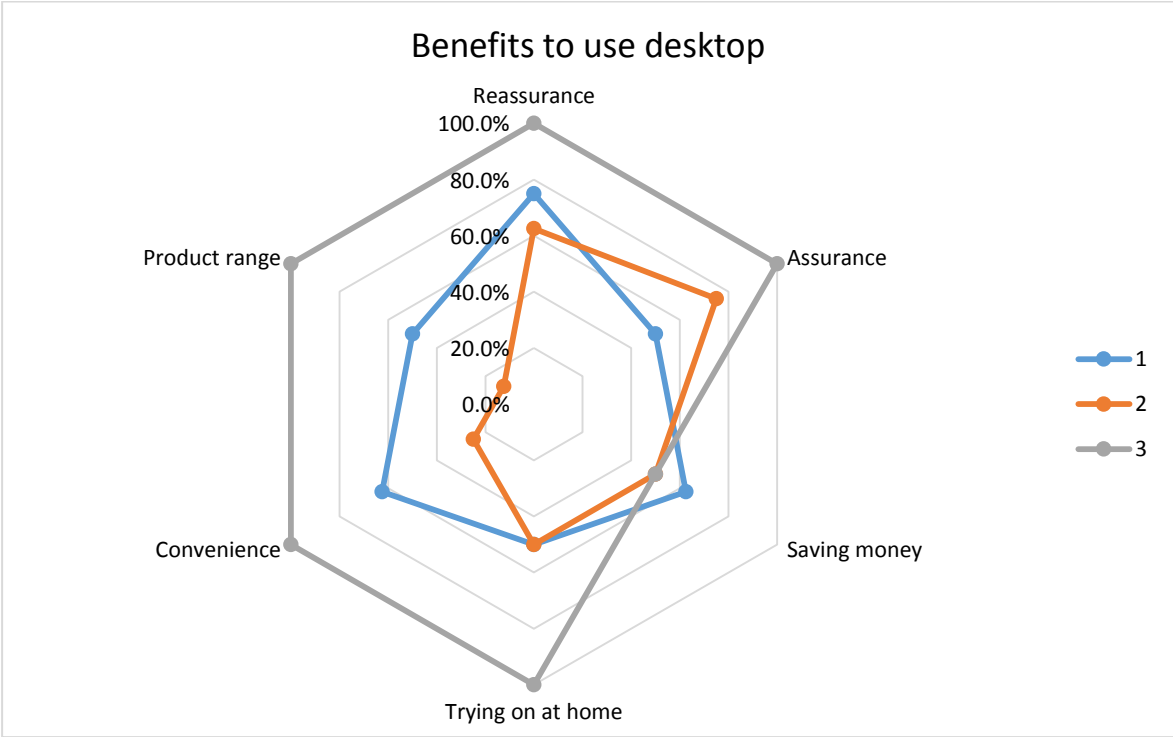


Benefits to use mobile



Issues to use mobile



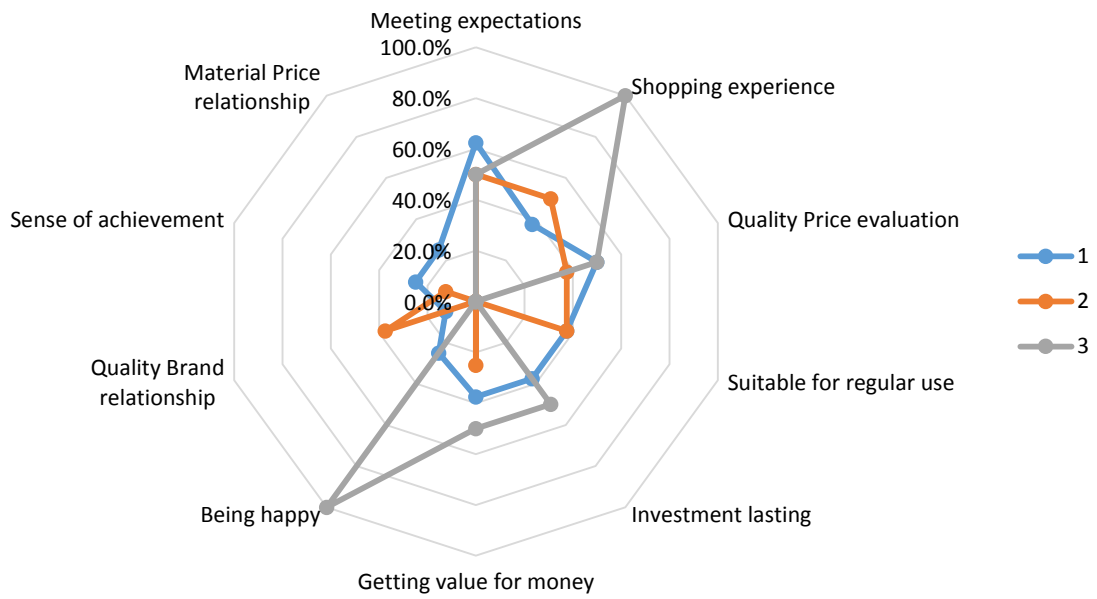


Benefits to shop in store	1	2	3
Certainty	62.5%	100.0%	100.0%
Leisurely shopping	25.0%	25.0%	50.0%

Issues to shop in store



Value



Phase 3 - Cluster analysis by Personality benefits and Value

Cluster solution by Personality benefits and Value

The cluster analysis during the phase 3 was based on personality benefits and values.

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	3	13	2.000	0	0	13
2	4	15	4.500	0	0	5
3	5	14	7.000	0	0	12
4	6	8	9.500	0	0	9
5	4	7	12.333	2	0	10
6	16	17	15.333	0	0	11
7	9	11	18.333	0	0	14
8	1	12	21.833	0	0	12
9	6	10	25.333	4	0	14
10	2	4	29.250	0	5	15
11	16	18	33.583	6	0	13
12	1	5	38.583	8	3	15
13	3	16	43.650	1	11	16
14	6	9	49.450	9	7	17
15	1	2	57.325	12	10	16
16	1	3	67.415	15	13	17
17	1	6	81.778	16	14	0

Table 64: Agglomeration Schedule for phase 3 cluster analysis.

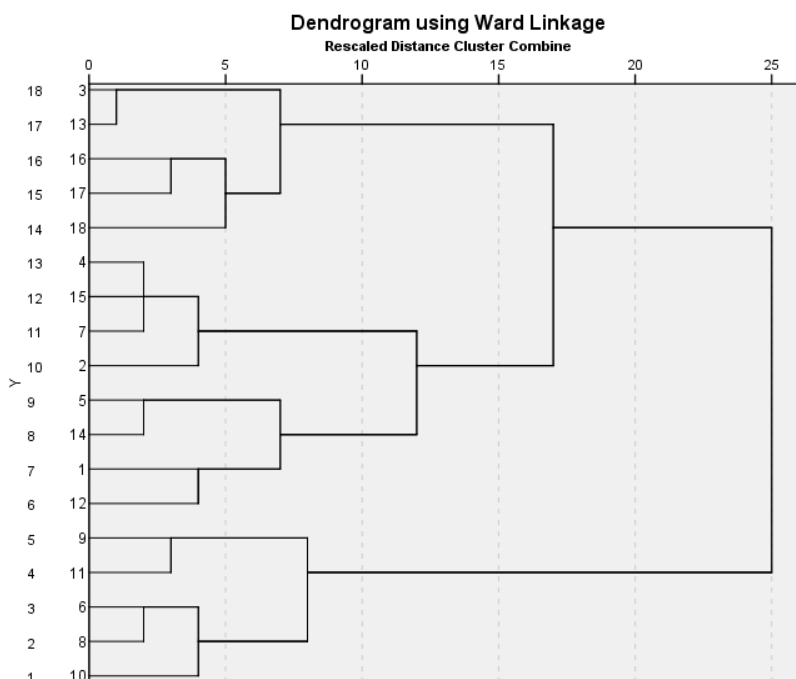


Figure 122: Dendrogram for phase 3 cluster analysis.

The best cut point for the hierarchical cluster analysis was identified at stage 14, resulting in 3 cluster solution, see Table 65 and Figure 122.

Agglomeration Schedule		Differences between the values of the two nearest clustering stages	
Stage	Coefficients		
1	2		
2	4.5	2.5	
3	7		2.5
4	9.5	2.5	
5	12.333		2.833
6	15.333	3	
7	18.333		3
8	21.833	3.5	
9	25.333		3.5
10	29.25	3.917	
11	33.583		4.333
12	38.583	5	
13	43.65		5.067
14	49.45	5.8	
15	57.325		7.875
16	67.415	10.09	
17	81.778		14.363

Table 65: Differences in values of the coefficients from agglomeration schedule between nearest clustering stages for phase 3 cluster analysis.

Case	6 Clusters	5 Clusters	4 Clusters	3 Clusters
1	1	1	1	1
2	2	2	2	1
3	3	3	3	2
4	2	2	2	1
5	1	1	1	1
6	4	4	4	3
7	2	2	2	1
8	4	4	4	3
9	5	5	4	3
10	4	4	4	3
11	5	5	4	3
12	1	1	1	1
13	3	3	3	2
14	1	1	1	1
15	2	2	2	1
16	6	3	3	2
17	6	3	3	2
18	6	3	3	2

Table 66: Cluster membership for phase 3.

The cases were grouped based on membership assigned for 3 cluster solution (Table 66).

Group number	1	2	3	Total
Number of cases	8	5	5	18
Percentage	44.44444	27.77778	27.77778	100

Table 67: Comparison of numbers of case and percentages of each cluster for phase 3 cluster analysis.

The comparison of numbers of cases and frequencies in each cluster showed that the distribution across clusters was fairly acceptable, see Table 67. An overview of frequencies between clusters for personality benefits showed that utility seeking and overly green shoppers were merged in the same cluster with shopping as therapy benefit, see Figure 123. However, it was not a case in focus group discussions. Those participants who liked shopping as therapy were differed from those who were overly green. Therefore, cluster solution developed during the phase 3 was rejected, because it did not reveal actual differences between those participants.

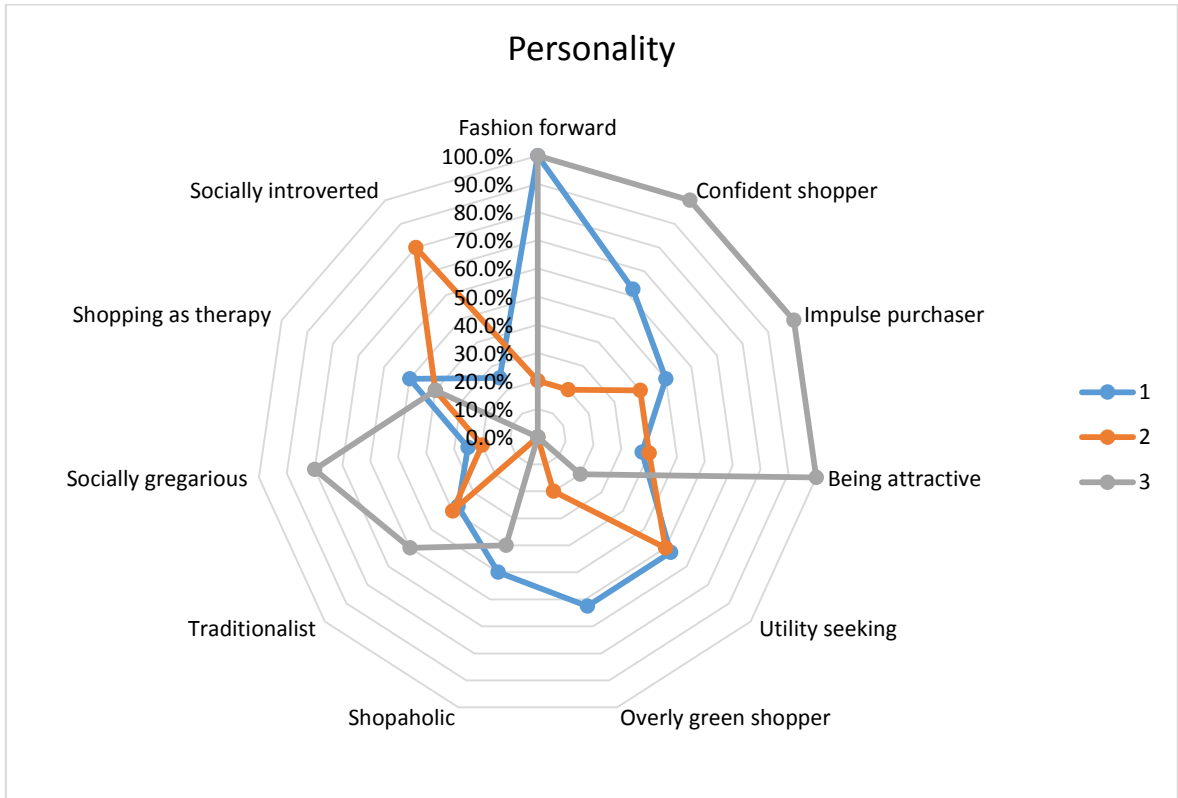
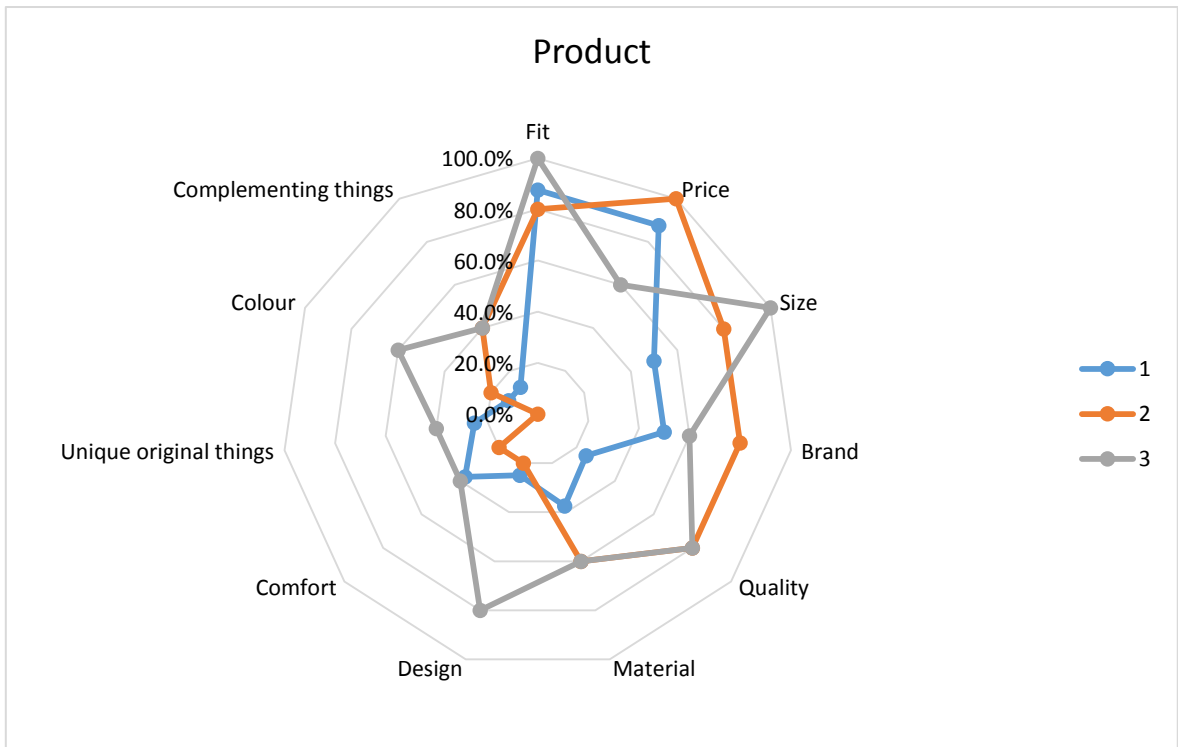
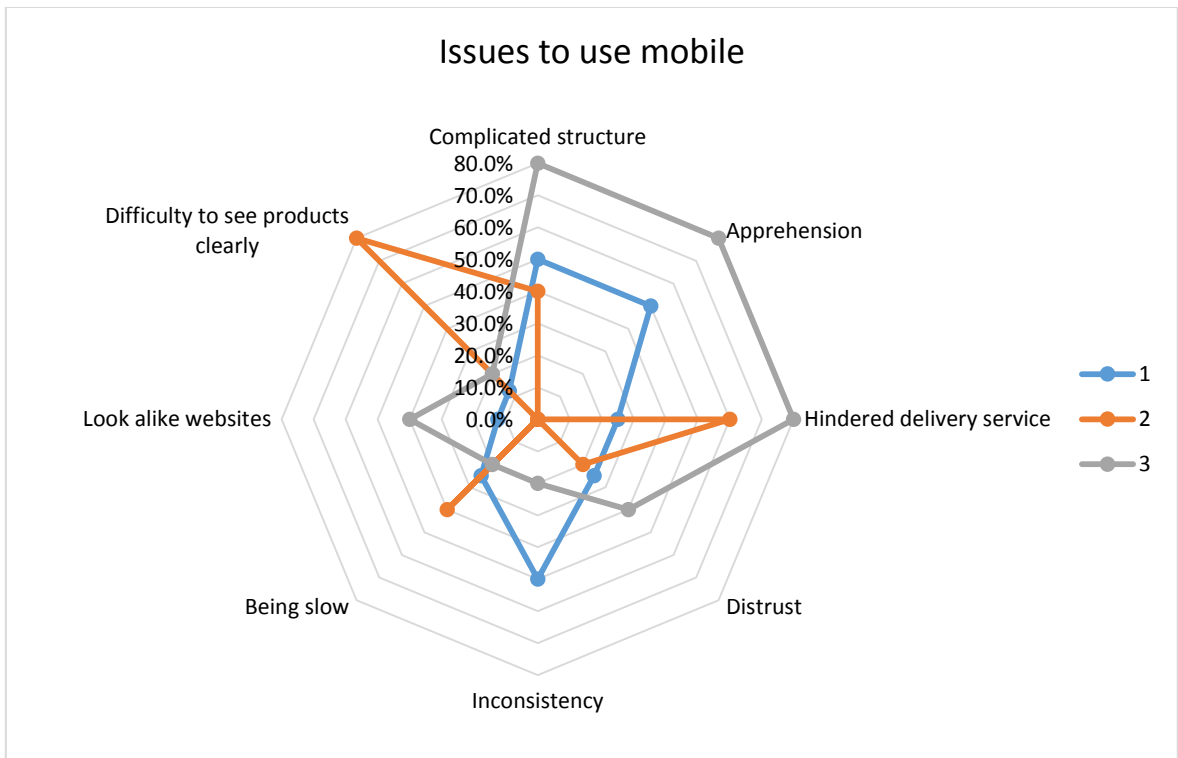
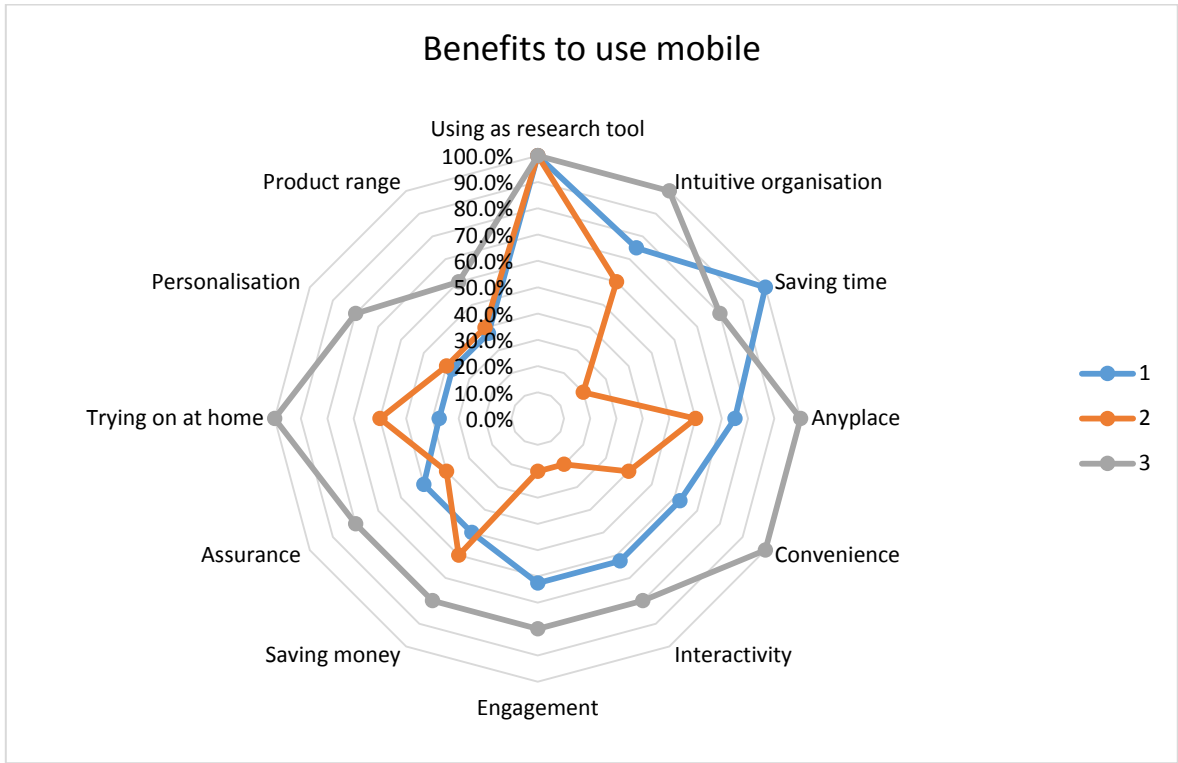
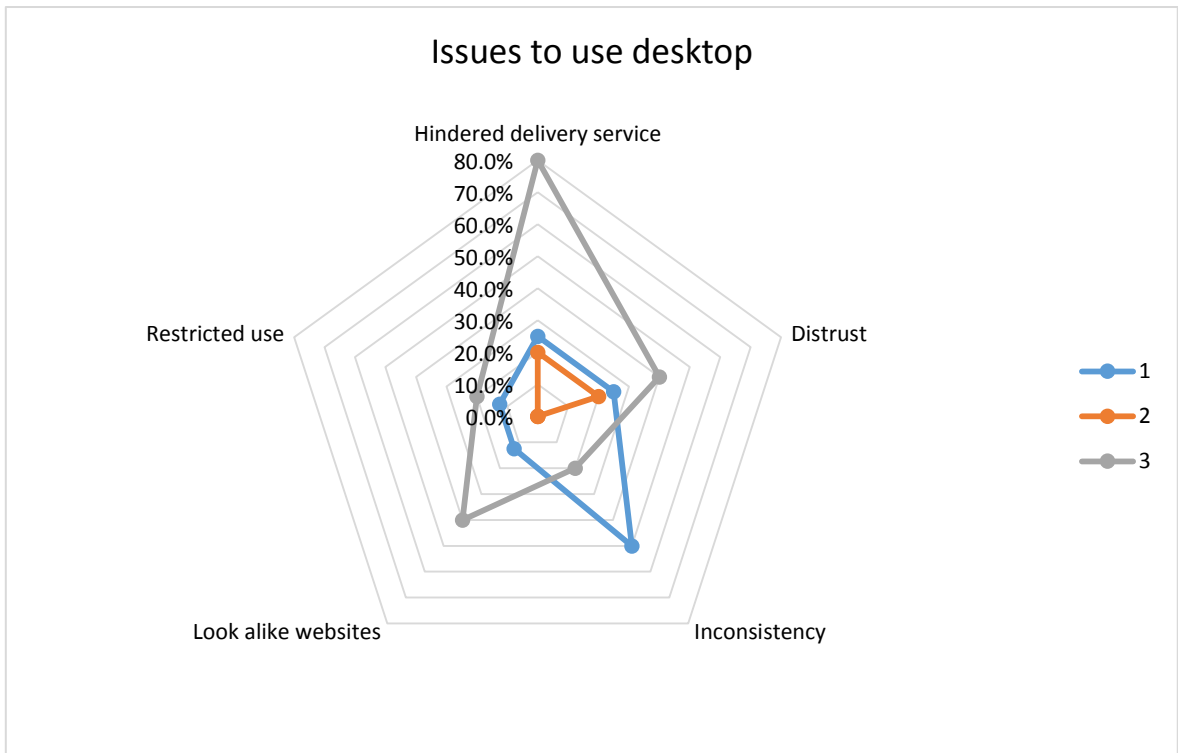
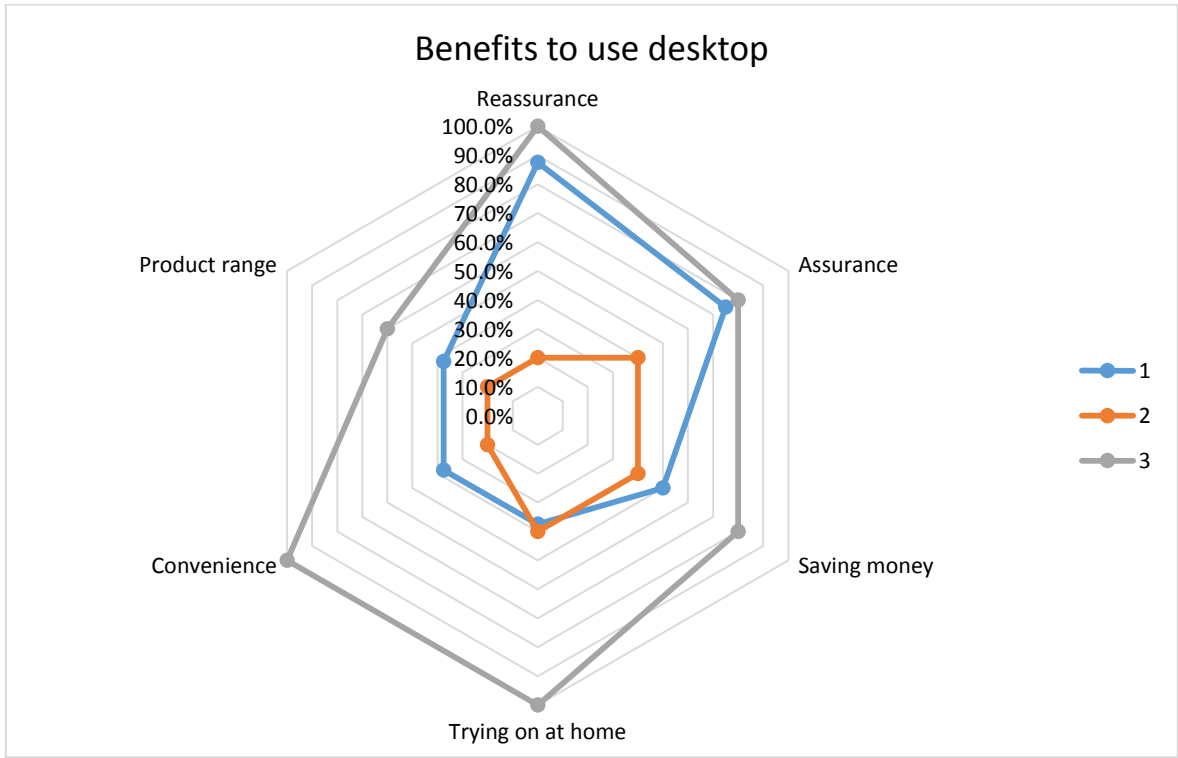


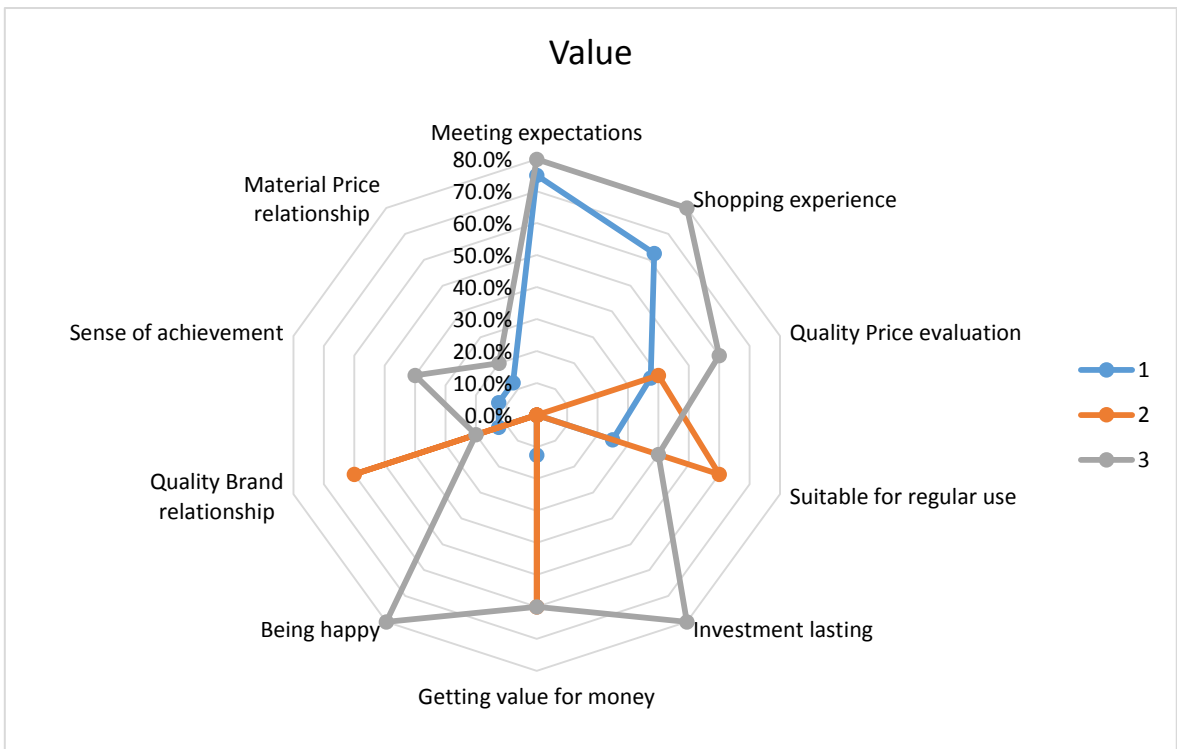
Figure 123: Comparison of frequencies between clusters for personality benefits (Phase 3).







Benefits to shop in store	1	2	3
Certainty	100.0%	100.0%	60.0%
Leisurely shopping	37.5%	20.0%	40.0%



Phase 4 - Cluster analysis by Personality, Product benefits and Value

Cluster solution by Personality and Product benefits and Value

The phase 4 of cluster analysis was run using three benefits categories, such as personality benefits, product benefits and values.

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	6	8	3.500	0	0	14
2	13	17	7.500	0	0	7
3	4	15	11.500	0	0	4
4	2	4	15.500	0	3	13
5	5	14	20.000	0	0	9
6	3	7	24.500	0	0	13
7	13	16	29.167	2	0	15
8	9	11	34.167	0	0	10
9	5	18	40.333	5	0	12
10	9	10	46.667	8	0	14
11	1	12	53.167	0	0	12
12	1	5	60.800	11	9	16
13	2	3	69.100	4	6	15
14	6	9	79.067	1	10	16
15	2	13	89.475	13	7	17
16	1	6	101.475	12	14	17
17	1	2	121.500	16	15	0

Table 68: Agglomeration Schedule for phase 4 cluster analysis.

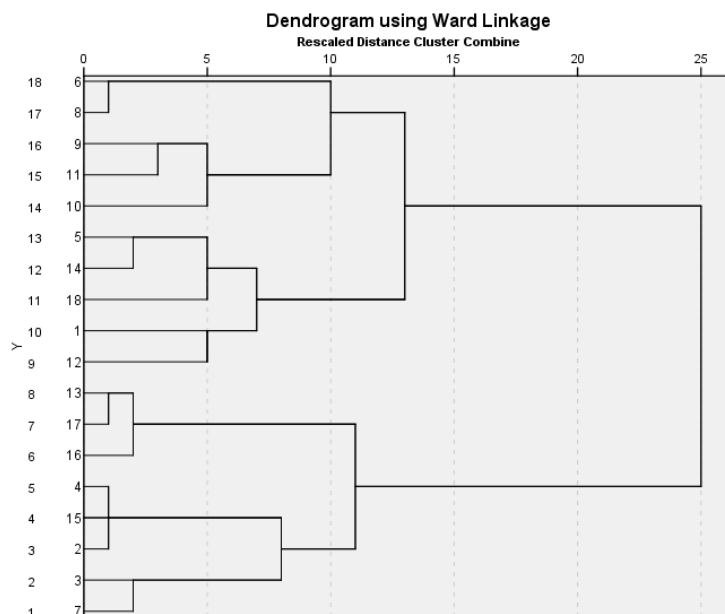


Figure 124: Dendrogram for phase 4 cluster analysis.

Agglomeration Schedule		Differences between the values of the two nearest clustering stages	
Stage	Coefficients		
1	3.5		
2	7.5	4	
3	11.5	4	4
4	15.5	4	
5	20	4.5	4.5
6	24.5	4.5	
7	29.167	5	4.667
8	34.167	5	
9	40.333	6.334	6.166
10	46.667	6.334	
11	53.167	7.633	6.5
12	60.8	7.633	
13	69.1	9.967	8.3
14	79.067	9.967	
15	89.475	12	10.408
16	101.475	12	
17	121.5	20.025	20.025

Table 69: Differences in values of the coefficients from agglomeration schedule between nearest clustering stages for phase 4 cluster analysis.

The stage 11 was selected as the ‘best cut’ point, see Table 69, resulting in 4 cluster solution, see Figure 124.

Cluster Membership				
Case	6 Clusters	5 Clusters	4 Clusters	3 Clusters
1	1	1	1	1
2	2	2	2	2
3	3	2	2	2
4	2	2	2	2
5	1	1	1	1
6	4	3	3	3
7	3	2	2	2
8	4	3	3	3
9	5	4	3	3
10	5	4	3	3
11	5	4	3	3
12	1	1	1	1
13	6	5	4	2
14	1	1	1	1
15	2	2	2	2
16	6	5	4	2
17	6	5	4	2
18	1	1	1	1

Table 70: Cluster membership for phase 4.

The cluster solution of 4 clusters was selected and sizes of these clusters were compared, see Table 71. The cases are distributed across four clusters nearly equally. Moreover, none of the clusters is very small or very large.

Group number	1	2	3	4	Total
Number of cases	5	5	5	3	18
Percentage	27.8	27.8	27.8	16.6	100%

Table 71: Comparison of numbers of case and percentages of each cluster for phase 4 cluster analysis.

An overview of frequencies across clusters for personality benefits showed that this cluster solution revealed more nuanced differences between groups of participants. Moreover, socially introverted attributed were grouped with traditionalist and utility seeking. Whereby, shopping as therapy variable was present in the group of participants who were confident and shopaholic, see Figure 125. This cluster solution was accepted as optimal in developing heterogeneous and meaningful groups of participants.

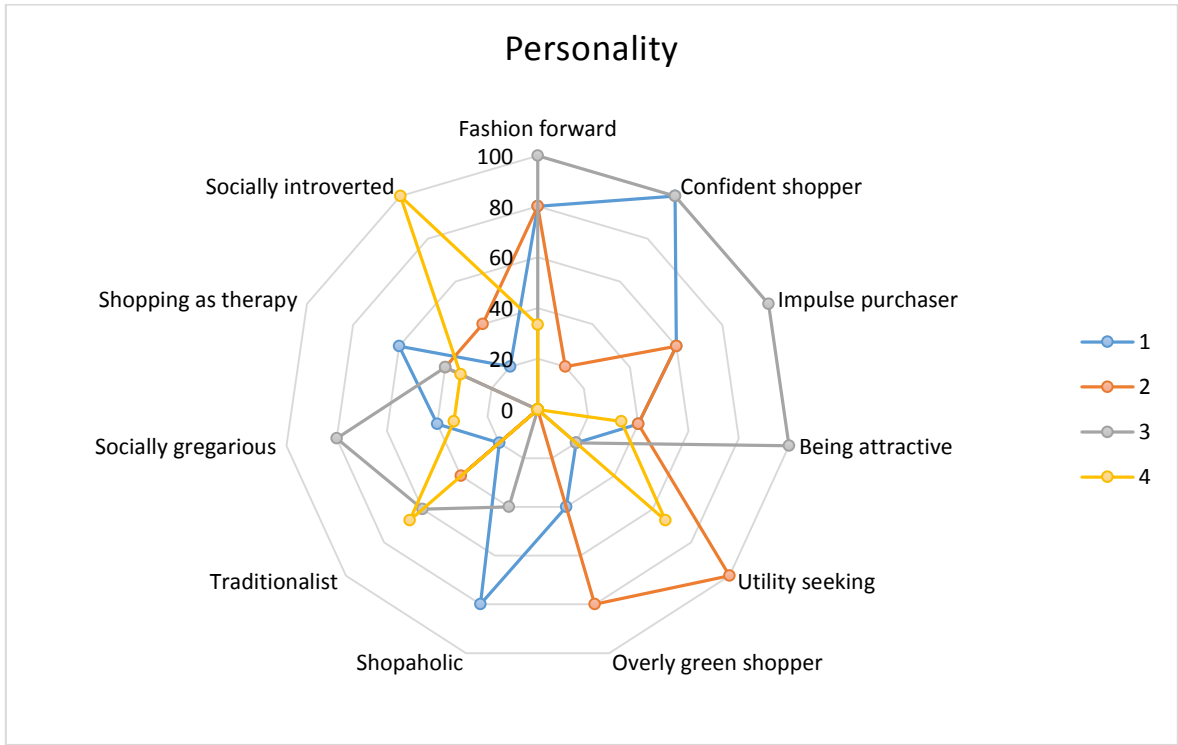
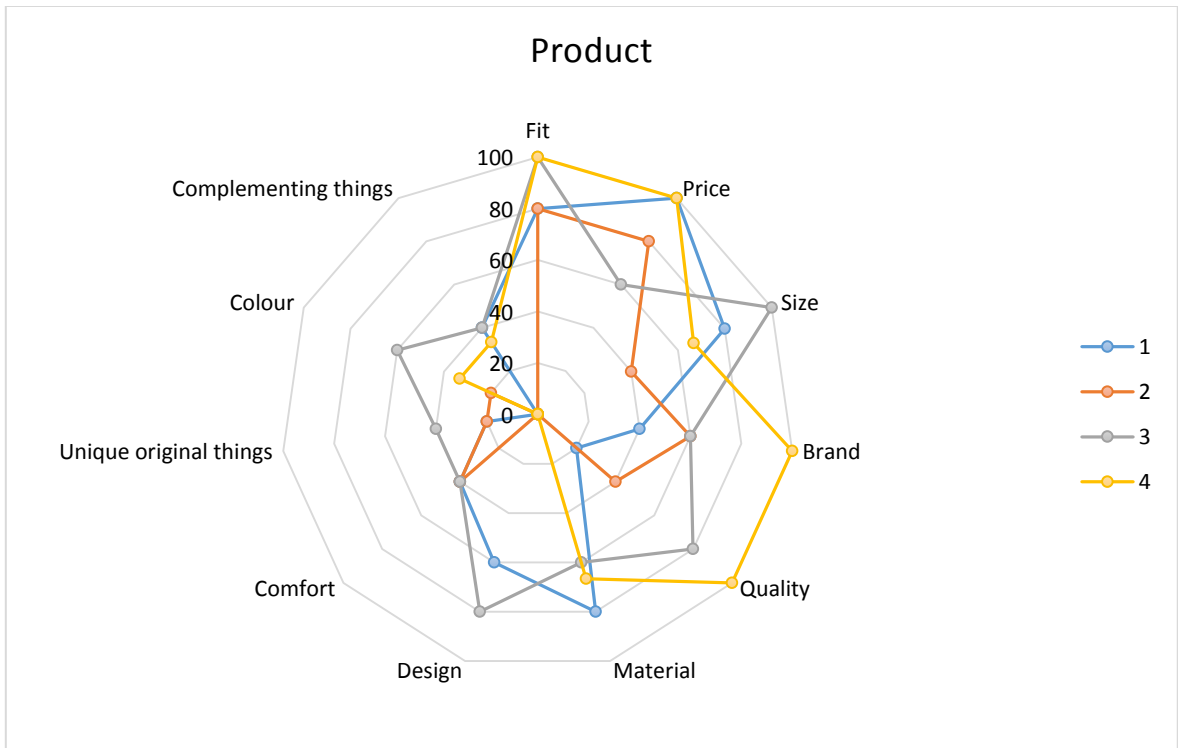
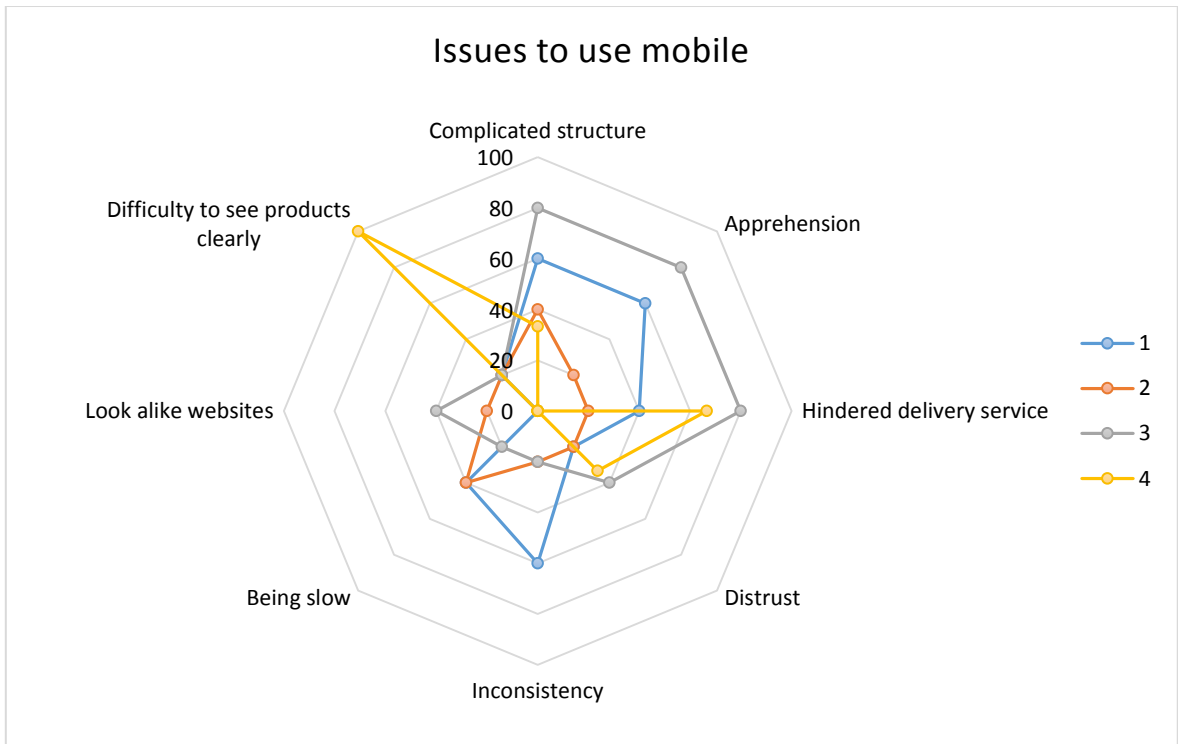
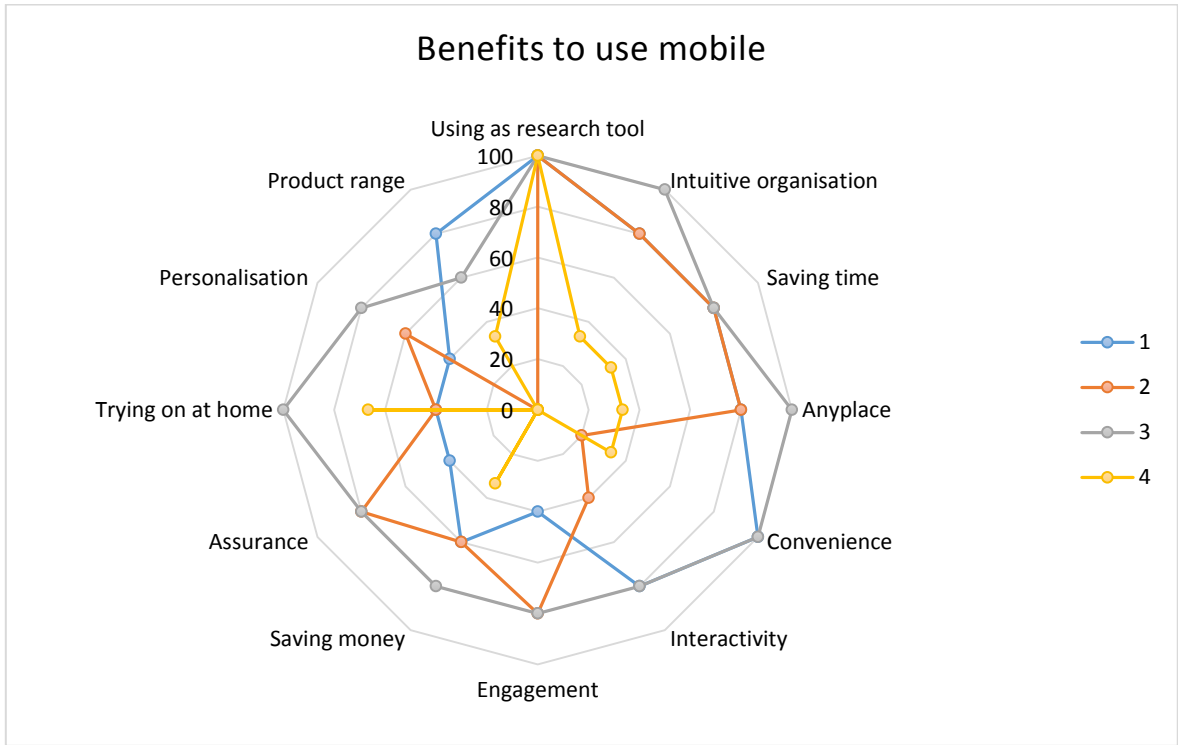
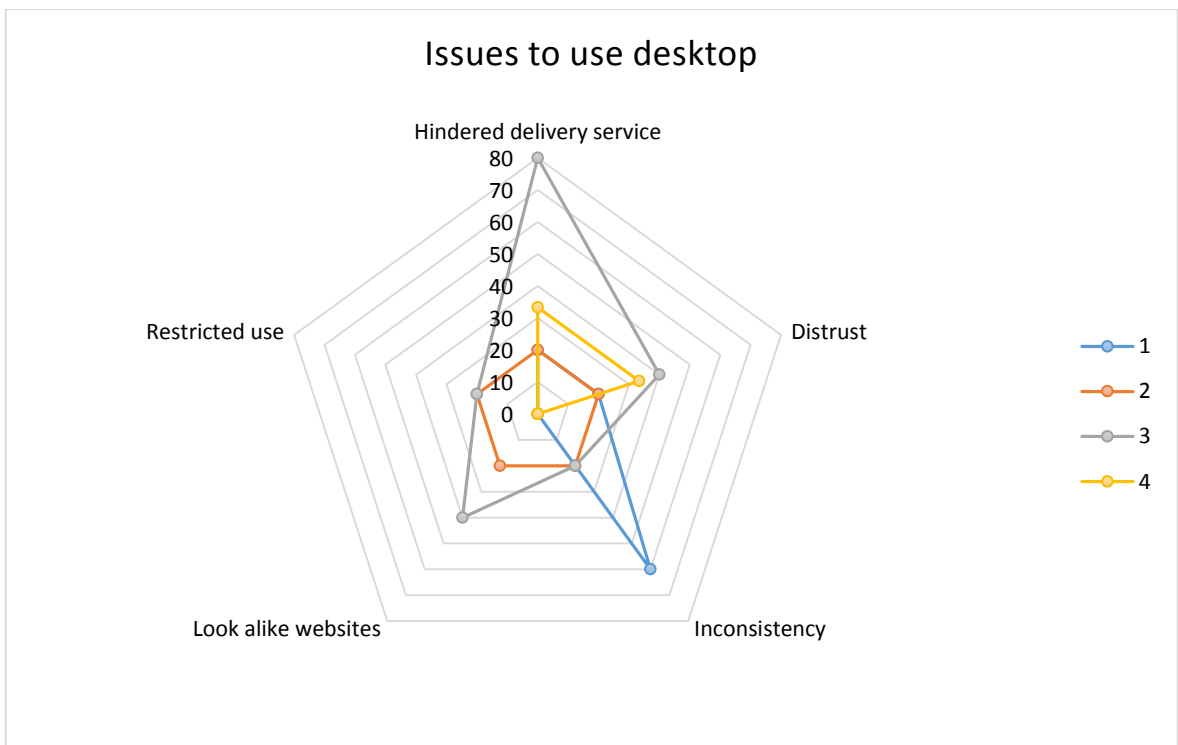
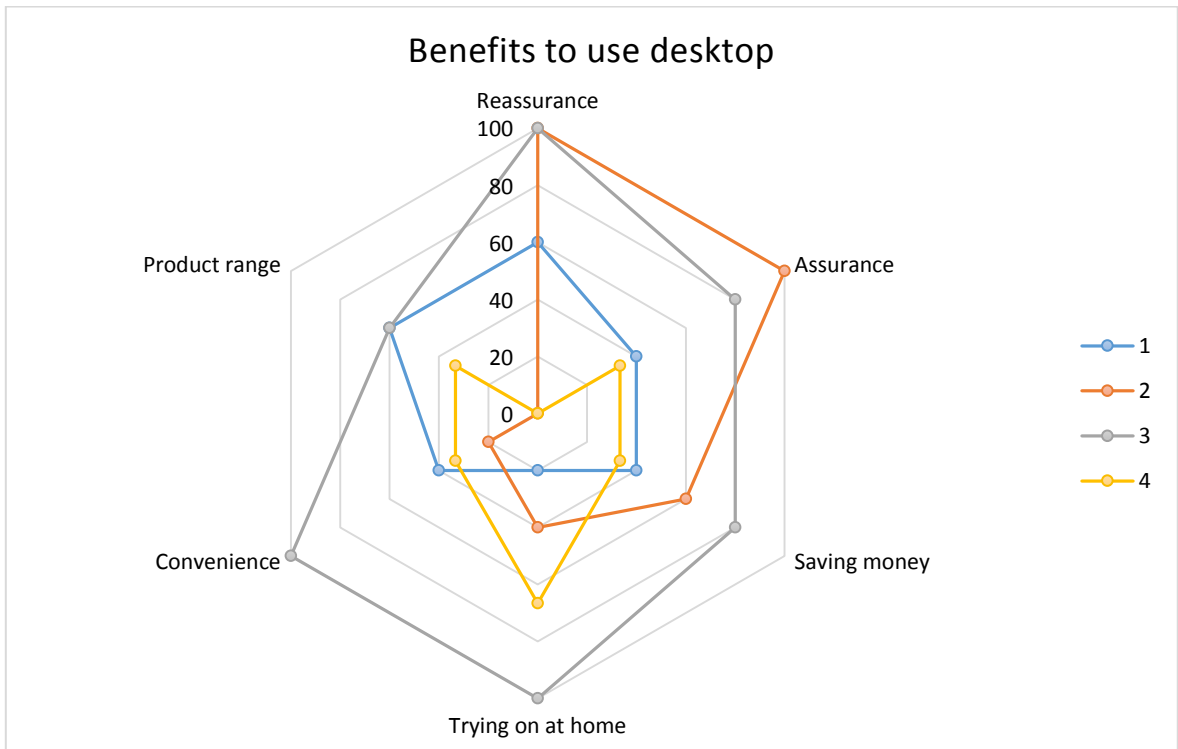


Figure 125: Comparison of frequencies between clusters for personality benefits (Phase 4).

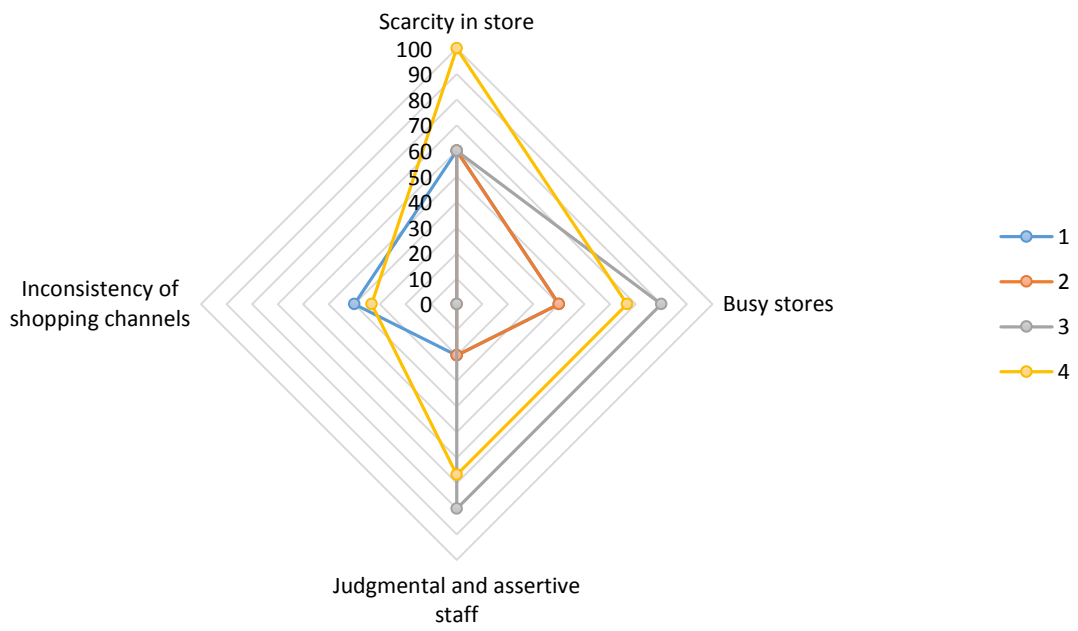




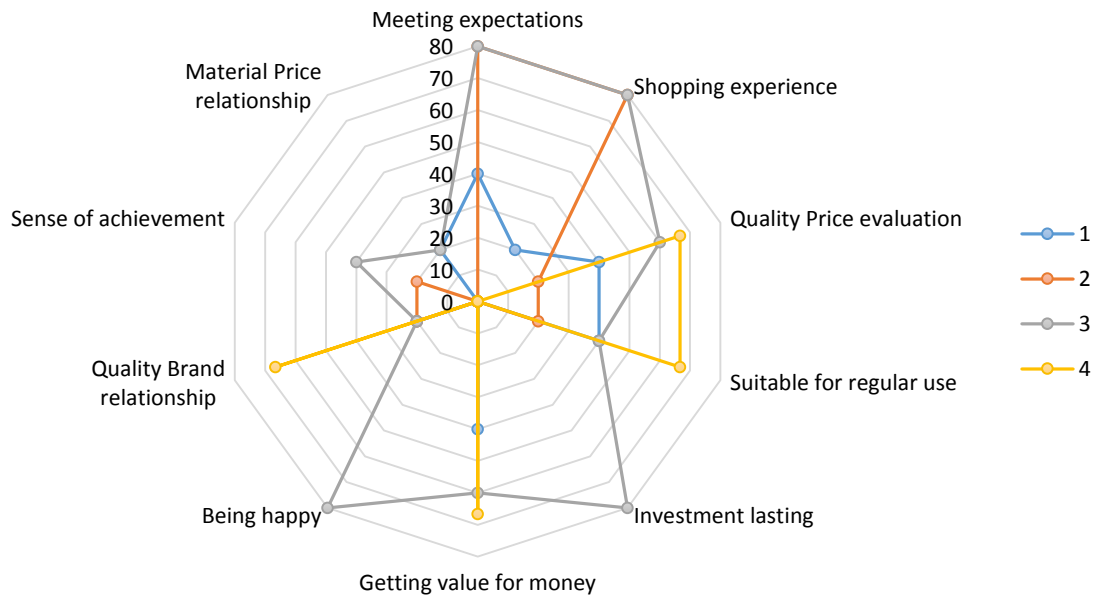


Benefits to shop in store	1	2	3	4
Certainty	100	100	60	100
Leisurely shopping	40	40	40	0

Issues to shop in store



Value



Phase 5 - Cluster analysis by all Benefits variables

Cluster solution by all benefits variables

At the phase 5 it was considered whether all variable could be used in cluster analysis. Therefore, the cluster analysis was run based on all attributes identified during focus group data analysis.

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	2	3	8.500	0	0	8
2	10	11	17.500	0	0	10
3	6	8	26.500	0	0	9
4	17	18	37.000	0	0	12
5	13	16	48.000	0	0	12
6	4	15	59.000	0	0	8
7	1	5	70.000	0	0	13
8	2	4	82.250	1	6	15
9	6	7	94.583	3	0	14
10	9	10	107.583	0	2	14
11	12	14	121.583	0	0	13
12	13	17	135.833	5	4	16
13	1	12	150.833	7	11	15
14	6	9	173.000	9	10	17
15	1	2	195.625	13	8	16
16	1	13	223.000	15	12	17
17	1	6	258.944	16	14	0

Table 72: Agglomeration Schedule for phase 5 cluster analysis.

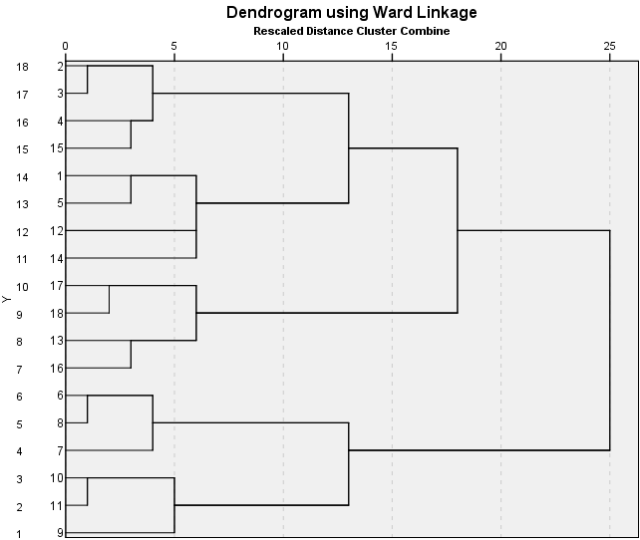


Figure 126: Dendrogram for phase 5 cluster analysis.

Agglomeration Schedule		Differences between the values of the two nearest clustering stages	
Stage	Coefficients		
1	8.5		
2	17.5	9	
3	26.5		9
4	37	10.5	
5	48		11
6	59	11	
7	70		11
8	82.25	12.25	
9	94.583		12.333
10	107.583	13	
11	121.583		14
12	135.833	14.25	
13	150.833		15
14	173	22.167	
15	195.625		22.625
16	223	27.375	
17	258.944		35.944

Table 73: Differences in values of the coefficients from agglomeration schedule between nearest clustering stages for phase 5 cluster analysis.

The stage 13 was selected for 'best cut' point of this phase, see Table 73, which resulted in 5 cluster solution, Figure 126.

Cluster Membership				
Case	6 Clusters	5 Clusters	4 Clusters	3 Clusters
1	1	1	1	1
2	2	2	2	1
3	2	2	2	1
4	2	2	2	1
5	1	1	1	1
6	3	3	3	2
7	3	3	3	2
8	3	3	3	2
9	4	4	3	2
10	4	4	3	2
11	4	4	3	2
12	5	1	1	1
13	6	5	4	3
14	5	1	1	1
15	2	2	2	1
16	6	5	4	3
17	6	5	4	3
18	6	5	4	3

Table 74: Cluster membership for phase 5.

Group number	1	2	3	4	5	Total
Number of cases	4	4	3	3	4	18
Percentage	22.2%	22.2%	16.7%	16.7%	22.2%	100%

Table 75: Comparison of numbers of case and percentages of each cluster for phase 5 cluster analysis.

The cases were distributed well across clusters, see Table 75. However, it became more complicated to distinguish between these groups. Moreover, in research frameworks using all variable for cluster analysis, all of these variables would be used to describe segment's profiles. The purpose of the cluster analysis was to identify a simple, yet comprehensive way to segments fashion consumers, and to use segment profiles to identify the differences in shopping processes. This in turn would guide the development of the marketing strategy and design of the mobile shopping platforms.

Cluster analysis by all benefits categories generated 5 cluster solution, but the number of variables used was overly high and complicated the whole cluster system, see Figure 127. Therefore, this clustering phase was rejected because the cluster analysis cannot perform appropriately when the cluster model is overloaded. This means that all variables cannot bring meaningful clusters and results are distorted by lots of noise. The cluster solution of phase 5 was rejected as overcomplicated.

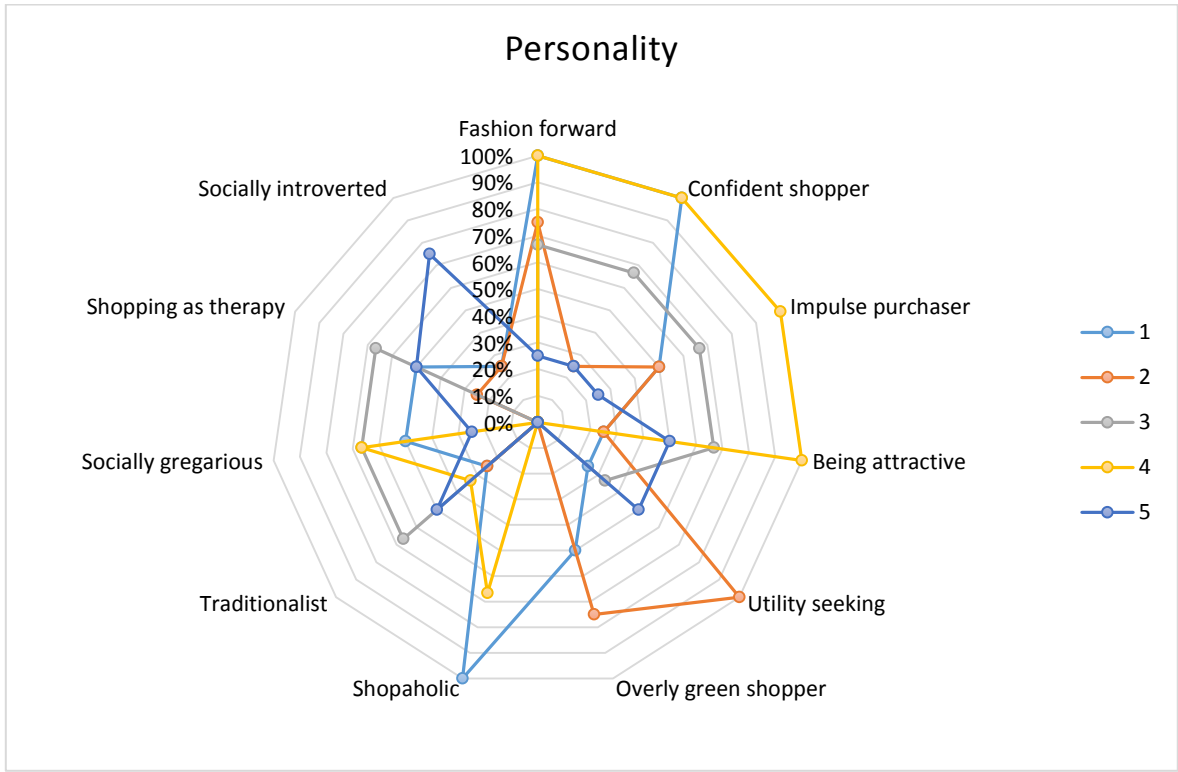
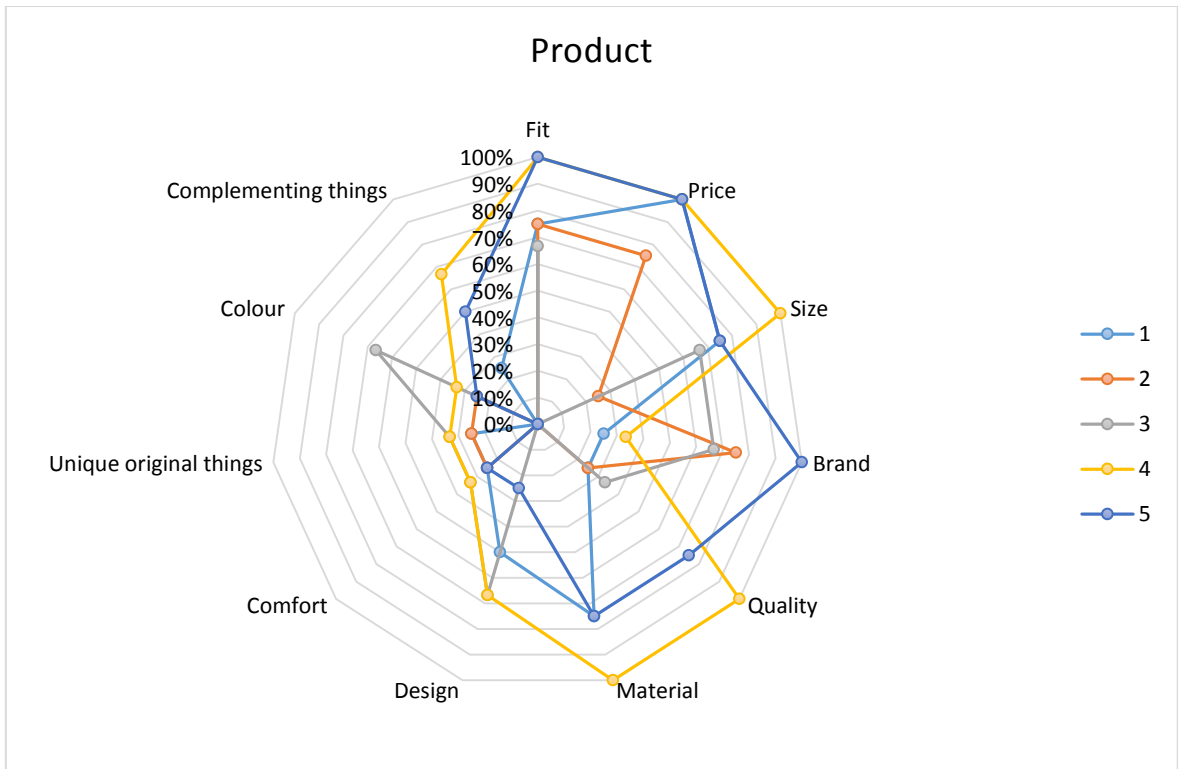
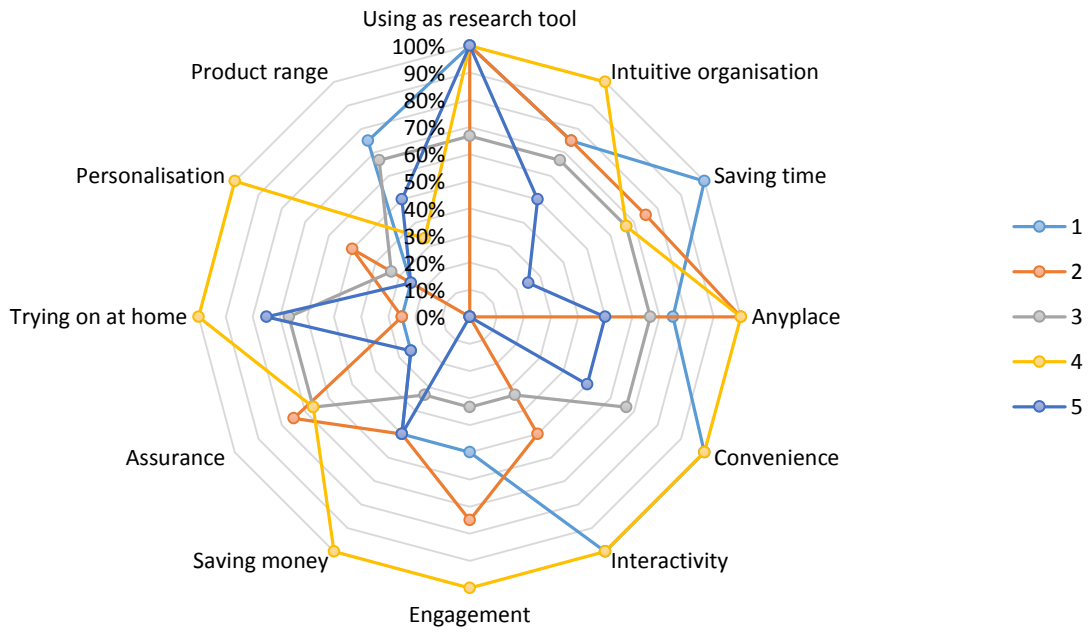


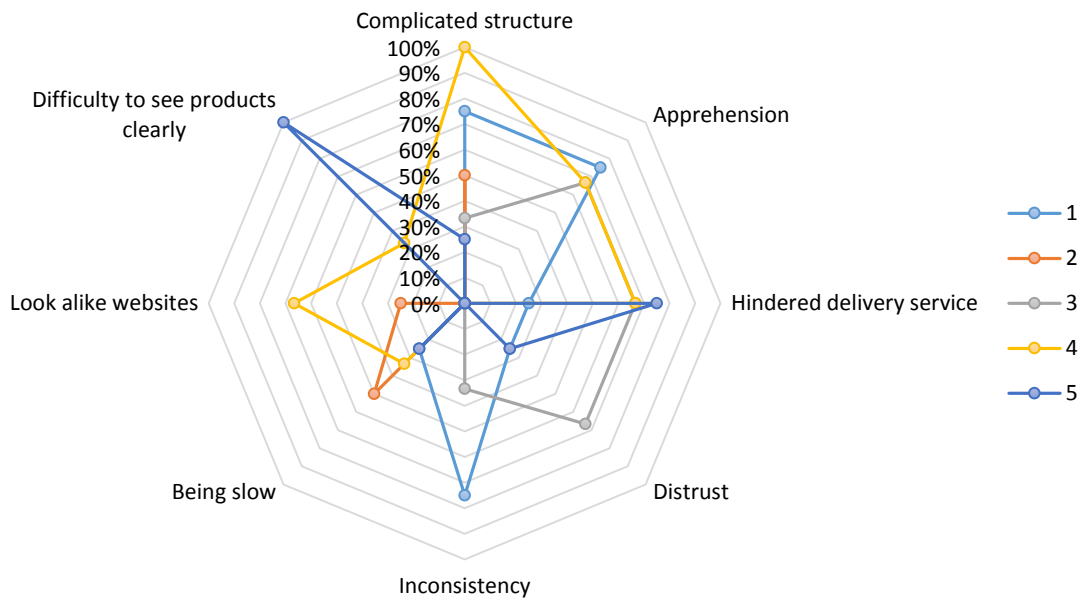
Figure 127: Comparison of frequencies between clusters for personality benefits (Phase 5).

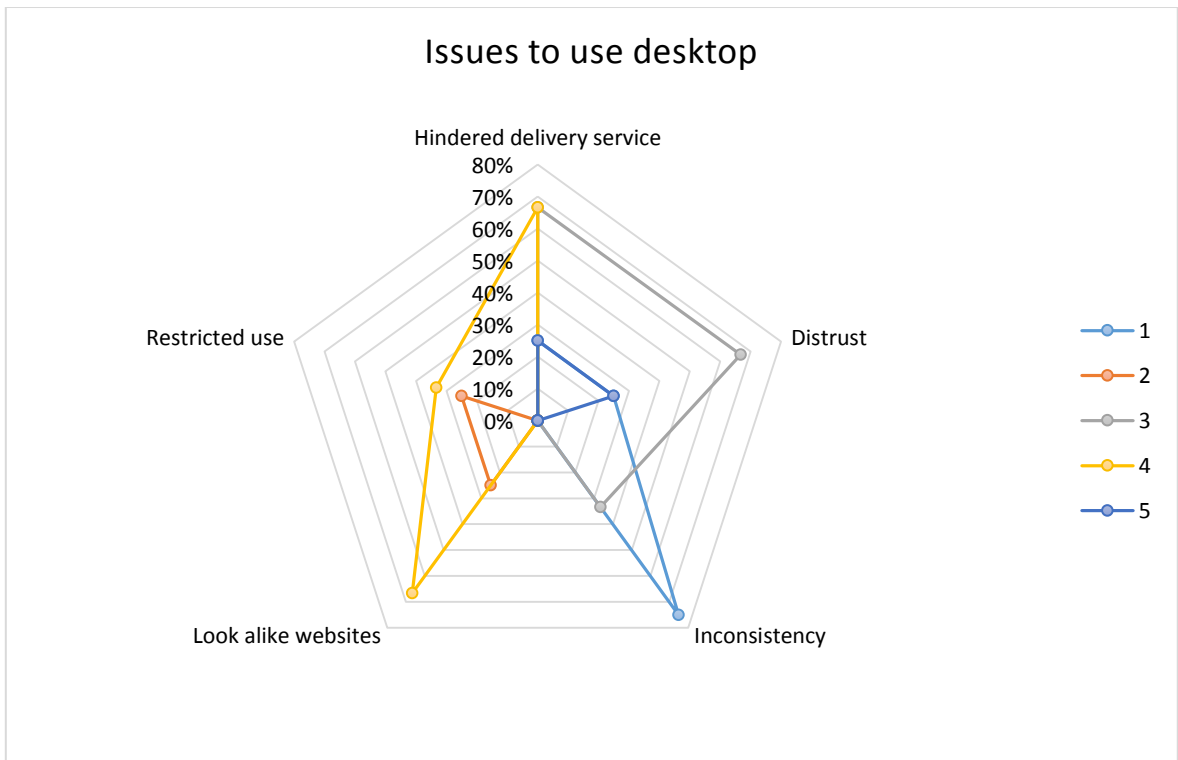
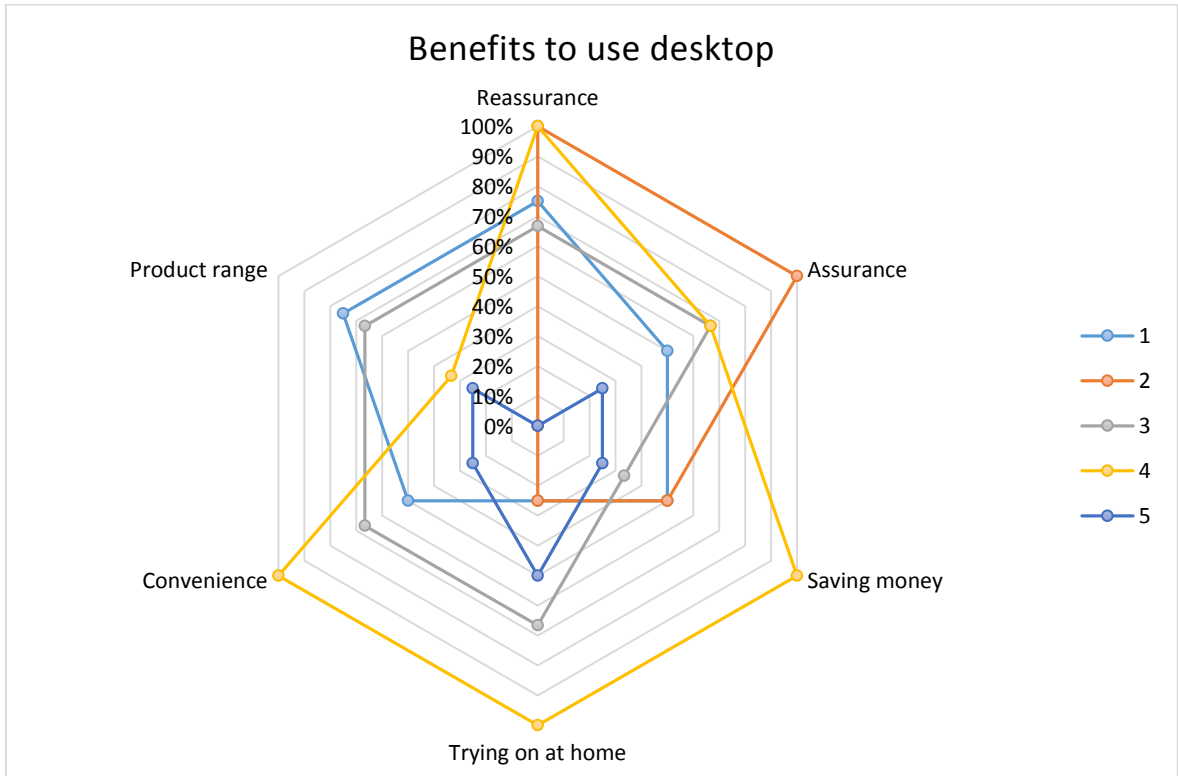


Benefits to use mobile



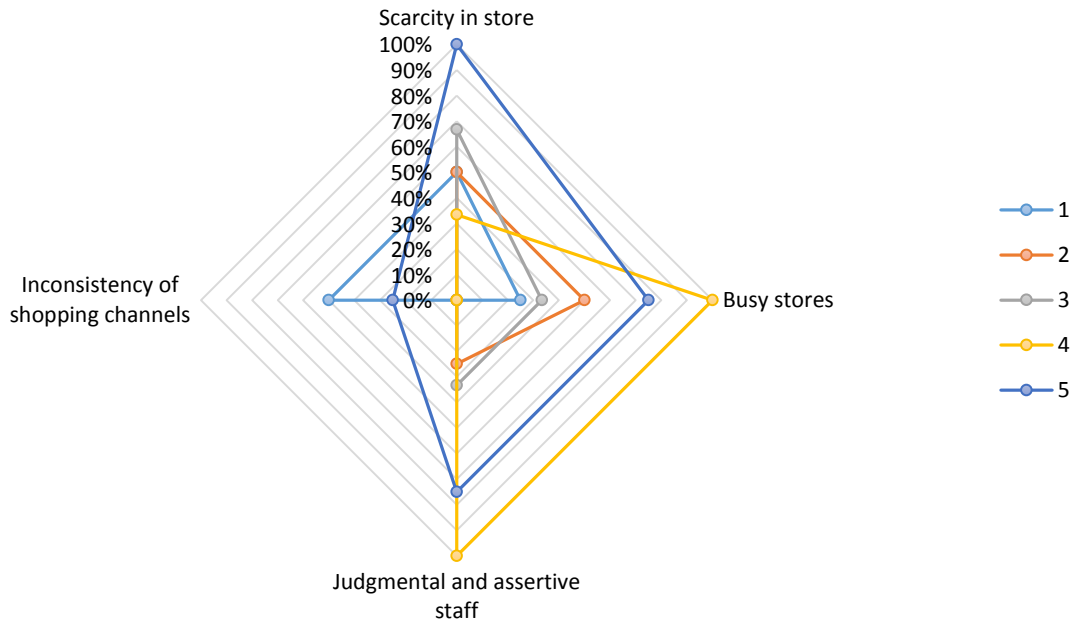
Issues to use mobile



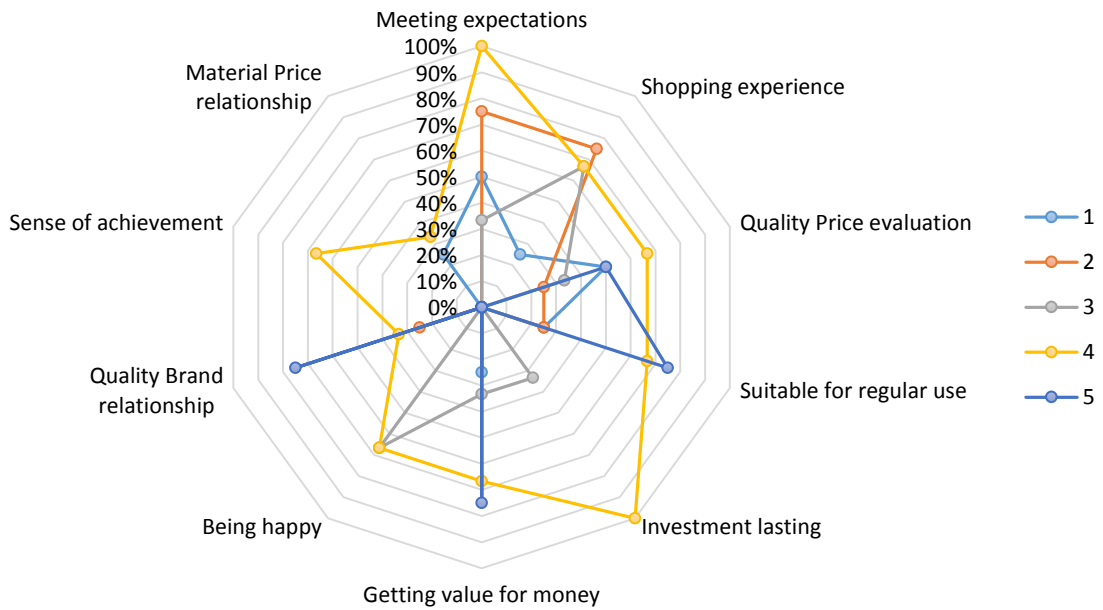


Benefits to shop in store	1	2	3	4	5
Certainty	100%	100%	67%	33%	100%
Leisurely shopping	25%	50%	33%	33%	25%

Issues to shop in store



Value

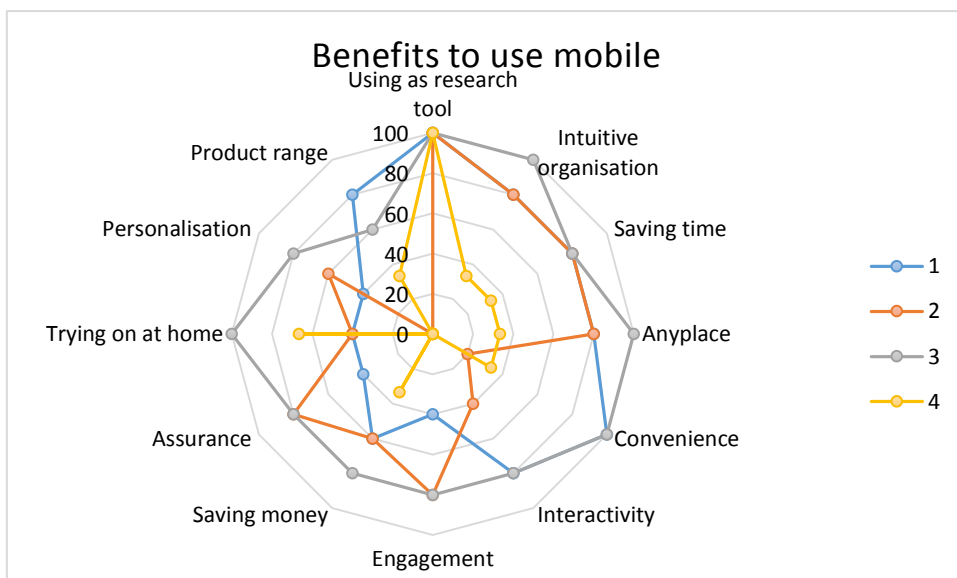
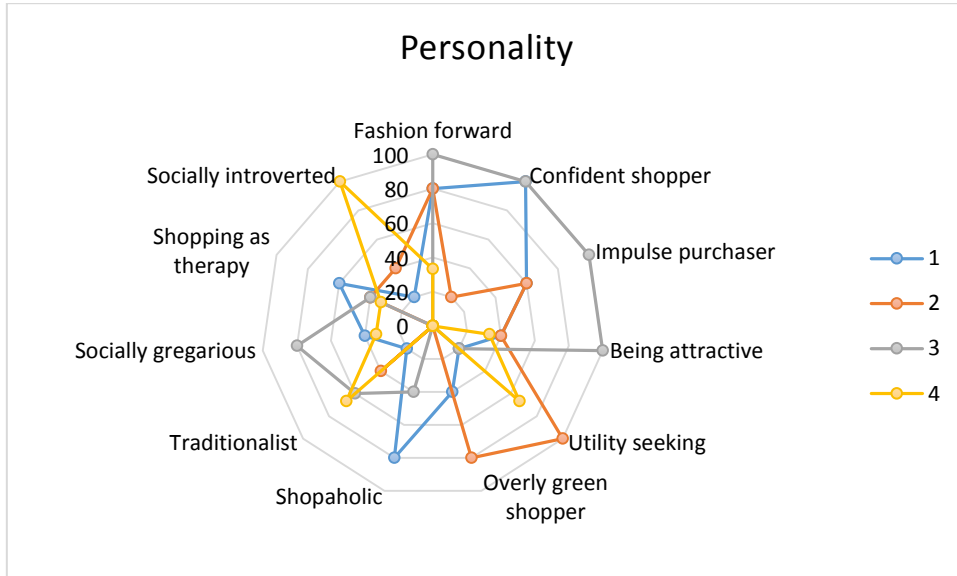


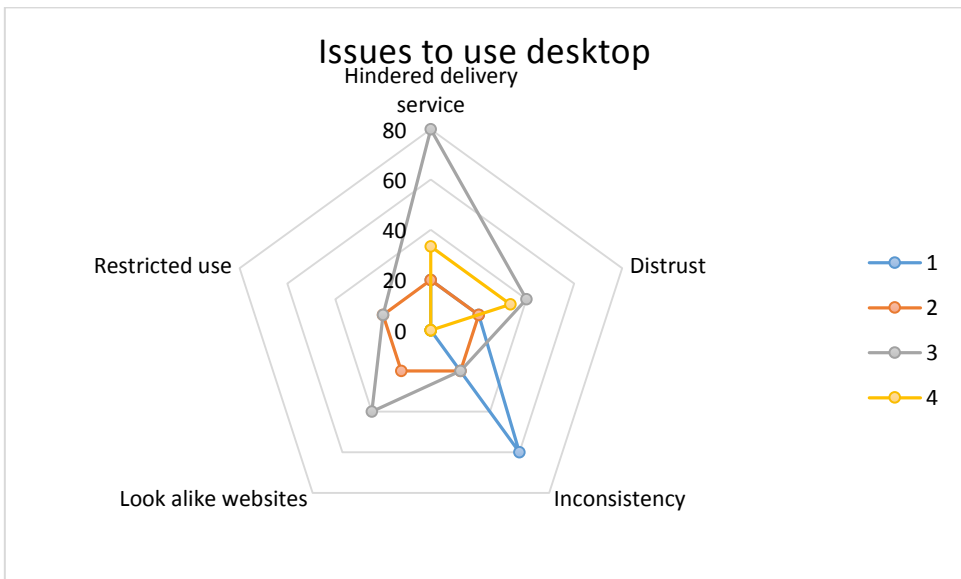
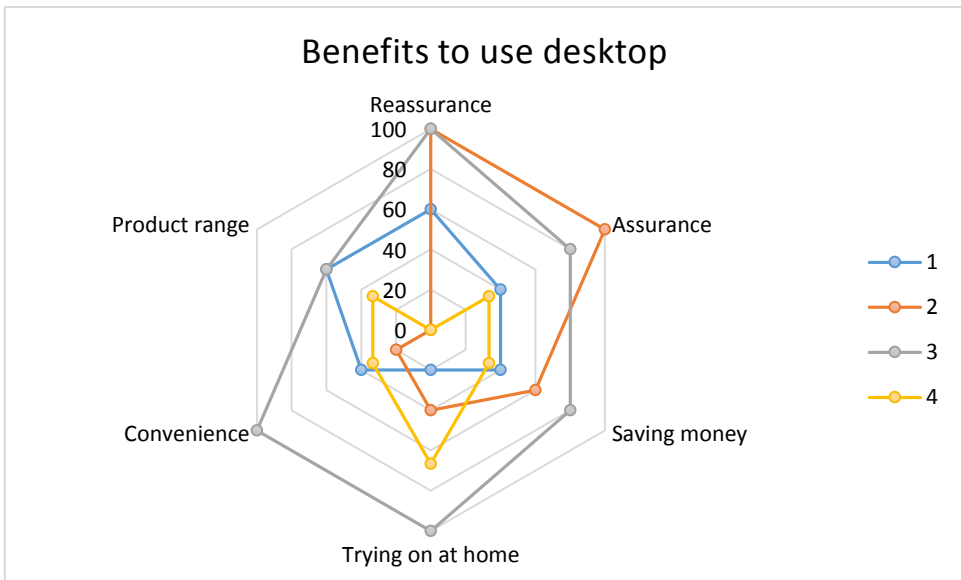
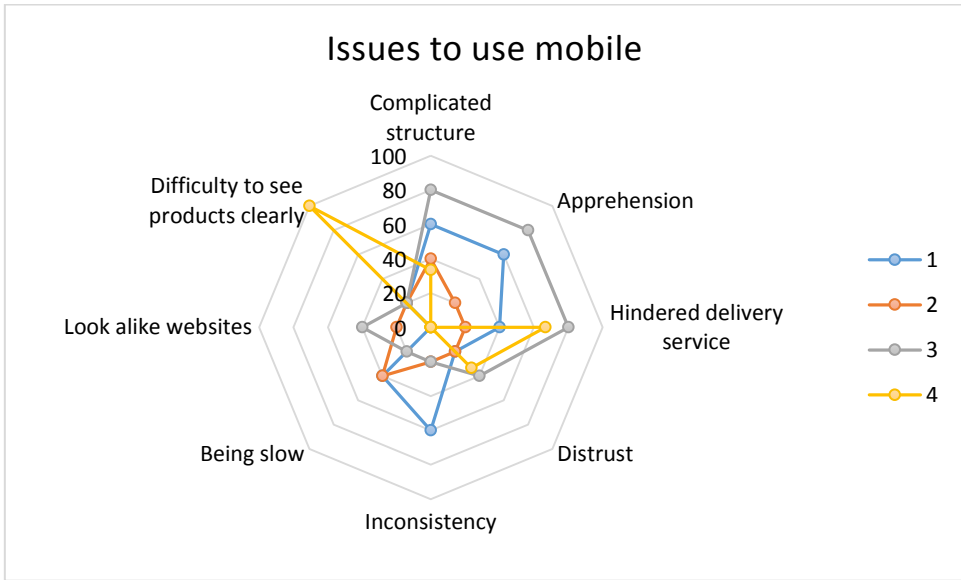
APPENDIX 8D – Consumer Groups: Frequency Tables

		Consumer Group			
		1	2	3	4
Personality Benefits	Fashion forward	80	80	100	33.33
	Confident shopper	100	20	100	0
	Impulse purchaser	60	60	100	0
	Being attractive	40	40	100	33.33
	Utility seeking	20	100	20	66.67
	Overly green shopper	40	80	0	0
	Shopaholic	80	0	40	0
	Traditionalist	20	40	60	66.67
	Socially gregarious	40	0	80	33.33
	Shopping as therapy	60	40	40	33.33
	Socially introverted	20	40	0	100
		1	2	3	4
Product Benefits	Fit	80	80	100	100
	Price	100	80	60	100
	Size	80	40	100	66.67
	Brand	40	60	60	100
	Quality	20	40	80	100
	Material	80	0	60	66.67
	Design	60	0	80	0
	Comfort	40	40	40	0
	Unique original things	20	20	40	0
	Colour	0	20	60	33.33
	Complementing things	40	0	40	33.33
		1	2	3	4
Process Benefits on mobile	Using as research tool	100	100	100	100
	Intuitive organisation	80	80	100	33.33
	Saving time	80	80	80	33.33
	Anyplace	80	80	100	33.33
	Convenience	100	20	100	33.33
	Interactivity	80	40	80	0
	Engagement	40	80	80	0
	Saving money	60	60	80	33.33
	Assurance	40	80	80	0
	Trying on at home	40	40	100	66.67
	Personalisation	40	60	80	0
	Product range	80	0	60	33.33
		1	2	3	4
Issues on mobile	Complicated structure	60	40	80	33.33
	Apprehension	60	20	80	0
	Hindered delivery service	40	20	80	66.67
	Distrust	20	20	40	33.33
	Inconsistency	60	20	20	0
	Being slow	40	40	20	0
	Look alike websites	0	20	40	0

		Consumer Group			
	Difficulty to see products clearly	20	20	20	100
		1	2	3	4
Process Benefits on PC or laptop	Reassurance	60	100	100	0
	Assurance	40	100	80	33.33
	Saving money	40	60	80	33.33
	Trying on at home	20	40	100	66.67
	Convenience	40	20	100	33.33
	Product range	60	0	60	33.33
		1	2	3	4
Issues on PC or laptop	Hindered delivery service	20	20	80	33.33
	Distrust	20	20	40	33.33
	Inconsistency	60	20	20	0
	Look alike websites	0	20	40	0
	Restricted use	0	20	20	0
		1	2	3	4
Process Benefits in store	Certainty	100	100	60	100
	Leisurely shopping	40	40	40	0
		1	2	3	4
Issues in store	Scarcity in store	60	60	60	100
	Busy stores	40	40	80	66.67
	Judgmental and assertive staff	20	20	80	66.67
	Inconsistency of shopping channels	40	0	0	33.33
		1	2	3	4
Value	Meeting expectations	40	80	80	0
	Shopping experience	20	80	80	0
	Quality Price evaluation	40	20	60	66.67
	Suitable for regular use	40	20	40	66.67
	Investment lasting	0	0	80	0
	Getting value for money	40	0	60	66.67
	Being happy	0	0	80	0
	Quality Brand relationship	20	20	20	66.67
	Sense of achievement	0	20	40	0
	Material Price relationship	20	0	20	0

APPENDIX 8E – Consumer Groups: Frequency Charts

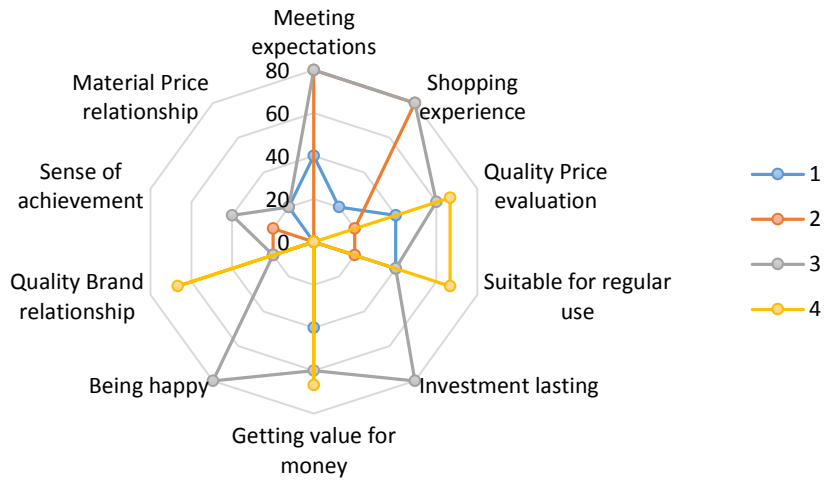




Issues to shop in store



Value



APPENDIX 8F – Consumer Groups Comparison across all Variables

Comparison of the top personality and product benefits between segments, %								
Cluster	1		2		3		4	
Personality benefits	Confident shopper	100	Utility seeking	100	Fashion forward	100	Socially introverted	100
	Fashion forward	80	Fashion forward	80	Confident shopper	100	Utility seeking	66.7
	Shopaholic	80	Overly green shopper	80	Impulse purchaser	100	Traditionalist	66.7
	Impulse purchaser	60	Impulse purchaser	60	Being attractive	100	Fashion forward	33.3
	Shopping as therapy	60	Being attractive	40	Socially gregarious	80	Being attractive	33.3
	Being attractive	40	Traditionalist	40	Traditionalist	60	Socially gregarious	33.3
	Overly green shopper	40	Shopping as therapy	40	Shopaholic	40	Shopping as therapy	33.3
	Socially gregarious	40	Socially introverted	40	Shopping as therapy	40	Confident shopper	0
	Utility seeking	20	Confident shopper	20	Utility seeking	20	Impulse purchaser	0
	Traditionalist	20	Shopaholic	0	Overly green shopper	0	Overly green shopper	0
	Socially introverted	20	Socially gregarious	0	Socially introverted	0	Shopaholic	0
Cluster	1		2		3		4	
Product benefits	Price	100	Fit	80	Fit	100	Fit	100
	Fit	80	Price	80	Size	100	Price	100
	Size	80	Brand	60	Quality	80	Brand	100
	Material	80	Size	40	Design	80	Quality	100
	Design	60	Quality	40	Price	60	Size	66.7
	Brand	40	Comfort	40	Brand	60	Material	66.7
	Comfort	40	Unique original things	20	Material	60	Colour	33.3
	Complementing things	40	Colour	20	Colour	60	Complementing things	33.3
	Quality	20	Material	0	Comfort	40	Design	0
	Unique original things	20	Design	0	Unique original things	40	Comfort	0
	Colour	0	Complementing things	0	Complementing things	40	Unique original things	0

Comparison of the top values between segments, %								
Cluster	1		2		3		4	
Value	Meeting expectations	40	Meeting expectations	80	Meeting expectations	80	Quality Price evaluation	66.7
	Quality Price evaluation	40	Shopping experience	80	Shopping experience	80	Suitable for regular use	66.7
	Suitable for regular use	40	Quality Price evaluation	20	Investment lasting	80	Getting value for money	66.7
	Getting value for money	40	Suitable for regular use	20	Being happy	80	Quality Brand relationship	66.7
	Shopping experience	20	Quality Brand relationship	20	Quality Price evaluation	60	Meeting expectations	0
	Quality Brand relationship	20	Sense of achievement	20	Getting value for money	60	Shopping experience	0
	Material Price relationship	20	Investment lasting	0	Suitable for regular use	40	Investment lasting	0
	Investment lasting	0	Getting value for money	0	Sense of achievement	40	Being happy	0
	Being happy	0	Being happy	0	Quality Brand relationship	20	Sense of achievement	0
	Sense of achievement	0	Material Price relationship	0	Material Price relationship	20	Material Price relationship	0

Comparison of the top process benefits and issues to use mobile
('P on mobile' represents benefits to use mobile for fashion shopping involvement, and 'N on mobile' – issues to use mobile)

Cluster	1		2		3		4	
P on mobile	Using as research tool	100	Using as research tool	100	Using as research tool	100	Using as research tool	100
	Convenience	100	Intuitive organisation	80	Intuitive organisation	100	Trying on at home	66.7
	Intuitive organisation	80	Saving time	80	Anyplace	100	Intuitive organisation	33.3
	Saving time	80	Anyplace	80	Convenience	100	Saving time	33.3
	Anyplace	80	Engagement	80	Trying on at home	100	Anyplace	33.3
	Interactivity	80	Assurance	80	Saving time	80	Convenience	33.3
	Product range	80	Saving money	60	Interactivity	80	Saving money	33.3
	Saving money	60	Personalisation	60	Engagement	80	Product range	33.3
	Engagement	40	Interactivity	40	Saving money	80	Interactivity	0
	Assurance	40	Trying on at home	40	Assurance	80	Engagement	0
	Trying on at home	40	Convenience	20	Personalisation	80	Assurance	0
Personalisation	40	Product range	0	Product range	60	Personalisation	0	
Cluster	1		2		3		4	
N on mobile	Complicated structure	60	Complicated structure	40	Complicated structure	80	Difficulty to see products clearly	100
	Apprehension	60	Being slow	40	Apprehension	80	Hindered delivery service	66.7
	Inconsistency	60	Apprehension	20	Hindered delivery service	80	Complicated structure	33.3
	Hindered delivery service	40	Hindered delivery service	20	Distrust	40	Distrust	33.3
	Being slow	40	Distrust	20	Look alike websites	40	Apprehension	0
	Distrust	20	Inconsistency	20	Inconsistency	20	Inconsistency	0
	Difficulty to see products clearly	20	Look alike websites	20	Being slow	20	Being slow	0
	Look alike websites	0	Difficulty to see products clearly	20	Difficulty to see products clearly	20	Look alike websites	0

Comparison of the top benefits and issues to use desktop and shop in store

	1		2		3		4	
P on PC or laptop	Reassurance	60	Reassurance	100	Reassurance	100	Trying on at home	66.7
	Product range	60	Assurance	100	Trying on at home	100	Assurance	33.3
	Assurance	40	Saving money	60	Convenience	100	Saving money	33.3
	Saving money	40	Trying on at home	40	Assurance	80	Convenience	33.3
	Convenience	40	Convenience	20	Saving money	80	Product range	33.3
	Trying on at home	20	Product range	0	Product range	60	Reassurance	0
	1		2		3		4	
N on PC or laptop	Inconsistency	60	Hindered delivery service	20	Hindered delivery service	80	Hindered delivery service	33.3
	Hindered delivery service	20	Distrust	20	Distrust	40	Distrust	33.3
	Distrust	20	Inconsistency	20	Look alike websites	40	Inconsistency	0
	Look alike websites	0	Look alike websites	20	Inconsistency	20	Look alike websites	0
	Restricted use	0	Restricted use	20	Restricted use	20	Restricted use	0
	1		2		3		4	
P in store	Certainty	100	Certainty	100	Certainty	60	Certainty	100
	Leisurely shopping	40	Leisurely shopping	40	Leisurely shopping	40	Leisurely shopping	0
	1		2		3		4	
N in store	Scarcity in store	60	Scarcity in store	60	Busy stores	80	Scarcity in store	100
	Busy stores	40	Busy stores	40	Judgmental and assertive staff	80	Busy stores	66.7
	Inconsistency of shopping channels	40	Judgmental and assertive staff	20	Scarcity in store	60	Judgmental and assertive staff	66.7
	Judgmental and assertive staff	20	Inconsistency of shopping channels	0	Inconsistency of shopping channels	0	Inconsistency of shopping channels	33.3

APPENDIX 8G – Consumer Groups Validation based on TFG

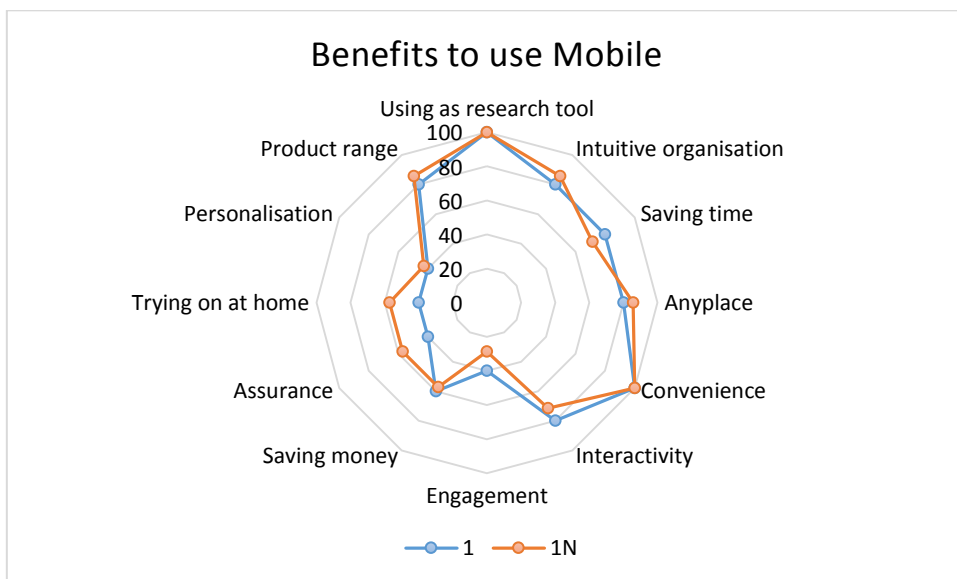
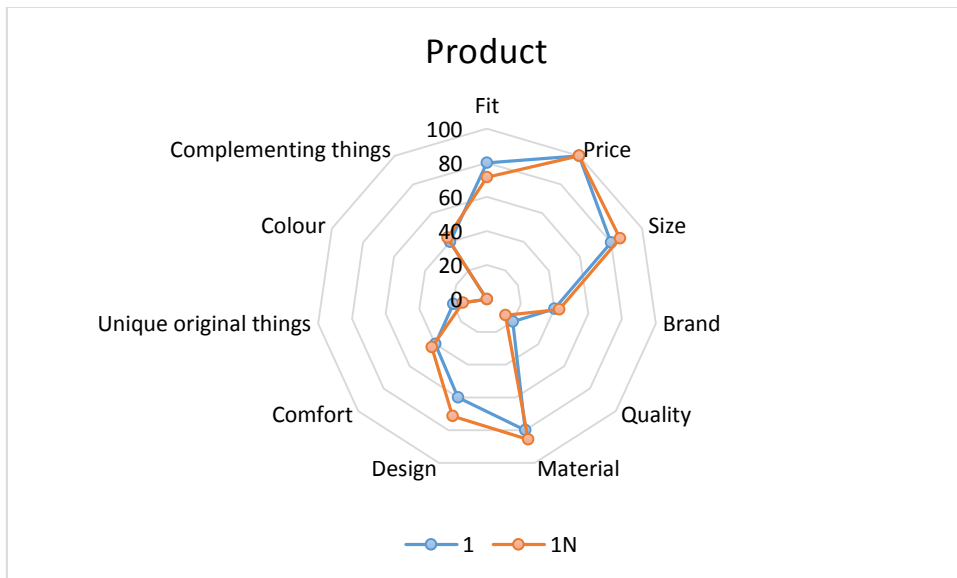
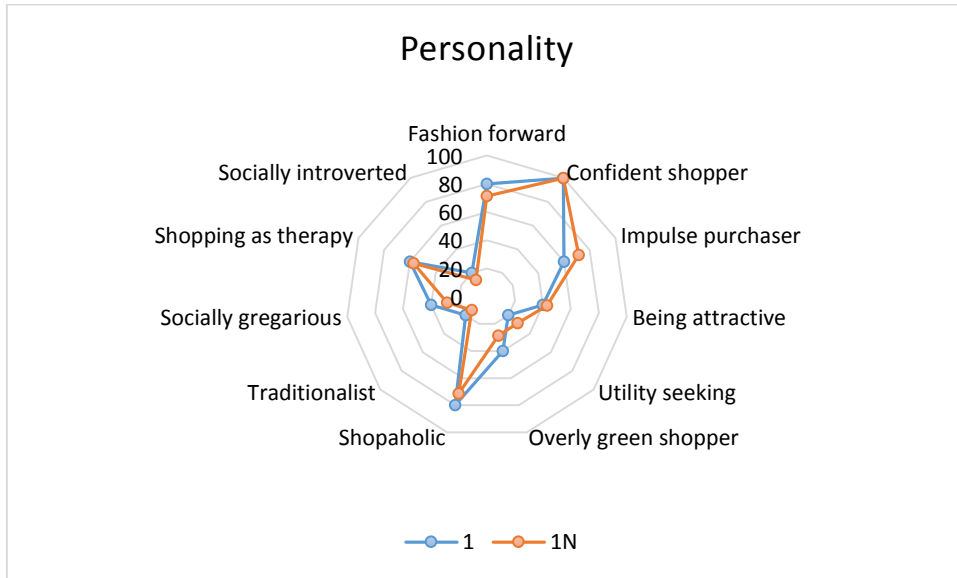
Initial sample used for cluster analysis consisted of 18 participants. For a purpose of validation of identified cluster solution, an extended sample, consisting of initial sample and participants from TFG group was used. 5 new participants were tested for fit in identified consumer groups. In order to achieve this, a cluster analysis (Section 3.4.4.5.) was repeated with extended sample, and comparison of initial segments with extended segments was conducted.

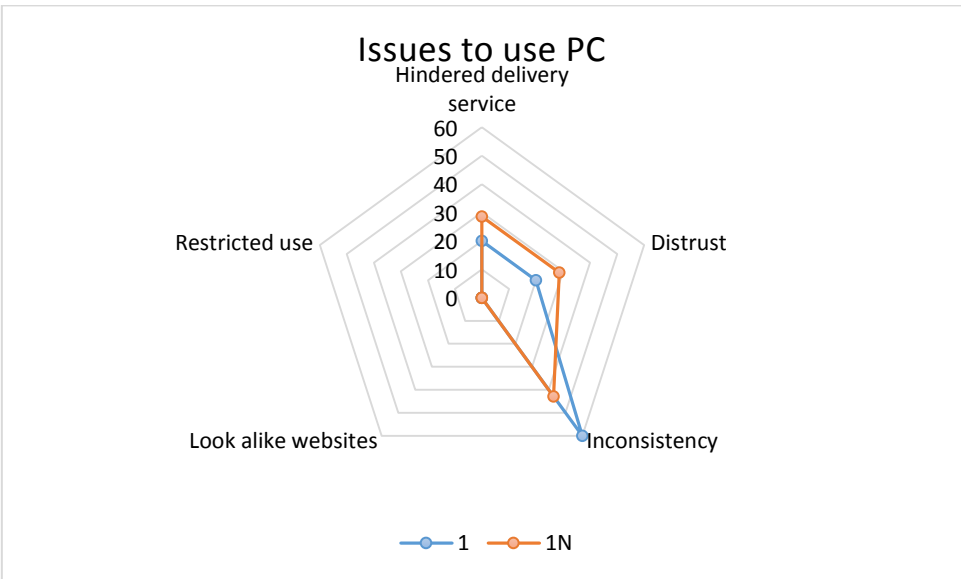
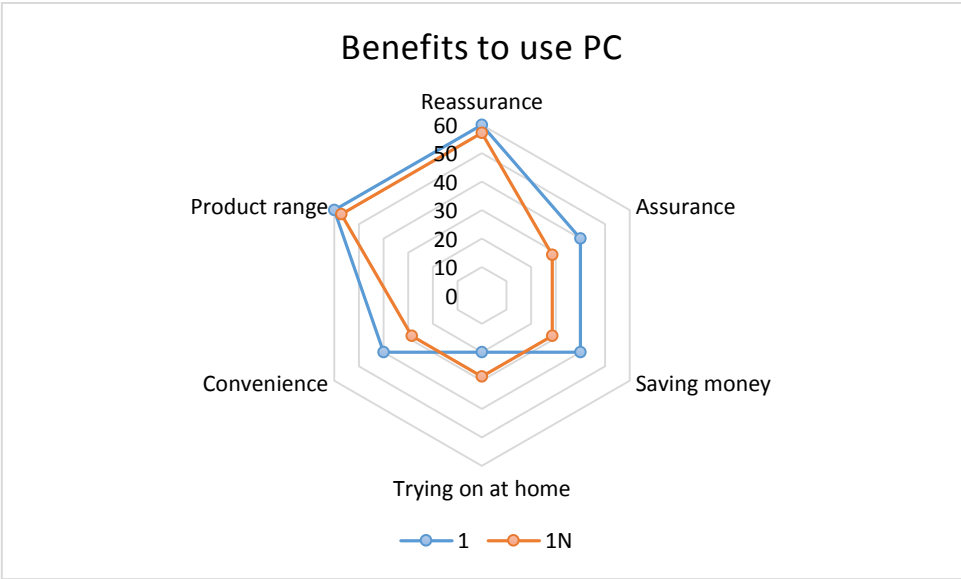
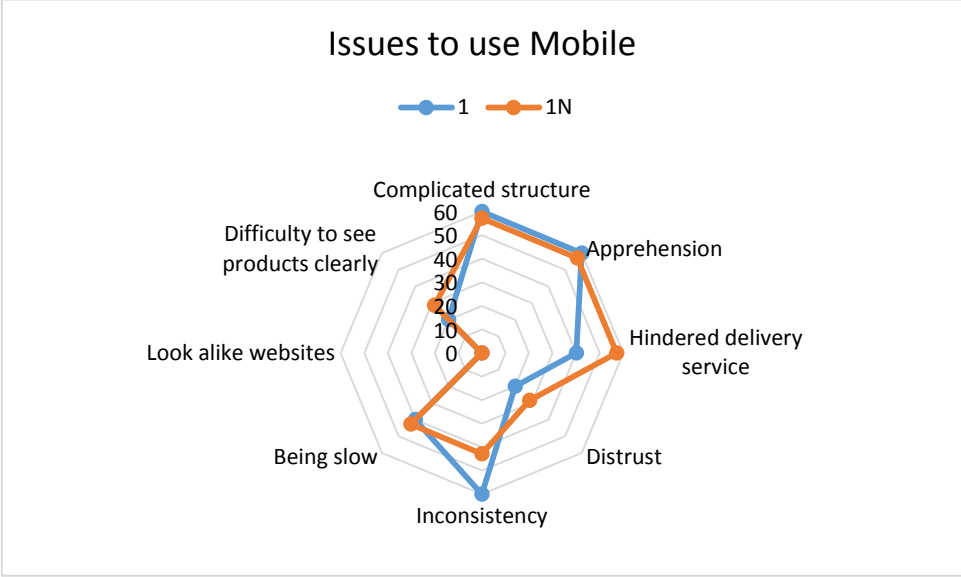
The resulting comparison of initial segments (1, 2, 3 and 4) with extended segments (1N, 2N, 3N and 4N) across all variables is presented below. A slight variation across variables was noted, which was not significant. Therefore, resulting segments, called consumer groups, were accepted as valid, and application of BVT theory for segmentation framework was effective and lead to meaningful clusters.

Initial Consumer Group	1	2	3	4	Total
Number of cases	5	5	5	3	18
Percentage	27.78	27.78	27.78	16.67	100%

Extended Consumer Group	1N	2N	3N	4N	Total
Number of cases	7	6	6	4	23
Percentage	30.43	26.09	26.09	17.39	100%

Consumer Group 1 with 1N

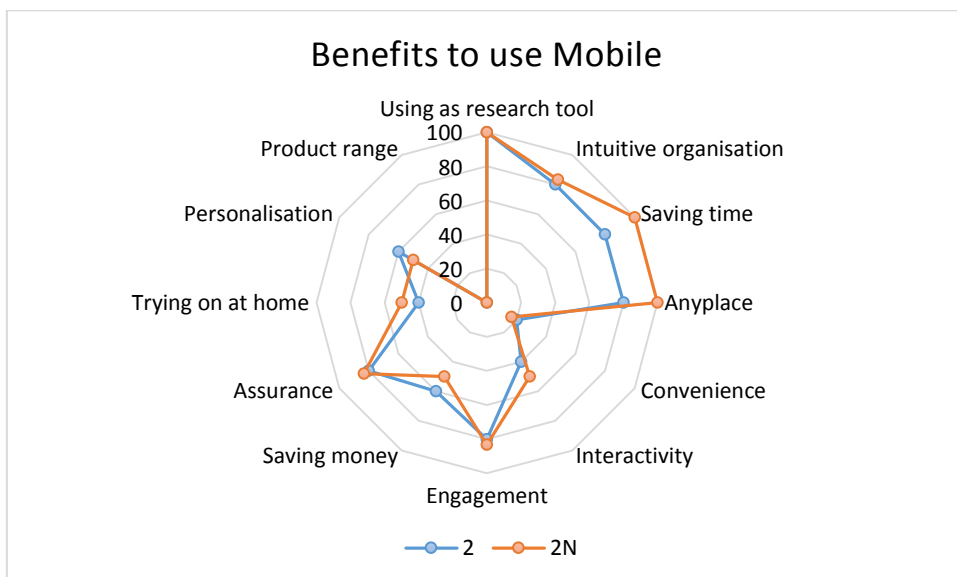
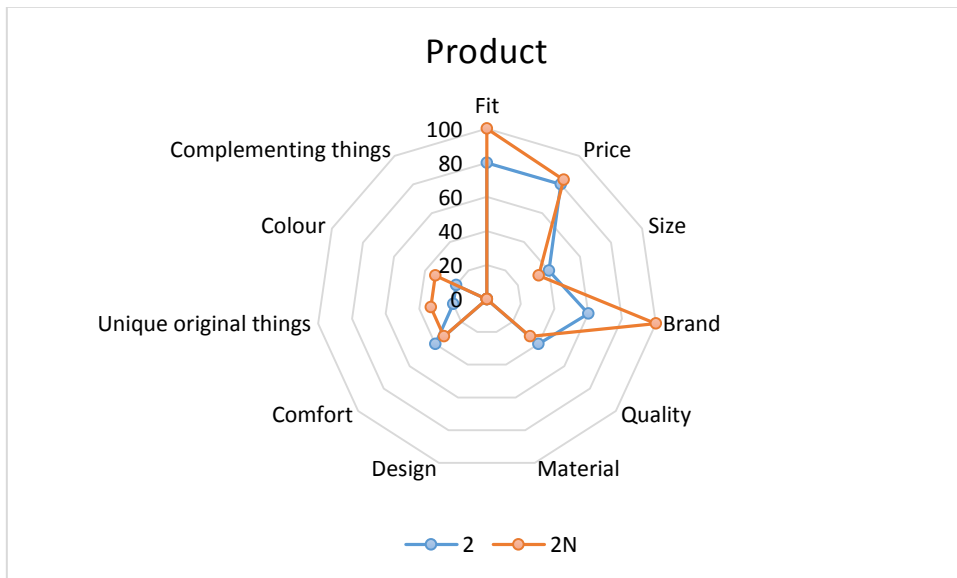
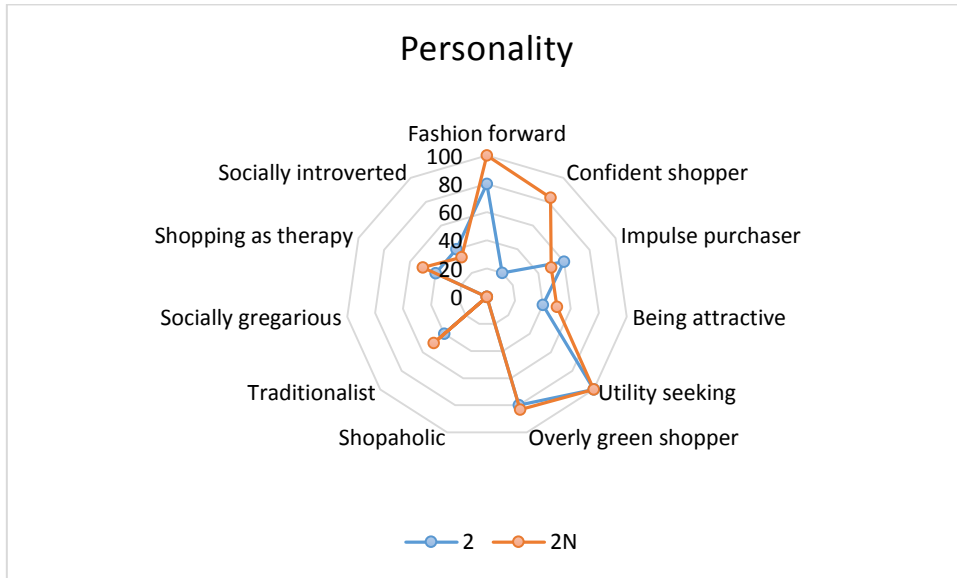




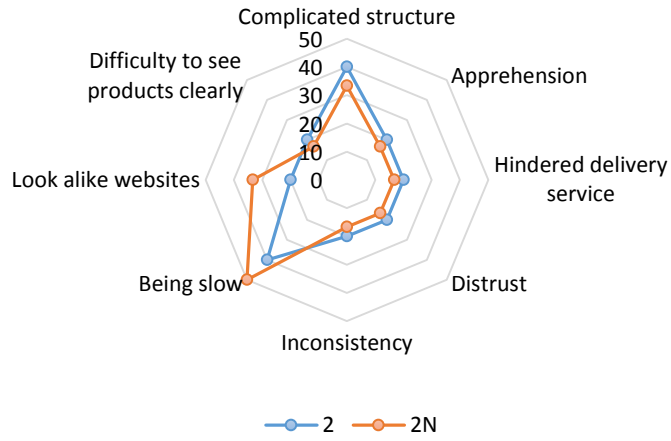
Consumer Group	1	1N
Certainty	100	100
Leisurely shopping	40	57.14



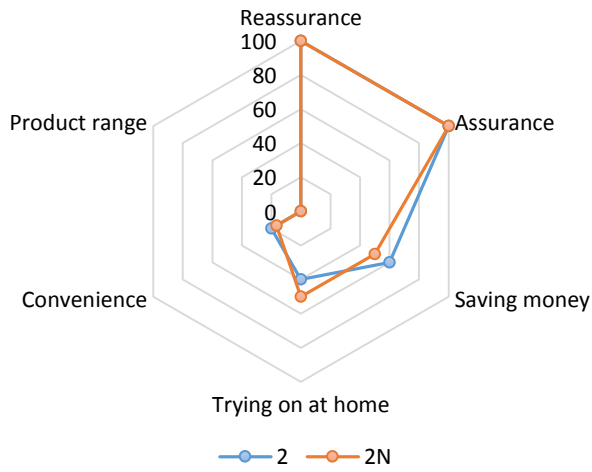
Consumer Group 2 with 2N



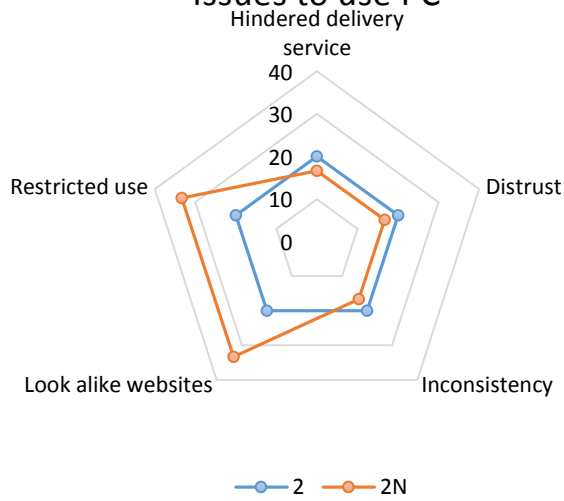
Issues to use Mobile



Benefits to use PC



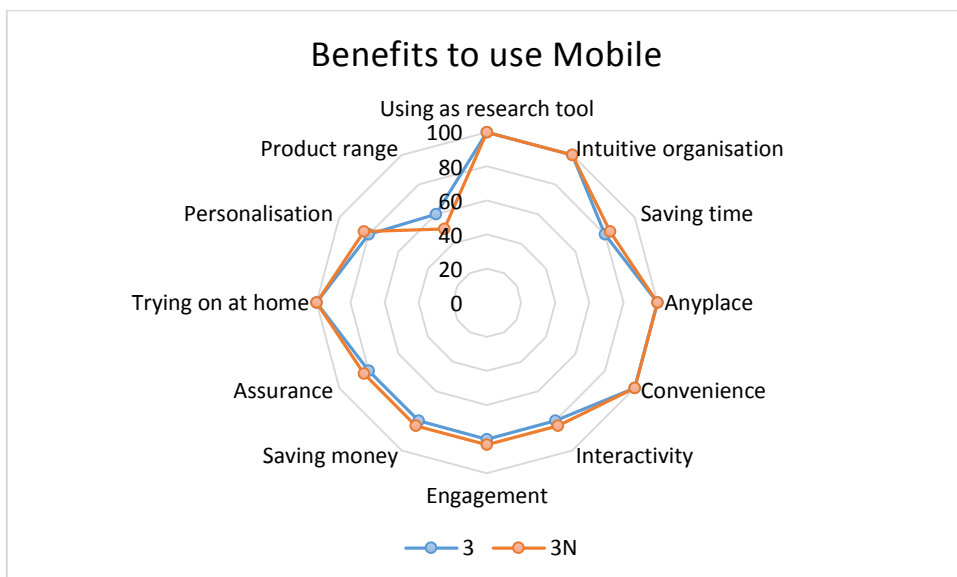
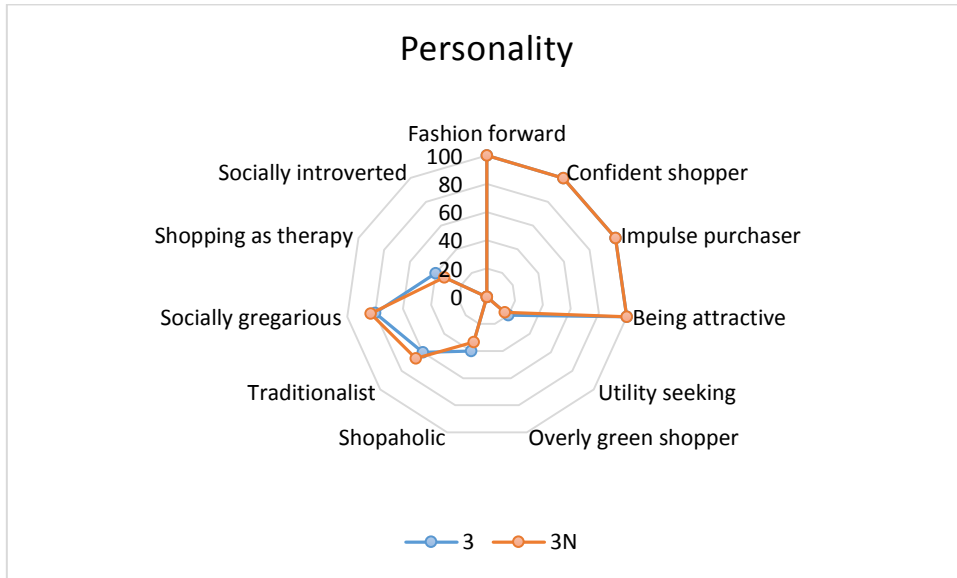
Issues to use PC



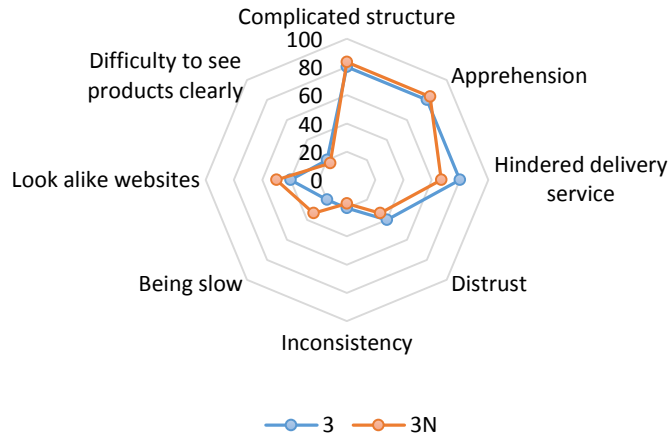
Consumer Group	2	2N
Certainty	100	100
Leisurely shopping	40	83.33



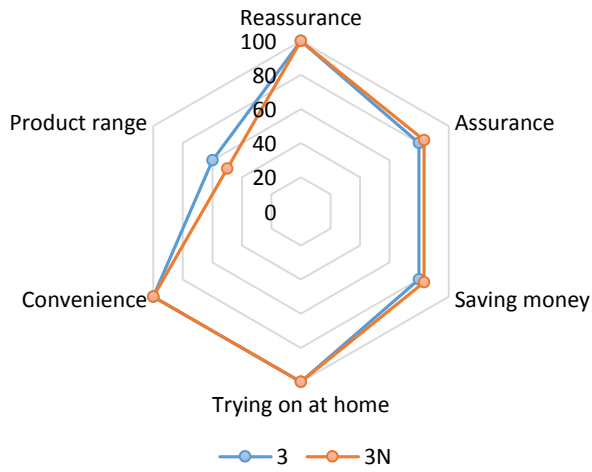
Consumer Group 3 with 3N



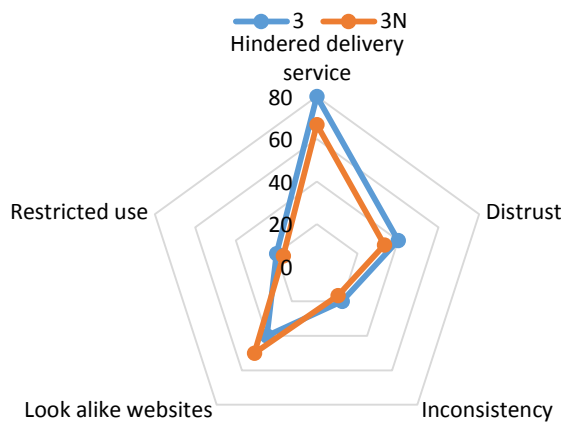
Issues to use Mobile



Benefits to use PC



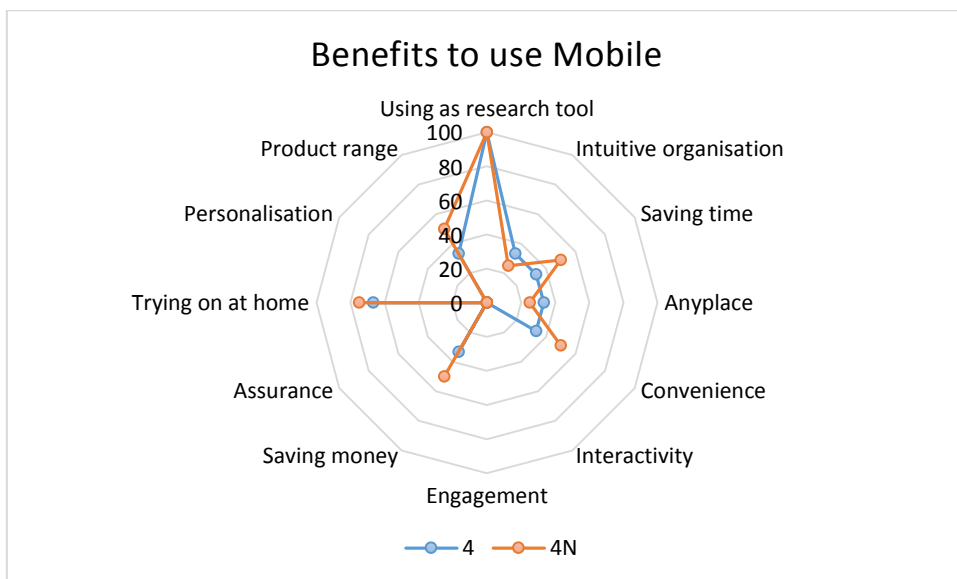
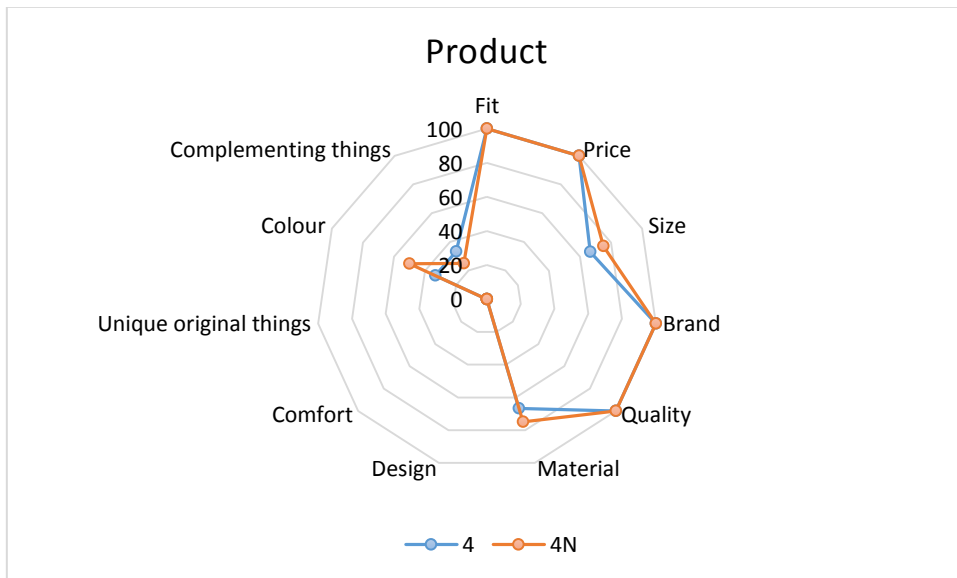
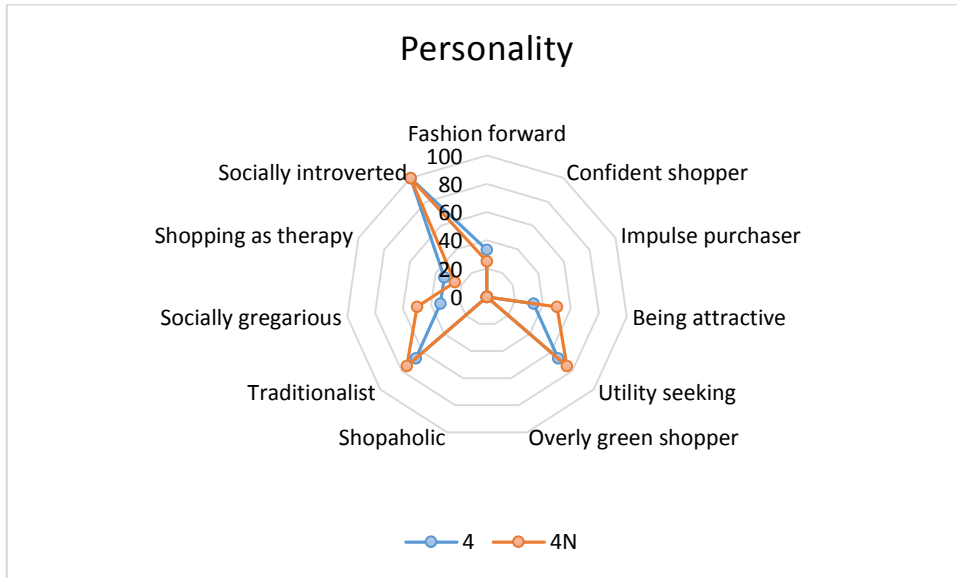
Issues to use PC



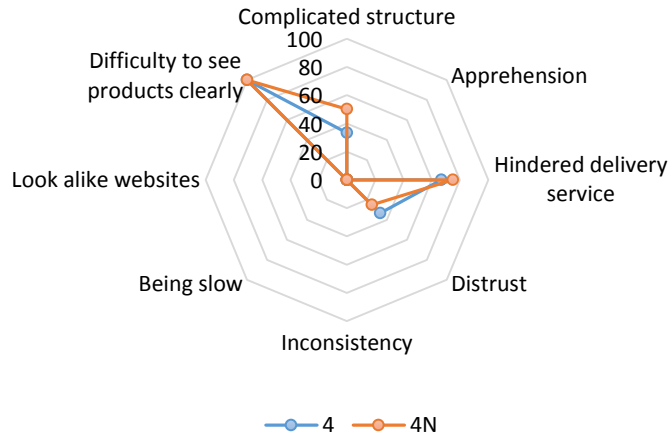
Consumer Group	3	3N
Certainty	60	50
Leisurely shopping	40	33.33



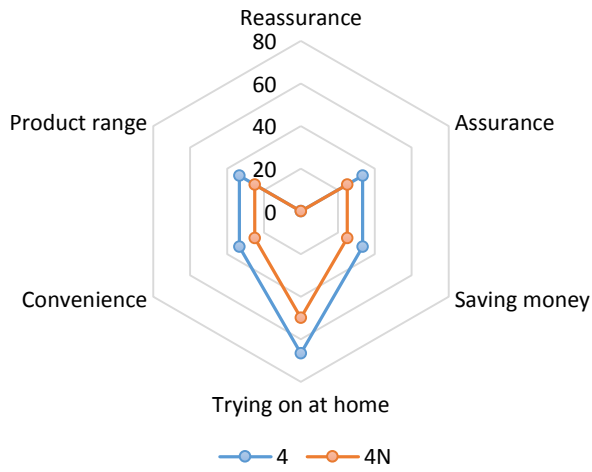
Consumer Group 4 with 4N



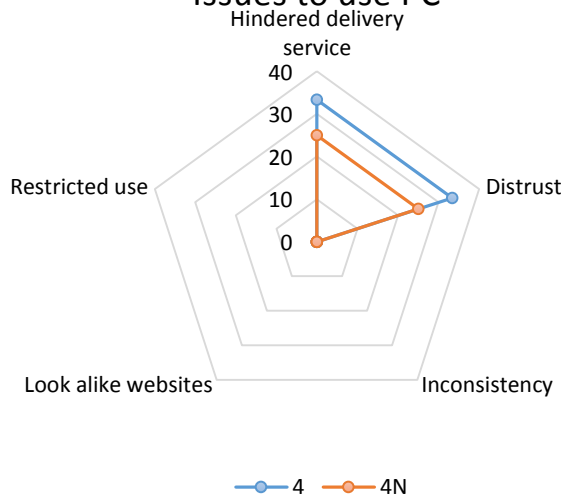
Issues to use Mobile



Benefits to use PC



Issues to use PC



Consumer Group	4	4N
Certainty	100	100
Leisurely shopping	0	0



APPENDIX 8H – Observation Notes about Apparel Retailers' Mobile Apps and Websites

Each fashion retailer's mobile app and website were analysed based on the framework. However, prior to scoring the retailer's mobile platform, observational notes were written, accounting for any variations in the features identified.

ASOS

ASOS mob app

In search results pages the products are shown in 2x2 grid by default. However, there is an option to change view to one product. The products in the one product view mode can be seen by scrolling up. The option to change view, sort and refine are available and visible throughout when browsing. In 2x2 view the product are shown with picture, title of the product, price and ability to save the item. But this option is available when signed in.

In refine option, the user can choose as many as needed criteria first, then click 'Apply' and the refined search results will be generated.

After visiting any product page, the user would be returned back where stopped. There is anchoring in place.

On product pages the photos come with zoom in, which allows to zoom once by double-clicking or two finger gesture. There is video catwalk under the product photos. At the bottom of the product page the following are displayed:

- Buy The Look;
- We Recommend;
- Recently Viewed.

However, visiting another product showed that not all of the suggestions are available. On another product page only We Recommend and Recently Viewed were displayed.

In order to add item to the basket the user would have to sign in or sign up first.

In the basket the user can edit products directly in the basket. The quantity can be easily changed, the colour could be changed if available, the size as well. In order to delete a product from the basket the user would need to click 'bin' button, and the product will be gone.

On ASOS mobile app for iOS in product pages gives a button for colour options, but in a number of products visited this option was inactive, and only displayed the colour of the product viewed.

There is a need to compare product pages and search results pages of clothing and shoes categories, as the differences were found on Topshop mobile platforms.

Checkout

Go to basket, log in to the account. Then the user was asked to type in a billing address. After that the user clicked 'Next', and was taken to a different page for delivery address. As the user did not tick use for delivery address, the mobile app was asking to type in a delivery address. Therefore, the user clicked back button, and was back in billing address section. By ticking 'deliver to this address also' the delivery section was skipped. The user ended up directly in the payment section.

Moreover, the user did not have any option to review the order before typing all these details above. What means this is not possible when the user is already at the checkout. It is only possible in the basket view before proceeding to the checkout. This could be possible before confirming the order, but using the mock-card would not allow to see that particular step. For the purpose of trying if it is possible at all, the user has chosen PayPal payment method. This took the user to Order summary section. There the user would be able to see all the products added to the basket, but would not have any option to edit the basket before placing the order.

ASOS website

Menu button is in the left top corner. By choosing Dresses, the website automatically takes the user to all dresses of that category. The user did not have an option to choose any type of dresses, such as sub-categories are unavailable. The search results are shown in 2x2 grid, but only two quarters of the bottom products can be seen.

Refine option is available and can be refined by any number of criteria at a time. Only by clicking 'Apply' button the website would generate refined search results. In refine list the buttons are a bit small, because the user kept clicking on a wrong one all the time. In place of colour, the user has clicked fit twice.

Shoe category products are shown on model, but capturing just below the knee area with the shoe on.

On product page swiping through all photos of the product was a bit tricky, but possible. However, the option to view video of the product was not available on the website. On some other product pages the video was available. However, the video was very short that the user did not even focus well when the video disappeared off the screen. At the bottom of the product page the user can see recently viewed items, but no suggestions at all.

On the second occasion using ASOS website the website had anchoring in place.

However, on the first occasion using this website a couple of weeks ago, there was no anchoring on the ASOS website.

The website did not allow the user to add the same product twice to the basket. Normally on other websites and mobile app this is possible.

Difficulty swiping through product photos on the product page. Although, the design of the photos on the product page is similar to the mobile app.

Recently viewed present, but there are no suggestions on the website.

Product info on the product page available by pressing Product Info button under the price, which will open in a pup-up window. It has three section: Product, Brand, Info.

When going back there is no anchoring on the website. Even after refine option was used, it did not take the user to previous point , but to the top of the main category's search results page.

Select size first, then can add to the bag.

To add items to the bag on the website there is no need to log in. The mobile app asked first to log in before adding any items to the bag.

To delete a product from the bag, just click 'bin' button on the mobile app, and click 'bin' button the website and confirm that you are sure you want to delete this item, by clicking OK. And the item is gone.

To pay on the website, will ask to log in. Click 'Pay Securely Now' and sign in, then type your log in details.

Checkout

When revisiting the ASOS website after a few days. Initially the user did not see any items in the basket when entered the website. Therefore, the user visited a product, added it to the basket. However, when a new product was added to the basket, the basket icon showed 4 products already in the basket. However, the items which the user found in the basket at this time, were those the user has added to the basket few minutes ago, when visiting ASOS mobile app. Therefore, the account had the products already there. This has happened a couple of time during the eye tracking experiments.

The user clicked 'Pay securely now' and was sent to a new page, which asked the user to log in. When logged in the user has seen the order summary page with payment already selected as PayPal. There was no option to change the payment method at this stage. Therefore, the user has clicked back button several times, in order to go back to the basket and see if there would be possible to make some changes. Then the user has noticed the 'add/edit' payment tiny button, which was next to PayPal button. However, following the steps to edit the payment method, the user filled in a new payment, and had to click 'Save' button in order to proceed. It is important to note that the user cannot edit the content of the basket at any stage when at the checkout stage. It is only possible to do before proceeding to the checkout.

In regards to emails sent by the retailer to customers, ASOS has sent 15 emails in total within a month. These emails inform consumer about special offers and discounts coming up, and also a reminder email has been sent every time about the offer finishing soon, that is within the same day, urging those who might not have time to check the offer earlier to do it now, while it is still on.

ASOS mobile app automatically saves the items from the basket to 'Save for later' section. Therefore, all the products the user has added to the basket but not purchased were found two weeks later in the saved section. Free delivery is available on all orders over £20. However, next day delivery would involve additional charges even if the order is over £20. Live help is available on the ASOS mobile app. However, in order to chat to someone, the user would click on 'live chat' option, which in turn would take the user to the ASOS website on Safari browser. When the customer finished with 'Help' would have to exit the website and go to the mobile app again. Which would open, as usual, on the home page. This means the user would have to find were finished previously in order to continue. Customer service on the ASOS website

opens up in the classic website layout. This means the user cannot even read what it says on the screen, because the font is so small. In conclusion, the live chat is available on both mobile app and website, but are not user friendly and usable as would be expected from leading online fashion retailer.

Items were left in the basket overnight. In the following morning the basket was empty. However, the items from the basket automatically were added to the saved section. All items were deleted from saved section, and new two products were added to the basket. When the user went to the website, the same two items which were just added to the basket were in the basket of the website. Help button is available at the bottom of the page. However, the user cannot see what are the options available on help page, because these are displayed as per classic website, even that the web link is still for mobile-optimized website. The user cannot zoom out the page. Even turning the phone horizontally would not help. Even 'Live Chat' would not display correctly. Even the user is logged in the account on the website or mobile app, 'Live Chat' would request to type in the subject, first name, surname and email in order to proceed. Interestingly, the chat option on the website was displayed well as a result in a mobile-optimized way. The user just filled in a form, and still has to re-submit email, date of birth and order number if applicable in order to continue. Moreover, when the user typed an email and date of birth, the assistant asked to answer security questions once more. The user answered that already did so. Then the user received a strange question. There was no question from assistant's side about how could I help you or anything similar to this as would be expected. Moreover, the user received a sort of personal question, after which the assistant has disconnected without solving the customer's problem. Disappointed.

On ASOS mobile app all section of the home page with trends are very much product oriented. By clicking on any of them the user would be taken to the search results page related to that trend.

River Island

River Island mob app

On River Island mobile app the home page showed the sale promo and at the bottom new arrivals. The menu button is in left top corner. Also under the main top banner with RI name and menu, they have main four categories, like women, men, girls and boys. When you click

menu button, it will take you to main categories. Choose Women, and you will see a nice picture on background, and main sub-categories as a list on top of it.

When you click on Sale section for women, it takes you to all the products in the sale, but no any sub-categories to choose from.

On all categories in search results pages you can change the view from grid to list.

Refine option is available at the top right corner. There are two options; filter items and sort by. In filter items section the following options are available:

- Colour
- Type
- Size
- Price

In colour option you can choose more than one, like you can tick brown and khaki without going out from this option. Then you would need to click 'Apply'. Then it would take you back to the Filter item section, where you can choose more options or click 'Apply'.

In 'Types' section there are various sub-categories available to choose from. You can still tick several at once.

Once you choose any sub-category in filter section, the option for sizes will be modified according to that sub-category's availability.

Filter by has three options.

In product pages on each product picture there is zoom in by double-tapping. Moreover, you can double-tap up to four times and this will magnify the picture till some extent, after that double-clicking once more will take you back to normal size of the picture. This option is available in clothes, shoes and sale categories, which were checked.

Checkout

The user created an account at River Island. Then has gone back to the basket, clicked to proceed to checkout, and logged in. The account held the information about the user's address. The user would only need to choose the address provided or change it. At the payment section, the user has chosen PayPal, because mock card would not let to see order summary. There the user has seen all the products added to the basket, but did not have any option to edit the basket at that stage.

River Island website

On the website, accessed using Chrome browser, on the home page you can find all main categories, displayed as big pictures that can be clicked on. Moreover, the home page contains way more promos than the mobile app.

Menu button is in top left corner.

Menu go to Women go to all sub-categories are displayed as open sub-categories with further sub-sub-categories visible in the list.

In search results pages, products are displayed by default on pages of 60 items. At the end of the page you can click next page. It is possible to change the number of items displayed at any time during browsing, because this option is visible all the time. It is possible to view either 60 or all items.

On product pages, there are colour options available to choose from. No zoom in available on product pages.

Filter option has several option to choose from. However, any time you click on any of the filter elements, it immediately takes you to the refined search results. It happens when using any of the filter option, such as price, category or size, etc.

Visiting a product from refined search results page, no zoom in on product photos in product page. Description, care and delivery information are displayed under the product photos. Each of them has to be clicked on in order to view the information.

In order to add a product to bag, log in is not required.

Going back from the product page takes you exactly where you left earlier. The anchoring is in place.

Going to basket is in the top right corner of the screen. In order to delete one product, just click on the cross button. However, there is no option to change the quantity of items in the basket. If you have added the same product twice, but wanted to change the quantity in the basket, you would end up deleting the product all together. This means you would have to click delete button, which would delete both items of the same product at once, but not one only.

Checkout

River Island did not keep the users products in the basket which were added at the mobile app. The user logged in. When clicked 'continue' button the website just froze. It was not loading for really long. The delivery address was already in the account, the user only needed to check it and confirm. When the user has chosen PayPal as payment method the website asked to agree with conditions, and click confirm. This took the user directly to the PayPal log in webpage. The user did not even have any opportunity to review the content of the basket, before payment. No talking about the possibility to edit the basket at that stage.

River Island has only welcomed the new customer and mentioned in small font that the customer can sign up for updates. The user has signed up for updates on 28 November 2015. The email inbox will be monitored for a week.

Free delivery available on orders over £10. The website has an option to check stock availability on the product page. As the result of the search in specified stores, it would display a list of stores in that area with stock availability shown. The save option is called 'Wish List' on the website.

River Island mobile app did not send any emails to the user's email account. However, when the user logged into the River Island account, there is an inbox. When user clicked on that, it showed all promotional messages. The user cannot check stock availability without turning location services on. There is no option to type the desired postcode or city, and check it that way.

River Island has Inspiration section with trends and fashion news.

Next

Next mobile app

Next mobile app has menu button in the right top corner, and menu main categories are shown on the home page. From main menu category you would be taken to a list of sub-categories, which will take you directly to search results pages.

By default the search results are shown in the list view. In the list view the products are shown with a price and review ratings. It is possible to change view to grid, which would allow to see 3 x 3 results with a picture of the product and a price.

Sort and filter option are available in the search results pages all the time and at any point of browsing. Filter options are available by the following parameters:

- New in;
- Colour;
- Use;
- Size;
- Design feature;
- Benefit;
- Also available in;
- Brand;
- Price range (£5 - £395).

On the product page the first picture is on the model, and the rest photos are without model. Whereby the last two photos are showing suggested items to wear with the product viewed. Zoom in is available, and opens up in another window. By double-clicking on the photo, the picture would be zoomed even more, and it is possible to do more zoom in by stretching the picture with two fingers.

In the style section users can choose regular, petite or tall version of the garment.

Description of the product is minimal, only giving the length of the garment, and composition of the material.

At the bottom of the product page there is a section called 'Complete the look' with suggestions of other product which would complement the chosen product. These are mainly accessories.

In order to delete one product from the basket, the following steps have to be done: click 'Edit' button, change the quantity or delete the product, click 'Delete' and the item is deleted. This approach is very similar to Topshop mobile app.

In order to checkout the user would need to log in, but there was no need to log in to add products to the basket.

Checkout

The user created an account at Next mobile app. At the checkout, the user can see the order, but cannot edit the contents of the basket. Moreover, the user can see the order, but cannot see pictures of the products in the basket, but only titles, size, item code, and quantity. What is very surprising, is that Next accepts only card payments or credit account payments with Next. There are no any other payments options available.

Next website

Next website was accessed on Chrome browser. It displays the exact copy of the desktop website, which is squeezed into smartphone's screen. In order to click any button on the website, it has to be zoomed in. Clicking on Women took to the home page view of women section, which as big pictures displayed on the screen with some of the main categories. The description of this section is not readable without zooming.

Gone to dresses category. By default the products are displayed 3 x 3 with refine option displayed on the left side of the screen, just as it would be in desktop website. In search results the products are shown with picture, title of the garment, price and review rating stars. Under those garments which would have a colour option available to choose for that product the colour choices are shown without going to that item's product page.

Although, refine options are available on the left, and some of them are even open, so the user can choose straight away. However, in order to click on any of these option, the user would be expected to zoom in the website before clicking, because without zooming there is a big possibility to click the wrong button. Moreover, the words are so small, that it is difficult to read them without zooming. There is no option to change view of the search results.

The following refine options are available:

- Colour;
- Use;
- Size;
- Design feature;
- Benefit;
- Also available ;
- Brand;
- Price.

It is interesting that among the refine options listed on the website, there is one which is called 'Benefit'.

Once any of the option is clicked on the website automatically generates the refined search results.

Product pages contain a lot of information. The photos are shown on the left side of the screen, on the right half of the screen the product viewed is shown with price, title, reviews ratings, fit and size to choose. Moreover, a number of suggested products are shown as equal products to the one viewed at the moment. The user has an opportunity to see the product

she is viewing and another three other products from accessories section. This display has a number of benefits and problems at the same time. Some users might need help finding the right accessories to go with the product viewed, but these suggested products occupy more space on the screen than the original product viewed. Another issues is the information shown and pictures are so small, but there is a lot of white space at the bottom of the screen, which was not used. This layout does not use all the opportunities the mobile channel gives the retailer. While swiping through photos of the product, it is possible to view the photo on a full screen. However, it has to be done for each photo separately.

In order to delete one product from the basket, only one click is needed. Just click 'Remove' button. The quantity and size can easily be modified at the basket. However, the layout is designed for landscape view rather than portrait view. It is a difficult to read anything shown on the screen without zooming it. However, the option to change size is shown in the basket, but it does not produce any positive results, because it shows only the size that is already in the basket.

In order to proceed to checkout, the user has to log in.

Checkout

When the user added all the products to the basket, the user checked the contents of the basket, and edited the quantity of one product. Then the user proceeded to the checkout. The user was asked to log in. By filling in the email and password, the user tried to sign in. However, the website was very slow. It did not load the next page. The user clicked back button. This action resulted in showing the user delivery options. Surprisingly, when the user wanted to continue from delivery page, the website crashed. The user was shown an error message. Moreover, the 'Continue' button is on the far right side of the screen. This might be OK on desktop website, but not on the website accessed on smartphone. On another attempt to continue, it worked. The user has seen the payment section. Here, on the website, there were more payment options available.

Sends emails with new products and styles. However, this applies only to customers who have previously purchased from Next. Those who have not purchased anything do not receive any emails, especially offers. Only for Black Friday this retailer has sent an email promoting a free next day delivery for orders placed before midnight. But this was one-off offer. Otherwise a

free delivery is not available. The user could select to collect from store, then it would be delivered for free.

H&M

H&M mobile app

Main categories are displayed on the home page as big banners. Sub-categories are shown in a list view. Search results are 2 x 2 by default. Filter and Sort buttons are available all the time throughout the search when scrolling down the page. Clothing products are displayed on a model with title of the product, price and colour. Moreover, the product which come in a number of colours have all the colours shown under the product in search results pages.

Shoes category products are shown without model in search results, and in most cases even on product pages without model too.

Product pages. When swipe the product photo to the left or right you would go to the next or previous product. Clicking on '...' button would show a pop-up screen with 'style with' and 'others also bought' suggestions. Colour options available on the product page. Product photos have to be clicked from pop-up view, and this can be done one by one. Item's description and other information available by clicking 'i' button, and would be shown in pop-up window covering the product viewed. The product can be shared on Facebook. Product can be zoomed in by double-clicking or using two finger gesture.

In filter option can choose as many options as needed then click 'Done' button. Filter option is for size, which could be chosen by selecting a category, colour and concept. Moreover, when filter options were applied, the user has already chosen a category – dresses, and selected to view all dresses. When user has gone back, and selected the Party dresses category, then the option to filter by size became available. This means that the user would not be able to filter by size the category of dresses when looking at all dresses. Moreover, when filtering by size, the following sizes were displayed; XS, S, M, L. However, when visiting a product, the user wants to choose the size in order to add the product to the basket, the following sizes are shown: 8, 10, 12, 14, 16. Here we have 5 sizes. But in filter options only 4 sizes.

When filter options are applied, the search results were displayed without model. Although, the clothing category was viewed, but no model view was shown.

The bag is at the bottom of the screen, next to start and other mobile app's buttons. When you click on a product in the basket it takes you directly to that product's page. Only by going back to the product page the user is able to delete the product or change size or quantity. In order to checkout the user would have to log in.

Checkout

The user created an account. It was available to find an address by postcode and house number. Being at the checkout stage the user can easily edit the content of the basket, by clicking on the order. All sections of the checkout process are on one page, and can be clicked through at any time in any order. Only at the latest stage the user is asked to fill in a card details.

H&M website

On home page the same layout as on the mobile app. There is also a menu button in the left top corner. Main categories are shown on the home page as big banners.

On product pages, the photos of the product are displayed to the right from the main photo, each of them has to be clicked on separately. Zoom in is available by clicking on the photo, and will open in a new window. There the photos can be swiped through one after another easily. The photo in full view can be zoomed in by double-clicking again. Colour options are available under the photo.

Anchoring is on the website, even when filters are applied. Filter and sort options are available at the top of the search results page, but become inaccessible when scrolling down the search results. In filter options several colours could be selected, and then clicked 'Apply'.

In the basket in order to edit the basket or delete an item from it, the user needs to click on the product that needs to be modified. There the product page will be shown, which has options to change size or quantity or to delete the item. However, when quantity has been changed the user has to 'Save changes'. This takes the user back to the basket. To delete the item 'Remove' button has to be clicked on. Then confirm by clicking 'Yes'.

Checkout

Although, H&M accepts only card payments, but on both mobile app and website, it has an option to review the order and contents of the basket. It is also possible to edit the content of

the order directly at the checkout stage. All sections are on one page, apart from card details page.

H&M has sent only 1 email within the month of observation. This email was welcoming the new customer and offering to sign up for updates. The retailer did not send any promotional email to the customer without a permission. The user has signed up for updates on 28 November 2015. The email inbox will be monitored for a week.

On product page on the mobile app the user can only share the product on Facebook, no other social media platforms are available. On the website the user could share the product on Facebook, Twitter, Google+, Pinterest and Tumblr.

H&M has a section on the mobile app which is next to the shopping bag. It is called Campaigns. There the user could view ads with direct link to products.

Zara

Zara mobile app

On Zara mobile app the main categories are displayed on the home page in a form of big banners. There is no standard menu button in addition to home page categories. All sub-categories and further sections of the category are shown in a list view.

Search results are displayed in 2x2 grid, which looks perfectly sized to the size of the screen. All four items shown at a time on a screen are seen fully with whole picture, title of the product and price.

In product page, by swiping to the left, the user would see the next product from search results pages, swiping to the right, the user would see a previous product. In order to see other photos of the same product, there is a need to swipe upwards or downwards. The last things which will be shown after viewing all product photos, would be suggested items what to wear with the product viewed. Zoom in is available, and the quality of the zoomed photos is good and not pixelated.

There is a possibility to check availability of the product in store by typing the city, postcode or allowing location services on your smartphone.

In shoes category, some of the shoes are shown without model, whereby others are shown on model. There is a mixture of presentation ways.

Anchoring is in place. There is no refine or sort by option on the mobile app. The only possibility to find something specific would be by using 'Search' box.

In the basket the user can make changes of the content in the basket by clicking 'Edit' button. Then the item can either be deleted by clicking minus button, and the product would be gone from the basket. This action could be reverted in case the user clicked on the wrong item by clicking 'cancel' button. The quantity of the product can easily be changed by adding the number of products or taking them off. Once the editing is finished, the user would need to click the 'Done' button and proceed to checkout. However, by clicking on the item in basket, the user would only be able to see the product closer, but not the actual product page. This means the user would not be able to change the size of the product directly from the basket, but would need to find the actual product from search results and add another item with another size to the basket. Then in turn to edit the basket and remove unwanted size.

Checkout

Created an account. The checkout is compact. The user can view the basket being at the checkout, but cannot edit anything in the basket. Various payment methods are available.

Zara website

The home page of the website has a changing banner, which features the main trends and news. Menu button is in the top left corner. All the main categories and sub-categories can be found there.

There is no sort by or refine options.

On product pages the navigation and layout are the same as on the mobile app.

The anchoring is in place. It took the user exactly where been before.

In the basket in order to delete the product from the basket, the user would click 'x' and the product would be gone. There is no option to revert this action on the website. Moreover, if there are two items of the same size added to the basket, by clicking on '-' button one of the two items would be deleted. Once there is only one item of that product in the basket, 'x' button is shown next to it. The user can click on the product in the basket, and it would take to that product's page. There the user could add another product or size to the basket. That action would automatically take the user to the basket with updated content.

Checkout

Although, the account saved all the details, the user can change the payment method at the checkout easily. It is possible to see the content of the basket, but it is not possible to edit it at the checkout stage.

In order to receive emails and updates from Zara the customer had to log in to the account with the retailer, and set up updates and newsletter on the account. The retailer did not even send an email welcoming a new customer or inviting to follow updates and offers. The user has set up updates on 28 November 2015. The email inbox will be monitored for a week.

Orders over £50 are free delivery, only collect in store is free.

Share option and scanner were available only on the mobile app. Zara website kept all the products in the basket. The user only needed to log into the account.

Zara has editorials, but these are also very product oriented.

New Look

New Look mobile app

The mob app allows to do zoom in by two fingers gesture as on some websites.

Refine and sort option are shown at the top of the search results page, and are no longer visible when scrolling down the page to view other products in the search results.

Clicking back button would take the user to the previously viewed part of the page. This means that instead of taking back to search results, the back button would take the user to description, she read, then to photos she viewed before going finally to the previously visited search results.

Zoom in option is available by clicking magnifying glass button, but it would display only the photo the user clicked from. It would not allow for swiping between other photos of the product. The user would have to close the pop-up window, swipe to another photo, and then click to zoom it again.

Added two products to the bag, but the bag icon does not show any numbers of products in it.

In the basket, in order to delete a product from the bag, the user would click the 'minus' button, and the product will be gone.

Checkout

When the user visited New Look mobile app, the basket showed that there are two items, but when clicked on the basket icon, the bag appeared to be empty. Can see what is in the order, but no pictures are available. Autofill by postcode is available. The user can review the order, and even edit the basket. However, any time the user clicks on anything, when returning back all filled in information is gone. The user could easily change delivery method, and all other information, like payment method remained the same as last time chosen.

New Look website

There is a mobile friendly New Look website. The main categories are shown on a home page as big banners. Clicking on one of them will take to the list of categories. The way the menu design and layout are designed are the same as on the mobile app. However, the menu button is also available in the top right corner. By clicking on any of the main categories, the user would see the same list of sub-categories as following the pass from the home page.

The search results page returns the products in two by two grid view. The number of available products within the sub-category is shown at the top of the page. However, when scrolling down the page the options to sort and filter are no longer visible.

When choosing any of the filter options, by clicking on 'size' the user would see a number of sizes shown. However, once the user clicks on '12', the website automatically takes the user to the refined search results, without allowing to choose any other options. The user might have wanted to select the size and colour, but only one option is available to be chosen at a time. The user applied two filters at this time, the size and colour.

On the product page, the product photos are really small. It is possible to zoom it a bit by double-clicking or two finger gesture. The user could click on magnifying glass button in order to zoom in, but the photo is not much bigger as the result. However, the user could further zoom it by using two finger gesture, but not by double-clicking. Moreover, when using magnifying glass button, the user is able to see only one picture at a time. In order to do the same with another photo, the user would need to go back to the product page and swipe

between product photos, then use magnifying glass to use zoom in. And the same for any other photos.

Interestingly, when going back by clicking back button, it would take to previously viewed information, but not to the previous search results. In order to go back to search results, the user would have to click back button again. This would end up in the initial product page. Then click back button again, and still it would not take to previous search results, but to the point where the user added the product to the basket. Only after repeating the same action several times the user was able to return the search results page. Good part of it is that the page search results were shown as pre refined option.

On product photos the pictures are pixelated, and it is not possible to see the actual material the product is made of.

Shoes are shown without a model in the search results pages. Colour options are available and shown under the main photo of the product. However, in the shoe category, when viewing a product the user would end up at the beginning of the search results page, but where the user ended previously.

Interestingly, whilst browsing, the user cannot see a basket anywhere. The user would have to scroll all the way back to the top of the search results page in order to see the basket, and click on it.

In the basket, the recently viewed items are shown at the bottom of the page. In order to remove one product from the basket the user would just click 'minus' button. The basket would update the content of it automatically.

Visiting any other product page, would have recently viewed items at the bottom of the page. Also the button 'My Bag' is displayed at the bottom of the product page, showing the amount to be paid and possibility to proceed to the checkout straight from there.

Checkout

It was easy to review the order being at the checkout. The order could be also edited. The choice of payment methods was limited to three, but it covered all main options. Delivery to store was available.

New Look has only welcomed the new customer, but did not even suggest to sign up for updates.

New Look mobile app kept items from last shopping visit in the basket. It has 'Trend' section specifically for news and what is happening on the day. Both mobile app and website kept items from previous shopping visit in the basket. Moreover, all the items correspond across both mobile platforms, and wish list items appear on another platform instantly.

New Look has Trend section with blog posts on the mobile app, but the same on the website does not have any content links..

Boohoo

Boohoo mobile app

Boohoo has got a mobile app for iOS mobile devices, the app is available to download from iPhone app store.

The mobile app has 4,5 star rating already and 12 reviews.

So far only StyleFix mobile app by Boohoo was available to use on iPhones, which was a magazine sort of mobile app.

Boohoo mobile app

The home page has trends and new in sections on the screen, which can be clicked on.

Shop button takes the user to the main menu with categories and sub-categories.

Categories are with sub-categories for more defined search. Search results come in 2x2 grid, with photo, title of the product, price, colour options available and possibility to add the product to 'wishlist' without going to the product page. The pictures on the mobile app were loading slow. There could be a need to test this app connected to another Wi-Fi network. Clothes are shown on a model in search results. Featured, Most recent and Price sorting options are available at any time while scrolling down. The user would need to scroll back up a bit, and these options would pop-up at the top of the page. Refine button is shown in the top right corner all the time, just need to scroll back a bit too. By price sorting option could be done from high to low or opposite. Refine options are available by the following: brand, colour, size, style, and price. However, in order to refine by price, the use would be able to change the minimal price, but not the maximal price. It was not possible for some reason to

change the maximal price during the testing. When all refine options were chosen the user would have to click 'Done' button, and the refined search results would be displayed. When the user has chosen 'green' as the colour the dresses wanted, but in search results all sorts of colours were shown, including blue, red, and black. Although, the choice was for green, the red dress shown in search results, but in colour options there was no green at all. It had red and pink as choice. Anchoring worked well on search results in clothing category.

Product page has a couple of photos of the product from different angles. Each photo can be zoomed in. Moreover, in zoom in mode, the use can swipe through all photos without going out of zoom. This means the user can view all photos of the product in zoom in view with a possibility to further zoom by double-clicking on each photo. However, while viewing product photos the mobile app closed on its own. Although, zoom in is available, but the photo is very pixelated when double clicked on it. It is not possible to see a texture of the material. There are no suggestions or recently viewed items on product pages.

Shoes category's products are shown without model.

In the basket in order to edit the number of products or delete one product or more, the user would need to click on 'Edit' button. It is easy to change the quantity of products in the basket, but it is not possible to change the size of the product directly from the basket. When finished editing the user would need to click 'Done' button. From there it is possible to go back to the product that is in the basket and change the size or colour if needed.

It is only at the checkout stage the user would see some suggestions. It is also possible to edit and update the content of the basket there.

Checkout

Boohoo mobile app kept the products in the basket for few days since last time visited. The user was not logged in at any time before. The user can edit the basket even at the checkout. Checkout process is in 5 sections. The user created an account. Products in the basket can be seen with photos and size, quantity, but the content of the basket cannot be edited at this stage.

Boohoo website

When you start browsing, the menu button is at the top left corner. The main categories are shown in big and solid font size, the size of the font gets smaller and smaller as the user goes

further to sub-categories and other sections. At the time the user wants to click on dresses, the font is so small that it is not clear if you click on the right thing.

Search results are shown by pages. Dresses section on the website did not have any option to choose 'Going out' dresses or 'Party' dresses. There is no option to see more products per page, as it would be possible on desktop website. Colour of the product can be changed directly in the search results pages. No anchoring on the website. After viewing a product and going back, the user would end up at the top of the search results page. The only plus is that the user would be returned to the page previously visited. This means, that the user was on page 2 of the search results, visited a product, which was at the bottom of the page. However, after clicking back button, the user was still at the page 2 of the search results, but at the top of this page, not at the bottom, as were the visited product was.

Refine or sort by options are not visible when scrolling down the search results pages. It is only possible to refine when going right to the top of the page. In refine options any time the user chooses any of the options, just by clicking on one of them, the website automatically takes the user to the refined search results pages. In refine price section it is possible to change the lower price, but not the higher price. In refine options the buttons are a bit small, because the user wanted to refine by size, but clicked on 'Clear all' button, which is above the size section, and this mistake has cleared all refine options the user has chosen previously. When the user has chosen 'Skater dresses', the results were shown somewhere in the middle of the search results page, but not at the start of the page as would be expected.

On product pages zoom in is not present. Reviews are shown on the product pages, but it is not possible to click on them to read them. The user did not know that reviews will be shown at the bottom of the product page, and only later when reading description and looking at other information about the product, has noticed that reviews are actually displayed at the bottom of the page. However, it is not very clear how to close those reviews and continue viewing the product. The number of reviews shown is high and it would take long to scroll down to see any suggestions at the bottom of the product page.

After visiting a product page and clicking back button, the user was taken back to refined search results page, but to the top of the page 1, when the product visited was in the middle of the page.

Shoes category products are shown without model. No anchoring from viewing a product in shoes category. Some product photos are cut out in the search results. This means that the shoe does not fit in the grid provided.

In the basket, any time removing a product from the basket would take the user out of the basket section into the previously viewed page. On this occasion it was a product page. By clicking on a product in the basket, the user would be taken to that product's page. "It was really annoying when you are out of the basket any time you edit anything in it." One product was added twice in the basket, so the user clicked 'remove' button. As a result both items of that product were removed from the basket at once, what was shocking. In case the user wanted to buy only one of item of that product, but the website deleted both of them. In order to edit the basket in more sophisticated way the user would need to click 'View bag' button, which would take the user to the basket view. That is where the quantity could be amended.

Checkout

When the user visited Boohoo website, there were 2 items in the basket already. These must be the products which were added to the basket during observation and experiments. This means that products in the basket stay for some time. However, it is not known for how long. The user logged in. The checkout system has 5 section. However, as the user already has an account, the user was taken to the section4, which is delivery. At the bottom of this section the user could see products in the basket, but cannot click on them to enlarge or edit. PayPal and card payments are available. It was really slow at the checkout. The user returned to the basket hoping that the checkout process would reload.

Boohoo has sent 2 emails. One of them welcoming a new consumer, and another reminding the customer that there are products added to the basket, and the retailer will save the contents of the basket 'just in case', so the user can complete the purchase any time later. However, since last visit to Boohoo's website or mobile app, there were no more reminders about the basket or offers sent. However, there was not invitation to subscribe for updates or newsletter. The user wanted to sign up for newsletter directly on the website, but was asked to log in to the account first and to set up updates there. The user has logged into the account, but in order to sign up for newsletter, the user had to type the email in the box provided. Why

the retailer did not know which email should the subscription be for? The user has set up updates on 28 November 2015, the mail inbox will monitored for a week.

The items were still in the basket since the last shopping visit. Moreover, the wish list also had the product saved. Customer services opens up in another page.

Boohoo website has products saved in the basket since the last visit. However, the basket did not update since last use of the mobile app. The user has added another product to the basket, which made three items in the basket on the mobile app. The website showed only two items in the basket after updating and reloading the web page.

Boohoo has Stylefix magazine about fashion trends, which opens up in another window. Interestingly, the user has added 3 products to the basket on the mobile app and three items on the website. However, as those products added were different on those two mobile platforms, these did not correspond through shopping platforms. This means that if the customer will use multi channels, will not be able to shop seamlessly, because the items will not be shown on other platforms. The user was kept signed in on the website all the time the user did not access the website. On the mobile app the user had to sign in to proceed to checkout, and anyway there were only those 3 items which were added on the mobile app. None of those items added on the website appeared on the mobile app. Wish list on these two mobile platforms did not show the same products across different shopping platforms.

Boohoo has Inspire Me section on the website, which takes the user to Stylefix magazine. However, the mobile app did not have that section or even a link to it.

Topshop

The analysis of Topshop mobile app and website was conducted during eye tracking experiments. The observation notes, interview transcripts were used to score the features used by the fashion retailer.

Topshop has sent regular emails with offers and discounts.

Topshop has kept the product in the basket since the last shopping visit. Customer services open up in another window. However, the mobile app showed a message informing the user that it will take to another window. It opens up in Safari browser. On the website the user had to sign in, only then the basket would show the items which were already added earlier. However, the website had more products in the basket that the mobile app. Moreover, there

was no Notebook' on the website. This means that the products the customer has saved on the mobile app would not be accessible on the website.

Topshop has Magazine section on the website with fashion stories.

APPENDIX 8J – Number of Steps Needed to Delete a Product from the Basket

Table 76: Number of steps needed to delete a product from the basket on the mobile app

Steps	ASOS mob app	River Island mob app	Next mob app	H&M mob app	Zara mob app	New Look mob app	Boohoo mob app	Topshop mob app	Average
	Remove	Minus	Edit	Got to product page	Edit	Minus	Edit	Edit	
			No entry sign	Bin	X		X	No entry sign	
			Delete				OK	Delete	
								Yes	
Number of steps	1	1	3	2	2	1	3	4	2.1

Table 77: Number of steps needed to delete a product from the basket on the website.

Steps	ASOS web	River Island web	Next web	H&M web	Zara web	New Look web	Boohoo web	Topshop web	Average
	Bin	X	Remove	Got to product page	X	Minus	Remove	Remove	
	OK			Remove item					
				OK					
Number of steps	2	1	1	3	1	1	1	1	1.4

APPENDIX 8K – Potential Implemented by Apparel Retailers at Various Stages of the Shopping Journey

Comparison of the percentages of potential implemented at various stages of the shopping journey on mobile apps, %.									
Stage of the shopping journey	ASOS mob app	River Island mob app	Next mob app	H&M mob app	Zara mob app	New Look mob app	Boohoo mob app	Topshop mob app	Average
Browsing	65.2	39.1	52.2	56.5	39.1	43.5	60.9	69.6	53.3
Product page	75	50	58.3	50	66.7	41.7	58.3	75	59.4
Checkout	62.5	50	50	62.5	50	87.5	62.5	62.5	60.9

Comparison of the percentages used to date by fashion retailers at various stages of the shopping journey on websites, %.									
Stage of the shopping journey	ASOS web	River Island web	Next web	H&M web	Zara web	New Look web	Boohoo web	Topshop web	Average
Browsing	43.5	39.1	34.8	43.5	21.7	39.1	52.2	47.8	40.2
Product page	41.7	33.3	41.7	41.7	50	50	75	83.3	52.1
Checkout	62.5	62.5	62.5	62.5	62.5	87.5	62.5	62.5	65.6

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Mobile App versus Website: A Comparative Eye-Tracking Case Study of Topshop

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Abstract—The UK is leading in online retail and mobile adoption. However, there is a dearth of information relating to mobile apparel retail, and developing an understanding about consumer browsing and purchase behaviour in m-retail channel would provide apparel marketers, mobile website and app developers with the necessary understanding of consumers' needs. Despite the rapid growth of mobile retail businesses, no published study has examined shopping behaviour on fashion mobile apps and websites.

A mixed method approach helped to understand why fashion consumers prefer websites on smartphones, when diverse mobile apps are also available. The following research methods were employed: survey, eye-tracking experiments, observation, and interview with retrospective think aloud. The mobile gaze tracking device by SensoMotoric Instruments was used to understand frustrations in navigation and other issues facing consumers in mobile channel. This method helped to validate and complement other traditional user-testing approaches in order to optimize user experience and enhance the development of mobile retail channel. The study involved eight participants - females aged 18 to 35 years old, who are existing mobile shoppers. The participants used the Topshop mobile app and website on a smart phone to complete a task according to a specified scenario leading to a purchase. The comparative study was based on: duration and time spent at different stages of the shopping journey, number of steps involved and product pages visited, search approaches used, layout and visual clues, as well as consumer perceptions and expectations.

The results from the data analysis show significant differences in consumer behaviour when using a mobile app or website on a smart phone. Moreover, two types of problems were identified, namely technical issues and human errors. Having a mobile app does not guarantee success in satisfying mobile fashion consumers. The differences in the layout and visual clues seem to influence the overall shopping experience on a smart phone. The layout of search results on the website was different from the mobile app. Therefore, participants, in most cases, behaved differently on different platforms. The number of product pages visited on the mobile app was triple the number visited on the website due to a limited visibility of products in the search results. Although, the data on traffic trends held by retailers to date, including retail sector breakdowns for visits and views, data on device splits and duration, might seem a valuable source of information, it cannot explain why consumers visit many product pages, stay longer on the website or mobile app, or abandon the basket. A comprehensive list of pros and cons was developed by highlighting issues for website and mobile app, and recommendations provided.

The findings suggest that fashion retailers need to be aware of actual consumers' behaviour on the mobile channel and their

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expectations in order to offer a seamless shopping experience. Added to which is the challenge of retaining existing and acquiring new customers. There seem to be differences in the way fashion consumers search and shop on mobile, which need to be explored in further studies.

Keywords—Consumer behaviour, eye-tracking technology, fashion retail, mobile app, m-retail, smart phones, Topshop, user experience, website.

I. INTRODUCTION

FASHION is the fastest growing industry in the UK with online sales seeing constant year on year rise. Though in 2012, only 6% of consumers with smart phones used mobiles to purchase on-line [20], consumers using mobile devices for shopping are becoming a key influencer in the way consumers shop on-line, from research, to checking prices, to utilizing codes and discounts at the point of purchase in stores, even to paying for products. According to Mintel [16] clothing and footwear tops the list of products bought online in the UK. The research shows that the number of people using various devices, including smartphones, tablets and laptops, away from home for online shopping is quite small, and the majority of consumers would purchase goods online using any of their mobile devices from the comfort of their home. A top device for shopping away from home is a smartphone, which accounts for 17% [16]. Moreover, around 12 % of females aged 16 to 24 have used a mobile device to help them shop for clothes in-store [15]. Over a half of smartphone users accessing internet on their devices at home have used their smartphones to purchase goods online. Although, fashion retailers and market research reports show that mobile apps might be the most important mobile platform for fashion consumers [3], the survey carried out in the UK in 2014 [18] showed opposite trends. Over 60% of surveyed preferred to use websites on their mobile devices despite the wide range of mobile apps available.

Up to date papers using eye tracking technology employed eye trackers for various research projects, like tracking users eye movements and attention to visual stimulus in-store [11], [14], [13] and online. Although, there is a number of papers using eye tracking technology in online environments [5]–[7], and some investigate website design [21] and presentation ways [9] as means to influence consumers' decision making process [10], [22]. However, these papers did not investigate online environments as dynamic environments, and did not focus their attention on the shopping process online. Many of the papers described in literature review examined websites in a form of static pictures presented during eye tracking

experiments, or manipulating elements of the website. Even eye tracking study in-store used fixed images, and was not conducted in real store environment [11]. Although, researchers state that they use eye tracking in the most natural and least interrupting way, but the stimuli used for the experiments is overly manipulated and not dynamic as it is online. Guo et al. [8] used real fashion websites for the analysis and [1] looked at groceries shopping online, but the authors did not ask the participants to complete the transaction, they finished the experiment by putting the items to the basket. Moreover, the majority of the papers discussed in literature review base their findings upon quantitative analysis of the eye tracking data. The paper [1] used eye tracking technology in online grocery shopping to identify what information are consumers' seeking when shopping for groceries online. The authors used real online website and asked the participants to do their weekly shopping, with eventual payment. However, the payment was not recorded by eye tracker for personal information protection reasons. Johnson et al. [12] explored the use of mouse tracking to evaluate viewing behaviour and tested possibilities to measure visual information processing using tracking pointing movements made with a computer mouse. The authors suggested that mouse tracking could replace eye tracking to monitor users' behaviour, but they also noted that the scan path of the mouse covered a smaller area than the scan path of the eye. Cheng [4] combined the remote and portable eye-trackers for quantitative and qualitative evaluation of music mobile phone. However, the author analysed a user interface of the mobile device in on-screen simulation using a remote eye-tracker, and the real device using a portable eye-tracker, reported limitations using portable eye tracker at a time. Moreover, there are no papers examining shopping behaviour on mobile platforms, such as smartphones. This research paper focuses on analysing fashion consumers shopping journey on mobile devices, and employs innovative mixed methods approach with eye tracking technology in a core of it.

The UK is a world leader in mobile adoption and mobile advertising. It is becoming increasingly difficult to ignore the importance of smartphones in fashion retail. In recent years, there has been an increasing interest in adopting mobile retail channel, particularly in the UK. However, a major problem is a gap in research about the relationship between m-retail channel and consumer browsing and purchase behaviour. Despite recent developments in digital technology, approaches adopted by some fashion retailers have a number of problems. Therefore, this study would provide all professionals, such as apparel marketers, mobile website and app developers, with necessary understanding about mobile fashion consumer' needs. However, up to date, there has been little discussion about actual shopping behaviour on fashion mobile apps and websites, and no published study has examined overall shopping process on smartphone including the payment stage. So far eye tracking technology has only been applied to test fashion websites and advertisement with static eye trackers. The aim of this paper is to develop a framework which will help to understand what fashion consumers do on mobile

devices and why. The following three areas are not documented yet: eye tracking actual fashion mobile apps and websites, tracking the whole shopping process through from initial search to the payment, and looking at users' interaction with real smartphones. The proposed methodology is a step away from what was done to date.

II.METHODOLOGY

A mixed method approach was chosen because it helped to explain mobile fashion consumers' preferences for mobile optimized websites versus mobile apps. This paper examined natural user experience on mobile devices with actual fashion mobile apps and websites. To date various methods have been used to examine user experience online, mainly eye tracking visualizations in a form of heat maps or statistical spreadsheets. A variety of research methods were used to assess fashion consumers' behaviour on smartphones, and the data were gathered from multiple sources on the same day. Eye tracking experiments, user observation, interviews with retrospective think aloud and pre-experiment survey were used to allow a comprehensive knowledge about what fashion consumers do on mobile, how they browse, and why they behave in that way. Eye tracking glasses by SMI SensoMotoric Instruments were used for eye tracking experiments. This mobile gaze tracking device was chosen since it can record real-time interactions on smartphones, is portable and does not constrain participants' freedom in any way. Individual participant's eye tracking data were extracted as quantitative data spreadsheets, dynamic visualization files (gaze video, scan path video), and RTA video files using export facilities. Eye tracking technology allowed to record real-time users' shopping experience and enriched traditional user-testing methods, such as surveys, interviews and observations, in order to better understand the shopping experience on smartphones and to recommend ways to enhance the development of transactional mobile platforms. Existing mobile shoppers, females aged 18 to 35 years old, using iOS smartphones were recruited online.

According to the list of favourite fashion retailers among females aged 18 to 34 years old in UK as of 2014 [19], the key fashion mobile apps were listed as follows: ASOS, Topshop, River Island, Ebay Fashion, Next. It was decided that the most suitable fashion retailer for this study was Topshop, because it is a multi-channel apparel retailer, and has in-store, online and mobile presence. In terms of adoption of the mobile channel, Topshop went mobile in 2010 developing their first mobile app for iPhone, then in 2013 an app for Android OS mobile devices. It was decided that the best method to adopt for this investigation was to ask the participants to use Topshop mobile app and website on a smartphone according to a specified task.

The choice of the smartphone for the study was done based on findings of [18]. The researchers found that in terms of fashion shopping on mobile devices, consumers using iOS smartphones purchase more clothing on mobile than Android OS users. Although, all smartphones with iOS are iPhones, but the results of [18] showed that respondents owned various

models of iPhone, such as iPhone 4, iPhone 4s, iPhone 5 or iPhone 5C. To increase the reliability of results and control for bias, it was decided to create standardized settings for all participants. The following settings were controlled during experiments: device used, stimulus shown and Internet connection speed. In order to enable standardized settings for the experiments, participants were given a smartphone, iPhone 5S, which was provided by the moderator and it was connected to MMU Wi-Fi in order to maintain the same speed of Internet connection throughout all the experiments.

The demo session was conducted two weeks prior to the research project in the lab. The demo session helped to identify the best possible settings arrangements needed during experiments. This was useful to test the experiment in terms of duration, settings of the software for eye tracking experiments, and post experiment interviews.



Fig. 1 The participant wearing eye tracking glasses while using iPhone 5S

Each eye tracking session had one participant at a time, researcher (moderator) and technician(s). Duration of the whole session with one participant was approximately 60-90 min. This is including filling in a survey, two eye-tracking experiments and two post-eye-tracking interviews. Although, eye tracking sessions were held in the Usability Lab at MMU, the room was equipped with a sofa, wall decorations and a small table, and the room used for experiments recreated a simulated living room environment. The participants were able to sit comfortably and took different postures based on their natural preferences. This study provided the opportunity to explore fashion consumers' behaviour on smartphone without interrupting their intended behaviour, by creating natural real-live shopping settings. An unobtrusive eye tracking equipment was used during the sessions looked similar to a pair of spectacles, Fig. 1. The eye tracking glasses did not constrain the participants in any way and allowed for comfortable and relaxed interactions with the smartphone.

III. SAMPLE

The participants were recruited by publishing a call for participants online, and contacting the participants of the previous studies who expressed their interest to participate in the further study. Ten participants have signed up to

participate in this study. Two participants were excluded from the analysis due to technical problems in eye tracking calibration and missing data. As the result, the data obtained from the eight remaining participants were analysed. A small sample was chosen because of the expected quantity of data to be generated at the end of the research project. Mobile eye tracking technology uses video recordings as a basis for visualization of the data files, which produces a huge amount of data for analysis. As a result the following data sets were gathered for analysis: 8 questionnaires, 8 consent forms, 16 gaze video files, 16 scan path video files, 16 RTA video files, 16 statistical data spreadsheets, 16 observation notes, 16 interview audio recordings.

IV. PROCEDURE

Each participant was tested separately, and had to take part in two eye tracking experiments: on the mobile app and on the mobile optimized website. Both experiments were conducted on the same day with the same participant. At the beginning of each experiment the participant was introduced to the way eye-tracking technology works, and informed about all the necessary setting and calibration requirements by the technician of the lab. During the first eye tracking experiment the participants completed the task on Topshop's mobile app. All participants had a standardized task with a fixed budget of £75.00, which constrained search and kept them more focused. The task was to browse the retailer's mobile app or mobile optimized website in order to find up to two fashion products for a night out and complete a purchase. After the eye tracking experiment the participant was invited to think aloud whilst looking at the gaze re-play on a screen, and comment about any likes and dislikes, difficulties, issues and advantages during browsing and purchasing stages on the mobile app. The researcher asked the participant to explain why she looked long on one or the other part of the screen, part of the mobile app or a link. During the second eye tracking experiment the participants used Topshop's mobile optimized website [17] on smartphone using a browser of their choice to complete a task according to the same specified scenario as per first experiment. After the second gaze recording completed the participant was invited to think aloud whilst looking at the gaze re-play on a screen, and followed the same procedures as per the experiment with the mobile app. The researcher asked the participant to explain why she looked long on one or the other part of the screen, part of the website or a link. After all experiments and RTAs were recorded the participants were asked about their experience using smartphones for fashion shopping on the mobile app and the website, and what did they think about these two platforms in comparison.

Human eyes jump from place to place a few times per second, and in eye tracking research these movements are called saccades. However, a person can extract a visual information only when the eyes are focusing on something and are motionless for a short period of time [2]. According to [2] eye movements are task-dependent. This means that the same person, if given a different task while looking at the same object or stimuli, would look at it differently and would

generate a different gaze pattern. Therefore, in order to evaluate users' behaviour on mobile platforms while shopping for fashion products, there was a need to look for patterns in their approaches to shopping on mobile, their behaviour and gaze trajectory. Moreover, employing eye tracking method helps to detect usability problems and other technical issues. This research project aims at comparing two mobile shopping platforms of the same fashion retailer in order to identify which elements or features are the most attractive to fashion consumers, and which ones would need to be modified in order to satisfy these consumers' needs while shopping on their smartphones.

V. FINDINGS

For this study, the comparative analysis was used to explore the differences in consumer experience on the mobile app and the website. In order to achieve this, a series of comparisons were performed based on the following parameters: average durations at various stages of the shopping journey, numbers of steps undertaken and numbers of products viewed, search approaches, mobile platform's layout and visual clues, as well as consumers' perceptions and expectations.

The eye tracking data were used to develop shopping journeys for each participant and each experiment. This means that in total 16 shopping journeys were developed: 8 cases for the mobile app and 8 cases for the website. The shopping journeys allowed for calculation of the number of product pages visited by each participant and the number of steps undertaken during the whole shopping journey on each mobile platform. The analysis of the number of clicks during the shopping journey was not sufficient for this research project because the users, while interacting with the mobile app or the website, paid their attention to various areas of the product pages alone. This means whereby to visit a product page would be accounted as one click, but there were four steps. For example, one of the participants has made the following steps while on that product page: viewing product photos, reading reviews, checking the size of the model on those photos, and looked for suggestions. All these steps were undertaken whilst visiting one product page. The observation during eye tracking experiments showed that the participants behaved differently and looked at different areas when compared one to another. This suggested the need to account for the number of steps instead of clicks, and compare the results among all participants. Although, the shopping journeys are data rich, but in order to understand what consumers do on the mobile app or the website, and why they prefer websites to mobile apps, there was a need to combine different types of data. Therefore, there was a need to develop a framework, which would allow to work with different databases, and to combine the results in order to have a comprehensive understanding about mobile fashion consumers and their types.

In order to compare users' behaviour on the mobile app and the website, the data sets were presented in tables with average calculated for each parameter. The duration of the shopping journey, which accounts for the time spent from the beginning

of the search until the payment was completed, the number of steps undertaken during the shopping journey and the number of product pages visited on the Topshop mobile app by each participant are presented in Table I. The results of the same parameters on the Topshop website are presented in Table II.

Table III compares the results obtained from Tables I and II. It presents the comparison of the average scores of duration of the shopping journey, number of steps and product pages for the mobile app and the website. The data analysis showed that there are significant differences between Topshop mobile app and mobile optimized website in terms of the number of steps undertaken and the number of product pages visited. From the data can be seen that eye tracking experiments on the mobile app resulted in the higher number of steps and product pages compared to the website. It is apparent from Table III that the number of steps undertaken during the shopping journey on the mobile app is double the number of the website. Moreover, the number of product pages viewed on the mobile app is triple the number on the website.

TABLE I
 NUMBER OF STEPS AND PRODUCT PAGES VISITED DURING THE SHOPPING JOURNEY ON THE MOBILE APP

	Duration of the shopping journey, min	Total number of steps	Number of products viewed
P1	6	45	5
P2	15	105	10
P3	14	160	28
P4	15	125	15
P5	25	239	24
P6	10	87	11
P7	5	71	2
P9	6	47	3
Average	12	110	12

TABLE II
 NUMBER OF STEPS AND PRODUCT PAGES VISITED DURING THE SHOPPING JOURNEY ON THE WEBSITE

	Duration of the shopping journey, min	Total number of steps	Number of products viewed
P1	14	67	3
P2	10	59	3
P3	11	107	5
P4	11	57	5
P5	14	90	4
P6	11	68	5
P7	9	31	2
P9	8	45	3
Average	11	66	4

TABLE III
 COMPARISON OF THE AVERAGE NUMBERS OF STEPS AND PRODUCT PAGES VISITED DURING THE SHOPPING JOURNEYS ON THE MOBILE APP AND THE WEBSITE

	Average duration of the shopping journey, min	Average total number of steps	Average number of products viewed
Mobile app	12	110	12
Website	11	66	4

Comparisons between the two mobile platforms showed significant differences in user experience and behaviour when

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shopping on retailer's mobile app and website. Table III compares and summarizes the average results of the duration of the shopping journey, the number of steps undertaken and the number of product pages viewed on the mobile app and the website. This table is quite revealing in several ways. First, there were no significant differences found between the average duration of the shopping journey on the mobile app and the website. Second, the most striking result to emerge from the data is that the average number of products viewed on the mobile app was triple the number on the website. Interestingly, the average number of steps undertaken during the shopping journey on the mobile app was only double the one on the website. Fashion retailers relying on product views as engagement level's indicator might suggest that the mobile app is more engaging than the website. That could be a case, if only quantitative data are used to analyse online consumers' behaviour, but not the whole shopping journey as per this study. A comparison of the two mobile platforms reveals that there might be something very specific about the mobile app, which influenced the users to behave so differently. Why did users behave this way? Why did they view significantly more products on the mobile app than on the website, even though they had exactly the same task on both mobile platforms?

A possible explanation for visiting a triple number of product pages on the mobile app might be that users liked more products they have seen on the mobile app. However, there is a need to compare other data sets gathered during the study. In order to know more about what users did differently on the mobile app, there was a need to compare the duration of time spent at various stages of the shopping journey. Using scan path video files for each case, the following parameters were calculated: the average durations at home page, browsing, visiting product pages and checkout, as well as average duration visiting one product page, Table IV. As can be seen from the data in Table IV, there was no significant difference between the mobile app and the website in terms of the average time browsing and at the checkout. It is apparent from the table that the average time viewing product pages on the mobile app was nearly double the time on the website. There was a significant difference between the mobile and the website in terms of the average time spent viewing a single product page. On average, users on the mobile app spent significantly shorter time viewing product pages than on the website.

TABLE IV
 COMPARISON OF THE AVERAGE DURATIONS AT VARIOUS STAGES OF THE SHOPPING JOURNEYS ON THE MOBILE APP AND THE WEBSITE

Mobile platform	Average time spent at home page, s	Average time browsing, min	Average time spent at product pages, min	Average time spent at the checkout, min	Average total time of the shopping journey, min	Average time spent viewing product page, s
Mob app	13	4.8	2.5	4.5	12	11
Website	39	4.3	1.5	4.6	11	23

The comparison of the average durations show that there were no significant differences between the mobile app and the website in terms of the total duration of the shopping journey, the average time spent at the checkout and the average duration browsing. The mobile app was supposed to offer a quicker and easier checkout process than the website. The future studies could address these opportunities to explore the checkout process on the mobile app and the website. The comparison of the results in the Table IV shows that the average time spent viewing product pages on the mobile app nearly doubles the time on the website, what is not surprising knowing that users have visited triple number of product pages compared to the website. The most striking results of the data comparison show that the average time spent viewing one product page on the mobile app is two times shorter than on the website. This suggests that users might have visited more product pages on the mobile app not because of genuine interest in those products. The reason for this might be related to usability of mobile platforms used in this study. The comparison of the two mobile platforms reveals that there is a need to understand why users behaved so differently on the mobile app.

Turning now to the qualitative data gathered during the experiments, such as RTAs and interviews. The analysis of the RTA and interview data showed that participants expressed their opinion about the use of the each mobile platform, and had clear preferences towards some features of the mobile app

and others of the website. These findings suggested the need to compare and rate problem areas mentioned by the participants during RTAs. A list of problem areas of the mobile app as identified by interviewing the participants was developed. The problem areas were arranged in descending order, and are presented in Table V.

When subjects were asked about their experience using Topshop mobile app during the experiment, the majority commented that the pictures were too small in search results. One of the participants said about the mobile app: "When you are scrolling through all these pictures that are really small, so you cannot really tell what is what." Whereby another participant told about her seeing some products and thinking that it could be a nice item: "So there were few that I thought, look at that. I click on it, and then I thought 'Oh my God, that was awful!"

The analysis of the interview data reveals that for five out of eight participants having too small pictures in the search results was one of the obstacles finding what they were looking for.

Turning now to the data about problem areas of the website. A list of problem areas of the website is presented in Table VI. An overview of the main problem areas of the website suggest that the majority of the problems encountered by users are technical issues. It is apparent from Table VI that 100% of the sample found slow loading speed on the website disturbing. It is important to remember that both mobile platforms were

accessed on the same device, which was connected to the same Wi-Fi network. In contrast, only one participant has encountered a problem of not loading the search results while browsing on the mobile app.

There was not seen a reduced time for the mobile app at the checkout, see Table IV. Feedback both on quantitative and qualitative data indicates that there are ongoing problems at the back-end on both mobile platforms. Some of the participants wanted to drop from the experiments due to the problems encountered while shopping. One of the participants selected 'collect from store' delivery option, because she did not have enough money left to pay for home delivery. She was

going round in loops several time before completing the transaction. This participant said: "I couldn't review my items at the last minute, and then I had to go back to the process again. That winded me up as synchronic." Moreover, a problem with 'collect in store' delivery option was encountered by 100% of users who selected it. Another participant who was not willing to spend a lot of time at the checkout said: "...I am really not very forgiving the things that take more time than it should do, because my time is precious. And if anything takes longer than I think it should do, then, just, I don't know, I guess, I would just ditched."

TABLE V
PROBLEM AREAS OF THE MOBILE APP

Problem area	Number of participants who encountered the problem
Too small pictures in search results	5
Colour options not available	4
Zoom in could not be found	4
Could not find refine button	3
Shoes category products displayed on model	2
Not loading	2
Could not change view in search results	2
No product pictures on the model	2
Suggested products are not related to viewed products	2
Difficulty to edit basket	2
Sale - no sub categories	1
Could not view other product photos	1
Too small pictures in product page	1
Could not find checkout button	1
Mixed up products in ads	1
Not able to review order at the checkout	1
Going round in loops for collect in store option	1
Re-type contact details twice due to checking basket	1

TABLE VI
PROBLEM AREAS OF THE WEBSITE

Problem area	Number of participants who encountered the problem
Slow loading	8
Not anchoring	6
Sub-categories not available in menu	4
Difficulty to flip through product photos	4
Re-type contact details twice due to checking basket	4
Difficulty to find shoes sub-categories	3
Could not change view in search results	3
In categories products are mixed up	2
Too big pictures in search results	2
Not clear	2
No suggestions of similar products or recently viewed	2
Could not find refine button	2
Pop-ups got in a way	2
Less products in search longer to look through	1
Changing view of search results on its own	1
Too big pictures on product pages	1
Going round in loops for collect in store option	1

A comparison of the results from Tables V and VI reveals that there seem to be significant differences in the design and layout of the mobile app and website. For example, five out of eight participants said that pictures in the search results on the

mobile app were too small. Whereby, two of them stated that the pictures in the search results on the website were too big. The differences in mobile platform's layout and visual clues seem to influence the entire shopping experience on a

smartphone. The comparison of the default layout of the search results on the website and on the mobile app showed, that, indeed, the size of the product pictures displayed in the

search results was different on these two mobile platforms, Fig. 2.

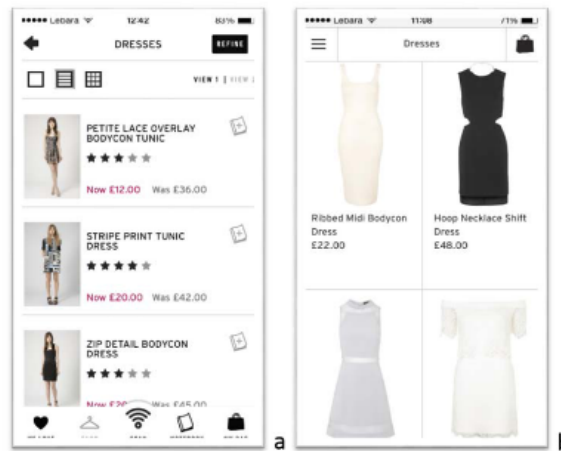


Fig. 2 The default layout of the search results page on the mobile app (a) and the website (b)

The observation to emerge from the data comparison was that, in most cases, the participants behaved differently on the mobile app and the website. It can be seen from Fig. 2 that the default settings of the search results pages are different in layout, size of the pictures and, even, position of the menu, refine or basket buttons. It is apparent from Fig. 2 that Topshop did not try to design the mobile app and the website as a consistent brand presence, and these differences might discourage their consumers to use mobile devices for shopping. There seem to be a need for standardization in design of mobile shopping platforms.

VI. CONCLUSIONS

The present study was designed to determine the differences and similarities of two mobile shopping platforms. Having Topshop a fashion market leader in the UK, the results of this study indicate that developing a mobile app cannot guarantee a success. It requires ample knowledge about mobile fashion consumers' needs in order to satisfy them.

The comparison showed that the users had to visit three time more products on the mobile app than on the website, because of a limited visibility of products on the search results pages. Moreover, this result has not been previously described. This significant difference may be explained by the fact that different people are involved in developing these two mobile platforms.

Online retailers are bombarded with data, which businesses use to inform them how to develop marketing strategies. Fashion retailers might be relying mainly on traffic reports and retail trends, with sector breakdown for visits, views, device splits and durations. Although, all these might seem a valuable

source of information for retailers, but cannot explain why consumers visit so many product pages or stay long on the website or the mobile app. It is a narrow approach, which does not reflect the actual mobile consumers' behaviour.

The results of the qualitative data analysis were used in developing a comprehensive list of strengths and weaknesses of the mobile app and the website by highlighting main issues. Two types of problems emerged from the findings relate specifically to technical issues and human errors. The data analysis did not show that the mobile app is easier and quicker to checkout than the website, what brings open questions for future research.

Interestingly, the findings suggest that there might be some differences between consumer groups in terms of search and shopping behaviour on smartphones, which need to be explored in further studies. The findings of this study cannot be generalized to all fashion mobile apps and websites. However, the sample was sufficient for Topshop case study and allowed to identify the major problem areas of the mobile app and the website and to suggest ways to improve it. By conducting a mixed method approach this study found that there needs to be more done in the area of fashion m-retail in order to offer customers a seamless shopping experience in mobile channel. These findings suggest that fashion retailers need to have a better knowledge and understanding about their consumers, especially mobile fashion consumers and their expectations from mobile shopping platforms. This would help in retaining existing and acquiring new customers.

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Segmenting the UK Mobile Fashion Consumer

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SEGMENTING THE UK MOBILE FASHION CONSUMER

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Abstract

As mobile apparel retail websites and apps grow in popularity, insight into the psychology and behaviours of shoppers using these mobile interfaces has become more important. Although Android operated mobile devices dominate the market, the current study of fashion consumers' opinions shows that, in terms of fashion shopping via mobile devices, Apple's iOS is leading. The data show that mostly females aged 18 to 34 years old purchase clothing via smart phones, and consumers using iOS smart phones purchase more clothing via mobile than Android OS. Over 60% of respondents prefer to use websites on their mobile devices despite the wide range of mobile apps available. 70% of respondents think that 'website and products do not display properly on the small screen'. This is the first study focusing on critical issues of fashion m-retail's environment based on mobile fashion consumers' behaviour and shopping experience. Five mobile fashion consumer types - self-confident addicted shoppers, time-conscious consumers, followers, bargain hunters and style-conscious connected browsers - were identified. Appropriate marketing strategies can be developed, guided by the specific mobile fashion consumer type's shopping journey, and apparel retailers can better define their target consumers and more effectively tailor mobile interfaces to meet customer needs.

Keywords: m-retail, mobile device, mobile fashion consumer, mobile marketing, consumer behaviour, mobile apps, smart phones, fashion retail, apparel, consumer segmentation, comparative analysis.

1 Introduction

Despite the rapid growth of mobile retail businesses, there is a lack of published material that has examined shopping behaviour on fashion mobile websites and apps. The current study attempts to fill this gap in research on apparel consumption by analysing the extent to which marketing communications affect shoppers' intention to purchase in the mobile retail environment. The project focuses on fashion consumers' experience, mobile devices, technological advances and usability issues. The evaluation employs the knowledge from different disciplines, and helps to understand why fashion consumers prefer to use websites on their mobile devices, but not apps. This research project aims to help specialists involved in the development and management of m-retail web sites to build successful mobile retail environments. By understanding the motivations and behaviours of mobile shoppers, apparel retail companies, mobile marketing specialists, and website and app developers can better define their target consumers and more effectively tailor their offerings to meet customer needs. The research will contribute to developing a theory of the interactive relationship between mobile apparel retail and its consumers.

2 Literature review

According to Curran and Keith (2013) mobile technology is present in every aspect of our lives, and retailers need to understand the role of mobile devices in business models and to take actions required to maximise the customer benefits. The era of mobile computing has catalysed the largest shifts in consumer behaviour over the last forty years, whereby Apple and Google seem to have driven mobile adoption rates. According to Magrath and McCormick (2013) users appear to be substituting websites for mobile applications, which could soon become a retailer's most important sales channel, justifying the requirement for immediate analysis of the consumer's perceptions. It is often suggested that e-business is just about technological change, but there are greater difficulties in implementing the intellectual, cultural and structural shifts necessary to succeed in a much more interactive mobile business environment (Harris and Dennis, 2008).

M-commerce makes online shopping more accessible, and it is becoming increasingly popular, driven by a continuing rise of smartphone ownership. Mobile consumers seem to be more confident in using their mobile phones in the shopping journey (Verdict, 2012b). Retailers, digital marketers and website developers have to understand these new types of consumer and how best to reach them. According to Shim and Lee (2011), it is crucial to identify new technological advances that enable an improvement of product presentation, and overall usability can be implemented within a design of fashion m-commerce websites and apps, and how it could encourage consumer satisfaction and engagement.

The report by eMarketer (2012) found that the share of smartphone users by operating system (OS) is seeing a trend of change. In 2012 Android experienced a rapid growth of market share and reached 43% in the US, with iOS growing slightly and reaching 33%, and BlackBerry losing its position of market leader with only 13%. The current trend suggests that by 2014 there will be two OS leaders in the mobile market: Android OS and iOS.

As with the trend seen in e-retail, as consumers gradually develop greater confidence in a technology, they are more likely to use it for making purchases. Some retailers develop more efficient and enjoyable sites and applications, for tablets in particular, more consumers will be drawn to the mobile channel (Verdict, 2011). Yet according to a June 2012 report from trade publication Multichannel Merchant (www.multichannelmerchant.com), only 29.5% of U.S. retailers have an m-commerce website. Therefore, smartphone owners are forced to face some usability issues when they want to buy using their mobile devices (Pasqua and Elkin, 2013).

Theoretically, the transactional elements of e-commerce websites will function in the browsers of the most up-to-date smartphones and tablets, but retailers need to consider how easily and quickly their

consumers may be able to finish a transaction. Therefore, retailers before optimizing their m-commerce channel need to understand what smartphone users are actually doing on their mobile devices as well as what they would like to be doing in the future (Pasqua and Elkin, 2013). 'The omnichannel shopper makes a slew of decisions on the path to purchase; for the unprepared retailer, many of these decisions could lead to losing the sale' (GTNexus, 2013).

Mobile channel offers opportunities that other channels cannot, such as being able to shop and access information from practically any location and at any time. Therefore, much online spending is likely to transfer from devices with fixed broadband connections to those that have mobile internet (Verdict, 2011). As multichannel becomes the standard for retailers, mobile sites and apps must be viewed as complementary to store shopping. The potential for integrating m-commerce into physical stores is a vital consideration, as smartphones and tablets become more powerful. QR codes have often been used by retailers to give more information on products, and to distribute vouchers for discounts, however new technology will allow this to be taken further (Verdict, 2012a).

Balasubramanian et al. (2005) conducted research focused on understanding how consumers select a specific channel and migrate from one channel to another, but these studies were focused mainly on traditional retail stores and the Internet. Another study conducted in China has examined the relationship between demographic and motivation variables with m-commerce usage activities (Chong, 2013). However, this study focused on various m-commerce usage activities, such as content delivery, transactions, location-based services, and entertainment activities, there is a limited research into consumer behaviour in m-retail in a specific commercial context, fashion retailing.

So far, however, there has been little discussion about fashion segmentation. The aim of this study is to find criteria for mobile fashion consumer segmentation. There are different strategies known for consumer segmentation, but it is important to focus on the consumer and view everything from her/his point of view, but not from the supplier's point of view (Klas et al., 2013). Hanlon (2013) argues that a Segmentation, Targeting, and Positioning (STP) model, that is relatively new, could be used for customer segmentation, as previously marketing approaches were based more around products rather than customers. According to Hanlon, STP is relevant to digital marketing, and application of marketing personas could develop more relevant digital communications. This could be achieved by the use of alternative tactical customer segmentation approaches. Many retailers use information about fashion segments in the UK from Fashion Segments by Experian (2014), which classifies all adults into 20 female and 15 male types, based upon her or his attitudes and behaviour towards shopping. Although, these segments are widely used by many apparel companies, the information is only updated once every four years. The literature confirms that segmentation strategies may be planned or intuitive (Lee et al., 2007). With increased globalization and advances in information technology, successful marketers are adapting and evolving their strategies to compete in a rapidly changing marketplace (Ko et al., 2007), especially in such a specific commercial context noted for its dynamism and complexity, as fashion retailing (Lee et al., 2007). Therefore, a review of all ways of consumer segmentation is needed to develop a theoretical framework for future consumer studies. Many authors have used different ways of segmenting consumers; the chosen way depends upon the purpose of the study and the market environment. According to Hanlon (2013), there are many ways to segment existing markets, and this can be done based on nearly any variable, as long as it is effective. The following ways of segmentation are well known and were suggested by Hanlon (2013) as the main strategies: demographics, psychographics, lifestyle, belief and values, life stages, geography, behaviour, and benefit. Traditionally it has been carried out using demographic or geographic variables, but lately psychological, psychographic and behavioural segmentation variables have been employed to develop both products and services (McDonald et al., 2004). Although, the use of these ways may have a long history, in this dynamic fashion sector, there is a need to look for new approaches due to the latest technological developments including smart phones. Besides, previously mentioned ways, there is a need to mention such variables as purchase orientation (Youngjin et al., 2013; Chanaka et al., 2007), personal values (De Juan-Vigaray and Sarabia-Sanchez, 2012), and fashion lifestyle (Ko et al., 2007) as the basis for segmentation.

3 Research Method and Design

3.1 Survey development and design

This study focuses on all fashion shopping activities, any transactional, or browsing activities, akin to the work by Chong “which are initiated and/or completed by using mobile access to computer-mediated networks with the help of mobile devices” (Chong, 2013). It was considered that quantitative measures would usefully establish a general knowledge about the situation of apparel m-retail in the UK. The design of the questionnaires was guided by the main research questions of the project, and was supplemented by items from the Verdict report on m-commerce in the UK (2011) and (2012a). At the time when the research was conducted there were no reports related to m-retail in the apparel industry, and the only information available covered the proportion of m-commerce by sector and a general overview of activities by respondents using mobile devices.

This research is designed to collect data that describe the characteristics of mobile fashion consumers. The survey instrument was chosen because it is a system for collecting information from or about people (Fink, 2013) to describe, compare, or explain their knowledge, attitudes, and behaviour. Therefore, a survey strategy, that allows quantitative and qualitative data to be collected on many types of research questions (Sekaran and Bougie, 2013), was developed in the form of a questionnaire. This mixed approach has given a broader understanding about fashion consumers’ preferences. The questionnaire comprised of closed and open-ended questions. Eight items on the questionnaire measured the extent to which participants agree or disagree with a statement, and four items were open questions where participants had to give their own answers.

3.2 Characteristics of the sample

In order to achieve the aims of the project: to learn about the trends within mobile fashion retail from consumers’ perspectives, to identify factors influencing consumers’ behaviour and to segment mobile fashion consumers based on their behaviours’, this research study employs quantitative method, which is the most appropriate to quickly identify changes over time. In August 2013, a survey was carried out in which 200 adults aged 18 and over were questioned about their buying habits and preferences towards the use of mobile devices for fashion shopping.

In order to gather primary data about mobile consumers in the UK, a pilot study survey was employed. The sample was not limited by any socio-demographic characteristics in order to test reports from published resources. The sample had one major selection criteria: that respondents should own and use a mobile device for purchasing or browsing for apparel products. The respondents from urban areas in the UK were contacted in person in the cities of Manchester, London and Birmingham. The field work was carried out over a period of approx. four weeks and the respondents were contacted during working days of the week.

The primary survey was developed to study mobile fashion consumers who purchase apparel products using their mobile devices. At this stage a pilot study of all genders, age groups and operating systems was conducted. This survey was pilot tested before proceeding to gather the data, therefore ten respondents were asked to fill in a questionnaire. At this stage, a few changes were identified and the questionnaire was amended. Overall, the total number of respondents who took part in the primary survey was 102.

The results from primary survey suggested that only two operating systems for mobile devices are the most popular among fashion consumers, and that the majority of them are females aged from 18 to 34 years old. The findings from this survey suggested a number of hypotheses. Therefore, a follow up questionnaire was developed to test additional factors which contained all the questions from the primary questionnaire and had several new questions. These additional questions covered the following areas:

- Why do the majority of fashion consumers use iOS mobile devices?

- Is that mobile device a company's property or privately owned?
- What other ways of shopping do consumers use after seeing something on their mobile device?
- Do participants find all mobile apps of their favourite fashion retailers available to download for their smart phone?

As mentioned previously, this is a phase 1 of a longitudinal project, as there is a need to test trends in consumer behaviour over time. Therefore, a modified questionnaire was developed for a follow up survey to be used for data collection a year later. The data was gathered from a sample of UK urban consumers, females aged 18 to 34 years old, using iOS or Android OS smart phones for fashion shopping or browsing. During the follow up survey the data was gathered from 98 respondents, but only 92 respondents answered all questions of the survey and satisfied the selection criteria. Respondents who did not use iOS or Android OS smart phones, but used different OS mobile devices were excluded from analysis. Criteria for selecting the subjects were as follow:

- Individuals would own a mobile device;
- Participants would use their mobile devices for any fashion shopping related activities;
- Participants are from urban areas in the UK.

After pilot testing the primary survey was amended, and the final survey included participants who do not purchase via mobile devices, but only browse for apparel products on their mobile device. A random sample of participants with smart phones, who use mobile devices for fashion shopping, or browsing, was recruited from urban areas in the UK.

The follow up survey was conducted in order to test new hypotheses that emerged from the primary survey. All of the participants were females aged 18 to 34 years old using iOS or Android OS smart phones. More participants were recruited for this follow up survey in order to test for saturation.

4 Findings

4.1 Analysis of the data from the primary survey

The research examines differences between the buying habits via mobile devices of men and women across a fashion market in the UK. Through the pilot survey, the research demonstrates gender-specific consumer behaviour differences from the attitude towards buying via mobile, to the frequency of buying and OS they use for shopping with mobile devices. This pilot survey also provides an insight on a general overview of mobile fashion retail environment. The follow up survey is further examined in terms of OS, gender, age, with attention given to willingness to purchase or only to browse via mobile devices. The data help to develop knowledge of the role of multi-channel environments within these mobile fashion consumers' shopping journeys.

Strong evidence of the differences in shopping behaviour by gender and age were found from frequency distributions. It is apparent from the data that very few males (21%) from the primary survey use mobile devices for fashion shopping and browsing. The number of male respondents is considerably lower than female due to male respondents not purchasing apparel products on-line at all, let alone purchasing clothing on their mobile devices. What is interesting in the data is that purchasing and browsing of apparel products via mobile devices is most popular among respondents from two age groups. Of the study population, over 33% of participants are 18 to 24 years old, and 41% are 25 to 34 years old.

The data suggest that iOS was the most popular OS in 2013 with over 66% using mobile devices operating with iOS for fashion shopping. Android is in second position with around 23%. The other mobile devices with different OSs (including Windows Phone OS and BlackBerry OS) all together account for around 11% of all respondents. Further analysis showed that the OS element governs a number of other processes involved in the shopping journey of apparel consumers.

Hypothesis 1.1: Consumer attitudes toward the mobile apparel shopping channel will differ according to the user's OS.

Hypothesis 1.2: Consumers using iOS mobile devices are provided with the iPhone by employer.

Hypothesis 1.3: Consumers using iOS mobile devices seem to be loyal Apple's customers.

There appears to be a significant difference in shopping behaviour between the group of participants who purchase via mobile devices, and the consumers who browse only. There are several observations that emerge from the data comparison:

- Respondents who purchase clothing via mobile devices use more mobile apps (around 46%), compared to those respondents who use mobile devices to browse. Moreover, respondents who browse for apparel products via mobile prefer to use websites.
- The majority of respondents who do not purchase clothing via mobile, but research only, agree that they do not like the idea of making payments via mobile devices. Meanwhile, the respondents who purchase via mobile, accounting for over 45%, do not have any issues with making payments via mobile.
- The majority of those who browse via mobile for clothing agree that websites do not load quickly enough. Moreover, approximately 30% of those who only browse via mobile, stated that they use Android OS mobile devices.

The most striking result to emerge from the data is that there is a difference in attitudes and behaviour between mobile fashion consumers by OS. Moreover, it is apparent from the comparative analysis by OS that the majority of fashion consumers using iOS mobile devices purchase via mobile, whereby, the majority of consumers using Android OS mobile devices do not purchase clothing via mobile, but browse only.

A comparison of the results reveals that there is a link between OS of the mobile device and consumers' willingness to purchase apparel products via mobile. A further analysis of this relationship is needed, and it is discussed in the next section with a particular focus on females aged 18 to 34 years old who use iOS and Android OS smart phones.

Contrary to the findings of past studies (Magrath and McCormick, 2013), the most striking result to emerge from analysis of the data is that over half of all respondents prefer to use websites for fashion shopping on mobile devices. There is a need to investigate whether all retailers have mobile apps available for consumers to download on their mobile devices.

Hypothesis 2: Mobile fashion consumers prefer to use websites over mobile apps due to the lack of apparel retailers' mobile apps. H.2 was addressed in a follow up survey.

4.2 Analysis of the data gathered from the sample of females aged 18 to 34 years old, who use smart phones for fashion shopping or browsing

For the purpose of this analysis, the data were gathered from only females aged 18 to 34 years old, who use iOS or Android OS smart phones for purchasing or browsing of apparel products. The sample consists of 2 segments: the extracted data from the primary survey of the female sample and the data from a follow up survey.

There were five strands of comparative studies carried out in order to look for differences or similarities in responses among females of the selected age groups. The data gathered during the primary and the follow up surveys were analysed in terms of the following variables:

- By OS of mobile devices (iOS vs. Android OS);
- By the willingness to purchase via mobile, this is by YES/NO groups of respondents;
- By age groups (18-24 years old vs. 25-34 years old);
- By frequency - only YES respondents;
- By employment status: working participants vs. students.

The majority of those who responded use iOS mobile devices accounting for around 80%. The findings from this question during the primary survey suggested the testing of H.1.2.

In order to test H 1.3, the question about a previous experience of other OS was added to the follow up survey. Further analysis showed that almost two-thirds of the participants (63%) said that they have experienced a different OS before using iOS mobile devices.

The most striking results emerge from comparison of the data by age and by employment status. Over 80% of females aged 25-34 years old have never changed OS. When looking at the question about OS used, it is significant that over 70% of females aged 25-34 use iOS. Thus, we may suggest that the majority of 25-34 year old females use iPhones for a long period of time and have never changed to any other operating system. These respondents are loyal to their chosen OS.

There is a significant difference between perceptions of students and working respondents. Around 60% of working respondents said they always use the same brand mobile device, whereby almost 80% of students have experienced a different OS before using the current one.

In response to the Question: 'Do you shop via your mobile device?' most of those using iOS mobile devices (63%) indicated that they purchase clothing via mobile. Whereby, over half of Android OS users have never made a purchase of apparel products on their mobiles. There were no significant differences in comparison of the data by age. The single most striking observation to emerge from the data comparison was that working participants are more likely to purchase clothing via mobile than students. 75% of working participants indicated that they purchase apparel products via their mobile devices. Moreover, around 30% of working respondents are frequent mobile fashion shoppers, and purchased clothing 10 or more times via mobile device within last 12 months.

An overview of the preferred interface for mobile fashion shopping suggests that the majority of respondents choose to use websites, accounting for around 60% of those surveyed. A small number of respondents prefer to use mobile apps for fashion shopping, accounting for only around 30% of consumers who purchase via mobile, but almost half of them use websites. Comparison of the data by shopping frequency was conducted by analysing the data from participants who purchase via mobile only. The sample represents mobile fashion consumers using their mobile devices to purchase clothing. The difference identified suggests that consumers prefer websites to mobile apps. There is a need to review fashion retailers' mobile apps in order to identify the main factors influencing mobile fashion consumers to use a website but not the app.

Consumers using iOS mobile devices research by looking at clothing on a mobile device before buying in-store. This suggests that these consumers are multichannel consumers using different shopping routes in order to achieve their shopping goal. The comparison of the data by the willingness to purchase via mobile suggests that NO respondents use mobile mostly for research and might purchase clothing via other means. This could be in-store or on-line via PC or laptop.

The results from the data analysis by shopping frequency found that frequent shoppers (over 54%) would research in-store before buying via mobile. Why would these consumers go to their mobile to make a purchase? Is their size not available in-store? Do they get a discount if they purchase via mobile? What drives these consumers to behave this way? There is a need to analyse mobile fashion consumers' shopping journey in order to better understand their behaviour in m-retail.

There is a significant difference between the responses of iOS and Android OS users with respect to making payments via mobile devices.

Hypothesis 3: Consumers perceive the idea of making payment via mobile differently depending on the OS of the mobile device they use.

More respondents using Android OS mobile devices agreed, accounting for around 42%, that they do not like the idea of making payment via mobile. By contrast, iOS users (56%) are more positive towards making payments via mobile.

Hypothesis 4: Consumers using iPhones will perceive the idea of making payments on their smart phones positively due to trust in iOS.

Consumers who only browse on their mobile devices perceive the idea of making payments negatively, accounting for over half of browsing respondents. Whereby, almost 50% of consumers who purchase via mobile perceive the idea of making payment positively. It is important to understand what drives consumers to think this way, and why their opinions are so different. The comparison of the data by age, by employment status found that respondents aged 25 to 34 years old, and working participants perceive the idea of making payments via mobile positively, compared to respondents aged 18 to 24 years old and students, who agreed that they do not like this idea.

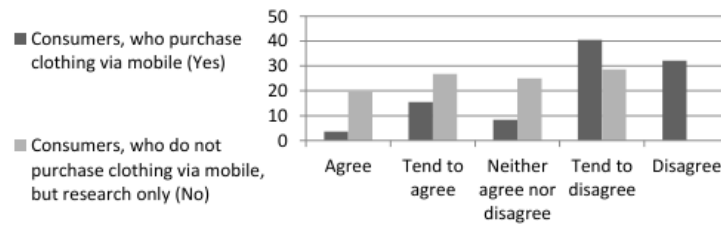


Figure 1. Payments are too hard to make on mobile device. Comparison by Yes and No groups of respondents, %.

A significant difference was found between iOS and Android OS users in terms of usability of mobile devices for fashion shopping. The majority of Android OS users agree that the usability of smart phones is poor. Students perceive usability as poor compared to working respondents who tend to disagree with this.

Hypothesis 5.1: Lack of apparel retailers' mobile apps leads to dissatisfaction with usability.

Hypothesis 5.2: Poor usability leads to dissatisfaction and low purchasing.

The findings from the analysis showed that the majority of respondents tend to agree that websites or their product do not display properly on small screens.

Loading speed is another big issue for consumers. Around 40% of frequent mobile shoppers tend to agree that websites do not load quickly enough. All five stages of the data comparison suggest that loading speed is one of the major problems on mobile fashion consumers' shopping journey.

Hypothesis 6.1: Slow loading speed of mobile websites, apps or products' pages on smart phones reduces consumers' intention to complete a transaction via mobile devices.

Hypothesis 6.2: Slow Wi-Fi in public places has impact on loading speed, and leads to dissatisfaction and concerns about security during shopping via smart phones.

Further analysis of the data showed that iOS users' shopping experience is overall more positive than the experience of Android OS users. What makes iOS more suitable for mobile fashion shopping than the Android OS? The majority of consumers who only browse via mobile agree that payments are too hard to make on mobile device. Could this factor influence their willingness to purchase via mobile? Would these consumers purchase in the future if this issue could be addressed? It is important to note that over 24% of frequent shoppers and over 22% of non-frequent think that payments are too hard to make on mobile device. The comparison of the data by age suggests that over a quarter of consumers aged 25 to 34 years old and more than 31% of younger consumers tend to agree that payments are too hard to make on a mobile device. Similar results were found from comparing students with working participants. Therefore, the idea to compare smaller groups with more specific characteristics will be conducted in order to identify if there are any differences between working participants, students not working, and students working along with their studies.

In order to test H.2, the following question was added to the follow up survey: 'Are all your favourite fashion retailers' mobile apps available for your mobile device to download?' The question arose to assess whether mobile apps are providing a greater shopping experience than websites for fashion shopping via mobile. Although, it was found that the majority of participants prefer to use websites to mobile apps. There is a need to know if all the required mobile apps for fashion shopping are available to consumers to download. The results found that only 40% of respondents using iOS and Android OS mobile devices find all needed apps. Moreover, around 55% of iOS and over 30% of Android OS users said that only some are available as mobile apps. A significant number of respondents, accounting for over 25% of Android OS users, did not find the mobile apps they wanted. A similar situation is seen from the comparison of the data by purchasing and browsing only. The results showed that around half of all mobile fashion consumers prefer to use website due to unavailability of mobile apps for their mobile devices. Would consumers perceive shopping experience positively if they could have all mobile apps available?

Hypothesis 7: Mobile fashion consumers will perceive shopping experience via mobile positively and this will lead to higher purchases with the use of mobile apps.

5 Mobile fashion consumer segmentation in the UK

As significant differences were found between consumers' behaviour and attitudes, there was a need to investigate these differences in more detail. Mobile fashion consumers seem to be active multi-channel consumers using their smart phones during any part of their shopping journey. Therefore, there is a need to identify possible consumer groups for future analysis, and to compare the results with already existing fashion segments. This study identified the role of mobile devices in apparel m-retail, and will highlight the main factors influencing consumers' shopping journey. Each of these groups was given a short coded name for ease of communication. This comparative study will help to test whether consumers' purchase behaviour could be used as a base for consumer segmentation or are there some other factors that are more important.

For the purpose of this analysis, clusters were identified based on purchasing orientation, with particular emphasis on shopping frequency. Finally, cluster techniques were used to group together individuals with similar responses. Results of segmentation suggested the presence of five groups with different preferences: self-confident addicted consumers, time-conscious consumers, followers, bargain hunters, and style-conscious connected browsers.

Self-confident addicted consumers. These consumers purchase more than any other group, and they are frequent fashion shoppers using their mobile devices in a number of ways. Most importantly, they make purchases via mobile too. Besides, the fact that this group is the only group using mostly iOS mobile devices, they are also loyal consumers, accounting for around 33% that have never experienced a different OS. Although, they prefer websites for shopping, the majority of them (60%) found all mobile apps they needed. These consumers are satisfied with the usability, but more than half of them think that products do not display properly, and they are not concerned about the loading speed. They buy a lot via different channels, they may purchase fashion products they have seen on a smart phone in-store (63%), on their laptop (56%), and a third of them said they will buy clothing via a smart phone, and they research in-store before buying via mobile (37%). This group seems to be the only group researching and buying clothing via mobile (56%). They are confident to make payments on mobile, accounting for over 56%, and the majority of them think that payments are easy to make via mobile. The most important factors for using mobile devices for fashion shopping are as follow by the importance: the availability of the product, the ability to shop from any location and any time, the product is easy to find. They are confident in their shopping choices, and over 40% said that opinions of others are not important at all. The majority of them are working part-time, thus they may have more spare time for any way of fashion shopping compared to other groups.

Time-conscious consumers. The most surprising finding is that these consumers are not loyal to OS, and all of them have experienced a different OS mobile devices before using the current one. Although, this group prefers mobile apps for fashion shopping, accounting for 50% of all respondents, but 80% of them said that only some mobile apps are available for their mobile devices. This could be linked to the fact that 30% of them use Android OS smart phones. 50% of time-conscious consumers are dissatisfied with the usability of their devices for browsing and shopping, whereby 40% said the products do not display properly, but they did not have any issues with the loading speed. These consumers purchase less, but they seem to be an important segment in terms of their channel choices, around 40% of them will purchase clothing in-store, on laptop, and via smart phone. All of these consumers research clothing on their mobile before buying in-store, and they research in-store before buying via mobile. Although, the majority of consumers from this group like the idea of making payments, 40% of them think the payments are hard to make on mobile. For 90% of them the main factor for using mobile for shopping is the ability to shop from any location and at any time. The majority of them are working full-time, thus could be using mobile and other channels because of the lack of free time for fashion shopping.

Followers. These consumers prefer websites and mobile optimized websites, and it is not surprising that over 70% of followers do not find all needed mobile apps available. These consumers are not keen to use any different routes to buy fashion products they have seen on smart phone, only a third of them will buy on their laptop. Over 60% of these consumers research clothing on mobile devices before buying in-store. They are confident to make payments via mobile and think it is easy. In terms of main factors for shopping via mobile this group is the same with the self-confident addicted consumers' group. Followers' group seems to be very self-conscious, because 50% of them said that opinions of others are of importance.

Bargain hunters. These consumers are neither active shoppers, nor interested in apparel products consumers. These consumers may have the least importance for retailers because they have the lowest scores of other routes for fashion shopping. They may use mobile to research clothing, but it is not clear what they will do next. 25% of them said that none of their favourite retailers have mobile apps. Therefore they prefer websites for shopping (47%). They value the opinions of others (53%) more than any other of the groups identified, but it is not important at all for 40% of them. The most significant results suggest that these consumers are satisfied with the usability, but they are the least happy with the display on a screen. They are split in their opinions about payments. The most important factors for using mobile devices for fashion shopping are as follow in order of importance: the product is easy to find, the ability to shop from any location and at any time, and getting a discount when purchasing online. The majority of them are working full-time.

Style-conscious connected browsers. They use mostly websites (around 80%) for browsing of fashion products via smart phones. Moreover, around 54% of them said that only some retailers have mobile apps. Although, these consumers do not purchase clothing via mobile devices, they are active multi-channel fashion consumers, and mobile devices play an important role in their shopping journey. As mentioned previously, these consumers browse on mobiles before buying via any other means, but they think that products do not display properly on a small screen, they also have issues with the loading time. They may not purchase via mobile because they do not like the idea of making payments via mobile (over 56%) and think it is difficult (45%). The most important factors for using mobile devices for fashion shopping are as follow by the importance: the availability of products, the ability to shop from any location and at any time, the product is easy to find. Opinions of others are quite important for them. The majority of them are full-time students.

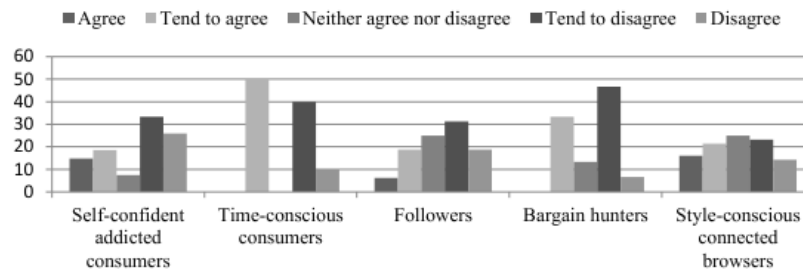


Figure 2. Usability of mobile device for browsing/shopping is poor. Comparison by mobile fashion segments, %.

The results show that there is a link between the propensity to purchase clothing via mobile and the display on the screen. Satisfaction with the display of products and websites on the screen of smart phones leads to a positive experience and a higher propensity to purchase apparel products in m-retail.

6 Conclusions and Recommendations for further research

This paper set out to determine the characteristics of mobile fashion consumers in the UK and to evaluate their behaviour. The results suggest that five groups of mobile fashion consumers - self-confident addicted shoppers, time-conscious consumers, followers, bargain hunters and style-conscious connected browsers - exist from the analysis of the data, and each group has their own shopping behaviour. Self-confident addicted consumers' group, accounting for 22% of the sample, is the most profitable segment to target for apparel retailers via mobile channel. Although all groups except the group of style-conscious connected browsers (45%), use mobile devices for fashion shopping, but the latter is a valuable segment to target because they use mobiles to research and purchase apparel products via other channels: 32% of them would purchase online on their laptop, and 29% in-store. In order to better understand the specific differences, attitudes and shopping experiences of each consumer group, shopping journey mapping was developed. This study requires larger-scale studies of behaviour patterns in m-retail, including details of customer spending patterns, and motivational factors, in order to develop a more rigorous typology. Although, as the first wave of the longitudinal study it has produced significant findings for further analysis of trends in m-retail.

This study has shown that, in terms of OS used for fashion shopping via mobile devices, iOS mobile devices might be better adopted by apparel companies. It would be useful to understand the reason for iOS to dominate Android OS. There is a need for further research of apparel retailers' adoption of the mobile channel.

The second major finding is that the majority of mobile fashion consumers prefer websites. This could be because there are not enough fashion mobile apps. The apps that exist are underdeveloped for the sophisticated fashion consumer. Although mobile optimized websites offer better usability and experience compared to desktop website versions consumers are choosing websites. Perhaps this is due to consumers being used to websites and just trying to avoid any changes. Do mobile optimized websites and mobile apps offer the same complete experience as classic websites?

As mobile becomes an increasingly popular tool for any activities related to shopping and browsing, retailers have not delivered a satisfactory shopping experience to fashion consumers. This suggests the need to investigate the actual display on a small screen and visual product's presentation in order to learn about a satisfactory product presentation to consumers.

This work contributes to the existing knowledge of mobile fashion marketing and consumer studies by providing a detailed account of mobile fashion consumers' attitudes towards the mobile channel. This

research will serve as a base for further studies and will help to develop a framework for mobile fashion consumer segmentation. Further research needs to be done to establish whether apparel retailers' mobile apps developed to date provide positive shopping experiences.

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THE ROLE OF MOBILE TECHNOLOGIES ON SEAMLESS SHOPPING EXPERIENCE IN APPAREL M-RETAIL: A CASE STUDY OF TOPSHOP

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Abstract

Introduction

As mobile apparel retail websites and apps grow in popularity, and apparel retailers in the UK are leading in e-commerce, insight into the psychology and behaviours of shoppers using these mobile interfaces has become more important. Retailers need to develop an understanding about mobile consumers' behaviour in m-retail, their experience, attitudes and expectations. Mobile fashion consumers seem to use websites on their smartphones despite the wide range of mobile apps available. A case study will help to establish whether the same mobile apparel apps are communicating in the same way through different operating system platforms. The analysis of mobile app reviews will help to gain insight into consumers' behaviour, expectations using mobile channel, and identify key factors required for seamless shopping experience. This is the first study focusing on critical issues of fashion m-retail's environment based on mobile fashion consumers' behaviour and shopping experience.

Method

The qualitative research design was utilised and the content analysis of mobile app reviews for iOS and Android OS was conducted in chronological order. App reviews were analysed in terms of navigational, technological, organisational and motivational factors and design features from retailer's and consumer's perspectives.

Dataset

The primary data for this study were gathered over a period of six months. The dataset contains 1,313 reviews of Topshop mobile apps for iOS and Android OS. These reviews were retrieved for analysis from Apple Inc.'s App Store and Google Inc.'s Google Play, and span from July 2010 to April 2014.

Findings

Results from the data suggest that retailers did not meet consumers' expectations so far, and are at the risk of missing great opportunities from this mobile revolution. Cluster analysis of the data from Topshop mobile app reviews, utilizing NVivo 10, was used in developing the 6 most commented problems of Topshop mobile apps. The results suggest an association between a specific behaviour of reviewers, such as exit points from the app, and some app problem areas. Apparel consumers expect to be able to shop using multiple channels and to receive "a great mobile shopping service". Nine mobile fashion consumer types were identified - Impulse shoppers, Addicted shoppers, Style conscious consumers, Sustaining returners, Occasional shoppers, Bargain hunters, Convenience seekers, Connected browsers, Bored commuters - based on motivations to use mobile apps. Appropriate marketing strategies can be developed, guided by the specific mobile fashion consumer type's shopping journey. Apparel retailers can better define their target consumers and more effectively tailor mobile interfaces to meet customer needs.

Conclusions

This case study demonstrates the key factors that influence consumers to avoid mobile apps and the reasons for consumers' dissatisfaction with mobile channel. This study will provide a valuable contribution to the area of m-commerce in the UK and offers recommendations for future improvements needed to satisfy consumers' needs for seamless shopping experience.

