

Graduate School of Management  
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Master in Management Program

**CUSTOMER EXPERIENCE IN TECHNOLOGY-ENABLED COMMERCE  
OF APPAREL IN RUSSIA: THE ROLE OF THE WEBSITE FEATURES**

Master's Thesis by the 2<sup>nd</sup> year student  
Concentration – International Business  
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## ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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## АННОТАЦИЯ

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Описание цели, задач и основных результатов	<p>В данной работе исследуется роль функциональных характеристик веб-сайта для клиентского опыта в сфере онлайн торговли одеждой в России. Целью данной работы является исследование функциональных характеристик веб-сайта, которые влияют на клиентский опыт в процессе онлайн-покупок, и разработка практических рекомендаций для существующих и потенциальных интернет-магазинов. Задачи данного исследования состоят в том, чтобы подчеркнуть растущую важность онлайн торговли для рынка одежды; конкретизировать различия между традиционным ритейлом и онлайн-ритейлом; изучить исследования касательно факторов, влияющих на поведение потребителей при совершении покупок в Интернете; провести анализ функциональных характеристик сайтов крупнейших российских интернет-магазинов; изучить влияние характеристик сайтов на клиентский опыт покупателей, и разработать практические рекомендации для интернет-магазинов.</p> <p>На основе анализа литературы и результатов качественной части исследования автор разрабатывает модель функциональных характеристик веб-сайта, влияющих на клиентский опыт покупателей с опосредованным эффектом уверенности в выборе размера. Количественное исследование затем используется для эмпирической проверки модели и тестирования гипотез. Результаты показывают, какие функциональные характеристики веб-сайта оказывают существенное влияние на уверенность клиента в выборе правильного размера и доказывают важность данной уверенности в размере для общего опыта покупок на сайте. Кроме того, изучается прямое влияние функциональных характеристик веб-сайта на клиентский опыт, а также вытекающее из этого влияние на желание рекомендовать веб-сайт и вероятность повторных покупок.</p> <p>На основании полученных результатов разработаны рекомендации для существующих и потенциальных интернет-магазинов одежды на российском рынке.</p>
Ключевые слова	Клиентский опыт, пользовательский опыт, онлайн торговля, электронная коммерция, рынок одежды, Россия, выбор размера

## ABSTRACT

Master student's name	Blokhina Daria
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Academic advisor's name	Smirnova Maria, Dr., Associate Professor, Head of Marketing Department
Description of the goal, tasks and main results	<p>This paper studies the role of the website features on customer experience in technology-enabled commerce of apparel in Russia. The research goal of this paper is to investigate the website features that influence customer experience during the process of online shopping and develop practical recommendations to the existing and potential online retailers. The objectives of this research are to specify the growing importance of technology-enabled commerce for apparel retail; to particularize the difference between traditional retail and online retail; to define the researched factors influencing consumers during their online shopping; to conduct an analysis of the website features used by biggest Russian online retailers; to study the website features influencing customers' shopping experience and to develop practical recommendation for online retailers.</p> <p>Based on the analysis of the existing literature and the results of the qualitative part of the research, author develops a model of the website features influencing consumers' shopping experience with the mediated effect of size security. Quantitative research is then used to empirically test the model and the stated hypothesis. The results show which website features have a significant influence on customer's certainty in choosing the right size (their size security) and prove the importance of size security on overall shopping experience. Moreover, the direct influence of the website features on customer experience is studied as well as the resulting effect on the likelihood to recommend the website and on the probability of recurring purchases.</p> <p>Based on the acquired results, the recommendations for existing and potential online retailers of apparel on the Russian market are developed.</p>
Keywords	Customer experience, user experience, Russia, technology-enabled commerce, e-commerce, m-commerce, apparel retail, size security

# CONTENT

<b>INTRODUCTION.....</b>	<b>7</b>
<b>LITERATURE REVIEW .....</b>	<b>9</b>
1. MAIN THEORETICAL ASPECTS OF USER EXPERIENCE.....	9
<i>Usability and user experience.....</i>	<i>9</i>
<i>User experience aspects .....</i>	<i>10</i>
<i>Online customer experience.....</i>	<i>14</i>
<i>Evaluating user experience.....</i>	<i>17</i>
<i>Summary .....</i>	<i>18</i>
2. THE EVOLUTION OF THE TECHNOLOGY-ENABLED COMMERCE PHENOMENON AND SPECIFICS OF CONSUMERS.....	19
<i>Overview of the electronic retail and its specifics.....</i>	<i>19</i>
<i>The evolution of technology-enabled commerce.....</i>	<i>20</i>
<i>Specifics of customers in e-tail and factors affecting them.....</i>	<i>22</i>
<i>Summary .....</i>	<i>27</i>
3. ONLINE RETAIL TENDENCIES AND ANALYSIS OF THE RUSSIAN ONLINE MARKET OF APPAREL.....	28
<i>Online retail sector growth and development by regions.....</i>	<i>28</i>
<i>Overview of the Russian e-tail market of apparel.....</i>	<i>31</i>
<i>Websites' features analysis.....</i>	<i>34</i>
<i>Summary .....</i>	<i>35</i>
<b>METHODOLOGY.....</b>	<b>37</b>
1. RESEARCH FRAMEWORK.....	37
2. RESEARCH METHODS AND DATA COLLECTION .....	44
<i>Research methods .....</i>	<i>44</i>
<i>Data collection.....</i>	<i>46</i>
<i>Observational studies and interviews results.....</i>	<i>48</i>
3. QUESTIONNAIRE DESIGN .....	50
SUMMARY.....	55
<b>RESULTS AND FINDINGS.....</b>	<b>56</b>
1. EMPIRICAL RESULTS .....	56
<i>Reliability test and normality test.....</i>	<i>56</i>
<i>Data analysis.....</i>	<i>57</i>
<i>General findings .....</i>	<i>62</i>
<i>Factor analysis.....</i>	<i>64</i>

<i>Hypotheses testing</i> .....	66
<i>Summary</i> .....	71
2. DISCUSSION AND MANAGERIAL IMPLICATIONS.....	71
<i>Discussion of empirical findings</i> .....	72
<i>Managerial implications</i> .....	73
<i>Limitations and further research</i> .....	76
<b>CONCLUSION</b> .....	<b>78</b>
<b>REFERENCES</b> .....	<b>80</b>
<b>APPENDICES</b> .....	<b>87</b>
APPENDIX 1. WEBSITES’ FEATURES ANALYSIS.....	87
APPENDIX 2. QUESTIONNAIRE (ENGLISH VERSION).....	88
APPENDIX 3. QUESTIONNAIRE (RUSSIAN VERSION).....	97
APPENDIX 4. RELIABILITY TESTING.....	106
APPENDIX 5. NORMALITY TESTING.....	107
APPENDIX 6. FACTOR ANALYSIS.....	108
APPENDIX 7. TESTING THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND THE LIKELIHOOD TO SHOP AGAIN.....	110
APPENDIX 8. TESTING THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND THE LIKELIHOOD TO RECOMMEND.....	111

## INTRODUCTION

In our time, the technological progress is not only not staying still but the speed and the degree of its' development continue to unstoppably increase. With the further development of modern technologies, a lot of things change even in our daily life. People order take-out food online if they don't feel like leaving the house, they get their groceries delivered if they don't want to carry the bags to their apartment on the 5<sup>th</sup> floor, they order clothing to avoid the crowds and the fitting rooms and so on. And they can pay for all of that not even with a bank card but with a phone or even a watch. These are just some of the most wide-spread examples of how technology is constantly evolving to make our lives easier. The global online retail sector grew by 15.5% in 2017 to reach a value of \$929.6 billion and is still constantly growing. The forecasted GAGR up to the year 2022 is estimates at 13,3% (MarketLine, 2018). This demonstrates how important the online retail market is and how its significance continues to grow.

But all these technological changes also influence people's behavior that needs to adapt to the new high-tech reality. What makes a customer press that "buy" button after all, what influences their decision – these questions are among those that are arising in the era of online shopping. However, this area hasn't been sufficiently studied due to the fact that it only recently became relevant. But with the increasing power of consumers, the necessity of studying what influences consumers' shopping experience in online retail is becoming even more visible. Especially with the enhancing backward integration of consumers that allows buyers become sellers with the development of different e-commerce platforms (eBay in North America and Europe, Taobao in Asia) which further enhances the already high buyers' power nowadays.

Because of this, this paper will focus on consumer shopping experience in the era of e-tail – retail conducted via the internet (Collins English Dictionary, 2014). The inspiration for this research was brought on by the experience of living in China and having the opportunity to see how the technology-enabled retail business is developing there. China is currently the biggest online retail market in the world with other countries significantly lagging behind in the total retail value. The 2019 McKinsey report on China digital consumer trends states that China's online retail market is larger than the next 10 markets combined with its total value equal to USD 1,5 trillion (McKinsey, 2019). Seeing how important online retail is there, makes us imagine what we can soon expect here, in Russia. For that reason, this topic can be considered quite relevant as the more detailed research of the website features that influence consumers' experience can bring useful practical recommendations to existing, as well as potential, online retailers.

The *research gap* of this topic is existent due to the lack of understanding of what website features have an impact on the customers' experience during the process of online shopping. There are published articles about different aspects of online retail but not a lot of those specifically focusing on the customers' experience when using the website. And the existing researches on online customer experience are often dated from beginning of the second decade of 2000<sup>th</sup> and this could imply the lack of relevance and informativity due to the fact that the electronic retail, as well as online shopping platforms and technology in general, have made significant progress in their development over the past 10 years.

The *research goal* of this paper is to investigate the website features that influence customer experience during the process of online shopping and develop practical recommendations to the existing and potential online retailers.

Several *research objectives* can also be named:

- To specify the growing importance of technology-enabled commerce for apparel retail
- To particularize the difference between traditional retail and online retail;
- To define the researched factors influencing consumers during their online shopping;
- To conduct an analysis of the website features used by biggest Russian online retailers;
- To study the website features influencing customers' shopping experience;
- To develop practical recommendation for online retailers.



# LITERATURE REVIEW

## 1. Main theoretical aspects of user experience

The first theoretical chapter of this paper will focus on the main aspects of user experience and especially particularize the aspects of online customer experience. The purpose of this chapter is to provide sufficient theoretical overview of the topic and to build on the theoretical frameworks that could further be used in the model development for this study.

The objectives of this chapter are:

- to study the definitions of usability and user experience;
- to look into different views on user experience aspects;
- to explain the difference between user experience and customer experience and decide on the appropriateness of their use in the paper;
- to research the aspects of evaluating user experience;
- to focus more on online customer experience and study existing models in that area.

### *Usability and user experience*

It seems logical to start by looking at, probably, the vital part of user experience – usability. A general definition of usability can be formulated as “the fact of something being easy to use, or the degree to which it is easy to use” (Cambridge Business English Dictionary, 2019). Before usability was mostly seen as a subset of user experience, which is still true, since being usable is one of the key factors of a positive user experience. However, the understanding of this definition has evolved in such a way that usability now also includes the holistic experience of the user. For that reason, these two concepts should be looked at together. Usability can be considered as a part of user experience and implies the extent to which one can use the object (Rosenzweig, 2015).

The meaning of the term “user experience” differs depending on the author and the context in which it is being used. International Organization of Standardization defines user experience as "a person's perceptions and responses that result from the use and/or anticipated use of a product, system or service" (ISO, 2019). From this we can see that user experience is a subjective perception and, moreover, this definition is quite abstract and does not provide you with an understanding of how user experience can be improved or even how it can be measured.

In some views, user experience is seen as a set of quality criteria that focus on those subjective feeling of users during their interaction with a product and not on the precise tasks they perform with it. And these are the user experience goals as they are – the quality criteria, while the usability

goals represent the classical usability criteria such as suitability for the task, suitability for learning, controllability, etc. (Preece, et al., 1994).

User experience is a person's involvement with any product, technology or service – with anything from software, smartphone or other mobile device, car dashboard to any other human-made objects. It is an overall experience that includes many touchpoints and can include all the following types of interactions:

- Physical interaction (with any of the five senses);
- Mental interaction (problem solving, for example);
- Mechanical interaction (operating a machine, for example) (Rosenzweig, 2015).

User experience is a complex term that doesn't only include the interaction with the product, service or technology itself but also with all other touch points with the brand. It can include all point of involvement – the website, the store, the personnel in the store, unboxing, instructions, customer service and etc. It's important to note and track all user experience touch points, since they will help indicate where the design of that experience would be the most important for the user.

### *User experience aspects*

This field is still evolving and, for that reason, there are many interpretations and points of view on what makes user experience important. One of the most well-known views on the facets of user experience was created by Peter Morville, who created a special diagram – the user experience honeycomb – that has gained popularity over the years as a great visualization tool (Figure 1). Its goal is also to illustrate the aspects of user experience to better understand why the move beyond usability is necessary (Morville, 2004).



**Figure 1** User Experience Honeycomb (Morville, 2004)

Each facet or quality of the user experience is then further explained:

- *Useful* – products and systems need to be useful and professional need to always use their knowledge to define innovative solutions that are more useful;
- *Usable* – usability is necessary but not sufficient, since the interface-centered methods and perspectives don't address all dimension of web design;
- *Desirable* – constant strive for efficiency should be tempered by an appreciation for the power and value of image, identity, brand, and other elements of emotional design;
- *Findable* – users need to be able to find what they need, so having navigable web sites and locatable objects is important;
- *Accessible* – the web sites should be accessible to people with disabilities just like the building have elevators and ramps – it is an ethical thing to do and it may become the law at some point;
- *Credible* – it is important to understand the design elements that influence whether users trust and believe what we tell them;
- *Valuable* – value should be delivered to the sponsors: the user experience must advance the mission for non-profits or contribute to the bottom line and improve customer satisfaction in the case of with-profit.

The honeycomb reaches several purposes at once. Firstly, it helps advance the conversation beyond usability and to clarify the importance of defining priorities. Secondly, it supports a modular approach and allows graduate and focused implementation. Thirdly, Peter Morville states that “each facet of the user experience honeycomb can serve as a singular looking glass, transforming how we see what we do, and enabling us to explore beyond conventional boundaries” (Morville, 2004).

It can also be said that user experience aspects describe “distinct quality aspects of an innovative product” and can have crucial importance for further user experience review and the evaluation process. And with this term evolving, more profound views on user experience facets appear. For example, researches from SAP - Martin Schrepp and Theo Held in their recent “User Experience Review Handbook” provide a very useful and thorough list of 16 aspects that was obtained through the research of existing research papers and via analysis of currently used user experience scales in questionnaires (Schrepp and Held, 2019).

The currently available user experience aspects include:

- *Content Quality* – the information, provided by the product to the user needs to be of high quality, up-to date, reliable and interesting as well;
- *Adaptability* – the product needs to be easily adaptable to the user’s personal preferences and working style. The customization opportunities should be understandable to the user, as well as easy to find and set up.
- *Perspicuity* – the product’s underlying concepts need to be clear and logical, it should be easy for the user to understand the product and learn how to use it, including through the trial and error method;
- *Efficiency* – the product should be efficient, respond quickly to user’s actions and have no unnecessary steps when completing typical tasks. The user should be able to achieve his or her goals with little effort;
- *Intuitive Use* – the product should be easy to operate immediately, even without trainings or instructions. The user should be able to figure everything out on his own, without the help of others or additional information materials;
- *Usefulness* – the usage of the product needs to be beneficial to user and help them in achieving their goals, as well as becoming more productive and saving time;
- *Novelty* – product’s design should be interesting and it should attract users by its’ look already, distinguishing it from other products of a similar functional;
- *Beauty* – product’s design should be beautiful and appealing in order to attract the target users of the product;
- *Controllability* – the product should be easy to control – predictable and consistent in response to user’s commands. The product should help to avoid mistakes and correct errors, while leaving the user with the feeling of full control over the process;
- *Stimulation* – the product should seem stimulating and exciting for users, be fun to work with and motivate the user to use the product more frequently;
- *Clarity* – product’s user interface should look tidy and clear so that the users could easily find relevant information and orient themselves in the user interface without significant effort;
- *Trust* – the users should have the impressions that their data is in safe hands and not being misused to harm them;
- *Value* – the product makes a high quality and professional impression, while communicating a certain exclusivity;

- *Immersion* – product’s design should contain captivating elements to capture user’s complete attention and let them immerse themselves into the product and forget time when using it;
- *Identity* – the product should help users positively present themselves and they should be able to obtain prestige from ownership and access to the product;
- *Loyalty* – product’s design and placement should support a feeling of loyalty so that the users would be unlikely to change the product, even if there are equivalent products for the same tasks (Schrepp and Held, 2019).

This list of aspects, of course, is not completely universal and does not cover all possible aspects relevant to all products. The aspects in this list are more manageable and can be attributed to a larger sample of products, while, some specific products can have individual distinct aspect that are important. Taking washing machines or dishwashers as an example, a very important aspect would be the sound quality, or more like the lack of it, because you would want it to be as silent as possible, while this will not be a significant aspect for some other household appliances.

So, this list of aspect provides generally important points but, when working on a user experience review, it is important to consider special requirements and prerequisites of a product and extend this list to cover all necessary points.

But why are the user experience aspects important for designers of the product or service? This can be easily explained through an example that Harry Santoso and Martin Schrepp have used in their paper (Santoso and Schrepp, 2019). Taking business applications as an example and looking at efficiency and intuitive usage as the user experience aspects here. If we’re talking a program that a person uses constantly during his workday, opens it multiple times and regularly performs tasks there, we can imagine how efficiency here would be more important than the intuitively of usage. An employee wouldn’t want to sacrifice efficiency to make it more intuitive, especially since he’s constantly using it and knows exactly what to do. But, if we think about a program that one uses maybe once in few month – here intuitive usage would probably be more important than efficiency, because the employee will not know the program that well and, since it’s not something you use frequently, you can sacrifice a bit of the efficiency in order to make the application easier to use. So, with this example we can intuitively see how the importance of the aspects of user experience varies depending on the product categories. Of course, it is not always that easy to comprehend and thorough empirical investigations are often needed to define the particular importance of different user experience aspects depending on the situation.

### *Online customer experience*

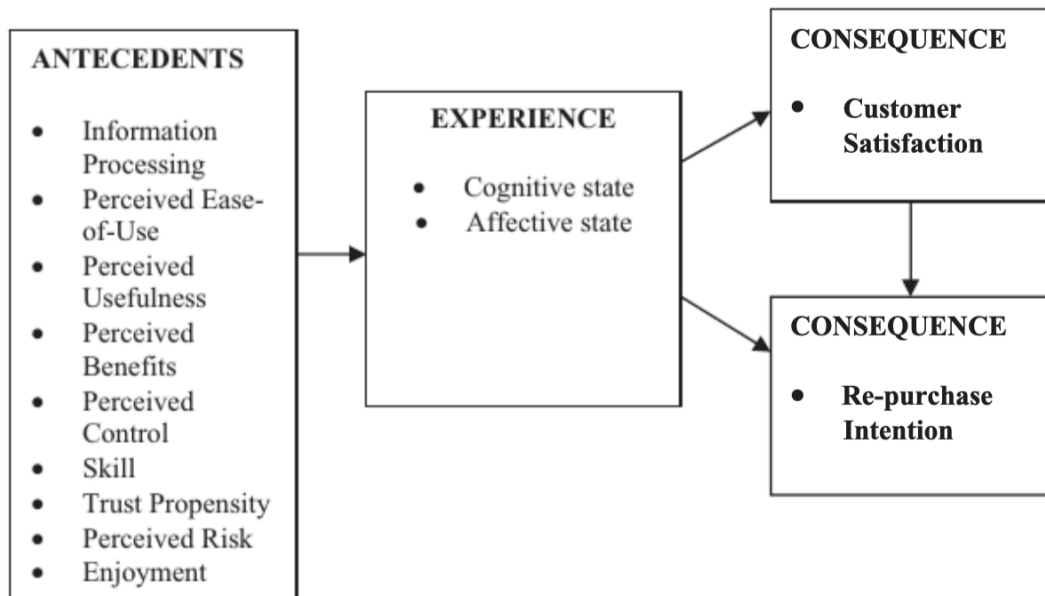
Another definition that can be considered is the following of consumer experience – “the internal and subjective response customers have to any direct or indirect contact with a company” (Schwager and Meyer, 2007). Direct contact implies the purchase, use and service that is normally initiated by the consumer, while indirect contact most often involves unplanned encounters with company’s products, services or brands that can be in form of advertising, word-of-mouth recommendations, reviews and so on.

Even though customer experience and user experience have significant similarities, there are also quite important differences and reasons why these terms shouldn’t be mixed. While customer experience is focusing on boosting revenues through advertising, improving customer service and creating a stronger brand, user experience is focusing on usability as their main factor. Moreover, customer experience looks at all channels of the brand, while user experience is focusing on the website or the app. Furthermore, if customer experience can be related to practically any sphere, user experience mostly refers to digital products (White, 2020).

Speaking of customer experience, the differences between online and offline customer experience are undeniable. And online experience these days is related to many aspects of life – getting access to news and other information, using social networks for both business and leisure, shopping online for different product categories, using multiple online services like travel booking, online banking and etc. The extent to which internet is now a vital part of a person’s life makes online customer experience extremely important. Speaking of the differences per say, firstly, the most important one is probably the degree of personal contact – from face-to-face offline to non-existent online. Secondly, there is also a difference in relation to the manner in which information is provided. Online context enables very detailed and thorough provision of the information, while the information provided face-to-face will most likely be limited. Taking shopping for clothing as an example – if you’re buying a dress online, you can easily see its length, material and laundering directions, the size and the dimensions for each size, how it fits on the model, what are the model’s parameters and which size she is wearing and so on. If buying it in the store you will need to perform several actions to get half of this information – from finding a tag on the item to asking the store staff, not even mentioning trying it on to see how it fits. And, thirdly, another important difference is the time period. Online context provides customers with an opportunity to access the information they need and purchase the things they want anywhere at any time they prefer - they are not limited to working hours as offline and do not experience time pressure. If they want to

purchase something, they don't have to do it on the spot, they can come back to it whenever they want while this would be more complicated for offline (Rose, Hair and Clark, 2011).

Moreover, for online shopping experience, some user experience aspects would be more important than then the others in comparison to offline. Susan Rose and others in their paper illustrate a conceptual framework of online customer experience, where we can see their proposed antecedents that influence the experience itself as well as the consequences of their influence (Figure 2).



**Figure 2** Conceptual framework of online customer experience (Rose, Hair and Clark, 2011, p.29)

This framework is focusing on the positive online customer experience and suggests that the ultimate consequences of that are customer satisfaction and further re-purchase intention using this specific retail channel. In general, this framework proposes that online-retailers need to keep in mind that functional features of the websites are not the only important thing for customer experience and that it is crucial to also understand the emotional and cognitive state of consumers during their online shopping (Rose, Hair and Clark, 2011). Looking into all aspects of user experience will help enhance the development of the website and increase overall experience.

The conceptual model of online customer experience was further expended in another work of Susan Rose and others, where they adapt the input-response-output framework and compose the model out of three types of variables: antecedent variables, online customer experience variables and outcome variables. This model makes several contributions to the previously existing models of customer experience. Firstly, it separates the variable into the ones that affect customer's

cognitive state and those that influence the affective state, unlike the previous models. Secondly, it proves previously unidentified mediating effect of the “perceived control” variable by showing how three variables (ease-of-use, customization and connectedness) directly impact the perceived control levels. It is suggested that customization and connectedness empower the consumers and give them more confidence, while ease-of-use is making them feel in control even with the advances in technology. Moreover, this model provides new linkages between cognitive and affective experiential state and repurchase intention, mitigated by the levels of trust and satisfaction in online shopping (Rose, et al., 2012).

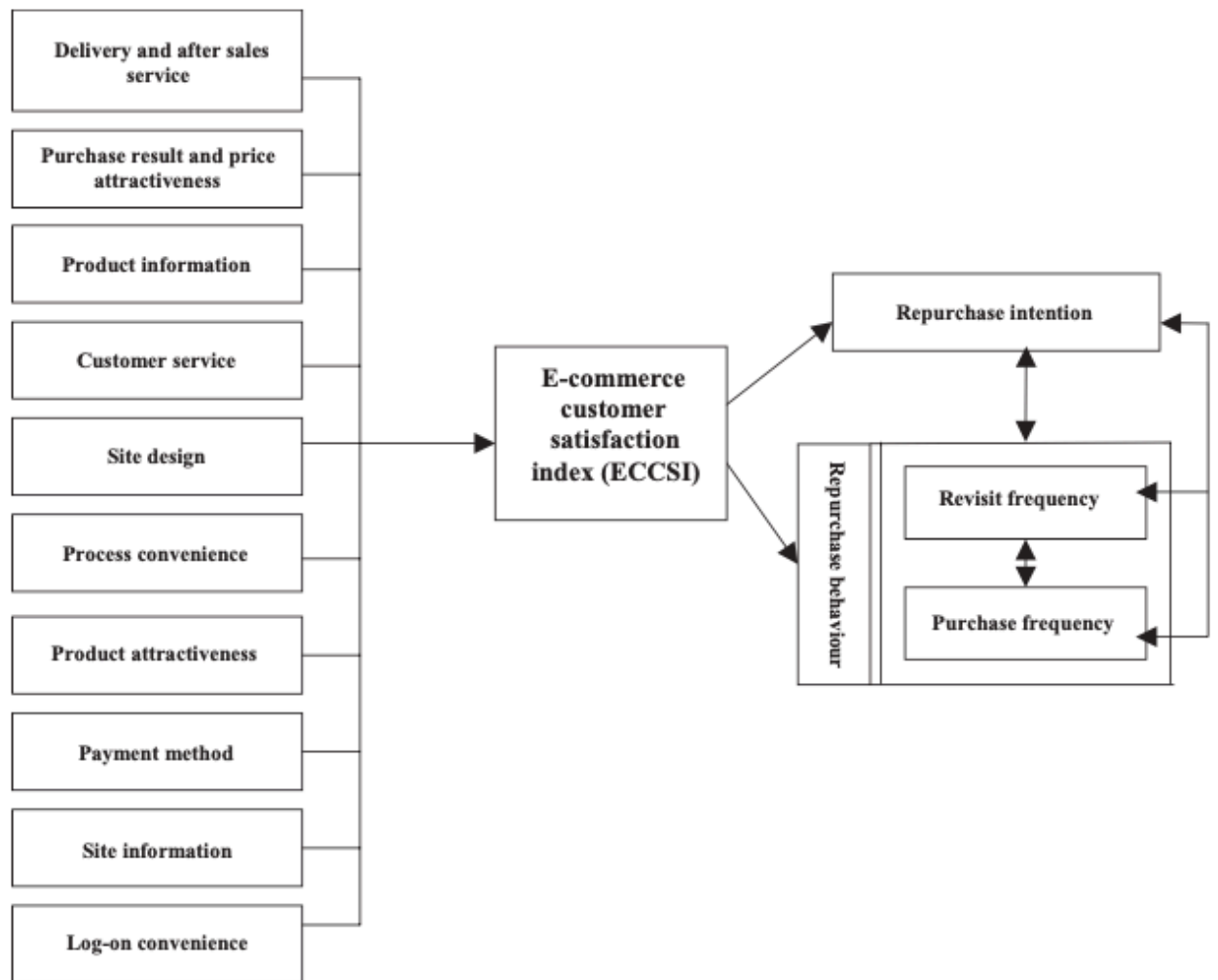
Another view on online shopping experience comes from its relation with online shopping environment that looks into how Stimulus-Organism-Response (SOR) model, Web design, Web quality and Web atmospherics affect experience (Figure 3). Emotion and cognition here are implied as critical part of experience, thus, the idea is to affect them (Kawaf and Tagg, 2017). This model, however, can be considered as prelude to the conceptual framework of online customer experience previously discussed (Rose, Hair and Clark, 2011).



**Figure 3** The Environment and the Experience (Kawaf and Tagg, 2017, p.224)

Moreover, we would like to put an emphasis on the interconnection between customer’s experience and their satisfaction, which is especially important in the case of online shopping. One of the implications that has been made is that customer’s satisfaction goes beyond simple satisfaction with the product and that the channel experience has an impact on overall satisfaction. Moreover, some researches also suggest considering the cumulative purchase experience over time in measuring satisfaction (Beaven and Scotti, 1990). Hye-Ran Kim in his paper on developing an index of online customer satisfaction also illustrates the relation between customer’s experience and their satisfaction. In his e-commerce customer satisfaction model, he uses a framework similar to the ones demonstrated before on customer experience (Figure 4).





**Figure 4** The proposed e-commerce customer satisfaction model (Kim, 2005, p.55)

The outcomes of this satisfaction model are also similar and focus on repurchase intention and repurchase behavior, while the inputs, on which he builds his model are a bit more specified (like product information and attractiveness, site design, payment method, delivery and after sales service, etc.) than those used in the customer experience model (Kim, 2005). These inputs provide the basic model of online customer satisfaction and some are interconnected to the aspects of user experience that have been previously discussed.

### ***Evaluating user experience***

In many organizations, the whole responsibility concerning collecting and assessing the data on customer experience is placed in the hands of a single, IT-supported customer-facing group (Schwager and Meyer, 2007). This way is, of course, money saving as well as it protects the customer from redundant solicitations and provides the means of comparing customers on the basis of different parameters. However, Schwager and Meyer in their famous Harvard Business Review

paper emphasize the importance of a cross-functional approach in collecting customer experience in order to make the product more successful.

Moreover, the customer experience information patterns can be divided into three types: past patterns, present patterns and future patterns. The methods of data collection will also differ depending on the pattern. *Past patterns* capture a recent experience and are intended to improve transactional experiences, assess impact of new initiatives and identify emerging issues. This type of information pattern is meant to be collected persistently, most frequently through automatic web-based surveys after, for example, a new product purchase. *Present patterns* track current relationships and experience issues with an aim of identifying further opportunities. These are usually conducted periodically and with more critical population and issues. Lastly, *potential patterns* target inquiries to unveil and test future opportunities. The process of data collection, in that case, is normally one-off and is driven by a special purpose (Schwager and Meyer, 2007).

One of the most commonly used tools for evaluating user experience is a survey. Questionnaires can be used for user-driven assessment of quality and usability of the product. But a well-designed survey should not only collect the desired information but also doesn't jeopardize consumer's experience by becoming an unfortunate aspect of it. So, in general, the surveys should be brief and not onerous as well as they should allow the respondents to express their thoughts (Schwager and Meyer, 2007). However, even though they can sometimes be used as a stand-alone method, the questionnaires usually need to be combined with other qualitative assessment methods in order to achieve reliable and interpretable results (Laugwitz, Held and Schrepp, 2008). So, surveys, of course, have their limitations and other methods, such as focus-groups, user-group forums, blogs, observational studies and others can often provide insights that the surveys can't. However, surveys do provide an easier access to a bigger sample of respondents and can be made user-friendly and convenient to use.

### ***Summary***

This chapter covered the main theoretical aspects of user experience, pointed out several existing views on the user experience aspects, especially focusing on a very thorough list of user experience aspects, created by Schrepp and Held, due to its recentness and, therefore, better relevance. Moreover, the importance of user experience aspects has been explained and exemplified. Furthermore, several online customer experience models have been studied and the most appropriate ones for this research have been explained in detail, as well as a correlated model of e-commerce customer satisfaction, demonstrating the relationship between customer experience

and customer satisfaction. Thus, this chapter provided theoretical frameworks that would be further used in the development of the theoretical model for this study.

## **2. The evolution of the technology-enabled commerce phenomenon and specifics of consumers**

The second theoretical chapter of this paper focuses on the specific area that is being studied – technology-enabled commerce. The purpose of this chapter is to particularize the term and to emphasize the evolution of this term over the years as well as to look into the researched factors that influence customers in during their online shopping.

The objectives of this chapter can be specified in such way:

- Provide the definition of e-tail and look into the different types of it;
- Define the similarities and differenced of electronic retail vs tradition retail;
- Look into the evolution of the technology-enabled commerce and examine the terms of e-commerce, m-commerce, s-commerce and etc.;
- Specify the main specifics of customers in e-tail;
- Study the existing researches on the factors affecting customers in online shopping.

### ***Overview of the electronic retail and its specifics***

Electronic retailing (e-tailing) is the sale of consumer goods and services through the internet. It can also be called as online retail, online shopping and so on. There are two main types of e-tailing, similar to traditional retail:

- Business-to-Consumer (B2C) e-tailing – the most widely spread and well-known type of electronic retail that implies companies selling finished product directly to consumers through their websites;
- Business-to-Business (B2B) e-tailing – involves companies selling to other companies. If talking about consumer goods, then this type of e-tail would mostly talk about wholesalers, selling the products in bulk to smaller B2C companies. (Investopedia, 2019).

Compared to physical stores, online stores can have several advantages, because they are convenient and save a lot of time and effort since you no longer need to travel to the store and wait in lines. They are open all the time, can be accessed from anywhere and provide detailed information on the products, as well as often offer competitive prices. There are several specific features of online shopping that can be emphasized:

- It is based on the concept of flexi time;

- It can be accessed from anywhere;
- One can evaluate many online shopping stores at a time;
- Comparison can be made in real time;
- There is provision of replacement of product if it is not as per the aspiration of the customer;
- Casual shopping (Agarwal, 2013).

Electronic retailing can include a broad spectrum of companies from different industries. However, there would still be some similarities among the successful companies – like a pleasantly made engaging website, efficient and convenient distribution network, good marketing strategy and so on.

There is existing research on how certain strategical resources can be crucial for e-commerce success. The most important ones are brand strength and supplier relations – those can be considered the main organizational resources that drive competitive advantage of e-tail (Danahler, 2003). It is easier for strong brands to lure online consumer to retail web sites so online retailers often benefit a lot from strong brands. Moreover, another obvious fact, influencing the e-commerce success is that e-tail companies should work very closely with their suppliers in order to ensure quick and accurate fulfillment of the orders (Korper, 2001). If online retailers want to deliver superior services they need to closely monitor the product availability, processing and transportation of the order and other logistic issues. Moreover, the study on “Drivers of International E-Tail Performance: The Complexities of Orientations and Resources” shows the importance of identifying those elements of organizational culture that better enhances the understanding of customers and markets that can strengthen the brands and the relationships with suppliers (Colton, Roth and Bearden, 2010). This study examined e-tailers from different countries and resulted in the reinforcement of the importance of specific orientation, because the orientation helps create resources and then further influence performance, thus, there are some resources that can be considered as critical mediator of the orientation-performance relationship. The antecedent nature of market and foreign market orientations to brand strength and supplier relations is further demonstrated by the authors (Colton, Roth and Bearden, 2010).

### ***The evolution of technology-enabled commerce***

When the commercialization of the Internet was just beginning and shopping online was only starting to become an existing trend, many retailers felt unease to develop their e-commerce presence. They’ve feared the cannibalization of their offline sales but had no choice due to the pressure within the retail industry. It soon became understandable that e-commerce websites bring

more of a strategic advantage than the threat and in order to stay competitive companies started to cave in, even the US retailer Sears that stayed reluctant to develop their e-tail website for quite a while (Ranganathan et al., 2004). We can see how now the things have changed comparing to when e-commerce was just starting to appear in the end of the 20<sup>th</sup> century - nowadays e-commerce is widely spread and even leaving the way for m-commerce and s-commerce to develop.

The evolution of e-commerce has many consequences for the market, both positive and negative. Maris Goldmanis, Ali Hortaçsu and others investigated some of those consequences in their article on “E-commerce and the market structure of retail industries”. The authors went further than the advent and diffusions of e-commerce on prices that had already been researched and looked at how the growth of e-commerce affects the market structure and, specifically, the market shares. They’ve concluded that there are shifts in market shares from low- to high-type businesses. Meaning that, with the growth of online retail, the share of smaller firms started declining and larger companies were becoming more dominant. The article studied several industries, including travel agencies, car dealerships and bookstores, and found similarities in the market share relocation but noticed that it was often driven by different mechanisms. The industry-wide declines turned out to be more industry specific – for example, the travel agencies were mostly influenced by aggregate changes due to the airlines’ reduction in agent commission encouraged by the growing online ticket purchases (Goldmanis and Hortaçsu, 2010).

E-commerce is not standing in one place but continues to significantly develop – there are a lot of upcoming inventions that would soon be expected to change the way consumers shop – both in physical stores and online. Virtual reality (VR) and augmented reality (AR) can be mentioned as the examples of one of those futuristic trends that are to soon affect e-tail also. These inventions prove the rapid speed of development and the necessity of further research of current trends in e-tail in order to have a better foundation for the implementation of new inventions into the everyday life (Martínez-Navarro et al., 2019).

One of the main things that most e-business operators have to move on to is the m-business. Mobile commerce is a step forward from the regular e-commerce that makes the access to products even easier for consumers. M-commerce is the process of buying and paying for goods and services via mobile devices such as smartphones and tablets. Even though it was born out of e-commerce, m-commerce shouldn’t simply be regarded as an extension to its predecessor – m-commerce presents their own advantages and opportunities (Ritchie, 2015). However, on the rise of m-commerce, even though the firms realized the potential importance of having m-business as a strategy, many companies were still slow to optimize it and unsure of whether they have the capabilities for it.

Ester Swilley and others researched the pressure of isomorphic forces and existing e-business capabilities on the intention for m-business adaptation. They've come to an important finding that relationships, partnerships and alliances established during the implementation and continuation of e-commerce could have a significant impact on the company's adaptation of m-commerce. In this case firm who have already developed a strong e-commerce platform would be capable to modify their capabilities for m-commerce (Swilley, Hofacker and Lamont, 2012). This can be one of the reasons to why nowadays most of the e-commerce websites have convenient and easy to use mobile versions of their websites and even mobile apps available for download. It can be related not only with the growing demand for digital convenience but also with the company's experience and capabilities in platform development.

Thinking that the development of e-commerce can't go any further after the m-commerce adaptation would be a serious misjudgment in the year 2020. As we are moving forwards, the trends are constantly changing and new technologies are evolving even faster and in today's time social media platforms are playing a very important role - this is where the social commerce comes in. S-commerce encourages e-commerce businesses to start selling their products through social media as well – whether it's Facebook or Instagram or something else. Selling products or services through these platforms can reach a wider audience and can be beneficial for both the business and the consumer (Agile Infoways, 2018).

### ***Specifics of customers in e-tail and factors affecting them***

After looking into the theoretical aspects of consumer behavior and the particularities of electronic retail as well as the worldwide trends for online commerce, it is logical to further study the online buying behavior of the consumers. Online shopping behavior is a process related to purchasing products or services via the Internet. This process is somewhat similar to the traditional shopping behavior and consist of five steps resembling those of traditional retailing. During the online shopping, when potential customers understand a need or desire for a certain product or service, they would go to the Internet and look for the information related to that need. They evaluate the alternatives and choose the one that is the most appropriate for the satisfaction of the mentioned need and meets all the criteria incurred by the consumer. After the choice has been made, the transaction is norm wise complete and then the post-sales services are provided (Li and Zhang, 2002).

There can be multiple factors affecting consumers decision-making process and their shopping experience and ultimately influencing purchasing decisions and decisions after sale. Many of those

factors in different environments have been studied by researchers over the years – the table below overviews a number of factors and whether they influence the consumer during their online shopping. The factors have been grouped into the several categories for easier classification and visibility and are provided in the Table 1.

**Table 1** Researches on factors affecting the consumers in online shopping (created by the author)

<b>Factor</b>	<b>Affect</b>	<b>Source</b>
<b>Experience</b>		
Past purchases	Significant positive impact on the probability of purchase	Mallapragada, et al., 2016
Page views	Positively associated with purchase probability – demonstrate interest and effort	Danaher, 2007; Mallapragada, et al., 2016
Visit duration	Positively associated with purchase probability – demonstrate interest and effort	Danaher, et al., 2006; Mallapragada, et al., 2016
<b>Website characteristics</b>		
Website scope	Websites with broad scope (multiple product categories) have an increases likelihood of a purchase	Mallapragada, et al., 2016
Communication functionality	Negatively associated with the purchase likelihood	Mallapragada, et al., 2016
Navigation functionality	Negatively associated with the purchase likelihood	Mallapragada, et al., 2016
Hedonic website features	Positive influence on online shopping experience of general population	Bilgihan, 2016
Utilitarian website features	Positive influence on online shopping experience, especially with Gen Y customers	Bilgihan, 2016
Mobile app availability	Important due to the widespread use of smartphones instead of PCs for shopping online	PwC, 2019

**Table 1** Researches on factors affecting the consumers in online shopping (created by the author)  
(continued)

<b>Factor</b>	<b>Affect</b>	<b>Source</b>
<b>Delivery</b>		
Speed of delivery	Crucial for online retailers, has a significant influence on delivery experience	PwC, 2019
Specific time of delivery	Is of importance to the customers, leading to high demand for pick-up points	PwC, 2019
Same day delivery	The more frequently consumers use same day delivery when shopping online, the stronger the substitution effect is from local stores	Xi, Cao and Zhen, 2020
<b>Risk</b>		
Product price risk	Negative impact on product consumers' trust ultimately influencing purchasing decisions	Pappas, 2016
Product quality risk	Negative impact on product consumers' trust ultimately influencing purchasing decisions	Pappas, 2016
Web-vendor quality risk	Negative impact upon web-vendor consumer trust ultimately influencing purchasing decisions	Pappas, 2016
Web-vendor security risk	Negative impact upon web-vendor consumer trust ultimately influencing purchasing decisions	Pappas, 2016
Web-vendor security risk	Negative impact upon web-vendor consumer trust ultimately influencing purchasing decisions	Pappas, 2016

First group of factors that I would like to underline is related to overall experience points – both past and present. Girish Mallapragada and others in their research concluded that consumer's past purchasing incidence matters. *Past purchase incidence*, has a significant positive impact on the probability of purchase, implying that consumers who purchased more frequently in the past, all else being equal, have a greater likelihood of purchase in a given session. Moreover, they've positively associated *page views* and *visit duration* with purchase probability (Mallapragada, et al., 2016). This shows consistency with previous existent research that has conceptualized page views and visit durations as interest and effort of the consumer (Danaher, 2007; Danaher, et al., 2006). Hence, the more pages consumers scroll through and the more time they spend on the website – the bigger the purchase probability.

Another important point to consider when considering consumer's shopping experience are the website characteristics and the was a positive effect of the *website scope* – meaning that the website



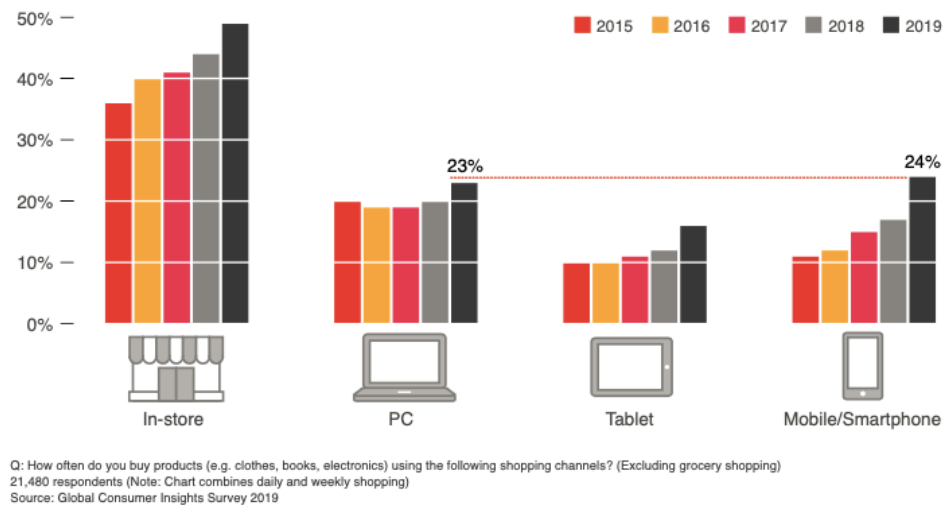
with broad scope of products had higher purchase likelihood (Mallapragada, et al., 2016). So, the flexibility of the website that allows people to choose from different product categories positively influences purchasing intentions. PwC's research on Russian consumers also concluded that "good assortment" is one of the key elements of a successful online shopping experience that 67% of the respondents found important (PwC, 2019).

However, the website functions related to communication and navigation, that were created in order to help consumers and make their experience easier, are, in reality, doing the contrary. The research shows that *communication functionality* and *navigation functionality* of the website are negatively associated with purchase likelihood (Mallapragada, et al., 2016). People often perceive them as irrelevant and unnecessary and feel like those features are interfering with their shopping process.

Other interesting factors that have been studied by Anil Bilgihan are the effect of *hedonic and utilitarian features* on shopping experience. He mainly looked into the effects on Generation Y but considered other generations as well. The results of his study suggested that *hedonic features* of the website can have positive influence on customer's experience. A well-designed website with a creative and distinctive layout was said to be able to attract more Gen Y customers and encourage them to return to the website. While a website with a poor design can prevent customers from returning (Park, et al., 2007). Moreover, the important hedonic features include things like color combinations, background images, font size and type, animations and other points contributing to website's visual attractiveness (Mandel and Johnson, 2002; Park et al., 2007). While the hedonic features have been found to be more important for general population, for Gen Y the *utilitarian features* have been shown to have a higher impact on positive experiences. Therefore, in order to attract customers websites should be designed with utilitarian features in mind, focusing on usefulness and value (Bilgihan, 2016).

Another website characteristic that, in my opinion, is important to add is the *availability of the mobile application* for online shopping. PwC's Global Consumer Insights Survey 2019 showed that consumers shop on smartphones more than on PCs and even though the difference is relatively small for now, we can still see the growing trends towards mobile (Figure 5) (PwC, 2019). Since not only the time we spend on our phones is increasing but also the number of things for which we can use them, it is very important for companies to carefully consider the mobile users of their website. If 20 years ago we only used our phones for making calls, now people want to have convenient access to whatever they may want within their finger reach, so mobile applications are becoming increasingly more important and, for example, mobile users in the US were said to be

spending 87% of their time in apps versus just 13% on the web in 2017 already and now this percentage may have even increased (Comscore, 2017).



**Figure 5** Consumer’s shopping channels for buying products) (PwC, 2019, p. 5)

Another factor that plays an important role in consumer’s perception of online shopping process and purchasing probability is the *delivery*. For Russian consumers in 2018, fast and reliable delivery was the second most important element after better prices – 71% said that convenient delivery would significantly improve their shopping experience with online retailers (PwC, 2019). Not only the speed of delivery is important but also the *specific time delivery* and that consumer need had already led to the widespread of pick up points in Russia. Consumers are often even willing to pay more for the delivery with the specific time frame of 1-2 hours. Another point that can be considered when speaking of delivery is the growing popularity of *same day delivery*. Guangliang Xi and others researched the impacts of same day delivery on local stores in China and came to conclusion that the more people use same day delivery the stronger the substitution effect is. So, same day delivery encourages people to move from offline shopping in local stores to online shopping (Xi, Cao and Zhen, 2020).

Another group of factors that is maybe not as visible as the previously mentioned ones is risk. There is undoubtedly a higher perceived risk for online consumers in comparisons to those shopping in offline stores. There are three main reasons behind it: firstly, they consumer cannot examine the product before they receive it; secondly, they are concerned about the after-sales service and, thirdly, they may not fully understand the language used in e-sales (Hong and Yi, 2012). There are different types of risk affecting purchasing decisions and Nikolaos Pappas in his research divided them into product risk and web-vendor risk. He concluded that both product price

risk and product quality risk negatively affect the purchasing decisions through influencing consumers' trust. The same conclusion has been made related to the web-vendor quality risk and web-vendor security risk (Pappas, 2016). If consumers don't trust the web-vendors and have doubts on whether the quality of their products would be good enough and whether it is actually safe to make purchases through these vendors – it would lead to the lower purchase probability.

Another interesting controversial point I would like to mention is the effect of social influence on online product ratings and whether the reviews are as trustworthy as they seem. There have been researches stating that users are affected by the reviews of others and that the reviewers decrease their product ratings after seeing other's online ratings (Schlosser, 2005). In some other cases, there has been evidence of both – decreasing and increasing their personal rating after seeing previous reviews (Moe and Trusov, 2011). These points have been supported by the findings that there's substantially large social influence effect on online product rating – social influence was shown to decrease the marginal effect of regular positive features by 84% (Shridhar, et al., 2012). So, considering that the social influence effects can sometimes be large enough to alter real marketing phenomena. Further research on prevalence of social influence in online contexts should be conducted, especially with the growth of social media influencers. It can be assumed that users' online product ratings can be influenced by them, both positively or negatively.

While these are some of the factors and website characteristics that can influence consumers' shopping experience, that have been chosen after thorough literature review, many areas haven't been sufficiently covered by existing researches or haven't been touched at all. This leaves significant potential for further research on the influencers on customer experience when shopping online and brings the inspiration for the model developed in this paper.

### ***Summary***

This chapter studied the phenomenon of e-tail with its description and specific characteristics and investigated how e-commerce has been developing recently and moving forward to m-commerce and s-commerce, while trying to make certain predictions for future changes and growth. Moreover, this chapter covered multiple factors and characteristics from existing researches on factors influencing consumers' experience during their online shopping. Thus, this chapter emphasized the importance of technology-enabled commerce through its evolution and gave the understanding on which factors, influencing online customers' experience, haven't been sufficiently researched, so that this research can focus more precisely on them.

### 3. Online retail tendencies and analysis of the Russian online market of apparel

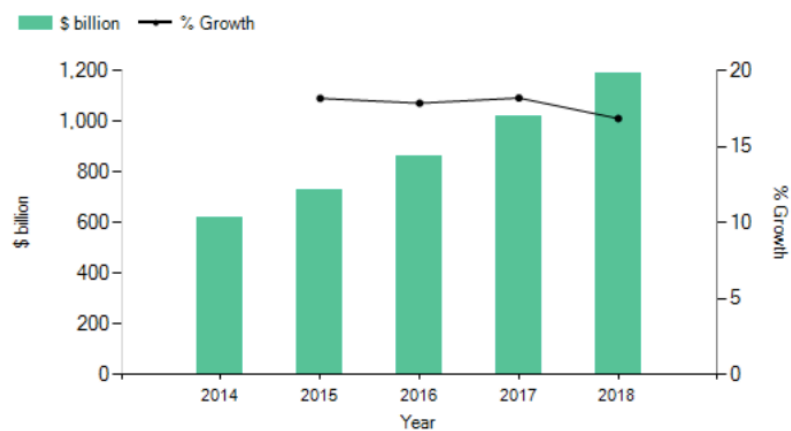
The last theoretical chapter is going to emphasize the importance of online retail in today's worldwide market and describe its main current features and patterns of development, as well as to focus on the Russian online market of apparel. The purpose of this chapter is to provide sufficient overview of the worldwide tendencies in online retail and to study the main apparel e-tailers, operating in Russia, in order to be able to use the data acquired for further research and theoretical model development.

The following can be attributed to the objectives of this chapter:

- Analyze the growth of the worldwide retail sector and its potential;
- Particularize the regional patterns of online retail;
- Define the existing category segmentation;
- Look into the Russian e-tail market of apparel;
- Study the website features used by the biggest online apparel retailers.

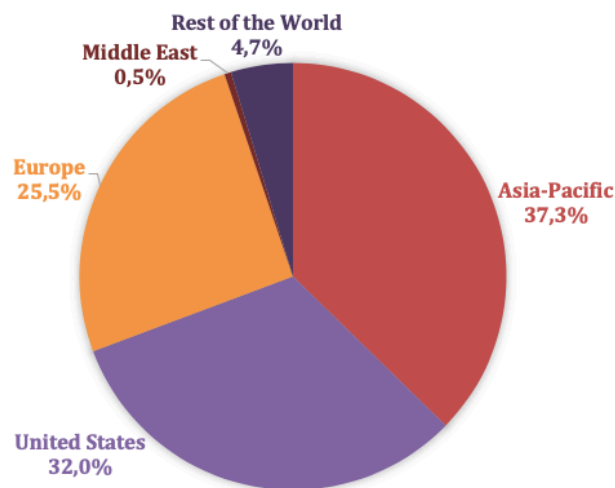
#### *Online retail sector growth and development by regions*

Electronic retailing continues to grow in its importance as a channel for consumer purchases all around the world. The global online retail sector has experienced very strong growth in recent years. In 2018 the posted growth was equal to 16,9% and the projected growth for the forecasted periods is expected to remain strong, however, it will eventually slow down as the sector matures and further develops. In 2018 the global online retail sector had total revenues of \$1191,9 billion, representing a compound annual growth rate (CAGR) of 17,8% from 2014 to 2018 (MarketLine, 2019). This growth in total value of online retail as well as the deceleration of the growth rate is illustrated on the Figure 6.



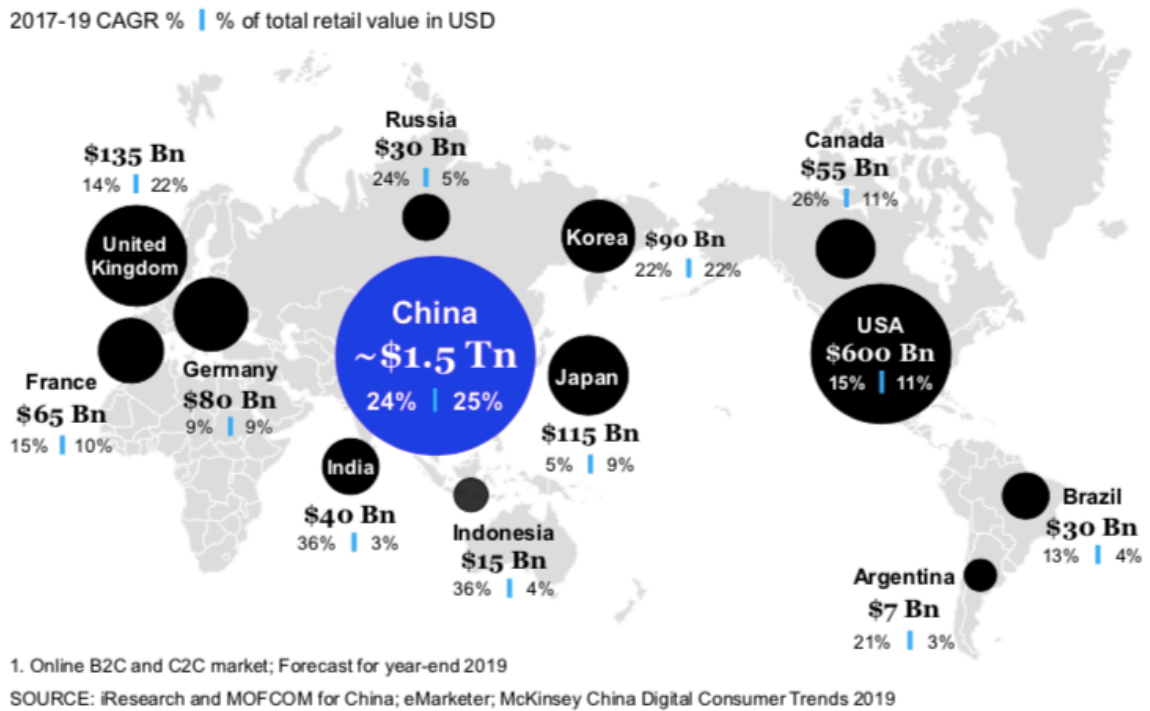
**Figure 6** Global online retail sector value: \$ billions, 2014-2018 (MarketLine, 2019, p. 10)

The global e-tail market also demonstrates certain patterns of geographical distribution. From the Figure 7, we can see that the leading share of the world's online retail market currently belongs to Asia-Pacific, where China accounts for 65,5% of the region's total e-tail value (MarketLine, 2018). Moreover, it should be noticed that Asia-Pacific is also the geographical market showcasing the highest growth rates, while the peak growth of e-tail in the US already happened and has recently been decreasing. For that reason, Asia-Pacific, especially China, can now be considered as the most prominent market for online retailers and for their further worldwide expansion, as well as other developing markets that still have significant room for growth.



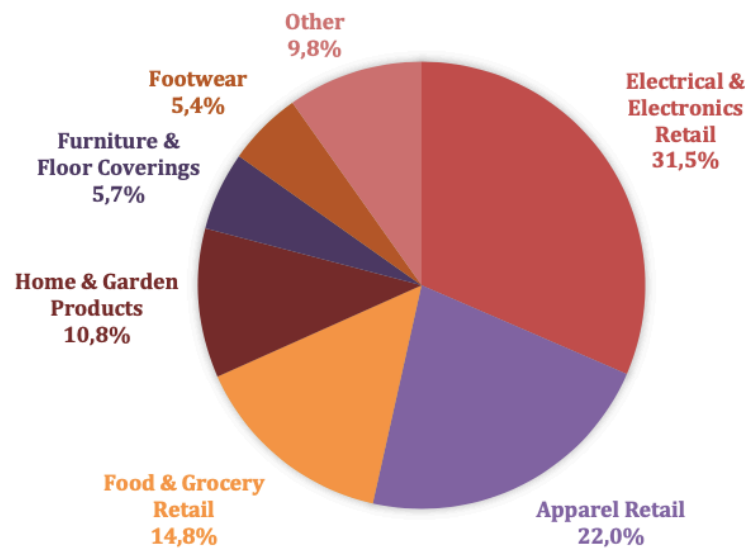
**Figure 7** Global online retail sector geography segmentation: % share, by value, 2017  
(MarketLine, 2018, p. 12)

Focusing a bit more on the outstanding example of the Chinese market, McKinsey's report on China digital consumer trends is projecting the online retail transaction value to reach 1,5 trillion dollars by the end of 2019 which would make it larger than the next 10 countries combined. This is, of course, partially justified by the massive population and the country's 855 million digital consumers but that still does not change the fact that the online retail constitutes a quarter of the total retail market value (McKinsey, 2019). The rise of e-commerce in China has been astonishing over the past few years. Figure 8, presented below, vividly illustrates the significance of the Chinese e-tail market and its comparison to the main e-commerce leading countries. We can not only see that China leads the world in total online transaction value but that it also has the highest penetration of online retail that amounts to 25% of the total retail in comparison to, for example, just 11% on the United States and only insignificant 5% in Russia. Moreover, the compound annual growth rate (CAGR) of electronic retail in China is currently at 24% which means that the market will still continue to exponentially grow.



**Figure 8** Online retail transaction value; 2017-2019 CAGR %; share of total retail value  
 (McKinsey, 2019, p.1)

However, based on the data provided by the World Bank, in 2017 the internet penetration in China was quite low comparing to the developed countries – only 54% of the local population were considered internet users while in United States that percentage amounts to 87% (The World Bank, 2019). That number for China is, of course, growing with a rapid pace but the current situation is still that more than 40% of the population does not use internet. That, firstly, illustrates that China is still a developing country and, secondly, shows that the Chinese market still has a lot of untapped potential. With the growth of internet penetration rate, the amount of people using online retail platforms would also continue to further grow and the main players on the market will further expand their market share. And the same can be applicable to the markets of other developing countries, such as Russia, where the internet usage and the usage of mobile devices is growing significantly and more and more regions get access to high-speed internet connections. For example, in 2020 internet penetration in Russia is already at 81% with 48% of the population also being active social media users (VC.ru, 2020). This correlates with the increase of online retail and proves that the Russian market still has a lot of potential as well.



**Figure 9** Global online retail sector category segmentation: % share, by value, 2018 (MarketLine, 2020, p. 11)

Speaking of *the segmentation of the global online retail market*, it can be divided into certain segments with electrical and electronics retail leading the world's e-tail market with a 31,5% share of the total retail value and apparel retail being second but not less important with the 22% share (Figure 9). Furthermore, it should be considered that this share is based on the total value which can explain the leading position of the electrical and electronics retail due to the fact that those products are usually more expensive than the average apparel retail. So, if the ranking would consider the number of items purchased, the results would probably be different and it would be likely that the apparel retail would lead the global online retail share in the number of total purchases.

#### ***Overview of the Russian e-tail market of apparel***

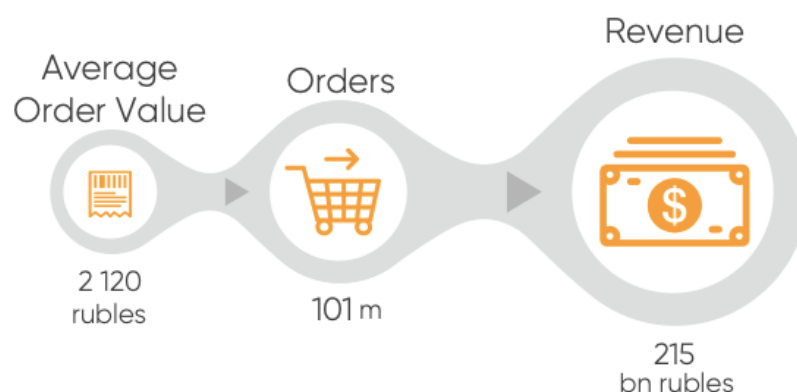
Since this research is focusing on the case of the Russian market, the preliminary research of the current market situation is important. For this, the main players on the local apparel retail markets have been discovered and their websites have been thoroughly analyzed. Some of the main features of both the local retailers and the popular foreign retailers mentioned by the participants of the observational studies have been analyzed.

As an overview of the whole online retail in Russia, it can be mentioned that the market has been experiencing quite strong growth over the period from 2014 to 2018 with CAGR = 19,5% and by 2018 the market value of Russian online retail market was equal to \$15 billion (943,5 billion rubles). Moreover, even though the growth rate is forecasted to slow down, the predicted CAGR for 2018-2023 is still at a high 17,7% (MarketLine, 2020).

With this research focusing on the Russian market, it is important to take into consideration the current tendencies in the behavior of the Russian consumers and the existing retail trends on the local market. PwC Global Consumer Insights Survey (PwC, 2019) named the rapid growth of online shopping as the number one trend in Russian consumers behavior – mainly driven by young millennials.

Today, apparel can be considered a driving force of the Russian e-commerce market. Online retailers are expanding their range of products on offer, actively use virtual technologies for the convenience of customers, increase the number of pick-up points for orders and expand the geography for delivery, improve the fitting systems and even go offline (Data Insight, 2019). Russian e-commerce system of apparel is rapidly developing and even has certain features that are not widespread in other countries – for example, the option of ordering a piece online and trying it on before purchasing when it's being delivered. This is technically an example of post payment in an online store, which is unknown in other countries, where prepayment is a necessary part of shopping online.

The apparel market in Russia takes up a significant share of the overall e-commerce market. The number of orders of apparel amounts to 38% of all online domestic orders and shopping for apparel stands for 21,8% of the related online sales volume, making it the second largest segment after Electrical & Electronics Retail, same as on the global market (MarketLine, 2020). That shows the importance of the apparel for the Russian e-commerce market. Over the period starting from July 2018 to June 2019, as stated in the Data Insight's market research of apparel, the stores that are in the Top-1000 rating got 101 million orders. The total amount of money summed up to 215 billion rubles and the average order value was 2 120 rubles (Figure 10) (Data Insight, 2019).



**Figure 10** Apparel Online Market Size (Data Insight, 2019, p. 7)



Then we should look into the main players on the local market. The table below shows the apparel online stores that have entered the Top-100 rating of the biggest e-commerce retailers in Russia (Data Insight, 2019). We can notice the growth of the top e-tailers in the country and how some of the smaller websites are lagging behind (Table 2).

**Table 2** Apparel retailers in Top-100 of the best e-commerce retailers (created by the author)

Rank	Company	Online sales, million rub		Orders, thousands		Average order value, rub	
		2018	Growth	2018	Growth	2018	Growth
1	Wildberries.ru	111 200	74%	72 500	82%	1 530	-4%
6	Lamoda.ru	29 030	14%	8 720	14%	3 330	0%
14	Bonprix.ru	11 350	-6%	3 110	-12%	3 650	7%
21	Witt.ru	8 760	-35%	2 350	-41%	3 730	10%
25	Kupivip.ru	6 710	-13%	1 070	-9%	6 270	-4%
35	Laredoute.ru	4 290	-15%	630	-17%	6 810	2%
40	Rendez-vous.ru	3 750	98%	640	72%	5 860	15%
86	Tsum.ru	2 000	-47%	80	-48%	25 000	2%

Negative trends for some of the companies can also be explained by factor, non-related to the overall market situation. For example, by now Witt.ru, which is, as well as Bonprix.ru, owned by the German Otto group, closed its' operations in Russia soon after shutting down their other two online shops - Quelle and Otto. The company states that the reason behind this is the company's global strategy and that they prefer to focus on developing on their local marketplace (Ведомости, 2018). Major positive trends of Rendez-vous can probably be explained by the company's development of their online store and the attention switch from offline.

Wildberries has been Russia's biggest online retailer since 2016 and is not slowing down (VC.ru, 2018). For the year 2018, Wildberries was an absolute leader here with their online sales significantly exceeding other retailers and their online shop continuing to boom and experiencing rapid growth. This trend would be expected to continue with Wildberries expansion that includes, for example, entering the European market, starting from Poland.

Moreover, Wildberries is taking the lead not only online but offline as well. In the first half of 2019, the previous leader of the fashion-retail – Sportmaster group – got 51,5 billion rubles in revenue and lost the first place to Wildberries with their 85 billion (Коммерсантъ, 2019). This can be considered as a sign that the move toward online shopping for apparel is already here in

Russia and that there's more to come. And Wildberries would probably be on top of this trend with their expanding assortment, constant addition of new brands and even some contracts for exclusive online sales.

Thus, taking into consideration the speed of development of the online retail market of apparel in Russia, we can state the importance of attracting and retaining customers. Especially considering the high power of buyers related to buyer independence, low-cost switching, tendency to switch and undifferentiated products. Website features can be partially responsible for helping e-tailers satisfy their customers and keep them loyal and, for that reason, website should be carefully maintained and customers' preferences should be researched.

### *Websites' features analysis*

As a part of this research, features of some of the most relevant apparel e-retailers for the Russian consumers have been analyzed. The list of online shopping website included, first, the abovementioned apparel sellers from the Data Insight's Top 100 rating of the biggest e-tailers (Data Insight, 2019) and, second, the websites mentioned by the participants of the observational studies and interviews. In this way, 14 websites of apparel e-commerce retailers have been analyzed: Wildberries, Lamoda, Bonprix, Kupivip, Laredoute, Rendez-vous, TSUM, ASOS, Outnet, H&M, Zara, Mango, Farfetch and Urban Outfitters.

The features that have been analyzed along with the percentage of how many websites have them and the absolute values are demonstrated in the table below (Table 3). The full table with the features attributed to the analyzed websites can be found in the Appendix 1.

**Table 3** Usage of different website features (created by the author)

Website feature	Usage on the websites	
	Percentage	Absolute numbers
Size guide	100%	14 / 14
Size on the model	43%	6 / 14
Model's parameters	50%	7 / 14
Runway videos	21%	3 / 14
360-view for bags	7%	1 / 14
Reviews	57%	8 / 14
Photo reviews	14%	2 / 14
Answers to reviews	14%	2 / 14

**Table 3** Usage of different website features (created by the author) (continued)

Website feature	Usage on the websites	
	Percentage	Absolute numbers
Fast view	43%	6 / 14
Add to favorites	93%	13 / 14
Apple Store Mobile app	100%	14 / 14
Google Play Mobile app	93%	13 / 14
"You may also like" recommendations	86%	12 / 14
"What people often buy with this" suggestions	29%	4 / 15
"Buy the whole look" suggestions	36%	5 / 14
"Ideas for a look" suggestions	21%	3 / 14

As can be seen from the results of the websites feature analysis, online apparel retailers do not all use the same features on their websites. The only point that is common to all the analysed websites is the size guide – the function that’s meant to help consumer understand which size he or she needs. It can be either based on one’s parameters or, sometimes, on the size one wears from popular brands. The function sometimes also asks about which fit one would prefer – a tighter one or a looser one. In my opinion, this function is very important as well as other features helping estimate the size and the fit of the clothes. However, not so many websites use the model’s parameters (50%) and the size that she is wearing (43%) to help with consumers’ size guidance.

Another point that most apparel retailers have in common is the availability of the mobile app instead of a web version to shop via smartphone or tablet. This is easily explained by the widespread usage of mobile devices and the growing popularity of using them for shopping. With people, especially young adults, being more and more smartphone dependent, the mobile app usage continues to grow (Pew Research Center, 2019). Practically all analyzed websites have their own mobile apps on Apple Store and Google Play with the only exception – Russian luxury department store TSUM only has its’ app designed for Apple users and not Android users.

This not universal tendency in apparel websites’ features demonstrates that there is room for improvement and that makes the research of most important features for the consumers more relevant.

### ***Summary***

This chapter provided an analysis of the current situation on the worldwide online retail market while analyzing current and projected growth, looking into the geographical segmentation of

electronic retail and analyzing the current shares in category segmentation of online shopping habits. This chapter helps to better understand how the online retail sector has been developing over the recent years and what can be expected from it later on, as well as to better realize the existing pattern on the market – which are the categories that are most frequently purchased, which countries tend to shop more online than others and so on. Moreover, it studied the current situation on the Russian online market of apparel, looked into the main players and described the results of the website analysis, focusing on the website features, the importance of which will be further studied in this paper.

## **METHODOLOGY**

This chapter will be focusing on defining and describing the research design of this paper. A research design is a framework or plan for conducting a marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problem (Malhotra, 2012). So, in this chapter, the foundation for conducting the project will be laid out via the research design. It is extremely important to ensure the quality and suitability of the research design, because it will help to make certain that the marketing research project is being conducted in an effective and efficient way. The purpose of this chapter is to describe the methodology, research steps, questionnaire design and the process of data collection.

This way, this chapter should focus on the following objectives:

- To describe the research model of this paper and what it was based on;
- To provide visual representation of the research model;
- To state the hypotheses of this research;
- To describe the research methods and the data collection process;
- To present the questionnaire design and how it was developed.

### **1. Research framework**

Research model used in this paper has been developed by the author on the basis of similar models from existing researches, including the ones previously discusses in the theoretical part (Rose, Hair and Clark, 2011; Kym, 2005). Tuyet-Mai and others in their paper on “Determinants of Online Customer Satisfaction in an Emerging Market - a Mediator Role of Trust” used a similar conceptual model to investigate the direct effects of determinants on customer satisfaction and the effect of indirect determinants, mediated by trust (Tuyet-Mai, et al., 2014). Or Ratih Puspa Nirmala in her research uses the simplified model to investigate the effect of different factors on intention to shop for fashion product online (Nirmala, 2011). Or Shariful Islam in his analysis of factors affecting on online shopping behavior of Iranian consumers partially uses the similar model by looking at how perceived risks, return policy, service, infrastructural variables affect consumers attitudes towards online shopping and then expanding the model to see how their attitude together with few others factors influences online shopping behavior (Islam, 2015).

The current research model of this paper will focus on investigating several factors, or more specifically website features, that have an influence on consumer’s shopping experience. In the previous chapter, existing researches on different groups of factors having an effect on consumers

in their online shopping process have been analyzed. Those include consumer's previous experience, visit duration, website's navigation and communication functionality, different delivery-related factors as well as several types of risks (Danaher, 2007; Mallapragada, et al., 2016; PwC, 2019; Xi, et al., 2020, Pappas, 2016). These are all factors of importance but, as previously mentioned, there is a lot of potential for further research in the field of influencers on customer experience in online shopping.

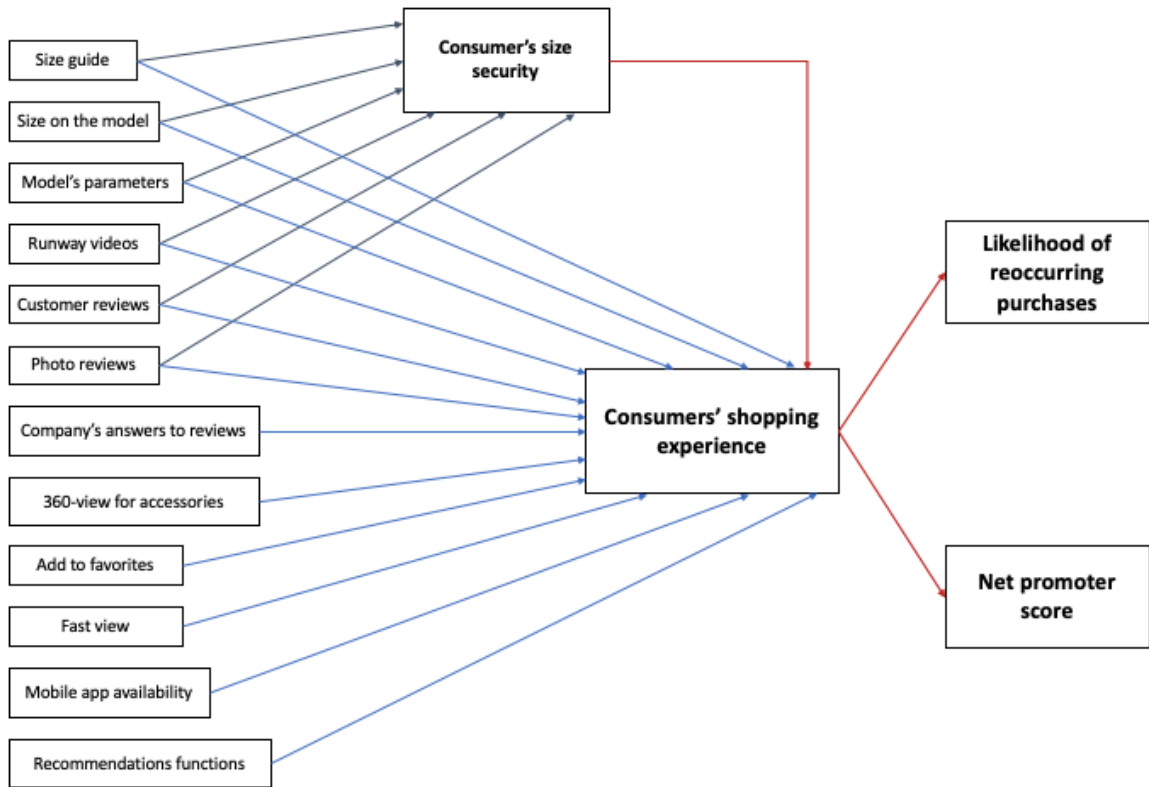
However, this research will focus more specifically on the website characteristics – the enabled website features, the importance of which for the consumer haven't been studied, especially in the aspect of the Russian market. These include such website features as:

- Size guide – a table allowing consumer to look at the size parameters as well as the comparison of different size scales (for example, how Russian size can be transformed into US sizes or European sizes). Sometimes this feature even includes the automatic function that indicates the appropriate size based on the parameters the customer inputs;
- Size on the model – another size-orienting feature that tells the consumer which size the model on the photos or video is wearing;
- Model's parameters – this feature is most frequently used together with the previously mentioned and it tells the consumer the parameters of the model on the photos – often only the height;
- Runway videos – another website feature that is sometimes used by up-and-coming modern apparel retailers – shows not only the photos but also the video of a model in movement, wearing the chosen item. This allows the consumers not only to better understand how the clothing item fits but also to estimate the quality of the fabric – how light or heavy it is, how badly it wrinkles or sticks to the body, etc.;
- Customer reviews – can imply any kind of reviews left by the previous buyers of the chosen item – from how the size fits to item quality and other possible issues or positive points of wearing it. When the website has a review feature enabled, that usually results in the overall star rating and, sometimes, in the guide on whether the size feels smaller or larger than usually;
- Photo review – the feature that enables the consumers that have already purchased the following item to add photos to their review – of the piece of clothing or them wearing it;
- Company's answers to reviews – whether the retailer answers to the negative (or even positive) reviews and helps to solve the matter and etc.;

- 360-view for accessories – a very rare function that allows the consumer to look at the chosen bag, for example, from all angles by scrolling the 360-degrees arrows;
- Add to favorites or like – a widely used feature that allows the consumers to save the items that they've liked without adding them to the shopping cart. This way they can think about purchasing, monitor the size availability as well as the changes in the price and discounts;
- Fast view – a very efficient pre-view feature allowing to zoom in on the item and some item details while browsing without loading a new page;
- Mobile app availability – whether the online apparel retailer has an Apple Store or Google play mobile application, allowing the consumers to conveniently access the website from their smartphones or tablets;
- Recommendations functions – includes different kinds of further recommendations to the consumers when they're looking at certain item. Those include: “You may also like”, “What others often buy with this”, “Buy the whole look” (which can be very helpful when consumer likes, for example, the shoes that the models is wearing) or “Ideas for a look”.

This list of features has been created based on the analysis of the website features of the biggest apparel e-tailers on the Russian market and modifies later on the basis of the results of the observational studies and interviews.

For half of the features, not only their direct effect on the consumers overall shopping experience will be studied but also the indirect effect through their influence on consumer's size security – the certainty that he or she is choosing the right size. Here, the mediated effect will also be studied as it has been done in other researches with similar models (Tuyet-Mai, et al., 2014). The visualized model is shown on the figure below (Figure 11).



**Figure 11** Model of the features influencing consumers’ shopping experience with the mediated effect of size security (created by the author)

After the statistical analysis of the qualitative part of the research this model will be further modified to show the degree of influence of the features at the chosen variables. The effect of all features mentioned above will be statistically evaluated and then, factor analysis will be used to try to get more conclusive results for practical implementation.

Thus, the following hypotheses are proposed for further research:

*H1: “Website features can influence consumers’ size security”.*

Maybe the hardest thing about shopping online is choosing the right size to get. Even speaking from personal experience and the experience of the qualitative research participants – many people have faced the issue of not knowing which size to get. There are even multiple articles that can be found online, advising on how to choose the right size when buying clothes online. Whether those advise include measuring yourself, ordering a bigger size or getting a tailor to whom you can go for touch ups if something doesn’t fit perfectly – all of this imposes a certain doubt in the consumer’s mind (Lifehacker, 2014). And of course, most websites are trying their best to avoid this scare of ordering the wrong size. This is mostly done by using different website features,



including the ones mentioned in the research model – size guide, size on the model, model’s parameters. Moreover, as it was discovered during the observational studies and interviews – there are other features that can influence consumer’s size security – runway videos and review. The effect of these features will be evaluated in order to see how they help consumers in making sure they are buying the right size. For that reason, this hypothesis “*Website features can influence consumers’ size security*” has been stated.

*H2: “Consumer’s size security positively influences their shopping experience”.*

And, when speaking of consumers’ certainty that they are choosing the right size – it can be suggested that this positive feeling will influence their overall shopping experience. Since, if not knowing which size to order would impose a certain level of stress on the consumer, then their certainty in the chosen size will, in opposite, reduce the level of stress and make their shopping more enjoyable. For people who don’t shop online, it can often be related to risk aversion associated with unfamiliarity or lack of comfort with the computer and Internet (Swinyard and Smith, 2003). Taking away that unfamiliarity and uncertainty can, most likely, be very beneficial for online retail. For that reason, the hypothesis “*Consumer’s size security positively influences their shopping experience*” has been stated to investigate the influence of consumers’ certainty in size on their shopping.

*H3: “Website features can have a significant influence on consumer’s experience”.*

We’ve previously looked into the factors influencing consumers in their online shopping experience and their decision-making and there are multiple factors that are important. Hedonic and utilitarian features have been found to influence shopping experience (Bilgihan, 2016). However, a very important part that often seems to be overlooked are the actual website features that influence the user experience of those shopping online. It can be about general website characteristic like being user-friendly, which 76% of the consumers find most important in a website, or having a mobile-friendly website (Hubspot, 2011). Or it can be about more hidden points that would be unnoticeable to the consumers but will end up affecting them in the end – like, for example, the technical consideration for images – according to Adobe, images that don’t load or take too long to load will result in a consumer drop-off rate of 39% (Adobe, 2015).

So, in this research we will focus on how some of the noticeable features of the website can affect consumers’ overall shopping experience and test the stated hypothesis “*Website features can have a significant influence on consumer’s experience*”. The result will be based firstly on the individual analysis of the features and then on the combined factor analysis. Using these relatively

simple website features for analysis can be very useful for practical recommendations, because most of these features would be quite easy to implement and add to the website.

*H4: “Recommendation functional can have a significant effect on consumer’s experience”.*

This hypothesis is proposed in order to look into the possible inconsistencies of people’s opinions on the recommendation functional of the website. Previous researches have shown that navigation functionality and communication functionality have a negative effect on consumers’ purchase likelihood (Mallapragada, et al., 2016). This is explained by the fact that people perceive them as irrelevant and unnecessary and feel like those features are interfering with their shopping process. Similar assumption can be made about the recommendation functional – it can often be found distracting and take your attention away from what you actually need. Or, for some people, the popular recommendation function of “What other people buy with this” can even be found offensive. Since clothing is frequently thought of as the way of expressing yourself – why would one be interested in purchasing the same things as others do? The observational studies results showed a certain degree of indifference to the recommendation functional that should be further looked at.

However, some researches show that customized recommendation functional can have a significant positive affect on the sales. Here the most vivid example would be Amazon’s “item-to-item collaborative filtering” – their own, specially developed algorithm used to heavily customize the browsing experience for returning users (Fortune, 2012). A number of simple elements are behind this recommendation system: what a user has bought in the past, which items they have in their shopping cart, which items they’ve rated and liked, and what other customers have viewed and purchased. After the launch of their new recommendation algorithm, Amazon has showed significant growth in revenue that soon resulted in the fact that 35% of it has been generated by its’ recommendation engine (McKinsey, 2013). So, the recommendation functional must have some effect on the consumers after all, even without them knowing it.

For this, the hypothesis “*Recommendation functional can have a significant effect on consumer’s experience*” has been stated in order to study the perceived influence of the recommendation functions on consumers’ shopping experience in online retail of apparel.

*H5: “Customer satisfaction with their shopping experience positively influences the likelihood of recurring purchases”.*

The relationship between satisfaction and repurchase behavior has been previously studied, at least in the context of physical retail. It has been shown to be contingent on the moderating effects of

convenience, competitive intensity, customer involvement, and household income (Seiders, et al., 2005). Moreover, past purchase incidents have been shown to have significant positive influence on the probability of recurring purchases (Mallapragada, et al., 2016). For that reason, it would be interesting to evaluate the effect of consumers' satisfaction on their perceived probability of returning to a particular online shop in the context of online retail of apparel. Thus, the hypothesis "*Customer satisfaction with their shopping experience positively influences likelihood of recurring purchases*" has been stated. Moreover, according to Business Wire's study – 83% of retail leaders surveyed during the study agree that converting one-and-done buyers into recurring customers is very important for their overall retail strategy and that they're expecting a significant growth in revenue from recurring purchases, estimating it at 54% (Business Wire, 2019). This emphasizes the importance of this point for retailers and the relevance of this hypothesis.

*H6: "Customer satisfaction with their shopping experience positively influences their likelihood to recommend the website or their NPS".*

Net Promoter Score (NPS) is a metric of customer experience management. It groups the respondents into promoters, passives and detractors on the basis of their answer to the question "How likely is it that you would recommend [brand / product / service] to a friend or colleague?" on a 10-point scale (Net Promoter, 2020). This metric helps estimate the potential effect of referrals from previous users. In general, positive word-of-mouth intentions are very important for business's further growth, especially when it comes to such a competitive area as online retail and the relationship between NPS and customer satisfaction as well as with the company growth rates and predicted spendings should be considered (Keiningham, et al. 2007; Mecredy, et al. 2018). It is important to monitor not only satisfied experienced users' but also that of the less-satisfied customers (Mende, et al., 2014). So, again, it can be practically useful to look into the influence of customer satisfaction on their likelihood to recommend the online retailer.

So, the final list of hypotheses stated for this research along with the supporting sources is presented in the table below (Table 4).

**Table 4** List of stated hypotheses (created by the author)

<b>№</b>	<b>Hypotheses</b>	<b>Supporting sources</b>
H1	“Website features can influence consumers’ size security”	Lifehacker, 2014
H2	“Consumer’s size security positively influences their shopping experience”	Lifehacker, 2014; Swinyard and Smith, 2003
H3	“Website features can have a significant influence on consumer’s experience”	Bilgihan, 2016; Hubspot, 2011; Adobe, 2015
H4	“Recommendation functional can have a significant effect on consumer’s experience”	Mallapragada, et al., 2016; McKinsey, 2013
H5	“Customer satisfaction with their shopping experience positively influences the likelihood of recurring purchases”	Mallapragada, et al., 2016; Seiders, et al., 2005; Business Wire, 2019
H6	“Customer satisfaction with their shopping experience positively influences their likelihood to recommend the website or their NPS”	Keiningham, et al. 2007; Mecredy, et al. 2018; Mende, et al., 2014

## **2. Research methods and data collection**

Now we will move further to describing the research methods used in this work as well as the data collection process. Moreover, the preliminary results of the qualitative stage of the research will be provided due to the necessity for further use of them in the next chapter.

### ***Research methods***

This exploratory research will imply the use of several research methods, because using several methods would help to get deeper knowledge on the topic and to conduct a more detailed research with a sufficient amount of valid and reasonable information.

The first step is the analysis of secondary data received from articles, publications, books, statistical data sources and other. This is an important part of an empirical research, because it allows the author to get better understanding of the existing works on the topic, get more familiar with it and help identify research gaps in order to realize how to approach the topic in a more efficient way. Furthermore, this preliminary research of secondary information can help with developing further research methodology by providing valuable examples of previous works on the more general topics.

The second step of this research would be the benchmarking – the analysis of the websites of some of the most popular existing electronic retail platforms of apparel in Russia in order to compare

them and then further use the noticed features during other steps of the research that are mentioned further. A comparative matrix would be created, considering the website features that would be most often encountered on those platforms and then finalized during the qualitative stage to display the chose features only (Appendix 1). The benchmarking will not only include the Russian online shopping platforms but also international apparel e-tailers that are popular in Russia.

In order to provide more thorough practical recommendations for future use, it can be helpful to use other methods that would allow to get in-depth insides on the consumers. In this paper mixed methods would be used to investigate the factors influencing consumer behavior during the online shopping process. First, qualitative methods will be used to gain understanding of the consumer journey and a deeper understanding of the behavioral patterns. Secondly, the quantitative method will follow to test the formulated hypothesizes on a larger sample and collect quantitative data.

The qualitative methods mentioned before would consist of an observational study followed by an interview. During this stage, the participants chosen for the study would be asked to search for apparel online and make a purchase (reach the last step of the process before paying), while the observer would be monitoring their actions. After the observation would be completed, there will be a follow up interview with a goal of getting a better understanding of the reasons behind consumer's actions and a more complete picture of what is important for the consumer.

The participants of the qualitative part of the research would be selected in order to satisfy several criteria:

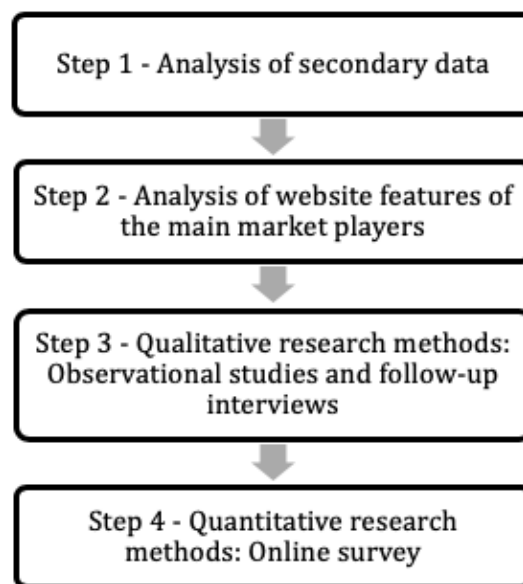
- being an active internet user with mobile literacy;
- having used electronic retail of apparel at least 3 times in their life;
- having the appropriate income to afford online shopping for apparel.

These criteria are important to consider, because this part of the research should focus on online shoppers with at least some experience who know what they're doing. Moreover, since some of the website that will be analyses have price above average, it is important to conduct the study with those people who would genuinely consider buying apparel online and would be able to afford it. For that reason, the participants of the observational study should have not less than middle-class income level.

The qualitative methods will be followed by the quantitative part of the research in form of a survey aimed at testing the hypothesis stated after the first steps of the research. The survey will also allow to test hypothesis on a bigger sample and provide the testing of the factors that would be found to have importance on the consumers. The survey will be conducted using one of the

traditional sampling methods – an online survey. There are several traditional sampling methods through which survey questionnaires may be administrated and that includes the following major models: online surveys, telephone surveys, face-to-face survey and postal surveys (Malhotra, 2012). However, online surveys continue to grow in their popularity as the research method and it is also the most appropriate sampling method for this research. It will be configured using an online platform and will be distributed online as well, and this way it will allow to reach a bigger sample size due to the convenience of the questionnaire responding process.

Conducting an extensive survey among mainly the Russian consumers will help to get a better understanding of the factors affecting their behavior during their shopping for apparel via online retail.



**Figure 12** Research process by steps (created by the author)

The figure above illustrates the research steps with the main research methods stated as well (Figure 12).

### ***Data collection***

The qualitative part of this research will consist of an observational study, followed by an in-depth interview. For this, the participants of the study, chosen based on the criteria mentioned before, will be asked to recreate the process of them purchasing apparel online. There are a lot of things that need to be considered when trying to set a number of participants of the qualitative study. The quality of data, the scope of the study, the nature of the topic, the amount of useful information obtained from each participant, the use of shadowed data, and the qualitative method and study

designed used are among the points that need to be considered (Morse, 2000). I would like to set out 10 participants as an optimistic goal and try to reach this number of participants, though, with possibility of making the sample smaller due to the limitations of the resources.

The primary data collection process for the quantitative research will be conducted on the basis of the online survey. The constructed questionnaire will be distributed mostly among the people aged 18 to 45, because of the easier access to these groups, their activity of internet usage and expertise. This age group would be the most relevant for the survey, because people of this age are more likely to use online retail than older people. For example, in the United States, 100% of people aged 18 to 29 are currently considered as active internet users, while among those aged 50 to 64 years old only 88% use the internet (Statista, 2019). And, since being active internet users with mobile literacy is among the necessary basic factor for choosing the respondents, this age group would be appropriate.

Most of the consumer behavior researches are mainly focusing on one specific region (Agarwal, 2013; Durmaz, 2014) and this research will do the same by focusing on the Russian consumers. From one point of view, it may not be necessary to focus on the people from one region only while analyzing such a flexible matter as online shopping, since online retail, to a significant extent, can be characterized with a high presence of international shopping websites. Especially since conducting an online survey and having access to the respondents of different nationalities. However, focusing on the Russian consumer to follow up on the qualitative research part would be a better idea, since different countries can have different levels of e-tail development, as well as different popular e-commerce website. Focusing on regional consumers will also enable the researcher to include nation-specific questions – for example, including the popular local e-tail sites or the local prices. So, the survey would be not be limited to Russian consumers but two versions of the survey – Russian and English – would be used to get a higher response rate from the Russian consumers whose English is not perfect.

The distribution of the survey will be happening through, firstly, internal Graduate School of Management contacts as well as the Saint Petersburg State University groups on social media and other student communities available to the author or its close contacts. Furthermore, it will be posted on the author's personal social media with a request to further share it. For a better response rate, the research description and the survey itself will be distributed both in English and Russian among the Russian local student communities.

For this research, the convenience sampling will be used due to the lack of resources for a professional research. Moreover, the audience that would be reached through the convenience sampling can be characterized as the target audience for this research – young people, who are active internet users and are more prone to online shopping, who always have access to Internet and who often like to save time and/or money by shopping online instead of going to the stores. The sampling size will be finalized after receiving all the possible responses due to the unpredictability of people's willingness to answer the questionnaire.

In the end, the data collection was stopped when 400 responses have been collected through both versions of the questionnaire. It will later be analyzed for relevance. This sample size should be sufficient for conducting basic statistical analysis of the data, should enable the author to perform factor analysis of an appropriate quality and so on.

To summarize, the expected findings of this research should outline which website features influence consumers the most in the process of online shopping for apparel, categorized into different subgroups. This would, furthermore, allow to develop practical implications that could be further used in the future by existing and potential players on the market of online retail of apparel.

### ***Observational studies and interviews results***

As prior described, the qualitative part of this research consisted of conducting observational studies with follow-up interviews. The number of respondents of the observational studies has been limited to 10 respondents due to time limitations and occasional organizational complications. However, the 10 respondents that have participated are of different age groups and occupations with different purchase frequencies, so this sample can be considered as quite representative. Considering the in-person character of the observational study process - all of them are Russian with most of them living in Saint-Petersburg, except for the two females who have relocated to Riga, Latvia. 70% of the participants, however, were females, due to the fact that they are generally more interested in online shopping, shop more frequently and were willing to participate in the study. The age range of the respondents is from 22 to 45 and their occupations range from students to executive workers. Most important characteristics of the participants, including gender, age, occupation and approximate frequency of their purchases of apparel online are provided in the table below (Table 5). Moreover, a column with the respondents' favorite websites has been added to the table, because it provides the information about people's preferences, style and the approximate spending on clothes in a not obvious way.



**Table 5** Characteristic of the participants of the observational studies (created by the author)

<b>Respondent</b>	<b>Gender</b>	<b>Age</b>	<b>Occupation</b>	<b>Purchase frequency</b>	<b>Favorite websites</b>
#1	Female	22	Student, looking for a job	Few times a year	ASOS, Wildberries, Aliexpress
#2	Female	35	Working, high managerial position	Every few month	Outnet
#3	Female	24	Student, part-time corporate worker	Few times a year	ASOS
#4	Female	32	Working, executive position	Often, up to several times a month	Outnet, Farfetch, ASOS
#5	Male	23	Working, remotely	Few times a year	Urban Outfitters, ASOS
#6	Female	26	Working, full-time	Often, buys almost everything online	Lamoda, Wildberries, ASOS
#7	Female	45	Working, executive position	Every few month	Wildberries, Lamoda
#8	Male	29	Working, full-time	Every few month	ASOS, Wildberries
#9	Female	41	Working, high managerial position	Often, about once a month	Lamoda, Wildberries
#10	Male	33	Working, high managerial position	Few times a year	Farfetch, Outnet, ASOS

The observational studies and interviews have provided us with many interesting remarks on the usage of online retailers of apparel and people's habits. For example, we've encountered the situations that some are reluctant to shop online, because they don't know which size to choose, which proved our initial assumption. We've noticed that every participant used the "add to favorites" features, even though they had different behavioral patterns when using it – some carefully pre-select the things before adding them into "Liked" and purchase most of them, while others add a lot of items to that section and then buy only a few. Some of the respondents mentioned that the reviews from customers significantly help them with choosing the size and making the decision, because they often contain information about whether the item fits smaller or larger than usually. Moreover, people had different ways of interacting with other size guiding features – some always looked closely into figuring out the size, while other only did that when

they were unsure of their choice. Some people said they prefer to shop online for different reasons – from the dread of using the dressing rooms to the lack of time to go to the stores.

In general, the information acquired during the observational studies and after the interviews has been used in the process of designing the questionnaire and provided valuable guidelines into consumers' behavior when buying clothes online. Some of the participants of the observational studies have also agreed to participate in the pilot testing of the questionnaire further on.

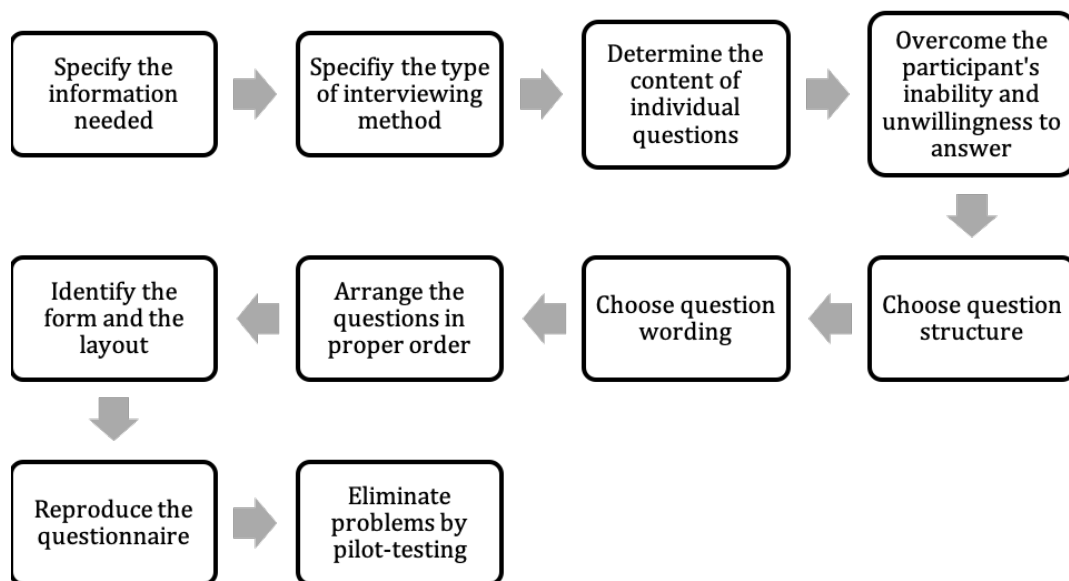
### 3. Questionnaire design

Coming into the quantitative stage of this research, the questionnaire has been created in order to be distributed online to obtain quantitative data on consumer preferences.

According to Naresh K. Malhotra, any questionnaire has three specific objectives:

- A questionnaire must transfer the needed information into a set of specific questions that the respondents will be able to answer;
- A questionnaire must be motivating, uplifting and encouraging for the participants so that they become involved and cooperate to complete the survey;
- A questionnaire must aim to minimize the response error – the chances of respondents giving inaccurate answers or their answers being mis-analyzed (Malhotra, 2012).

Then, there are several steps in the questionnaire design process that were followed during the creation of the questionnaire for this research. These steps are illustrated on the figure below (Figure 13).



**Figure 13** Questionnaire design process (Malhotra, 2012, p. 456)

I would like to generally outline some points that we tried to follow during the questionnaire development in order to make it not too complicated and tiring for the respondents. Firstly, we tried to mostly focus on structured questions of different type – multiple-choice questions, scales and tables. Avoiding unstructured questions should increase the participant's willingness to answer, since structured questions require a bit less effort. As well having structured questions will provide us better grounds for further statistical analysis. Secondly, in this survey we tried to use ordinary and unambiguous words so that the questions meet the vocabulary levels of all potential respondents. In some cases, clarifications of the terms used have been added to the questions to ensure that there would be no misunderstandings. Using simple and understandable questions should also, again, make it easier for the respondents to complete the survey. Thirdly, when structuring the questions, we tried to avoid leading or biasing questions, implicit alternatives or assumptions and generalizations, as recommended by marketing research experts (Malhotra, 2012).

When developing the questionnaire, we tried to use logical order and make the questionnaire interactive and easy to follow so that the respondents would be less likely to give up half-way. The questionnaire is divided into four sections with different goals and their content and focus will be further described here.

The first section of the questionnaire is exploratory to find out about consumers habits in online shopping. Firstly, we ask them about what do they usually buy online, how often do they shop for apparel online and when was the last time they've purchased clothing online. This will help get initial understanding of the consumer. Moreover, if there would be respondents who don't shop online or do it extremely rarely – their further responses will be irrelevant. Then we also ask about who do they normally shop for to better understand consumer's shopping behavior. Furthermore, these opening questions in the questionnaire are quite interesting, simple and non-threatening and they should help with gaining the confidence and cooperation of consumers (Malhotra, 2012).

Then we ask about the way the respondents access the online retailer websites – through which device and whether they use the app or the mobile version of the website when using a smartphone or a tablet. This will allow to better understand the respondent's habits and also will later help with evaluating the reasons behind the importance of the mobile app availability.

Afterwards, we move closely into examining the consumers' relationship with online apparel retailers. Firstly, we ask which online retailers from our list of websites acquired through the ratings of the biggest retailers and through the interviews they would consider using. Moreover,

we propose them to add their own options to see whether there're some websites that weren't considered.

We then move towards their experience with online shopping for apparel and ask the respondents why they like shopping online, whether they've experienced any customer pains during their shopping and about their overall level of satisfaction with their online shopping experience. The answer options provided have been compiled based on the interview results.

Further we estimate respondents perceived level of expertise in online shopping to understand how valuable their further answers will be. Of course, for advanced shopper and experts their opinions will be more substantial and based on significant experience with online shopping, meanwhile the answers of those with basic knowledge will be less substantial. The scale for evaluating user expertise was based on the Competencies Proficiency Scale (National Institutes of Health, 2020).

And then the next question is focused on evaluating respondents' preference towards shopping for apparel online instead of offline. This question will provide us with qualitative statistic on consumers' preferences and habits.

Lastly, considering the current situation in the spring of 2020 with the Covid-19 pandemic and the governmental regulation in most countries, it is logical to assume that the shopping behavior of consumers will drastically change due to the quarantine regime (World Health Organization, 2020). For example, for China that definitely appeared to be true in respect to online sales of common household goods and groceries – the sales of JD.com, China's largest online retailer quadrupled over the same period last year. In general, some researches state that people are spending 10-30% more online on average (Big Commerce, 2020). For that reason, the question on whether the online shopping preferences of respondents changed with the imposed quarantine and the Covid-19 situation was added to the survey.

The second section of the questionnaire is devoted to evaluating the importance of the chosen website features to consumers. But, prior to asking the respondents about how each feature influences the overall online shopping experience, we ask them whether they normally use this feature in order to get a more reinforced result. So, this section asks that about all the 12 features but they are grouped into smaller questions in order to make the questionnaire easier to follow. Moreover, pictures of the features are sometimes added to the questions to better visualize the questions.

The third section of the questionnaire is asking the respondents to remember their last experience of shopping online for apparel. We've already asked when was the last time they've shopped

online in the first section, so here we start by asking on which website they've made their last purchase and what did they use to access the retailer's website to get a better background for analysis. The next question is aimed at finding out which features have they used the last time they've shopped online and how useful they think those features were. This will give us an understanding of which features are most popular with consumers, how important they are for them and, the other way around, which features people rarely use.

After looking into the consumers' feedback on the website features they've used, we want to study the correlation between the perceived usefulness of the mentioned features and people's satisfaction with the overall shopping experience, so we ask them about how satisfied they've been with this online shopping.

Further on, we want to see the relation between the consumers' satisfaction and the likelihood of recurring purchases on this website, so we ask "How likely is it that you will shop on this website again?". And in order to estimate the influence the customer's satisfaction has on their willingness to promote the online store, we also ask "How likely is it that you would recommend this online store to a friend or colleague?".

To better understand the structure of the questionnaire main body and to see the correlation with the hypotheses stated for this research, the table below demonstrates which questions provide the information need for the testing of each hypothesis (Table 6).

**Table 6** Relation between hypotheses and survey questions (created by the author)

Hypothesis	Survey questions
H1: "Certain website features can influence consumers' size security"	How strongly would these features positively influence your certainty that you're choosing the right size? <ul style="list-style-type: none"> <li>• Size guide</li> <li>• Size on the model</li> <li>• Model's parameters</li> <li>• Runway videos</li> <li>• Customer reviews</li> <li>• Photo reviews</li> </ul>
H2: "Consumer's size security positively influences their shopping experience"	How much does your certainty in size influences your overall shopping experience?

**Table 6** Relation between hypotheses and survey questions (created by the author) (continued)

Hypothesis	Survey questions
H3: “Website features can have a significant influence on consumer’s experience”	Please evaluate the importance of the following features for you overall shopping experience: <ul style="list-style-type: none"> <li>• Size guide</li> <li>• Size on the model</li> <li>• Model’s parameters</li> <li>• Runway video</li> <li>• Customer reviews</li> <li>• Photo reviews</li> <li>• Company’s answers to reviews</li> <li>• 360-view for accessories</li> <li>• “Add to favorites”</li> <li>• Fast view</li> </ul>
H4: “Recommendation functions can have a significant effect on consumer’s experience”	How important are the following recommendation functions to your overall shopping experience? <ul style="list-style-type: none"> <li>• "You may also like"</li> <li>• "What people often buy with this"</li> <li>• "Buy the whole look"</li> <li>• "Ideas for a look"</li> </ul>
H5: “Customer satisfaction with their shopping experience positively influences the likelihood of recurring purchases”	To which extent have you been satisfied with your overall shopping experience? How likely is it that you will shop on this website again?
H6: “Customer satisfaction with their shopping experience positively influences their likelihood to recommend the website or their NPS”	To which extent have you been satisfied with your overall shopping experience? How likely is it that you would recommend this online store to a friend or a colleague?

I would like to further specify the type of scale chosen for the structured questions in a scale form – the ones that evaluate the importance of features to the respondents, their level of satisfaction, the likelihood of recurring purchases and of further recommendations. For this survey, a continuous rating scale from 1 to 10 that runs from one extreme to the other has been chosen (Appendix 2-3). This horizontal scale should make the response easy and intuitive. The scale points from 1 to 10 have been chosen so that the responses provided are more specific and so that there was no neutral center point. The even number of scale points encourages the consumer to think about their preferences when in doubt and doesn’t allow them to put a neutral point out of laziness and unwillingness to answer.

The last section of the questionnaire is aimed at gathering the demographic data of the questionnaire respondents. This section was intentionally put at the end of the questionnaire due to the potential sensitivity of the questions. Moreover, people would be more encouraged to finish it till the end, since these questions are easy to fill in and they've already come this far. The questions in this part ask the participants about their gender, age, the country and city of residence, marital status and whether they have children, level of education, current occupation and financial situation. Most questions (except age and place of residents) are, again, structured with multiple-choice options to make it easier for the participants and to make the further statistical analysis easier. Another important point that has been considered is the question about the respondents' financial situation. In order to make answering to this easier, we do not ask them to estimate their household income but provide options that describe financial situation based on the things one can afford. This way, we consider the sensitivity of financial questions and approach it carefully.

In the end of the questionnaire we provide a chance for the respondents to leave their comments and questions as well as offer them to leave their emails in case they are interested in getting the results of the survey.

The questionnaire described here and attached in the appendixes is the final version that has been pilot tested prior to the distribution. Both versions – English (Appendix 2) and Russian (Appendix 3) one – have been tested on some of the participants of the observational studies, each version has been tested on 3 different people. The outcomes of the pilot test have resulted in few changes in the wordings of the questions and in the logical order of them.

## **Summary**

This chapter described and visualized the research model for this paper and build on the hypotheses stated for further research. Moreover, it provided thorough information on the research methods being used – starting from the analysis of the secondary data and the website features of the main players on the Russian market, moving on to the description of the qualitative and quantitative parts of the research. Furthermore, the results of the qualitative research have been provided in this chapter prior to the detailed questionnaire design, that was partially based on the results of the observational studies and interviews.

## RESULTS AND FINDINGS

In this last chapter, the results of the data collection will be thoroughly described and analyzed using statistical software. Furthermore, the discussion of the finding will be provided and managerial implications in form of recommendations for existing and potential online retailers of apparel will be proposed.

### 1. Empirical results

The purpose of this subchapter is to provide thorough analysis of the results of data collection and to test the stated hypotheses. The data collected through the online survey distribution has been analyzed using IBM SPSS Statistics Version 26.

The objectives of this chapter are following:

- to conduct reliability and normality testing;
- to analyze the results of the data collection, including the characteristics of the respondents;
- to describe the most valuable and interesting general finding of this research;
- to test the previously stated hypotheses.

#### *Reliability test and normality test*

Firstly, in order to test the reliability or internal consistency of the questionnaire scales, Cronbach alpha was used to conduct *reliability analysis*. The reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is a popular way of measuring the strength of that consistency (University of Virginia Library, 2015). It is most frequently used when multiple-item measures are used. The resulting reliability coefficient ranges from 0 to 1 and the closer Cronbach's alpha is to 1 – the higher the reliability of the questionnaire items, reliability level of 0.7 and higher is considered acceptable.

In this research, the reliability of 37 scale questions of the questionnaire, evaluating importance, satisfaction and likelihood, and containing numeric data have been tested. The resulting *Cronbach's alpha coefficient* is equal to 0.902 (Appendix 4), thus, there is a high level of internal consistency with respect to this sample. And, from the individual item statistics, shown in Appendix 4, we can see that variables can be considered consistent and there are no items, the deletion of which would result in a higher coefficient.

Secondly, we should test the data for normality in order to make a supported decision whether to use parametric or non-parametric tests further on. For this, Shapiro-Wilk and Kolmogorov Smirnov tests have been used to assess the normality of the data. For both of these tests, if



significance is *lower than 0.05*, than the data is not normally distributed. And this is the case for this research, with its results of normality test provided in the Appendix 5. So, we can conclude that the data is *not normally distributed*, thus, non-parametric test would be used further on.

### **Data analysis**

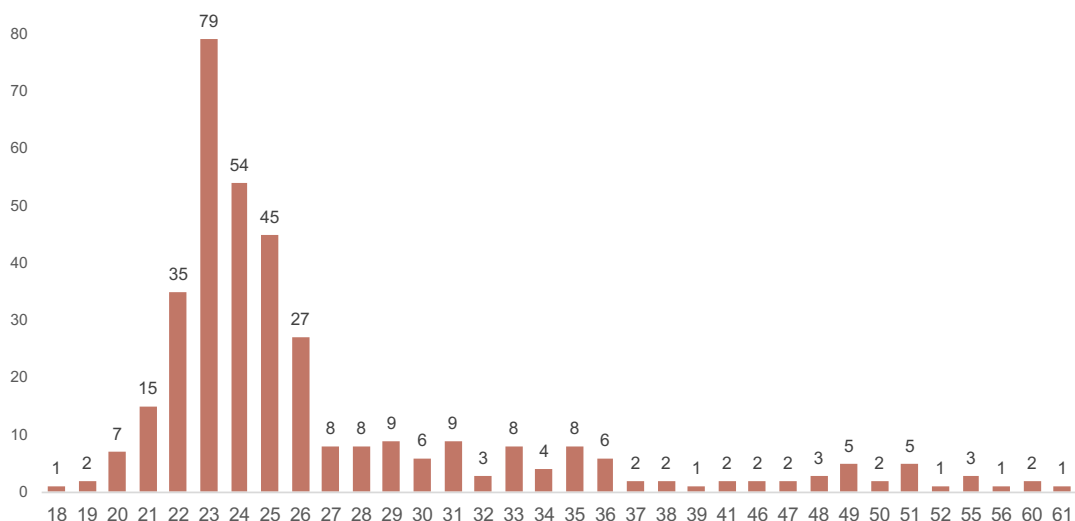
The data collection process allowed us to obtain 400 respondents, out of which 31 have been irrelevant, because those people have indicated that they do not shop online and, therefore, have been send directly to the end of the questionnaire, because their responses would not be relevant and reliable for further analysis. So, in the end, the final sample size of this research is equal to 369 respondents.

**Table 7** Main demographic characteristics of the respondents (created by the author)

Characteristics	Frequency	Percentage (out of 368)
<b>Gender</b>		
Female	287	78%
Male	81	22%
<b>Age</b>		
18-21	25	7%
22-26	240	65%
27-36	69	19%
Older than 37	34	9%
<b>Marital status</b>		
Single	114	31%
In relationship	72	19,5%
Married or in domestic partnership	182	49,5%
<b>Children</b>		
No	323	88%
Only one child	21	5,5%
2-3 children	24	6,5%
More than 3 children	0	0

The table above (Table 7) represents the main demographic characteristics of the respondents – gender, marital status and whether they have children and how many. As we can see, the respondents are predominantly female (78%). This can be explained with the general tendency that females like to shop for clothes more and, moreover, they are more engaged into this process, thus, are more willing to share.

The age distribution for the sample is better illustrated on the graph below (Figure 14). We can see that the respondents obtained through convenience sampling for this research are from 18 to 61 years old. However, as was expected, the distribution of the respondents by age is not normal but more left skewed due to the specifics of the means of questionnaire distribution – most of the respondents are of the same age group as the author. Therefore, it is not surprising that 65% of all respondents are from 22 to 26 years old. That makes this sample quite representative, because, as mentioned before, young people are active internet user, for them the process of online shopping often comes naturally and they are more prone to accept innovations and try new things. Moreover, when making managerial implications later on, we can say that they would be useful in the future, since most of the respondents are probably far from reaching their peaks of spending on online shopping. So, this is the generation that will be spending a lot online the next few years and considering their preferences should be among the priorities for e-tailers.



**Figure 14** Respondents' age distribution (created by the author)

Furthermore, the marital status of the respondents is different, with bigger share of respondents already married or in a domestic partnership – so, living with their partner (49,5%). The shopping habits of those living with their spouse or boyfriend/girlfriend sometimes, of course, differ from single people – half of them indicated that they sometimes shop for their other half.

Even though almost half of the respondents are married or in serious relationship, 88% of the respondents do not have children for now. But most of those who do have children showed that they frequently shop online for them – 70% out of all parents in our sample indicated that they buy apparel online for their children. Judging from the previously obtained interview results, one of the main reasons for that is that small children grow out of their clothing quite fast and buying things online saves a lot of time, because young parents don't have a lot of that to spare, and can

also be cheaper. Moreover, online stores provide way more option with non-standard sizes – for example, online it would be easier to buy pants for teenagers that are exceptionally tall for their age.

Another important characteristic of the respondents is their country of residence. As planned, most of our respondents (73%) are Russian residents. With the other 27% coming from different countries – most frequently Germany (21 respondent) and Latvia (15 respondents), but also other parts of the European Union, as well as Israel, the United Kingdom, the United States, Australia, Brazil and Turkey, with a significant share of those living in other countries being Russians emigrants. The table below shows the residential characteristics of the respondents (Table 8). Moreover, it should be noted that almost all of those residing in Russia are from the two biggest cities – Moscow and Saint Petersburg. This correlates with higher disposable income and easier access to online shopping opportunities (faster delivery, multiple pick up points and etc.) and makes the sample more representative for retailers’ future plans.

**Table 8** Residential characteristics of the respondents (created by the author)

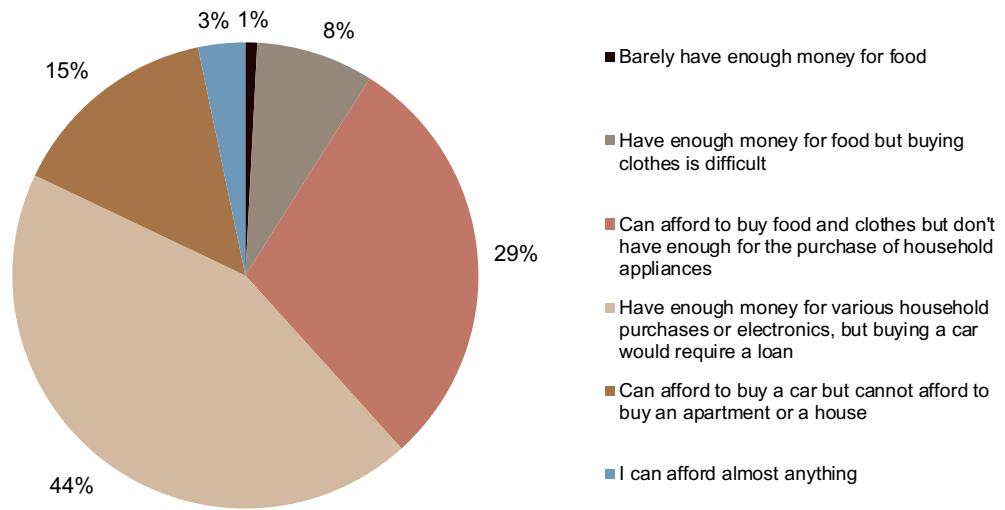
<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Country</b>		(percentage out of 368)
Russia	269	73%
Others	99	27%
<b>City in Russia</b>		(percentage out of 269)
Saint Petersburg	218	81%
Moscow	48	18%
Others	3	1%

Other respondents’ characteristics to consider are their level of education and occupation (Table 9). We can see from the table that almost all of the respondents have a higher education degree or are on the way of obtaining it, with 41% of the respondents being students at some level, with more than a third of them working alongside their studies. And another 41% are full-time workers. This information will most likely correlate with their financial situation and, again, proof the purchasing parity of the respondents.

**Table 9** Educational and occupational characteristics of the respondents (created by the author)

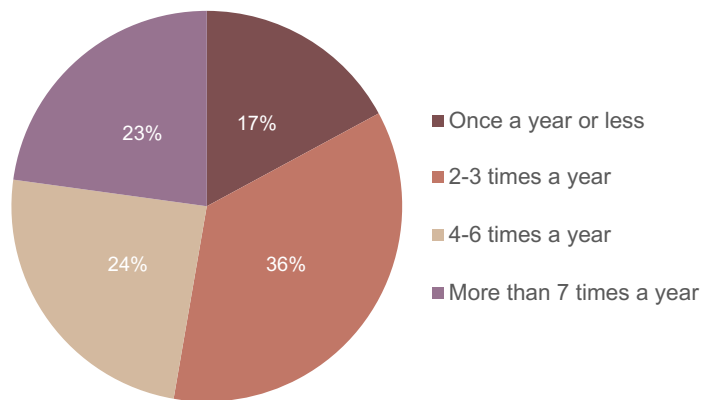
Characteristics	Frequency	Percentage (out of 368)
<b>Education level</b>		
Middle School Degree	1	<1%
High School Degree	2	<1%
Professional degree / courses	6	1,5%
Bachelor degree	99	27%
Specialist degree	48	13%
Master degree	209	57%
PhD or higher	3	<1%
<b>Occupation</b>		
Student, not working	93	25%
Student, working	59	16%
Entrepreneur	24	6,5%
Freelance or part-time worker	18	5%
Full-time worker	150	41%
Out of work but looking	3	<1%
Out of work and not looking	21	5,5%

Then, probably the most important characteristic to consider when speaking of consumers' ability to shop for things – their financial situation. Considering that our research is focusing on shopping for apparel, which can be considered as a necessity, the question of possibility of shopping would not be that important, however, the respondents' financial situation can have an influence on how much they buy and how much they would be willing to spend on clothing items. From the diagram below, we can see that 91% of the respondents do not experience financial difficulties for buying clothing. Moreover, the majority of the respondents (62%) have indicated a high level of disposable income, allowing them to make various household purchases. Furthermore, 73% out of those 9% who stated that they would have difficulties buying clothes, are students, who have probably counted in their own money and not their parents. So, we can expect their disposable income to change within the next few years, when they will graduate and start working. The financial situation of the respondents is visualized on the diagram below (Figure 15).



**Figure 15** Respondents' financial situation (created by the author)

The important demographic characteristics of the respondents have now been described and we've confirmed the reliability of the sample with the respondents' purchasing abilities and potential growth of their disposable income over the next few years due to the age of the majority of the respondents.

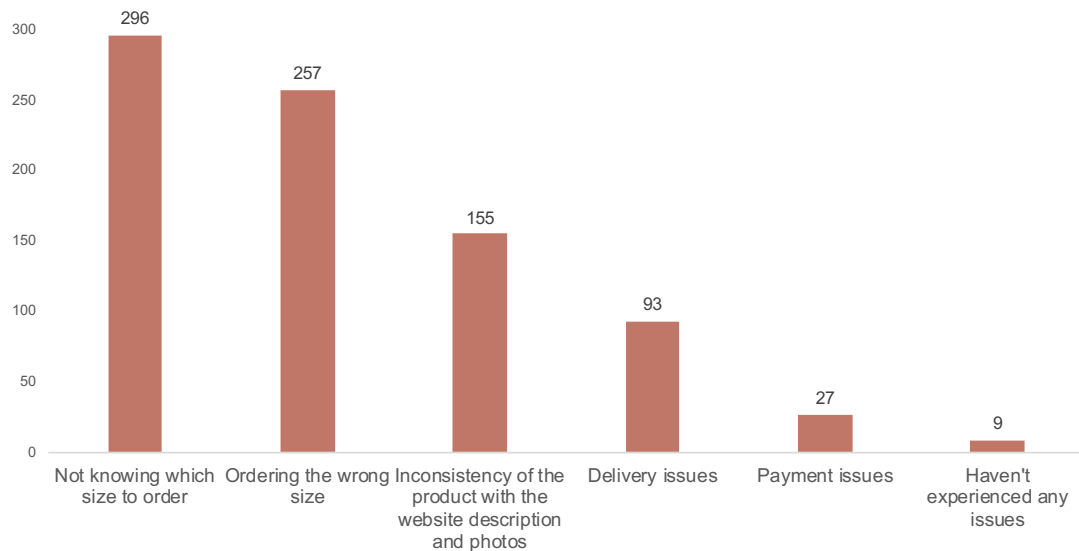


**Figure 16** Frequency of online shopping for apparel (created by the author)

And the last point to look at before moving towards analyzing the data is the frequency of their online shopping (Figure 16). As we can see, there distribution of online shopping frequency is quite equal, with most people buying clothes online 2-3 times a year (36%) and only 17% of the respondents shopping once a year or even less frequently. Moreover, the significant share of respondents are very frequent online shoppers, who buy clothing online more than 7 times a year. Of course, here we do not consider the average amount of money spend but it is not of an importance here, since we're focusing on consumers' experience with online shopping. And the data obtained tells us that most of the respondents shop frequently enough to provide us with relevant data.

## General findings

Moving on to the general findings of this research, I would like to, firstly, focus on the results that further support the importance and relevance of this study. Among the customer pains that consumers have experienced during their online shopping for apparel, the most popular ones are “not knowing which size to order” and “ordering the wrong size”, with 80% of respondents having experienced the former and 70% the latter at least once (Figure 17). This proves the importance of the hypothesis concerning consumers’ size security.



**Figure 17** Respondents’ customer pains (created by the author)

Among other customer pains consider are the inconsistency of the product with the website description (42%), delivery issues (25%) and payment issues (7%). Some respondents have also mentioned bad quality of items that was noticeable on the photos, as well as transportation problems – clothing arriving extremely wrinkled or missing complementary items (like belts that should come together with some dresses). Out of all the respondents only 2,5% stated that they have never experienced any issues. Of course, previous experience like this has an impact on consumer’s satisfaction – the average level of satisfaction with online shopping of those who’d never experienced any issues is equal to 9, while the average satisfaction of the whole sample is 7.64.

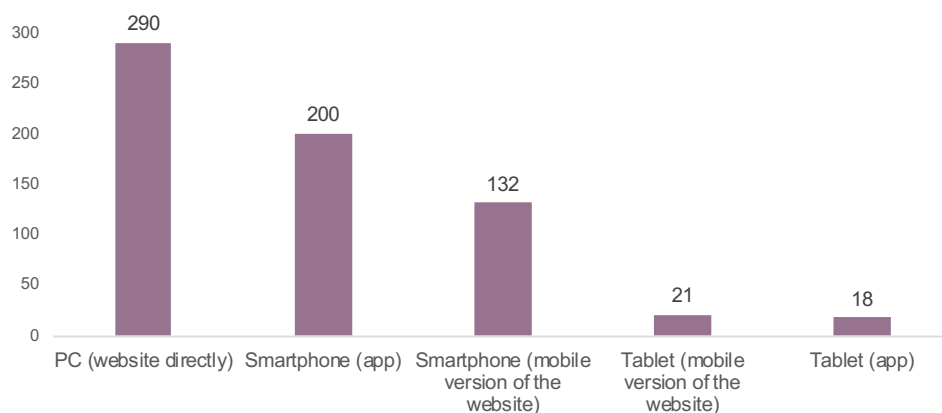
However, even though most of the respondents have experienced at least some issues during their online shopping, their overall level of satisfaction is still quite high – equal to 7.64, as mentioned before. Furthermore, the graph below represents the respondents’ preferences when choosing between online and offline shopping for apparel on a scale of 1 (would prefer to only shop offline) to 10 (would prefer to only shop online) (Figure 18). The mean for this question is equal to 5.98,

which shows that the respondents are more leaning towards online shopping. Moreover, as we can see from the graph, none of the respondents would be willing to completely give up online shopping, while 6% (21 respondents) would be willing to only shop for apparel online and completely give up going to physical stores. This shows consumers beginning to move from traditional offline shopping to online and we can assume that there would be further move towards online in the upcoming years.



**Figure 18** Respondents’ preference between online and offline shopping for apparel (created by the author)

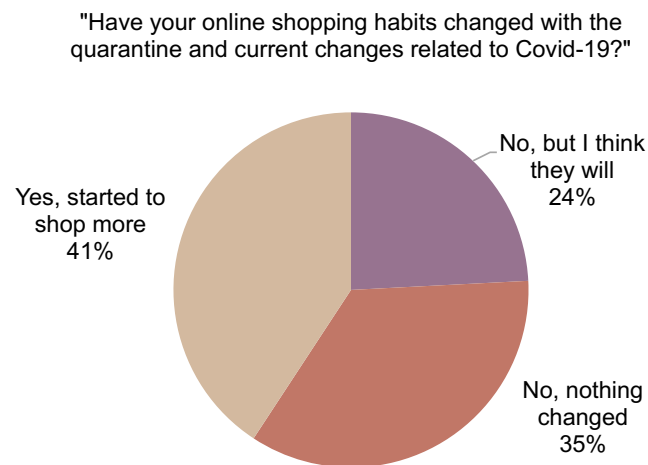
Another interesting finding of this research is that, even though the usage of smartphones for buying things online was shown to start outshining the usage of personal computer (PwC, 2019), the results of this research have demonstrated that the most popular way of accessing online apparel retailers is still by using a desktop version of the website through a PC, with almost 80% of the respondents using it and using a mobile app on the smartphone is a bit behind with 55% of the survey participants mentioning it. The results have also shown that using a tablet seems to be quite unpopular among our sample and, moreover, that there is barely any difference in the amount of people choosing over using a mobile app on the tablet or the full desktop version (Figure 19).



**Figure 19** Ways of accessing the online retail websites (created by the author)

Moreover, the analysis of the descriptive statistics in SPSS has shown that the average level of the mobile app's importance to the consumer is equal to 6.17, which means that it is quite important for the shoppers but not critical. And this correlated with the results shown on the Figure 20, because, since most people are still using the desktop version to shop online for apparel, whether the store has a mobile app or not will not be that important for them.

And, speaking of the move towards online shopping instead of offline, it is possible that consumers' habits would be influenced by the Covid-19 protective measures and imposed quarantine. 41% of the respondents noticed that they have started to shop online more frequently and another 24% think that their online shopping habits are still to change (Figure 20). With people becoming more used to buying things only online, this may become a habit and later on influence their post-quarantine habits.



**Figure 20** Pandemic's effect on respondents' online shopping habits (created by the author)

These have been the main results of the data interpretation and the characteristics of the sample and now we will move on to further data analysis and the testing of hypothesis.

### ***Factor analysis***

To see whether the number of variables being examined can be reduced and united under a fewer number of factors, factor analysis has been conducted.

After exploratory factor analysis has been conducted, from the eigenvalues associated with each linear component we can see that there are 7 factors, with eigenvalues greater than 1, that explain significant part of total variance. Moreover, the first factor explains more than 36% of the total variance with all 7 factors cumulatively explaining over 80% of the variance. For that reason, we can consider extracting these factors. The distribution of the values explained by the 7 extracted factors is shown in the table (Table 10). Moreover, we can check the accuracy of Kaiser's



criterion by looking at our communalities – for our 22 variables all communalities except one are greater than 0.7. This proves that we should take the results of the factor analysis into consideration, with Kaiser’s criterion providing sufficient grounds for it (Fields, 2005). SPSS outputs for communalities and total variance explained are provided in Appendix 6.

**Table 10** Total variance explained during factor analysis (based on author’s analysis of the data)

Component	Initial eigenvalues		
	Total	% of variance	Cumulative %
1	8,008	36,401	36,401
2	3,455	15,703	52,104
3	1,793	8,151	60,254
4	1,291	5,869	66,123
5	1,144	5,201	71,324
6	1,069	4,861	76,185
7	1,013	4,603	80,787

Further on, factor rotation was used to help interpret factor loadings. Assuming that our factors are correlated with each other, using oblique rotation is implied, here we used Promax for factor rotation to improve interpretability of factor solution. And, indeed, the rotated matrix with clarified factor structure makes it significantly easier to interpret the results, in comparison to the matrix with unrotated solution. SPSS output of rotated component matrix using Promax rotation with Kaiser Normalization is shown in the Appendix 6. During our exploratory analysis we’ve decided to suppress factor loading lower than 0.4, thus, they are not displayed in the table and that makes the visual interpretation of the extracted factors easier.

However, since factor analysis is an exploratory tool intended to help the researchers make their decision, we should use it as a guide and know that we are not obliged to follow the results (Fields, 2005). So, based on the results of the factor analysis, we’ve decided to create 6 factors:

- Factor 1 – related to model size and parameters,
- Factor 2 – reviews-related,
- Factor 3 – recommendations-related,
- Factor 4 – main features-related,
- Factor 5 – runway videos-related,
- Factor 6 – size guide-related.

There are 6 factors instead of 7, because the 7<sup>th</sup> factor only included one variable – the importance of the mobile app, so the decision to leave it as it is was made. Especially since there was another variable with factor loading that we can consider insignificant and that did not logically fit the

factor to which it was initially allocated – the 360-degree view feature. Thus, these 2 variables have been left out of the finalized list of factors.

**Table 11** Descriptive statistics for extracted factors (based on author’s analysis of the data)

Factor	Minimum	Maximum	Mean	Std. Deviation	Variance
Model size and parameters	1,00	10,00	5,6130	2,88347	8,314
Reviews	1,00	10,00	5,6065	2,61857	6,857
Recommendations	1,00	10,00	4,3333	2,13059	4,539
Main features	1,00	10,00	6,0000	2,64395	6,990
Runway video	1,00	10,00	5,4797	2,55648	6,536
Size guide	1,00	10,00	7,4268	2,05761	4,234

The outcomes of the factor analysis will allow to study the combined influence of the variables under these factors – for example, the effect of all recommendation functions together. And to do that later on, factor scores have been computed as means and, this way, we can make further interpretations of our factors. And from the table below, for example, we can see that the most important factor is the size guide, with the average score of 7.4, while the least important factor is the combined recommendation functional with the average score of 4.3 (Table 11).

### ***Hypotheses testing***

*H1: “Website features can influence consumers’ size security”*

For testing this hypothesis, we will analyze the results on how several different website features influence consumers’ certainty that they are choosing the right size. Moreover, to obtain valuable results and to see the influence, we should not only look at the results for all the respondents but should more attentively consider the perceived influence of those who actually use the features. Main descriptive statistics for both samples are demonstrated in the table 12.

**Table 12** Descriptive statistics for features’ influence on size security (based on author’s analysis)

Size security influencing features	For all respondents			For users		
	Mean	St. Deviation	Variance	Mean	St. Deviation	Variance
Size guide	6,98	2,655	7,051	7,45	2,453	6,016
Size on the model	5,90	3,028	9,170	7,06	2,403	5,775
Model’s parameters	5,71	2,928	8,572	6,76	2,373	5,633
Runway videos	4,80	2,777	7,711	6,08	2,517	6,337
Reviews	5,80	2,741	7,516	6,54	2,473	6,120
Photo reviews	5,47	3,009	9,054	6,62	1,790	7,784

As we can see, see average evaluation of the influence of the following features on size security of the customers who use them varies from 6.08 to 7.45, with size guide and size on the model

being the most helpful features and runway videos being the least helpful when it comes to figuring out the right size. Moreover, from the results we can indeed see how using these features helps improve customer's certainty in size. Thus, the following hypothesis was supported by the research results.

*H2: "Consumer's size security positively influences their shopping experience"*

Respondents' average response on how, in their perception, their size security influences their overall shopping experience is equal to 8.37, with the minimum scale point being 3 (Table 13). Moreover, the standard deviation is not that high and we can see that most of the respondents admit how their certainty in size influences their experience. That proves the stated hypothesis.

**Table 13** Descriptive statistic for size security influence on overall experience (based on author's analysis of the data)

Factor	Minimum	Maximum	Mean	Std. Deviation	Variance
Size security influence on overall shopping experience	3	10	8,37	1,523	2,320

*H3: "Website features can have a significant influence on consumer's experience"*

From the analysis of the questionnaire results, we can see how respondents perceive the importance of the different website features analyzed. Moreover, we can see how the importance of the features significantly rises with the usage. The table below analyses the importance of the chosen features for both the whole sample and only for those respondents who use the feature (Table 14).

**Table 14** Website features importance analysis (based on author's analysis of the data)

Feature	For the whole sample			For users		
	Mean	St. Deviation	Variance	Mean	St. Deviation	Variance
Size guide	7,88	2,177	4,738	8,57	1,406	1,979
Size on the model	5,46	3,183	10,130	6,50	2,799	7,839
Model parameters	5,32	3,081	9,494	6,26	2,758	7,607
Both model's size & parameters	5,67	3,289	10,818	6,72	2,935	8,626
Runway videos	6,16	2,781	7,734	7,83	1,596	2,548
Reviews	6,21	3,049	9,298	6,97	2,754	7,585
Photo reviews	5,67	3,229	10,427	6,98	2,798	7,832
Answers to reviews	4,88	2,908	8,455	–	–	–
Fast view	5,39	3,002	9,010	6,36	2,641	6,977
Add to favorites	6,61	3,095	9,581	7,14	2,857	8,166
360-degree view	5,10	2,930	8,588	6,34	2,736	7,485

From the data analyzed we can see a definite importance of the size guide feature with the average score of 7.88 for the whole sample and 8.57 for users. Moreover, among the users of this feature, the lowest score is 5, which emphasizes its' value. Thus, this feature is especially important and should not be left out when designing an online store.

In general, from the results of the survey, we can conclude that almost all features that have been analyzed are of an importance to online shoppers and can improve their overall shopping experience. The second most important website feature is the “add to favorites” function with a score of 6.61 for all respondents and 7.14 for users.

Looking into the size on the model and model's parameters features, we can see that even though their levels of importance are not that high, they are still above 5.0, thus, can be considered important, especially with the higher level of importance among users. Another thing to point out is that the importance of these features used together is higher than when individually considered. Thus, we shall suggest incorporating both of these features into the website design.

Another interesting factor to look at is the importance of the runway videos which is significantly higher for users in comparison to the whole sample – average grade increases by 27% - from 6.16 to 7.83, making it a very important feature for its' users. 62% of all the respondents have indicated using this feature and we can make a conclusion on how those who use it start to understand how useful it is. And considering that runway videos are not widely used by apparel e-tailers, it can be advised to consider adding this feature.

And the features that doesn't seem to be importance for the respondents is the company's answers to review with an average score below 5.0. This can indicate that it is not important to have on the website and maybe there's no point in wasting resources on supporting this feature.

In overall, practically all of the website features analyzed have received average importance score above 5.0, thus, it signifies their importance for online shoppers' overall experience and, thus, it proves the stated hypothesis on how certain website features can have significant influence of consumers' experience. And, in that case, the features with the highest level of influence would be the size guide, adding to favorites and the runway videos.

*H4: “Recommendation functional can have a significant effect on consumer's experience”*

Firstly, when looking into the importance of the recommendation functional, it is logical to see whether people actually look at the recommendations when shopping online. The most frequently used feature is the “You may also like” recommendations that are most widely used by e-tailers –

80% of the respondents mentioned using this. 57% of the respondents also look at the “what people often buy with this” suggestions and the other two recommendation functions analyzed are not that widely used (Table 15).

**Table 15** Recommendation functional analysis (based on author’s analysis of the data)

Recommendation function	Mean (the whole sample)	Users	User, %	Mean (for users)
"You may also like"	5,50	297	80%	6,18
"What people often buy with this"	4,56	210	57%	5,80
"Buy the whole look"	3,29	81	22%	5,48
"Ideas for a look"	3,98	138	37,5%	5,86

For testing this hypothesis, we would like to use the results of the previously conducted factor analysis and analyze the importance of the factor that united all recommendation functions in one. The average importance of this factor is only 4.33, which shows that, in overall, recommendation functional does not have significant influence of consumers’ overall shopping experience and, thus, the stated hypothesis should be rejected

*H5: “Customer satisfaction with their shopping experience positively influences the likelihood of recurring purchases”*

To test and further study this hypothesis, correlation analysis and regression analysis in SPSS will be used. Table 16 provides the results of the correlation analysis between the two variables and the SPSS output for the correlation analysis is provided in the Appendix 7. We can see that Sigma ( $p = .000 < 0.05$ ) shows that the model is statistically significant and, moreover, there is quite a strong positive correlation between the variables, with the Pearson’s coefficient = .648 and the correlation marked as significant at 0.01 level. Thus, the stated hypothesis on the positive influence of customer’s satisfaction on their likelihood to shop on the website again is supported.

**Table 16** Correlation results between customers’ satisfaction and likelihood to shop again (based on author’s analysis of the data)

		Satisfaction	Likelihood of shopping again
<b>Satisfaction</b>	Pearson correlation	1	,648**
	Sig. (2-tailed)		,000
	N	369	369
<b>Likelihood of shopping again</b>	Pearson correlation	,648**	1
	Sig. (2-tailed)	,000	
	N	369	369

Looking at the results of the regression analysis, provided in the Appendix 7, we can firstly see from the ANOVA analysis that the model is statistically significant and is a good fit for the data. Furthermore, we can see that the R square value shows that 42% of variability of the likelihood of recurring purchases can be explained by customer's satisfaction and that with every 1.0 increase in customer's satisfaction, their likelihood to shop again increases by 0.693. Thus, there's a positive influence of satisfaction on the likelihood of consumer returning to the website and the hypothesis can be accepted.

*H6: "Customer satisfaction with their shopping experience positively influences their likelihood to recommend the website or their NPS"*

To test this hypothesis and see the relationship between the two variables, again, the correlation analysis and regression analysis will be used. Table 17 shows the results of the correlation analysis between customers' satisfaction and the likelihood to recommend and the SPSS output is provided in Appendix 8. We can see that our model is statistically significant (Sigma  $p = .000 < 0.05$ ) and that there is a quite strong positive correlation between the two variables (Pearson correlation = .566 and significant at 0.01 level). Thus, the stated hypothesis is supported.

**Table 17** Correlation results between customers' satisfaction and likelihood to recommend (based on author's analysis of the data)

		<b>Satisfaction</b>	<b>Likelihood to recommend</b>
<b>Satisfaction</b>	Pearson correlation	1	,566**
	Sig. (2-tailed)		,000
	N	369	369
<b>Likelihood to recommend</b>	Pearson correlation	,566**	1
	Sig. (2-tailed)	,000	
	N	369	369

In the regression analysis, provided in Appendix 8, ANOVA analysis proves statistical significance of the model and from our R square value, we can see that only 32% of the variability of the customers' likelihood to recommend the website can be explained by their satisfaction. However, we can see that for each increasing point in customers' satisfaction, their likelihood to recommend the website increases by 0.675. Furthermore, we can see that the independent variable is statistically significant ("sig."  $< 0.05$ ). Thus, the results of the regression analysis further support the correlation analysis results and the hypothesis can be accepted.

## **Summary**

This subchapter provided a thorough analysis of the data collected during the quantitative part of the research. The reliability and normality tests have been conducted, proving the reliability of the data and non-normality of the distribution. The total number of the respondents that were relevant for analysis is 369, with 78% being female. The age group of 22 to 26 ended up being the most well-represented in the survey with 65% of the respondents belonging to it. As planned, most of the respondents are from Russia with the biggest share of them residing in Saint Petersburg. Further demographic, educational and occupational analysis have been described in this subchapter. Moreover, there have been several interesting and valuable general findings, including the move towards online instead of offline as well as the changing habits of the consumers due to the Covid-19 pandemic.

Furthermore, factor analysis that lead to grouping the existing variables into 6 factors for easier analysis, has been done. Hypotheses testing has been conducted through different methods and in the outcome of the hypotheses testing, only one has been rejected and other 5 out of 6 have not been rejected. The results of the hypotheses testing are shown in the table below (Table 18).

**Table 18** The results of the hypotheses testing (created by the author)

<b>№</b>	<b>Hypothesis</b>	<b>Testing result</b>
H1	“Website features can influence consumers’ size security”	Not rejected
H2	“Consumer’s size security positively influences their shopping experience”	Not rejected
H3	“Website features can have a significant influence on consumer’s experience”	Not rejected
H4	“Recommendation functional can have a significant effect on consumer’s experience”	Rejected
H5	“Customer satisfaction with their shopping experience positively influences the likelihood of recurring purchases”	Not rejected
H6	“Customer satisfaction with their shopping experience positively influences their likelihood to recommend the website or their NPS”	Not rejected

The results of the data analysis and hypothesis testing will be used further for the finalization of the research model and for the discussion of the results.

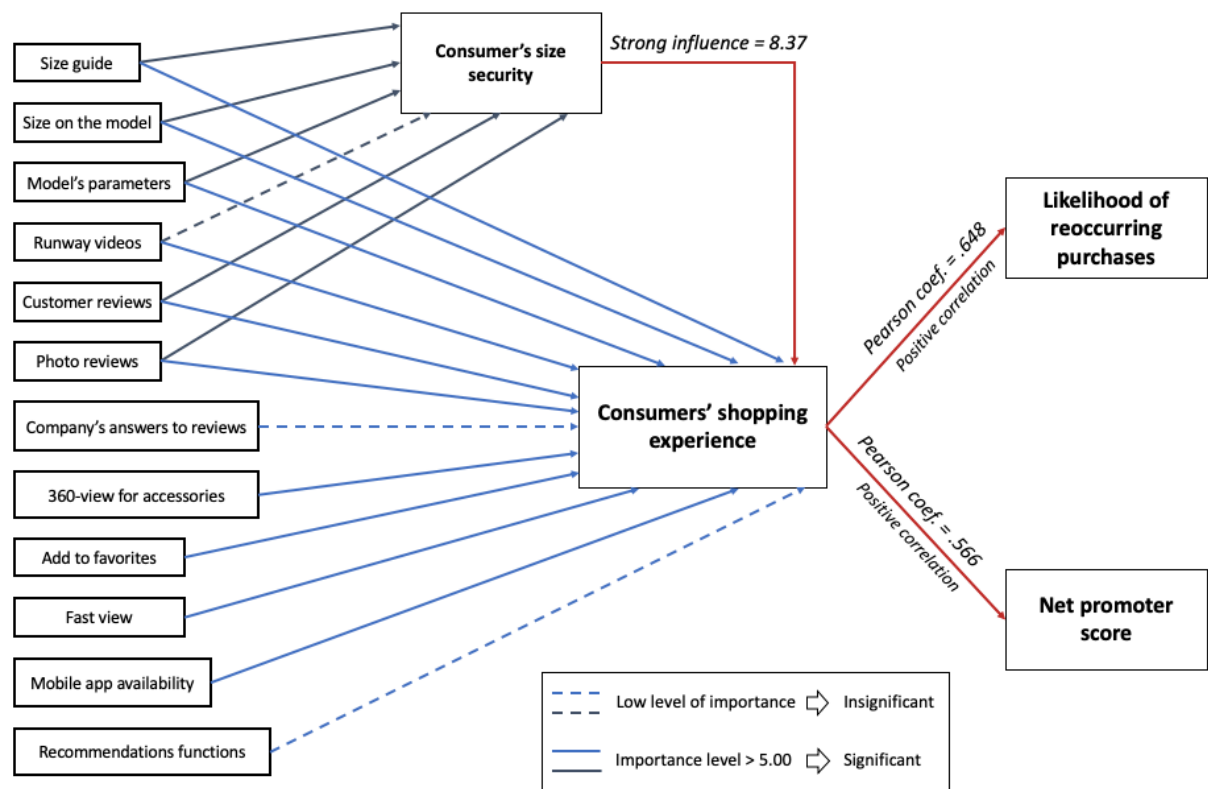
## **2. Discussion and managerial implications**

The purpose of this last subchapter is to provide final overview of the empirical findings and managerial implications that can be made on their basis. Moreover, this subchapter will mention the limitations of this research and possibilities for further study.

### Discussion of empirical findings

The research goal of this paper was to investigate the website features that influence customer experience during the process of online shopping for apparel in order to develop further practical recommendation for existing and potential players on this market.

The importance of several features, the choice of which is described in the previous parts of this paper, on customer's shopping experience has been analyzed, along with the mediated effect of consumer's size security. As the results, most of the features have been found to be of an importance for the online shoppers. Figure 21 illustrates which features can be considered significant, with their level of importance being above 5.0 on our 10-point scale, and which ones don't have significant influence on consumers' shopping experience or their size security.



**Figure 21** Finalized model of website features' influence (created by the author)

As we can see, there are a lot of website features that can have an impact on consumer's shopping experience and, thus, need to be considered in the process of website design. The most important ones for the consumers are the size guide and the possibility of adding items to favorites. Their importance is undoubtable and the size guide is the feature that all online apparel retailers use, because it helps the shopper to better understand the size. Since online shopping websites frequently have different international sizes, customers can often need help with the size



conversion. And the opportunity to put a like on an item and then be able to look at your chosen items on a separate page is also something many consumers are used to. It is very convenient, because it allows the shoppers to keep the pieces of clothing in “favorites” for a long time, while there’s usually a time limit for keeping things in the shopping cart. Moreover, with “favorites” customers can monitor the price of the piece or the availability of the size they need, thus, using it can increase the probability of purchases.

As mentioned, the size guide ended up being a very important feature for the consumers. And it not only affects the overall experience but also does this through the mediated effect on consumers’ size security. The results of the research have shown that consumers’ certainty in choosing the right size significantly affects their overall experience from shopping. And the feature that most strongly influences their size security is the size guide. Secondly, size on the model and model’s parameters help shoppers with their size decision, as well as the reviews. What is also interesting is that for experienced users photo reviews become even more helpful with determining the size than regular reviews. This can be related with the fact that photo reviews are not widely used by e-tailers but they are quite helpful in reality.

The feature that was found not to affect customer’s size security but was shown to be important for the overall experience is the runway videos. They have quite a significant positive influence on shopping experience, especially for the active users. This, again, indicates that even though not many websites use this feature, the consumers who have experience with it, find it important and like having it on the website.

More practical recommendations on the exact features that should be considered by e-tailers would be provided further, however, we would like to highlight the importance of improving customer’s overall experience. This study has shown that their shopping experience has quite a significant influence on the likelihood to shop again – strong positive correlation with Pearson’s coefficient = .648 – and the likelihood of recommending the website – Pearson’s correlation = .586. Thus, we should emphasize the importance of improving the websites according to consumers preferences and, this way, support the importance of this research.

### ***Managerial implications***

Considering the continuing online retail growth and a beginning shift towards the online retail of apparel instead of offline, as shown by the results of this study, apparel retailers should aim to improve their website for higher satisfaction level of the consumers (McKinsey, 2019). Moreover, with the high power of buyers in online retail based on buyers’ independence, low-cost switching,

tendency to switch and undifferentiated products, it is crucial to focus on consumers' preferences (MarketLine, 2019). It is especially important since consumer's satisfaction with their online shopping on a certain website has a strong effect on the likelihood of them returning to that website and on the likelihood of them recommending it to their friends or colleagues, as supported by the results of this research. Thus, there would be an indirect correlation between online shopper's experience on your website and your revenues. Investing resources into developing the website features according to consumers' preferences can result in business growth. And this research provides information on which features apparel e-tailers should add to their websites to improve customer's experience.

First of all, currently almost all online marketers have the size guide and add to favorites feature and those are significantly important for customers. The size guide is also the most useful feature that helps consumer be more certain that they are choosing the right size. And consumers' size security was found to be extremely important for their overall satisfaction. Speaking of the "add to favorites" function – the only websites from the analyzed that doesn't allow the user to put a like on the item without adding it to the cart is Zara. Maybe Zara doesn't particularly see the importance of this feature, considering that it is a single-brand online retailer and the number of items that are sold are not that high, so it won't be hard for the shopper to find the item he liked again. Moreover, it can be assumed that many of the Zara website visitors just use the website to become acquainted with the collection prior to going to the store. So here we can consider Zara as an exception and admit the importance of the "adding to favorites" feature. So, any new e-tailer entering the online market of apparel should most definitely incorporate these features – the size guide and "favorites" into their website design.

Secondly, the research has shown that online shoppers highly appreciate when there are runway videos of the clothing items they are considering buying. While it doesn't help consumers better estimate their size, it provides an understanding of the material and the overall fit of the item. Many participants of the observational studies have outlined how much they like this feature and how they always use it when its available. Unfortunately, barely any websites have this feature now – only 21% of the analyzed. Thus, we can suggest to apparel e-tailers to invest their efforts into adding this to product description, because consumers will highly appreciate it and it can improve their shopping experience.

Thirdly, another feature that the existing and potential apparel e-tailers should consider using is indicating size on the model and model's parameters. These features have been found to influence shoppers' size security as well as their overall shopping experience. Moreover, the importance of

these features grows when they are used together, thus, it can be recommended to add both into the product description. Today, not more than 50% of the analyzed retailers use the following features on their websites and they are not always used together. So, there's room for improvement for existing big online sellers as well as the potential market entrants should also consider having this feature, especially since it doesn't require investing a lot of resources.

Another point that some retailers should consider is leaving the customers with an opportunity to leave a review. Customer reviews and photo reviews have been found to influence both the size security and the overall shopping experience, thus adding these features may have positive impact on the consumers. 57% of the online stores have customer reviews but only 14% have the opportunity to add photo reviews. However, those users, who've shopped on the websites with photo reviews, have found them quite important for their shopping, even more important than the regular reviews. Of course, not all the website should consider using this feature – it would be more suitable for the stores with average or below average prices. For luxury online retailers, having customer reviews may affect the level of exclusivity and ruin customer experience as a whole. Thus, we would suggest websites like Bonprix, Lamoda, Laredoute and possibly H&M, Mango and Zara to consider providing the shoppers with this opportunity. More expensive online stores should probably avoid these features. Moreover, another reviews-related feature – company's answers to reviews was found not important for customers. So, Wildberries and Kupivip can consider stopping its' support, if it would help them save some of their resources.

The last two features that were considered in this study – the fast view and 360-degree view for accessories – have been found to have some influence on customers' experience but not very significant. 43% of the most popular online apparel retailers in Russia have the fast view function enabled on their website and only one website – ASOS, was found to have a 360-degree view function for accessories. Using these features can potentially improve customer's experience but the question of whether to implement them should be decided based on the investments needed, since the outcome will, most likely, not be very drastic.

Lastly, this research has shown that the perceived importance of the recommendation functional is overrated. The overall importance of all recommendation functions for research participants was found to be quite insignificant. Of course, we can assume that sometimes the recommendations can catch people's interest without them knowing it, so we would recommend leaving one option – "You may also like". It was found to be the most important for the shoppers, with other recommendations like "What people often buy with this", "Buy the whole look" and "Ideas for a look" being significantly less important. Moreover, the first option is already employed by 86%

of the retailers, so we can further recommend it for other players on the market and potential entrants.

Thus, to finalize the managerial implications of this research, it can be said that one of the most important things that online retailers should focus on is analyzing their customers – researching what features they use when they browse through the website and look at the specific, what are their behavioral patterns, do they ever click on the recommendations, how often do they buy the things they put a like on and so on. This study provided an initial guide on the importance of several website features for the consumer but each retailer is special and they should further study the specifics of their consumers, as well as analyzing the websites of the competitors. With high level of competition and low switching costs in the industry – e-tailers should pay a lot of attention to their customers' satisfaction.

### ***Limitations and further research***

Main theoretical implication of this research is that it fills an existing research gap in the research on online shopping experience. Thus, it provides an initial research of the website features importance for online apparel retailers on the Russian market.

However, this research can be considered quite narrow and, thus it has several limitations and significant potential for further research. With the increasing speed of market development – the research on consumer in online retail should try to keep up (McKinsey, 2019).

Firstly, this study was focusing on some of the most important website features, when talking about the online retail of apparel. Thus, it can always be extended to cover other areas of online retail – for example, online retail of electronics is an industry that outshines the apparel in the monetary value of sales, so that area can have significant potential for further research (MarketLine, 2018).

Secondly, this research mainly looks at the case of the Russian markets and its' main players, however, online retail is quite universal with things being delivered to people from other sides of the world. So, this research can potentially be extended into investigating the factors that influence consumer experience of online shoppers of apparel worldwide.

Moreover, a comparative analysis with the country that has the largest online retail transaction value in the world – China – can potentially provide valuable insights (McKinsey, 2019). It was an initial idea of this paper to look for best practices among the existing Chinese apparel retailers and among their customers, however, this idea was rejected due to the language barrier and

insufficient access to Chinese respondents. But the comparative research with a benchmark of a Chinese online retail can also provide valuable insights.

Furthermore, the online apparel retail websites have other functions that can be researched – from the way they group products into different sections to the sorting mechanisms they offer and their actual effectiveness.

And, lastly, online customer experience in general is a wide research area in general and, unfortunately, a big part of the research on it is already outdated. So, considering the temp of online retail growth, there are many potential opportunities for a more up-to-date research.

## CONCLUSION

This master thesis on the topic of “Customer experience in technology-enabled commerce of apparel in Russia: the role of the website features” consists of 3 main chapters.

Chapter one is a literature review that covers the main aspects, related to the topic, based on secondary data obtained from different sources – journals, books, statistical data, cases, etc. This chapter includes theoretical points of user experience and customer experience, how they differ from each other, what are the main facets of user experience and what models of online customer experience exist and can be relevant for this paper. Moreover, the second part of this chapter looks at the development of technology-enabled commerce, including the terms of e-commerce, m-commerce and s-commerce, outlines the main tendencies of the global online retail market and then also focuses on existing research on factors, affecting customers in online shopping. The factors analyzed here will serve as a basis for further development of the model for the current research. The third part of the first chapter focused on the Russian online retail market and looks more closely into the Russian online market of apparel that is the second largest segment in online retail. Moreover, here the analysis of the website features of the most popular apparel e-tailers on the Russian market is provided.

Based on the chapter one, the *research gap* has been identified as the lack of understanding of what website features have an impact on the customers’ experience during the process of online shopping. And the research goal has been stated.

The second chapter of this master thesis focuses on describing the research model created in this paper and the hypothesis stated. It also provides a thorough overview of the research methods that would be used – observational studies with follow-up interviews as qualitative research and online survey as a quantitative method. Moreover, it also outlines the main points collected during the qualitative research prior to the creation of the questionnaire. The structure of the questionnaire is also described here.

The third chapter of this work focuses on the analysis of the data obtained through survey distribution – it outlines the main characteristics of the respondents, states several interesting general findings as well as tests previously stated hypothesis. Only one of the 6 hypothesis have been rejected, while other 5 haven’t been. The data analysis helped finalize the research model and indicate the elements that have been found insignificant. Moreover, the third chapter provides the discussion of the findings and how they can be transformed into managerial implications. This paper provides several advices for existing and potential online retailers by determining which

website features they should definitely have on their websites; which ones should be added or which are not important and can be dismissed to save resources. Furthermore, limitation of this research and the potential options for further research are also provided.

Thus, the *research goal* – to investigate the website features that influence customer experience during the process of online shopping and develop practical recommendations to the existing and potential online retailers – has been successfully reached.

Provided recommendations for existing and potential retailers of apparel can potentially help increase customer satisfaction and, thus, their likelihood to shop on the same website again and to further recommend it. And that can, in its turn, increase the vendors' sales and revenues and be beneficial for business.

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## APPENDICES

### Appendix 1. Websites' features analysis

	Wildberries	Lamoda	Bonprix	Kupivip	Laredoute	Rendez-vous	TSUM
Size guide	✓	✓	✓	✓	✓	✓	✓
Size on the model	-	✓	-	-	-	N/A	✓
Model's parameters	-	✓	-	-	-	N/A	✓
Videos	-	-	-	-	-	✓	-
360-view for bags	-	-	-	-	-	-	-
Reviews	✓	✓	✓	✓	✓	✓	-
Photo reviews	✓	-	-	✓	-	-	-
Answers to reviews	✓	-	-	✓	-	-	-
Fast view	✓	✓	-	✓	-	✓	-
Add to favorites	✓	✓	✓	✓	✓	✓	✓
Apple Store Mobile app	✓	✓	✓	✓	✓	✓	✓
Google Play Mobile app	✓	✓	✓	✓	✓	✓	-
"You may also like"	✓	✓	✓	✓	✓	✓	-
"What people often buy with this"	✓	✓	-	-	-	-	-
"Buy the whole look"	-	-	✓	-	✓	N/A	-
"Ideas for a look"	-	-	-	-	-	N/A	✓

	ASOS	Outnet	H&M	Zara	Mango	Farfetch	Urban Outfitters
Size guide	✓	✓	✓	✓	✓	✓	✓
Size on the model	✓	✓	-	-	-	✓	✓
Model's parameters	✓	✓	-	✓	-	✓	✓
Videos	✓	-	✓	-	-	-	-
360-view for bags	✓	-	-	-	-	-	-
Reviews	-	-	✓	-	-	-	✓
Photo reviews	-	-	-	-	-	-	-
Answers to reviews	-	-	-	-	-	-	-
Fast view	-	-	-	-	-	✓	✓
Add to favorites	✓	✓	✓	-	✓	✓	✓
Apple Store Mobile app	✓	✓	✓	✓	✓	✓	✓
Google Play Mobile app	✓	✓	✓	✓	✓	✓	✓
"You may also like"	✓	✓	-	✓	✓	✓	✓
"What people often buy with this"	-	-	✓	-	-	-	✓
"Buy the whole look"	✓	-	-	-	-	✓	✓
"Ideas for a look"	-	-	✓	-	✓	-	-

## Appendix 2. Questionnaire (English version)

### Online shopping for apparel

Please fill in this questionnaire and help me graduate for good - I would be extremely grateful!

The results will be used for my master thesis research and It should take you around 6 minutes to complete it :)

Please stay strong and make sure you finish it - thank you!

1. What do you usually buy online?

*Отметьте все подходящие варианты.*

- Apparel (clothing, shoes, accessories)
- Electronics
- Groceries
- Beauty products (skincare, makeup, perfumes)
- Home products

Другое:  \_\_\_\_\_

2. How often do you shop for apparel (clothing, shoes, accessories) online?

*Отметьте только один овал.*

- Once a year or less
- 2-3 times a year
- 4-6 times a year
- More than 7 times a year
- I don't shop online

3. When was the last time you ordered clothes, shoes or accessories online?

*Отметьте только один овал.*

- This week
- This month
- Few month ago
- This year
- Couple years ago
- I don't shop online

4. Who do you normally shop for?

*Отметьте все подходящие варианты.*

- Myself
- Children
- Husband/Wife or Boyfriend/Girlfriend
- Parents

5. What do you use to access online apparel retail websites?

*Отметьте все подходящие варианты.*

- PC (website directly)
- Smartphone (mobile version)
- Smartphone (app)
- Tablet (mobile version)
- Tablet (app)



6. Which websites would you consider using for shopping for apparel?

Отметьте все подходящие варианты.

- Wildberries
- La Moda
- ASOS
- Bonprix
- Kupivip
- Laredoute
- Rendez-vous
- H&M
- Mango
- Zara
- Outnet
- Farfetch
- Urban Outfitters

Другое:  \_\_\_\_\_

7. Why do you like shopping for apparel online (comparing to physical stores)? Please feel free to add your options!

Отметьте все подходящие варианты.

- Cheaper
- More options to chose from
- Doesn't require going anywhere
- No waiting lines
- I can take my time choosing
- No need to use the dressing room
- No pressured assistance from store staff

Другое:  \_\_\_\_\_

8. Have you ever experienced any of these customer pains during online shopping? Also feel free to add your own points

Отметьте все подходящие варианты.

- Not knowing which size to order
- Ordering the wrong size
- Inconsistency of the product with the website description and photos
- Delivery issues
- Payment issues
- Haven't experienced any issues

Другое:  \_\_\_\_\_

9. Please evaluate your overall satisfaction with your experience of shopping for apparel online

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Not satisfied at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very satisfied

10. How would you describe your online shopper expertise?

Отметьте только один овал.

- Fundamental awareness (basic knowledge)
- Novice
- Intermediate
- Advanced
- Expert

11. To which extent would you prefer shopping for apparel online instead of offline?

Отметьте только один овал.

1 2 3 4 5 6 7 8 9 10

Would prefer to only shop in physical stores           Would prefer to only shop online

12. Have your online shopping habits changed with the quarantine and current changes related to Covid-19?

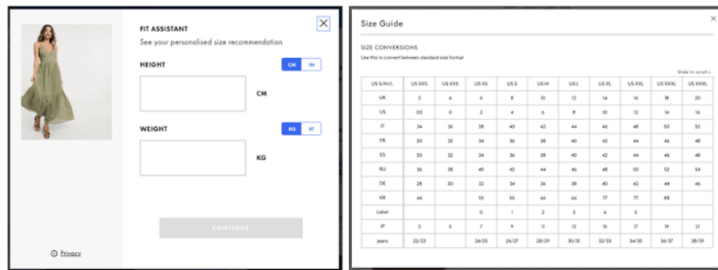
Отметьте только один овал.

- Yes, started to shop more
- No, but I think they will
- No, nothing changed

Shopping for apparel

Now we move to more specific questions about what is important to you - please answer on a scale from 1 (not important at all) to 10 (very important)

13. Do you normally use the size guide feature when shopping online?



Отметьте только один овал.

- Yes
- No
- It's usually not available

14. Please evaluate the importance of the size guide feature for your overall shopping experience

Отметьте только один овал.

1 2 3 4 5 6 7 8 9 10

Not important at all           Very important

15. Do you normally look at the size on the model or model's parameters feature if it's available?

### SIZE & FIT

Model wears: UK S/ EU S/ US XS

Model's height: 178cm/5'10"

Отметьте только один овал.

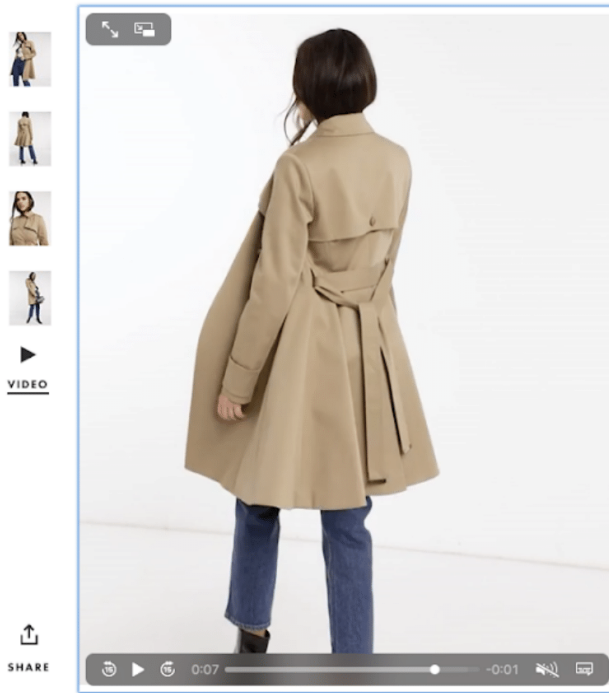
- Yes
- No
- It's usually not available

16. Please evaluate the importance of the following features for you overall shopping experience

Отметьте только один овал в каждом ряду.

	1 - not important at all	2	3	4	5	6	7	8	9	10 - very important
Size on the model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Model's parameters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Both features at the same time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Do you normally use the runway video feature if it's available?



Отметьте только один овал.

- Yes
- No
- It's usually not available

18. Please evaluate the importance of the runway video feature for your overall shopping experience

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Not important at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

19. Do you normally use the following features if they're available?

Отметьте только один овал в каждом ряду.

	Yes	No	It's usually not available
Customer reviews (for example, mentioning how the size fits)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo reviews from customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Please evaluate the importance of the following review features for you overall shopping experience

Отметьте только один овал в каждом ряду.

	1 - not important at all	2	3	4	5	6	7	8	9	10 - very important
Customer reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo reviews from consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Company's answers to reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. How strongly would these features positively influence your certainty that you're choosing the right size?

Отметьте только один овал в каждом ряду.

	1 - not at all	2	3	4	5	6	7	8	9	10 - significantly influence
Size guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size on the model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Model's parameters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Runway videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. How much does your certainty in size influences your overall shopping experience?

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significantly influence

23. Do you normally use the following features if they're available?

Отметьте только один овал в каждом ряду.

	Yes	No	It's usually not available
Fast view - pre-view option without loading a new webpage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add to favourites / Like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
360-view for accessories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Please evaluate the importance of the following features for you overall shopping experience

Отметьте только один овал в каждом ряду.

	1 - not important at all	2	3	4	5	6	7	8	9	10 - very important
Fast view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add to favorites / Like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
360-view for accessories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. How important is to you the availability of a mobile app of the online apparel retailer?



Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Not important at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

26. Do you normally look at the following recommendation options if they're available?

Отметьте только один овал в каждом ряду.

	Yes	No	It's usually not available
"You may also like"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"What people often buy with this"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Buy the whole look"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Ideas for a look"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. How important are the following recommendation functions to your overall shopping experience?

Отметьте только один овал в каждом ряду.

	1 - not at all	2	3	4	5	6	7	8	9	10 - very important
"You may also like"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"What people often buy with this"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Buy the whole look"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Ideas for a look"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. On which website have you made your last purchase?

Отметьте только один овал.

- Wildberries
- La Moda
- ASOS
- Bonprix
- Kupivip
- Laredoute
- Rendez-vous
- H&M
- Mango
- Zara
- Outnet
- Farfetch
- Urban Outfitters
- Другое: \_\_\_\_\_

29. What did you use to access the retailer's website?

Отметьте только один овал.

- PC (desktop version)
- Tablet (mobile version of the website)
- Tablet (mobile app)
- Smartphone (mobile version of the website)
- Smartphone (mobile app)

30. Please evaluate how useful were the features that you've used during your last shopping experience

Отметьте только один овал в каждом ряду.

	Haven't used this feature	1 - not useful at all	2	3	4	5	6	7	8	9	10 - very usefu
Size guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size on the model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Model's parameters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Runway videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add to favourites / Like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
360-view for bags	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations ("You may also like", "What people often buy with this", "Buy the whole look", "Ideas for a look")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. To which extend have you been satisfied with your overall shopping experience?

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Not satisfied at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completly satisfied

32. How likely is it that you will shop on this website again?

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Not at all likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

33. How likely is it that you would recommend this online store to a friend or colleague?

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Not at all likely to recommend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely to recommend

Final part

We're almost done! Now just a couple of questions about you

34. What gender do you identify as?

*Отметьте только один овал.*

- Female
- Male
- Prefer not to answer

35. What is your age?

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36. In which country do you currently live?

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37. In which city do you currently live?

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38. What is your marital status?

*Отметьте только один овал.*

- Single
- In relationship
- Married or in domestic partnership

39. Do you have children?

*Отметьте только один овал.*

- No
- Yes, only one
- Yes, 2-3
- Yes, more than 3

40. What is your highest level of education? Or if you're currently a student - what will it be

*Отметьте только один овал.*

- No schooling degree
- Middle school degree
- High school degree
- Professional degree / courses
- Bachelor degree
- Specialist degree
- Master degree
- PhD or higher

41. What is your current occupation? Chose all that apply

*Отметьте все подходящие варианты.*

- Student
- Entrepreneur
- Full-time worker
- Freelancer or part-time worker
- Out of work but looking for employment
- Out of work and not looking

42. How would you describe your financial situation?

*Отметьте только один овал.*

- Barely have enough money for food
- Have enough money for food but buying clothes is difficult
- Can afford to buy food and clothes but don't have enough for the purchase of household appliances
- Have enough money for various household purchases or electronics, but buying a car would require a loan
- Can afford to buy a car but cannot afford to buy an apartment or a house
- I can afford almost anything

43. If you have any additional comments - would be happy to hear them! And if you're interested in the results - you can leave your email here

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Компания Google не имеет никакого отношения к этому контенту.

Google Формы



### Appendix 3. Questionnaire (Russian version)

#### Покупки в онлайн-магазинах одежды

Пожалуйста, помогите мне наконец-таки закончить учиться - пройдите этот опрос про покупку одежды, обуви и аксессуаров онлайн, он не займет у вас около 6 минут:) Это очень поможет мне в написании моей магистерской диссертации!  
Не сдавайтесь и пройдите его до конца, я в вас верю!

**\* Обязательно**

1. Что вы обычно покупаете онлайн? \*

Отметьте все подходящие варианты.

- Одежду, обувь и аксессуары
- Электронику
- Продукты
- Косметику (продукты для ухода за кожей, декоративную косметику, парфюмерию)
- Товары для дома

Другое:  \_\_\_\_\_

2. Как часто вы покупаете одежду, обувь или аксессуары онлайн? \*

Отметьте только один овал.

- Раз в год или реже
- 2-3 раза в год
- 4-6 раз в год
- Больше 7 раз в год
- Я не покупаю вещи онлайн *Перейдите к вопросу 34.*

3. Когда вы последний раз совершали покупку одежды, обуви или аксессуаров онлайн? \*

Отметьте только один овал.

- На этой неделе
- В этом месяце
- Несколько месяцев назад
- В течении последнего года
- Несколько лет назад
- Я не покупаю вещи онлайн

4. Для кого вы обычно покупаете одежду, обувь или аксессуары онлайн? \*

Отметьте все подходящие варианты.

- Для себя
- Для детей
- Для мужа/жены или молодого человека/девушки
- Для родителей

5. Что вы обычно используете для доступа к сайтам онлайн-магазинов? \*

Отметьте все подходящие варианты.

- Компьютер (вебсайт)
- Смартфон (мобильная версия сайта)
- Смартфон (приложение)
- Планшет (мобильная версия сайта)
- Планшет (приложение)

6. Какие из этих сайтов вы бы рассматривали для покупки одежды, обуви или аксессуаров онлайн? \*

Отметьте все подходящие варианты.

- Wildberries
- Lamoda
- ASOS
- Bonprix
- Kupivip
- Laredoute
- Rendez-vous
- H&M
- Mango
- Zara
- Outnet
- Farfetch
- Urban Outfitters

Другое:  \_\_\_\_\_

7. Почему вам нравится покупать товары онлайн (в сравнении с физическими магазинами)? Вы можете также добавить свой вариант \*

Отметьте все подходящие варианты.

- Это дешевле
- Большой выбор
- Не нужно куда ходить
- Нет очередей
- Я могу делать выбор не торопясь
- Не приходится использовать примерочные
- Нет давления со стороны продавцов

Другое:  \_\_\_\_\_

8. Сталкивались ли вы когда-нибудь с какими-то из следующих проблем при покупке товаров онлайн? Можете также добавить свои варианты \*

Отметьте все подходящие варианты.

- Не знал(а) какой размер заказать
- Заказал(а) не тот размер
- Несоответствие товара с описанием и фотографиями на сайте
- Проблемы с доставкой
- Проблемы с оплатой
- Не сталкивался с проблемами

Другое:  \_\_\_\_\_

9. Пожалуйста, оцените вашу общую удовлетворенность опытом покупок одежды онлайн \*

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Совсем не удовлетворен(а)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Полностью удовлетворен(а)

10. Как бы вы оценили свой уровень экспертности в совершении покупок онлайн? \*

Отметьте только один овал.

- Фундаментальная осведомленность (базовые знания)
- Новичок
- Средний уровень
- Продвинутый уровень
- Эксперт

11. В какой степени вы предпочтете покупку одежды онлайн покупкам в физическом магазине? \*

Отметьте только один овал.

1   2   3   4   5   6   7   8   9   10

---

Предпочту делать покупки только в физических магазинах           Предпочту делать

12. Изменились ли ваши привычки онлайн-покупок в связи с карантином и текущими изменениями, связанными с Covid-19? \*

Отметьте только один овал.

- Да, больше покупаю онлайн
- Нет, но думаю, что изменятся
- Нет, не изменились

Покупка одежды, обуви и аксессуаров

Теперь мы перейдем к более конкретным вопросам о том, что важно для вас - пожалуйста, ответьте по шкале от 1 (совсем не важно) до 10 (очень важно)

13. Используете ли вы обычно таблицу размеров или функцию подбора размеров, когда покупаете одежду онлайн? \*



Отметьте только один овал.

- Да
- Нет
- Обычно данная опция недоступна

14. Пожалуйста, оцените важность функции определения размера (таблицы размеров) для вашего общего впечатления от шоппинга онлайн? \*

Отметьте только один овал.

1   2   3   4   5   6   7   8   9   10

---

Совсем не важно           Очень важно

15. Смотрите ли вы обычно размер на модели или параметры модели, если такая опция присутствует? \*

#### РАЗМЕР И КРОЙ

Размер на модели: UK 8/EU 36/US 4

Рост модели: 173 см

Отметьте только один овал.

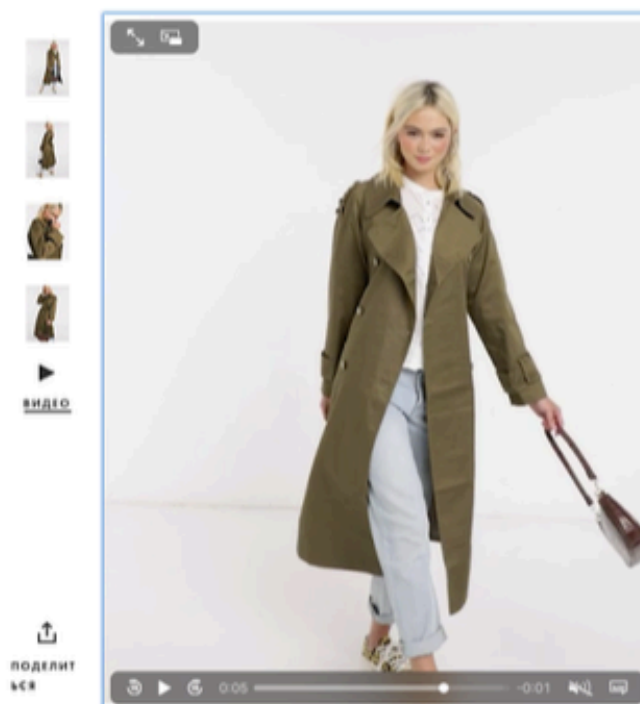
- Да
- Нет
- Обычно данная опция недоступна

16. Пожалуйста, оцените важность следующих опций для вашего общего впечатления от шоппинга онлайн \*

Отметьте только один овал в каждом ряду.

	1 - совсем не важно	2	3	4	5	6	7	8	9	10 - очень важно
Размер на модели	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Параметры модели	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Обе опции одновременно	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Смотрите ли вы обычно видео с подиума, если такая функция доступна? \*



Отметьте только один овал.

- Да
- Нет
- Обычно данная опция не доступна

18. Пожалуйста, оцените важность видео с подиума для вашего общего впечатления от шоппинга онлайн \*

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Совсем не важно	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Очень важно

19. Используете ли вы обычно данные опции, если они доступны? \*

Отметьте только один овал в каждом ряду.

	Да	Нет	Обычно данная опция недоступна
Отзывы покупателей (например, содержащие информацию, что вещь маломерит/большемерит)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Фото-отзывы покупателей	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Пожалуйста, оцените важность следующих опций для вашего общего впечатления от шоппинга онлайн \*

Отметьте только один овал в каждом ряду.

	1 - совсем не важно	2	3	4	5	6	7	8	9	10 - очень важно
Отзывы покупателей	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Фото-отзывы покупателей	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ответы компании на отзывы	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Насколько сильно эти функции положительно влияют на вашу уверенность в том, что вы выбрали правильный размер? \*

Отметьте только один овал в каждом ряду.

	1 - совсем нет влияют	2	3	4	5	6	7	8	9	10 - сильно влияют
Таблица размеров	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Размер на модели	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Параметры модели	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Видео с подиума	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Отзывы покупателей	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Фото-отзывы покупателей	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Как сильно ваша уверенность в правильности выбираемого размера влияет на ваше общее впечатление от шоппинга онлайн? \*

Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Совсем не влияет	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Сильно влияет

23. Используете ли вы обычно данные опции, если они доступны? \*

Отметьте только один овал в каждом ряду.

	Да	Нет	Обычно данная опция недоступна
Быстрый просмотр - возможность подробнее посмотреть вещь, не открывая нового окна	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Добавление в избранные	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Обзор 360 градусов для аксессуаров	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Пожалуйста, оцените важность следующих опций для вашего общего впечатления от шоппинга онлайн \*

Отметьте только один овал в каждом ряду.

	1 - совсем не важно	2	3	4	5	6	7	8	9	10 - очень важно
Быстрый просмотр	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Добавление в избранные	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Обзор 360 градусов для аксессуаров	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Насколько важно для вас наличие мобильного приложения интернет-магазина одежды? \*



Отметьте только один овал.

	1	2	3	4	5	6	7	8	9	10	
Совсем не важно	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Очень важно

26. Смотрите ли вы следующие подборки рекомендаций, если они доступны? \*

Отметьте только один овал в каждом ряду.

	Да	Нет	Обычно данная опция недоступна
"Вам также может понравиться"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"С этим часто покупают"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Купить весь обзор"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Идеи для образа"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Насколько важны следующие подборки рекомендаций для вашего общего впечатления от шоппинга онлайн? \*

Отметьте только один овал в каждом ряду.

	1 - совсем не важны	2	3	4	5	6	7	8	9	10 - очень важны
"Вам также может понравиться"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"С этим часто покупают"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Купить весь обзор"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Идеи для образа"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ваш последний опыт шоппинга онлайн

Спасибо за ваши усилия! Теперь расскажите о вашем последнем опыте покупки одежды, обуви или аксессуаров онлайн

28. На каком сайте вы совершили свою последнюю покупку? \*

Отметьте только один овал.

- Wildberries
- Lamoda
- ASOS
- Bonprix
- Kupivip
- Laredoute
- Rendez-vous
- H&M
- Mango
- Zara
- Outnet
- Farfetch
- Urban Outfitters
- Другое: \_\_\_\_\_

29. Что вы использовали для доступа к онлайн-магазину? \*

Отметьте только один овал.

- Компьютер (полная версия сайта)
- Планшет (мобильная версия сайта)
- Планшет (мобильное приложение)
- Смартфон (мобильная версия сайта)
- Смартфон (мобильное приложение)

30. Пожалуйста, оцените, насколько полезными были опции, которые вы использовали во время своего последнего шоппинга \*

Отметьте только один овал в каждом ряду.

	Не использовал(а)	1 - совсем не полезно	2	3	4	5	6	7	8	9	10 - очень полезен
Таблица размеров	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Размер на модели	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Параметры модели	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Видео с подиума	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Отзывы покупателей	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Фото отзывы покупателей	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Быстрый просмотр	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Добавление в избранное	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Обзор 360 градусов для аксессуаров	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Подборки рекомендаций	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. В какой степени вы были удовлетворены своим общим опытом совершенной покупки? \*

Отметьте только один овал.

1 2 3 4 5 6 7 8 9 10

Совсем не удовлетворен(а)            Полностью удовлетворен(а)

32. Насколько вероятно, что вы снова будете делать покупки на данном сайте? \*

Отметьте только один овал.

1 2 3 4 5 6 7 8 9 10

Маловероятно            Очень вероятно

33. Насколько вероятно, что вы порекомендуете этот интернет-магазин друзьям или коллегам? \*

Отметьте только один овал.

1 2 3 4 5 6 7 8 9 10

Маловероятно            Очень вероятно

Заключительная часть

Почти все! Остались только несколько вопросов про вас

34. Ваш пол \*

Отметьте только один овал.

- Женский
- Мужской
- Предпочитаю не отвечать

35. Ваш возраст \*

\_\_\_\_\_

36. В какой стране вы на данный момент проживаете? \*

\_\_\_\_\_

37. В каком городе вы проживаете?

\_\_\_\_\_

38. Какого ваше семейное положение? \*

Отметьте только один овал.

- Не в отношениях
- В отношениях
- В браке / сожительствую



39. Есть ли у вас дети? \*

Отметьте только один овал.

- Нет
- Да, один ребенок
- Да, 2-3 ребенка
- Да, более 3 детей

40. Каков ваш уровень образования? Если вы сейчас студент - какой он будет? \*

Отметьте только один овал.

- Нет школьного образования
- Основное общее образование
- Среднее общее образование
- Среднее профессиональное образование (техникум/колледж)
- Бакалавриат
- Специалитет
- Магистратура
- Аспирантура или выше

41. Какова ваша занятость на данный момент? \*

Отметьте все подходящие варианты.

- Студент
- Предприниматель
- Работа на полной ставке
- Работа на полставки
- Не работаю, но нахожусь в поиске
- Не работаю и не ищу работу

42. Как бы вы описали ваше финансовое положение? \*

Отметьте только один овал.

- Едва хватает денег на еду
- Достаточно денег на еду, но покупка одежды вызывает трудности
- Достаточно денег на покупку еды и одежду, но не хватает на покупку бытовой техники
- Достаточно денег для покупки бытовой техники или электроники, но для покупки автомобиля потребуется кредит
- Достаточно денег на покупку автомобиля, но не для покупки квартиры или дома
- Могу позволить себе практически все

43. Если у вас есть какие-то дополнительные комментарии - буду рада их услышать! Также, если вы заинтересованы в результатах опроса можете оставить свою почту:)

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## Appendix 4. Reliability testing

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,902	,904	37

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Overall_satisfaction_online_shopping	195,68	2733,308	,297	,630	,902
Size_guide_importance	195,44	2717,113	,236	,574	,902
Model_size_importance	197,87	2586,196	,553	,905	,898
Model_parameters_importance	198,01	2580,567	,591	,924	,897
Model_both_importance	197,66	2585,994	,535	,888	,898
Video_importance	197,17	2658,291	,383	,702	,901
Reviews_importance	197,12	2601,593	,529	,866	,898
Photoreviews_importance	197,65	2588,201	,537	,873	,898
Answers_importance	198,43	2622,608	,483	,738	,899
Size_guide_Ssinfluence	196,35	2615,440	,563	,798	,898
Model_size_Ssinfluence	197,43	2566,010	,652	,958	,897
Model_parameters_Ssinfluence	197,61	2569,848	,662	,939	,897
Video_Ssinfluence	198,54	2595,142	,612	,764	,897
Reviews_Ssinfluence	197,54	2625,339	,509	,865	,899
Photoreviews_Ssinfluence	197,86	2602,575	,534	,873	,898
Ssinfluence_overall_experience	194,95	2743,904	,184	,392	,903
Fastview_importance	197,95	2632,436	,437	,633	,900
Favorites_importance	196,73	2598,477	,532	,730	,898
View360_importance	198,21	2600,174	,559	,670	,898
App_importance	197,12	2724,125	,156	,369	,904
Rec1_importance	197,84	2631,129	,500	,765	,899
Rec2_importance	198,77	2643,827	,453	,802	,900
Rec3_importance	200,02	2673,706	,405	,602	,900
Rec4_importance	199,33	2611,010	,546	,662	,898
Size_guide_useful	197,47	2611,006	,380	,692	,901
Model_size_useful	198,89	2548,320	,515	,884	,899
Model_parameters_useful	199,51	2543,725	,553	,878	,898
Video_useful	200,49	2614,360	,407	,637	,900
Reviews_useful	199,57	2663,671	,230	,773	,904
Photoreviews_useful	200,34	2652,292	,273	,773	,903
Fastview_useful	199,52	2653,006	,284	,549	,903
Favorites_useful	197,39	2613,543	,368	,553	,901
View360_useful	200,57	2612,366	,419	,654	,900
Rec_useful	200,00	2656,570	,301	,556	,902
Satisfaction	194,97	2747,407	,164	,623	,903
Likelihood_shop_again	194,40	2738,493	,205	,740	,902
Likelihood_recommend	194,78	2726,277	,246	,751	,902

## Appendix 5. Normality testing

	Tests of Normality					
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Overall_satisfaction_online_shopping	,192	366	,000	,902	366	,000
Size_guide_importance	,171	366	,000	,857	366	,000
Model_size_importance	,146	366	,000	,901	366	,000
Model_parameters_importance	,135	366	,000	,912	366	,000
Model_both_importance	,140	366	,000	,888	366	,000
Video_importance	,130	366	,000	,922	366	,000
Reviews_importance	,146	366	,000	,900	366	,000
Photoreviews_importance	,172	366	,000	,888	366	,000
Answers_importance	,166	366	,000	,916	366	,000
Size_guide_Ssinfluence	,210	366	,000	,880	366	,000
Model_size_Ssinfluence	,176	366	,000	,899	366	,000
Model_parameters_Ssinfluence	,188	366	,000	,908	366	,000
Video_Ssinfluence	,148	366	,000	,926	366	,000
Reviews_Ssinfluence	,141	366	,000	,932	366	,000
Photoreviews_Ssinfluence	,154	366	,000	,917	366	,000
Ssinfluence_overall_experience	,202	366	,000	,831	366	,000
Fastview_importance	,167	366	,000	,901	366	,000
Favorites_importance	,160	366	,000	,872	366	,000
View360_importance	,124	366	,000	,927	366	,000
App_importance	,183	366	,000	,921	366	,000
Rec1_importance	,174	366	,000	,924	366	,000
Rec2_importance	,133	366	,000	,923	366	,000
Rec3_importance	,172	366	,000	,870	366	,000
Rec4_importance	,170	366	,000	,880	366	,000
Size_guide_useful	,204	366	,000	,830	366	,000
Model_size_useful	,223	366	,000	,813	366	,000
Model_parameters_useful	,229	366	,000	,808	366	,000
Video_useful	,310	366	,000	,759	366	,000
Reviews_useful	,283	366	,000	,785	366	,000
Photoreviews_useful	,344	366	,000	,728	366	,000
Fastview_useful	,255	366	,000	,836	366	,000
Favorites_useful	,199	366	,000	,822	366	,000
View360_useful	,306	366	,000	,756	366	,000
Rec_useful	,249	366	,000	,831	366	,000
Satisfaction	,221	366	,000	,815	366	,000
Likelihood_shop_again	,259	366	,000	,702	366	,000
Likelihood_recommend	,208	366	,000	,785	366	,000

## Appendix 6. Factor Analysis

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8,008	36,401	36,401	8,008	36,401	36,401	6,204
2	3,455	15,703	52,104	3,455	15,703	52,104	5,608
3	1,793	8,151	60,254	1,793	8,151	60,254	4,296
4	1,291	5,869	66,123	1,291	5,869	66,123	4,213
5	1,144	5,201	71,324	1,144	5,201	71,324	4,134
6	1,069	4,861	76,185	1,069	4,861	76,185	1,908
7	1,013	4,603	80,787	1,013	4,603	80,787	1,759
8	,734	3,337	84,124				
9	,594	2,702	86,826				
10	,489	2,223	89,049				
11	,431	1,957	91,006				
12	,364	1,657	92,663				
13	,324	1,471	94,133				
14	,261	1,187	95,320				
15	,247	1,125	96,445				
16	,207	,941	97,386				
17	,169	,766	98,152				
18	,131	,594	98,746				
19	,103	,470	99,215				
20	,079	,357	99,572				
21	,063	,285	99,858				
22	,031	,142	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

### Communalities

	Initial	Extraction
Size_guide_importance	1,000	,922
Model_size_importance	1,000	,900
Model_parameters_importance	1,000	,899
Model_both_importance	1,000	,845
Video_importance	1,000	,867
Reviews_importance	1,000	,837
Photoreviews_importance	1,000	,837
Answers_importance	1,000	,755
Model_size_Ssinfluence	1,000	,867
Size_guide_Ssinfluence	1,000	,755
Model_parameters_Ssinfluence	1,000	,866
Video_Ssinfluence	1,000	,848
Reviews_Ssinfluence	1,000	,822
Photoreviews_Ssinfluence	1,000	,791
Fastview_importance	1,000	,755
Favorites_importance	1,000	,749
View360_importance	1,000	,580
App_importance	1,000	,789
Rec1_importance	1,000	,787
Rec2_importance	1,000	,846
Rec3_importance	1,000	,734
Rec4_importance	1,000	,720

Extraction Method: Principal Component Analysis.

**Pattern Matrix<sup>a</sup>**

	Component						
	1	2	3	4	5	6	7
Model_parameters_importance	,978						
Model_both_importance	,971						
Model_size_importance	,939						
Model_parameters_Ssinfluence	,874						
Model_size_Ssinfluence	,835						
Photoreviews_importance		,960					
Reviews_importance		,903					
Photoreviews_Ssinfluence		,889					
Reviews_Ssinfluence		,858					
Answers_importance		,820					
View360_importance							
Rec2_importance			,900				
Rec3_importance			,761				
Rec4_importance			,742				
Rec1_importance			,703	,442			
Fastview_importance				,896			
Favorites_importance				,672			
Video_importance					1,028		
Video_Ssinfluence					,801		
Size_guide_importance						,997	
Size_guide_Ssinfluence						,436	
App_importance							,901

Extraction Method: Principal Component Analysis.  
 Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

## Appendix 7. Testing the relationship between customer satisfaction and the likelihood to shop again

### Correlations

		Satisfaction	Likelihood_shop_again
Satisfaction	Pearson Correlation	1	,648**
	Sig. (2-tailed)		,000
	N	369	369
Likelihood_shop_again	Pearson Correlation	,648**	1
	Sig. (2-tailed)	,000	
	N	369	369

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,648 <sup>a</sup>	,420	,419	1,226

a. Predictors: (Constant), Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	400,024	1	400,024	266,182	,000 <sup>b</sup>
	Residual	551,537	367	1,503		
	Total	951,561	368			

a. Dependent Variable: Likelihood\_shop\_again

b. Predictors: (Constant), Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3,138	,360		8,717	,000	2,430	3,846
	Satisfaction	,693	,042	,648	16,315	,000	,609	,777

a. Dependent Variable: Likelihood\_shop\_again

## Appendix 8. Testing the relationship between customer satisfaction and the likelihood to recommend

### Correlations

		Satisfaction	Likelihood_recommend
Satisfaction	Pearson Correlation	1	,566**
	Sig. (2-tailed)		,000
	N	369	369
Likelihood_recommend	Pearson Correlation	,566**	1
	Sig. (2-tailed)	,000	
	N	369	369

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,566 <sup>a</sup>	,321	,319	1,480

a. Predictors: (Constant), Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	379,702	1	379,702	173,310	,000 <sup>b</sup>
	Residual	804,054	367	2,191		
	Total	1183,756	368			

a. Dependent Variable: Likelihood\_recommend

b. Predictors: (Constant), Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2,905	,435		6,683	,000	2,050	3,760
	Satisfaction	,675	,051	,566	13,165	,000	,574	,776

a. Dependent Variable: Likelihood\_recommend