Contents

1 Introduction

This chapter aims to give the reader general information about the subject, why it was chosen, the problematization around it and consequently presenting the purpose of the paper.

1.1 Choice of Subject

Sweden must be considered to have been a country with a well-developed electronic infrastructure the past decades since 90 percent, as of 2011, of the Swedish people within the age of 16-74 are using the internet frequently. It is a significantly larger number compared to the whole world where 32.7 percent are using the internet often, in Europe the number is 61.3 percent and North America the number is 78.6 percent. Since the dawn of the internet the frequent users in Sweden have grown every year, and more of the consumption takes place online. Around 80 percent in the ages of 16-44 have bought/ordered goods and services online 2011. (Statistics Sweden, 2012; Internet Usage Statistics, 2012)

The facts stated above indicates that we are moving towards a time where businesses in general will have to direct their businesses to the market online. Along with the growth of consumption online, one of the factors that will become important for businesses is to better understand consumer's behavior online. The topic of consumer behavior is also where a mutual interest between the two authors was established. It did not become less interesting when we discovered the fact that men in Sweden are consuming more than women in 14 out of 16 "purchasing categories" online such as tickets, computers, electronics and so forth. In only one of those categories women have a notable advantage, namely in the category of fashion and clothes. (Statistics Sweden, 2012)

We believe it is only a matter of time before men fully embrace the industry of fashion online, since it only seems to be a lag between how they shop clothes online compared to other categories such as music, computers and so forth. The reason to having these opinions will be further discussed in the next section, 1.2.1, where we discuss the problem. We see a huge potential in this market and in order to give more impetus into the process of making men more interested in buying clothes online. It is necessary for businesses to better understand men's buying behavior in order to increase market shares, optimize their website and generally sympathize towards men. It is also a fact that men are using the internet more frequently when searching for information about products (Kaplan, 2011). The question is; how could e-stores utilize that fact in terms of design and layout?

We discussed the topic with Stayhard's sales and marketing manager. Stayhard is one of Sweden's largest corporations selling clothes and accessories online, mainly targeting men (Callius, 2010). One of the topics that is always current and needs further investigation is how to increase the conversion rate. The conversion rate is among other things the amount of visits that results in a purchase (Moe & Fader, 2004) and is something Stayhard and probably many other e-stores are struggling with on a daily basis. One of the most important factors for decision-makers when doing a research is that it is *current*, i.e. as up to date as possible (Malhotra & Birks, 2007). Conversion rate online is a rather new phenomenon and has not been studied thoroughly for very long since the internet is a relatively new technology since

it has only been around for about two decades. Furthermore, Malhotra and Birks (2007, p 65) mean that it is more important in some businesses than others that the information is current and states that:

"*This is particularly important where consumer attitudes, lifestyle or behavior change rapidly, perhaps due to rapid technology changes or new product offerings in a highly competitive market"*

Therefore we wanted to construct a research based on the website design and its features in relation to the conversion rate. The study will be focused on men who have purchased goods at least once before online.

1.2 Problem

1.2.1 Men as the Target Group

A famous quote from Cynthia Nelms, although very abstract, describes the typical stereotype of how men relate to shopping; "*If men liked shopping, they would call it research"* (Spencer, 2012, p. 3). One could claim the quote to be true for shopping offline, but as stated under the previous heading, men are generally shopping online for other products than clothes and accessories considerably more than women (Statistics Sweden, 2012). Men and women are using the internet almost equally much, but they differ a lot in probability of making a purchase. It is 2.4 times more likely that men will purchase online compared to women (Fox, Kwak & Zinkhan, 2002). 54 percent of the men are searching the web for purposes of making a purchase whereas women accounts for 47 percent (Kaplan, 2011). Why women are not purchasing goods and services to the same extent has been explained to be due to women's higher anxiety for risks that come into existence when they end up in a purchase situation online (Garbarino & Strahilevitz, 2004). Considering these facts one cannot elude to wonder why men are not shopping more in the category of fashion and clothes online.

There are studies delivering more ground to have such a wonder. A British research company called Shoppercentric, which is specializing in doing research regarding shopping, has done some recent work around the area of men's buying behavior. They have concluded that 49 percent of men only shop when they know what to buy, in comparison to women who stand for 38 percent in the same regard. Another stereotype that we have acknowledged when searching through different articles and other material is that men are in general considered to be so called quick-shoppers, where their objective is to get in and out of the store as quick as possible. 49 percent of the men accounts for that hypothesis in the research, meanwhile only 32 percent of the women are having the "in and out"-objective when they go shopping. It is somehow strengthened in the next paragraph in the study where it is confirmed that 36 percent of men visit 1-2 stores per shopping trip, where only 23 percent of the women account for the same. Thus, the remaining 77 percent are visiting more than 1-2 stores per shopping trip. (Spencer, 2012)

If the majority of men want their time spent on shopping to be quick and effortless, should not online shopping be the perfect substitute to crowded streets and annoying queues? Still, the vast majority of stores selling clothes online are targeting women. Here, there is obviously a gap and an opportunity to try to understand men better in order to create a more accurate design in line with men's preferences and what fits men's shopping behavior in the best possible way.

Furthermore, there are studies that have been done during the past decade that indicates that men's behavior in general is taking a new path. How often and frequent men are shopping have increased substantially. In 1995 only one out of ten men was the primary grocery shopper in the households. Twelve years later that number had increased to more than five out of ten, which could be interpreted so that men in general are shopping considerably more than they did only a decade ago. (Harmon & Hill, 2007). Also, previous studies have found that men are less concerned than women when it comes to risks of buying online (Garbarino & Strahilevitz, 2004). Again, it feels logical to interpret the information in a way that men are increasingly taking their responsibility towards women when it comes to shopping in general.

In summary, the interesting facts that men are shopping more online than women and are shopping more and more in general ultimately made us focusing our study towards men and their behavior.

1.2.2 How the Conversion Rate relates to Website Features and Design

According to Swedish Statistics (2011) 83.5 percent of the population between the age of 16-44 searched for information about products and services in the first quarter of 2011 in Sweden. Furthermore, knowing that the conversion rate in the business in general seems quite low, it seems current and important for e-stores to get a deeper understanding on what affects conversion rate. Conversion rate in this case is when a visitor on the website purchases something. Fireclick Index is an industry leading provider of web analytics benchmark index where one can find the latest conversion rates within different industries. For example, the conversion rate in the business of fashion and apparel is 0.40 percent on the global scale currently (2012). The week before the same number was 0.90 percent which means a 56 percent decrease since last week (Fireclick, 2012, 28th February). Although older facts show that the average conversion rate in the United States between 2001 and 2005 was around 2-3 percent (Wolf, 2007). Why is the conversion rate that low? There could be many answers to that question, although one reason is more current than others, namely the fact that people are searching for information online, but are converting offline. Although it could also play out the opposite way where people see a product in the physical world and track it down online and ultimately purchase it. (Ash, 2008)

What is a good conversion rate then? A good conversion rate is usually associated with e-stores with a very narrow niche and a strong brand name. E-stores selling clothes and accessories online as Stayhard.se does, usually do not have any particular niche to speak about. To put these numbers in relation to something quite similar, for which still has good conversion rate is for instance Amazon.com who according to an article published in 2010, had a conversion rate of 16.5 percent. They do not have a very narrow niche, but on the other hand they have a very strong brand name. (Nicholls, 2010)

This implies that one should aim higher in terms of conversion rates, and not being satisfied with numbers around 2-3 percent or even below 1 percent as stated above.

According to Ash (2008) one could divide online marketing into three key activities:

- **Acquisition -** Getting people to your website or landing page
- **Conversion -** Persuading them to take the desired action(s)
- **Retention -** Depending the relationship and increasing its lifetime value

Focus in this study will be put on the second step, conversion, what persuades a customer into a purchase, with the website design as the tool.

It is also important to understand that there is no such thing as a 100 percent conversion rate. Some people have no intention to purchase at all, and others have already decided to purchase before landing on the website (Ash, 2008). The people who need to be convinced are the ones who *may* take action to purchase a product. Retailers need to turn these consumers into customers and one way to do so is to stimulate impulsive purchasing. There is a relationship between buying products impulsively and the quality of the website (Parboteeah, Valaich & Wells, 2011). Thus, one can conclude that the website design is of importance when making a purchase impulsively when visiting the website, which further could increase the conversion rate (Phau & Lo, 2004). It is of interest for the industry to get knowledge regarding the aspects which trigger impulsive purchasing since that is a significant part in the process of increasing the conversion rate of those who *may* place an order. Design Zhang, Prybutok and Strutton (2007, p. 79) also argue for the importance of impulsiveness:

One approach through which such consumer conversion might logically be initiated entails purposively designing sites in ways that stimulate more impulsive consumer behavior.

Zhang, Prybutok and Strutton (2007) found in their research that there is a positive relationship between internet "consumer impulsivity" and "purchase intention".

Furthermore, the group that tends to be the largest is the people with no intention to purchase. Regarding these people there is nothing you can do to influence them to take action, which is one of the explanations to why the conversion rate always is relatively low in relation to how many who are searching for products and services online. (Ash, 2008)

In order to understand how to increase the conversion rates it is important to understand men's shopping behavior, and what influences them to make a purchase while visiting a website. What factors are affecting men the most in terms of making a purchase? A problem that most websites are struggling with every day is the fear to move away from what is standard in the industry in terms of the websites design and features. Furthermore, on the contrary to what is practice today, previous study suggests that designers and marketers should not focus on static websites, but to focus on interaction with the customer and adjust to their needs (Gounaris, Dimitriadis & Stathakopolous, 2007).

In order to think accordingly, someone needs to be the pioneer in some regards, moving away from the industry's standards to attract new customers. Do what nobody has done before and think outside the box. Thus, the question that needs to be addressed is how the decision makers actually should go about when it comes to designing the website. What factors concerning the website's features design are most important to prioritize?

1.3 Purpose

The purpose of this paper is to bring out which factors of a websites' design and structure that are most important and most correlated with the intention to purchase on a website selling clothes and accessories targeting men in Sweden.

To do this, factors already proven to be important in previous studies will be used and analyzed towards the intentions to purchase to see which factors considered more important than others and thus give decision makers indications of how to prioritize when structuring their website.

1.4 Explanation of Frequently Used Terms

A clarification of the terms ”category”, ”factor” and ”feature” should be useful since these occur throughout the whole report. “Category” should always be interpreted as the generic term for a collection of for example visual aspects of a website’s design and structure, which construct the category “Visual Appeal”. “Feature” is most often referred to as one of these aspects of which the category consists of. The term “factor”, which is frequently used, cannot be specified to one specific interpretation in this report and has to be interpreted by the context in which it is placed. A “factor” is sometimes used as a term describing a “category” depending on the context.

Furthermore, a usage of different terms will describe online clothing stores. The same interpretation should be used for: e-tailing stores, e-stores, online apparel stores and online stores in the absolute majority of the cases. Sometimes, for example “e-stores” can be referred to as online stores in general and not clothing specifically, but one should be able to comprehend from the context as a whole.

2 Theoretical Framework

This chapter aims to give the reader further useful information that is needed to help create knowledge of the area that is investigated.

2.1 Online Buying Behavior

The internet offers a large amount of e-tailing stores today but the internet still has a lot of potential to grow and steal market shares from physical stores. A barrier that causes difficulties for online stores is that many consumers do not have the necessary expertise to use the online stores properly. They may have problems with searching techniques and possible ways of paying etc. Consumers must find it easy and convenient to make purchases on the internet. (Forsythe, Liu, Shannon & Gardner, 2006)

The buying behavior process when shopping for apparel online consists of several different aspects. Information searching behavior, purchasing behavior and the pleasure aspects are all of major importance when examining how consumers act when shopping online. Consumers gather information when browsing the store, which is used to make a decision whether to purchase or not. The internet provides a large amount of information and it is easy for consumers to get hold of enough information to make a purchase based on a rational decision. The consumer can reach all the important aspects when browsing, such as price, size, color etc. and the process of searching for information can therefore be connected to the purchasing behaviors. (Forsythe, Liu, Shannon & Gardner, 2006)

A good way to put it is to quote Shim et al. (2001, p. 401):

“The proposed intention to search for information online is a predictor of intention to buy online”.

It is also very important to avoid occurrences such as annoying broken links and buttons which creates a negative feeling towards the e-store and it is the most common reason for consumers to leave the website. 90 percent of consumers leave because of a non-satisfying system availability (Internet Retailer, 2006).

The purchasing behavior is how the consumer acts when paying for the goods. It is very common that consumers simply abandon what they have put in the shopping cart (more than 50 percent) thus it is an area which is of high interest for online distributors of apparel (Ha & Stoel, 2004). The question is what makes this number of non-closing sales that high. According to Beck (2001) the most common reason for consumers to not close their sales is the lack of convenience, in other words the product risk and the financial risk when making the purchase. On the other hand, it is widely known that online apparel stores provide convenience and a great product variety and good prices. These could be one of the main reasons to why internet is a popular source to purchase goods and services.

The quality of a service is generally defined as the difference between expected service and perceived service (Gronroos, 1982). The quality results come from the comparison of the actual service received and the prior expectations of what that service should provide to the customer.

Customer satisfaction can be described as the meaning of the customer reaction in the context of the state of fulfillment and is showed through a positive or negative feeling towards the supplier regarding the net value of services received. McKinney at el. (2002) describes satisfaction more specifically for customers purchasing online and divide it into two important sources:

1. "Satisfaction with the quality of the website's information content."

2. "Satisfaction with the website's system performance in delivering information."

There are different components between men and women that the online retailer has to fulfill. The behavior between genders differs and there are therefore different aspects that the online retailer has to consider when focusing on selling to men versus selling to women. Both researches from the past and more recent studies have suggested that men are more interested in using the internet than women as a tool to shop. Women have for example been found to generally spend less money on purchases online than men (Garbarino & Strahilevitz, 2004). Garbarino and Strahilevitz further explain that one possible explanation that these differences could exist is because women perceive the risk to make a purchase online higher than men do. Jen-Hung and Yi-Chun s (2010) states that women shop with more emotions and that to men it is more important with the outcome (the clothes), while for women the whole experience of going to a shopping mall (with social interaction etc.) is just as important as the apparel itself. This could be a reason to why women do not find online shopping as exciting as a shopping trip to a physical store. Although their interest for fashion and clothes make them buy more clothes online than men anyhow.

Hasan (2010) came to the conclusion in his research that men's cognitive, affective and behavioral online attitudes are "higher" than women, which means that online shopping appears to be more attractive to men compared to women. Hasan (2010) further addresses that cognition was a key factor since the difference in this factor between the genders were significant. Women had a significant lower number and that might be an important reason to why women have a lower affection and interest to-

wards online shopping than men. Interesting findings since women in Sweden are shopping more clothes and accessories online than men. Women tend to be browsing more than men instead of making actual purchases (Kim et al., 2011). Furthermore Kim at el. (2011) states that men are functional shoppers where convenience and time saving are most important while women tend to seek value instead, which is in line with what was discussed in the introductory chapter. Kim et al.'s (2011) research came to the conclusion that websites that were aiming towards women were better at providing information regarding shipping cost, sales tax and size charts. Even though women are more concerned about security online and men more concerned about convenience, information regarding basic concerns such as shipping costs should not be understood in a way that men are disregarding information like shipping cost. Instead, the difference lies in what is prioritized in terms of what is most important. Hu and Jasper (2004) found in their research that men tend to be utilitarian and impulsive shopper, in other words they are goal-oriented, whereas women tend to be hedonic and planned shoppers, since they seek pleasure and structure while shopping. Men spend generally less time than women on shopping but the impulsiveness can be an advantage for retailers in the marketing strategy (Hu & Jasper, 2004). Specific selling techniques must however be developed in order to grasp men's attention in the short amount of time that the seller has. The question is if these findings by Hu and Jasper (even though it was not specifically targeting the fashion and clothing industry) are still accurate since men are generally getting more concerned about their appearance year by year. Therefore it is reason to believe that they spend more time on getting the correct clothes. Manrai et al. (2001) found already in 2001 that men in Eastern European Countries were more into fashion than women in that geographical area.

2.1.1 Men's Buying Behavior

Women stand for 71 percent of all online retail spending on apparel and men for 29 percent of the spending (eMarketer.com). Compare this number with what we mentioned earlier that it is 2.4 times more likely that men will make a purchase compared to women. Therefore we believe that the interest for men to buy apparel online has potential to increase if these websites begin to focus more on men and their needs. Men might not have grasped the convenience and price opportunities of buying clothes on line yet. On the other hand it is widely known that women spend large amounts of both time and money on clothes generally (Dailymail, 2006), and therefore it is a probability that the 29 percent is just relatively small compared to women's spending but large in terms of money in form of an absolute value. Add the fact that 38 percent of women found it problematic to not be able to touch the product when making a purchase online while only 33 percent of men thought that it was an issue (eMarketer.se). The absence of being able to touch and try products when consumers make purchases online is a problem for online stores. The numbers indicate, however, that it is not as important to men and therefore an indication of the potentiality of online clothing stores for men.

In the modern society it is more acceptable for men to engage in shopping activity since people create their identity through what kind of clothes they buy (Firat & Dholakia, 1998). Men are usually getting marked with stereotypes when it comes to shopping though. Otnes and McGrath (2001) investigate three stereotypes in their study and these are sometimes accurate to a certain degree but sometimes the stereotypes are quite far from the reality. The study was done in the US but similar alleviation of gender roles in purchasing situations which the study shows might also be attachable to the behavior in Europe, which gradually has changed over time to become less strict to gender roles. The first which was

mentioned is "Grab and Go" and suggests that men grab their products and exit the store as quick as possible. Otnes and McGrath (2001) came to the conclusion that this stereotype does not entirely reflect the reality since men rather browse stores for bargains (although often in a competitive matter), evaluate alternatives and some men even like to shop together with friends. However there are differences in the findings of investigations in this area. Grewal et al. (2003) have addressed that men are more conscious about time than women, and should therefore be less likely to spend time on shopping in the enjoyable relaxed way that women do (Noble at el., 2006). Online apparel stores should thereby have many potential customers who have not yet discovered the time saving aspect of purchasing online.

Hansen and Jensen (2009) found in their study which was executed in Denmark that men are "quick shoppers" which is a conception which is very similar with the "Grab and Go" concept. This contradicts Otnes and McGrath (2001) to a certain degree. The differences might be because of a time difference or a possibility that Denmark is a country with conservative men. Otnes and McGrath's (2001) study was focused to a certain degree on qualitative investigation and the outcome may therefore answer differently compared to a quantitative study, since respondents in interviews do not want to appear pessimistic in some cases. A conclusion might also be that Hansen and Jensen (2009) have focused more on the differences between men and women and therefore they state that men are still "quick shoppers" compared to women even though men spend more time on shopping today (2012) compared to the past. However, a clarification regarding this issue how the situation is distinguished today (2012) in Scandinavia will be investigated in the empirical research of this study.

The second stereotype was "Whine and/or Wait" which refers to the assumption that men almost always dislikes shopping and stand passively and sometimes with an urge to leave when shopping with a partner for example. Otnes and McGrath (2001) studies showed that many men enjoy shopping and put sometimes much effort in choosing the correct items. However, we can also find evidence which shows that men are less interested in fashion and clothing compared to women (O'Cass, 2004). These theories may seem contradictive. A possible explanation is that men are goal-oriented during shopping and wants to pick the correct garment for the target occasion but are still not as focused on fashion as women. Males focus on achievement and success when making purchases (Firat & Dholakia, 1998) and reaches satisfaction out of that purposeful behavior. Othes and McGrath (2001) takes it even further and found that men see shopping as a competition where he tries to "defeat" the retailer from achieving profits in form of mark-ups. Men need to turn shopping into a challenging competition in order to enjoy it, unlike women who see shopping and the products to be entertaining per se. The self-construal theory is a way to summarize since it says that men have individualistic goals to a higher degree compared to women (Noble et al., 2006). Men basically collect information and compare different retailers in order to get the most advantageous products for the best prices available. Furthermore, men generally have the confidence that they can process more information than women and come to a rational decision. Men become more motivated to shop if the factors of information attainment and price comparisons are involved (Noble at el., 2006)

The third stereotype which was mentioned in Otnes and McGrath's (2001) study is the "Fear of the Feminine" and explained by that men supposedly avoids everything which can associate them with female matters Otnes and McGrath (2001) came to the conclusion that men have step by step turned

away from that stereotype and can now spend longer time on shopping, and can buy "feminine" products, for example apparel and accessories. Online apparel stores should take these stereotypes their reality descriptions into consideration during the developing of their marketing strategy since the behavior of the target consumer group (men in this case) might not always be what the marketer believes at first. The behavior of men differs significantly between different demographical classifications, for example cultural differences in various countries, income and level of education. High levels of income and education usually can be a reason for men to be more modern in their gender role attitudes and then Otnes and McGrath (2001) new descriptions of today's reality of the stereotypes becomes more valuable as a measurement. Thereby the old descriptions of the stereotypes are more accurate for low income men consumers and those who have a lower education (Jump & Haas, 1987).

Sweden is according to Hofstede (1980) a feminine country and by this he means that the residents are not dominant, aggressive and not very assertive in the relationship. Men in Sweden are therefore different especially compared to countries outside of Scandinavia. Men's femininity in Sweden resulting in that men have to be more concerned about their looks, since the process of impressing on the opposite sex is a two-way communication, and not one-way as the situation is in many masculine countries. Swedish men could therefore be in greater need of online clothing stores than men in, for example, the US and it is of interest to investigate the issue of website features in Sweden and see how these differs from studies that have been executed in other countries.

Hofstede's (2001) argues that it is possible to differentiate masculine and feminine characteristics in societies. Hofstede believe that gender stereotypes in feminine countries are "rooted in universal biological differences" and in masculine societies they are "country specific" (An & Kim, 2007, p. 186). Since the gender stereotypes differs between feminine and masculine countries there is a large risk that foreign studies regarding buyer behavior and features of interest in online stores do not apply on the Swedish society and market. Men are allowed to be gentler in feminine countries (An & Kim, 2007) and we believe that this fact will also affect men's attitude and thoughts towards buying clothes online. Sweden might therefore differentiate from other countries on this basis as well. In feminine countries "the liberation of women means that men and women should take equal share both at home and at work" (An & Kim, 2007, p. 186). Since men have a more important role in feminine countries which might indicate that men also are also more involved in making clothing purchases, and in turn be more engaged in online clothing stores as well, compared to countries in which the society is more masculine.

Table 2.1 - Recieved from: An & Kim (2007, p. 187). Original source: Hofstede (2001)

Hofstede's masculinity dimension

Rank	Country	Score
1	Japan	95
6	Mexico	69
9	UK	66
10	Germany	66
15	US	62
16	Australia	61
17	New Zealand	58
18	Hong Kong	57
20	India	56
25	Malaysia	50
28	Singapore	48
30	Indonesia	46
33	Taiwan	45
35	France	43
41	Korea	39
44	Thailand	34
50	Denmark	16
51	Netherlands	14
53	Sweden	5

Masculinity index values among 53 nations

The ranking in table 2.1 proves what we earlier discussed. Sweden scores the lowest of all 53 countries that were included in Hofstede's analysis. Sweden is then again, in other words, a feminine country. Many of the previous studies which concerns men's buyer behavior online were executed in the US and the UK, that are ranked 15 and 9 respectively, and we might therefore see diverging results in our investigation compared to these countries.

2.2 Introduction to the AIDA Model

As early as in the 1920s in a marketing perspective one started to look at purchase situations from the buyer's point of view. Strong (1925) claims he got the wordings came from a famous slogan used by E St. Elmo Lewis in a course he was giving in advertising in 1898. E St. Elmo Lewis himself had been influenced by reading psychology of William James. The slogan was "Attract attention, maintain interest, and create desire" from the very beginning and later on "get action" was also added by E St. Elmo Lewis to the formula (Strong, 1925). Strong (1925, p.34) claims at an early stage of his book that:

"The process of purchasing, in the broad sense, starts with the rise of a want and ends with the experiencing of the purchased solution"

Further, after he had done a perusal of the literature on the subject he suggested the final theory to include:

- Attention
- Interest
- Desire
- Action
- (Satisfaction)

Strong (1925) later omitted the term "satisfaction" in his final version, namely the AIDA model of consumer response. Today, the model is commonly known as the AIDA model and is a very famous and frequently used model in different contexts. The model is used to develop an effective message; the message is supposed to get *attention,* hold *interest,* arouse *desire* and obtain *action* (Kotler, Wong, Saunders & Armstrong, 2005). Usually the model is used as a means to help shaping a well-structured advertisement, but could be practical in other context as well.

In this study where we aim to find factors on a website's design that are correlated with the conversion rate, the AIDA model will be used as a means to create a logical frame of reference to help the reader to understand what factors of a website's design the customer will be influenced by and different stages the customer most likely will go through from the time they hit the landing page until the actual purchase. The purchase as such, will contribute to an increase in conversion rate for the business.

AIDA	Subcategories	References with independent variable
Attention	Visual Appeal	Nathan & Yeow, 2010; Tuch et al, 2009; Steven son et al, 2000
Interest	Ease of use	Nathan & Yeow, 2010; Kim & Kim, 2004; Sindhuja & Surajith, 2009; Francis & White, 2002
	Presentation of Supply	Siekpe, 2003; Agarwal & Venkatesh, 2002
	Interactivity	Jiang, Chan, Tan & Chua, 2010; Kim & Kim, 2004
Desire	Presentation Technology	Ranaweera, Bansal & McDougall, 2008; Parasuraman, A. (2000);
	Trustworthiness and convenience	Nathan & Yeow, 2010; Slyke, Belanger & Comunale, 2002; Wakefield, Stocks & Wilder, 2004
Action	Purchase intentions (dependent)	Wakefield, Stocks & Wilder, 2004; Flick, 2009

Table 2.2 – AIDA variables

Microsoft has set guidelines for which factors the web usability should be measured upon, called Microsoft Usability Guidelines, (MUG). The guidelines in MUG are set in terms of four categories, where every category has three or four subcategories. (Agarwal & Venkatesh, 2002). Together with the contents of the guidelines and scientific journals using the different factors as independent variables we have constructed our own set of variables to match our purpose and choice of subject.

The placement of the subcategories under Attention, Interest, Desire and Action are set according to our own interpretation of the reality based on our knowledge we have gotten from reading other scientific journals and other material. These subcategories have been tested through our primary study.

2.2.1 Attention

"Attention" connects to how to get hold of the consumer in an early stage. The goal is to the consumer on the website by having an attractive design and aspects that increase the willingness to stay on the website after the first impression.

2.2.1.1 Visual Appeal – Atmospherics

The term *atmospherics* was first coined by Philip Kotler (1973, p. 50);

"Atmospherics is the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability".

Atmosphere is technically the air around a sphere and thus it is not tangible; it is something one apprehends through their sense. Thereby, it is best described in sensory terms. The main sensory channels for atmosphere are sight, sound, scent and touch. (Kotler, 1973)

In this specifically case where factors of a website's design are central, only the visual dimensions are of interest. The main visual dimensions of an atmosphere are color, brightness, size and shape (Kotler, 1973) where color and brightness will be in focus since it is closer related to a website's design than what size and shape are.

The part of "Visual Appeal" goes under the factor: "Media Use" in the MUG. It refers to the extent to which a Website uses media appropriately and effectively to communicate the content. (Agarwal & Venkatesh, 2002).

2.2.1.1.1 Color and Brightness

In the area of marketing, color has been seen as a key to successfully reach out with different messages (Geboy, 1996). Furthermore, Kotler (1973) explains that companies can utilize things like layout, lightning and colors to stimulate feelings and emotional responses and thereby affecting their behavior. In a study made by Nathan and Yeow (2010), out of 36 industries, "clothes" being one of them, 17 industries ranked color and font as the most important factor in terms of web usability.

2.2.1.1.2 First Impression

The first impression you get when entering a website is closely related to how one perceives the colors and brightness the website uses, since one is exposed to both these attributes. The visual complexity should be considered an important factor in website design (Tuch, Javier, Opwis & Wilhelm, 2009). Tuch et al further explains that the degree of the visual complexity of the frontpage of a website has an impact on perceived pleasure and arousal. Another study found that more detailed website design is not necessarily better and that simple structure worked better with different variables such as purchase intentions (Stevenson, Bruner & Kumar, 2000). Furthermore, Wakefield et al. (2004) concludes in their study that first impression is very important when a B2C relationship is not yet established.

2.2.2 Interest

"Interest" describes the functionality of the website and how easy the consumer feels that it is to get information about the products of interest.

2.2.2.1 Ease of use

"Ease of Use", according to Agarwal and Venkatesh (2012), relates to the cognitive effort required in using a website and has been shown to be an important factor predictor for technology acceptance outcomes. MUG breaks down "Ease of Use" into three subcategories: *Goals, Structure* and *feedback*. *Goals* are related to the clear and understandable objectives, *Structure* focuses on the organization of the website and *feedback* is capturing the extent to which the website provides with information regarding progress to the user. (Agarwal & Venkatesh, 2012)

Also, it is concluded in a study made by Francis and White in 2002 that web store functionality is what is most predictive of intentions to revisit the website. Web store functionality is interpreted as a synonym to "Ease of Use" in this context.

2.2.2.2 Presentation of Supply

A website is informative when, as Ducoffe (1996 p. 22) describes: "*Informing consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made".*

It seems quite logical that the products need to be visible in order for the customer to make a purchase, but the question is how important the presentation of the products is in comparison to other factors that could be a reason for a consumer to purchase.

According to a study made by Vectec (2001) 40 percent of the people entering a website, are likely to revisit if it is considered informative. Furthermore, as stated in section 2.1, Mckinney et al. (2002) describes satisfaction of customers purchasing online in two important sections, the quality of the website's information content and the website's system performance in delivering information.

From MUG's point of view, "Presentation of Supply" is touched upon in the section of "*Content*" and its subcategories; *"Depth and Breadth"* which is referred to the extent to which the website is offering appropriate breadth and depth of the content, and "*Current and timely information"* which is referred to the extent to which the website is offering up to date and accurate information (Agarwal & Venkatesh, 2002).

2.2.2.3 Interactivity

According to Hoffman and Novak (1996), consumers engage in two types of interactivity, namely mechanical interactivity and social interactivity. Since mechanical interactivity refers to the ability to choose information and guide interaction (Lawry, Spaulding, Wells & Moody, 2006) it will be disregarded in this section since it is closely related with how "Ease of Use" is interpreted. "Social interactivity" on the other hand refers to the communication between two or more entities (Jiang, Chan, Tan & Chua, 2010) and thus is of importance in terms of how the organization behind the e-store is interacting with their customers.

In terms of the MUG, "Interactivity" would refer to the main category of "*Made-for-the-Medium"* and the subcategory called "*Personalization"* which is the extent to which a website can treat you as a unique person and respond to your specific needs (Agarwal & Venkatesh, 2002).

2.2.3 Desire

"Desire" describes the features that enhance the perception of the website in a stage when the costumer gets closer to a purchase.

2.2.3.1 Trustworthiness and Convenience

Questions regarding website security and its trustworthiness have been found to be in focus in most of the studies measuring matters regarding websites managing online shopping. (Nathan & Yeow, 2010; Slyke et al. 2002; Wakefield et al. 2004) Slyke et al (2002) is using trust as dependent variable and finds that perceptions of trust are related to intentions to shop over the web. Furthermore, Wakefiled et al. (2004) states that trust needs to be created in B2C environments online before intentions to purchase will be created. The trust will be created from the different quality perceptions they receive from the website. In Nathan and Yeow's (2010) study they found "Trustworthiness of Website" to be the third most important factor (out of seven) in 36 different industries.

In terms of MUG, "Trustworthiness and Convenience" are related to the category of "*Emotion*" and its subcategory called "*Character strength*" which is the extent to which a website ties to individuals, within and outside the organization, who have credibility (Agarwal & Venkatesh, 2002).

2.2.3.2 Technology of the Website

It is important to understand the consumer's readiness to use new technology for developing an accurate strategy for your business. Parasuraman (2000, p. 308) was the originator to the expression "technology readiness" (or "Presentation Technology" as it will be referred to hereafter) and it is defined as: "*people's propensity to embrace and use new technologies for accomplishing goals in home life and at work".* In other words, it is a person's tendency to use new technology. Parasurman (2000) further breaks it down into four different categories: *Optimism, Innovativeness, Discomfort and Insecurity*. The more technology ready consumers are the higher chance they will use the internet as a medium to commerce and make more online purchases. This indicates a direct relationship between "Presentation Technology" and purchase intentions. (Ranaweera et al. 2008).

For the MUG, technology of the website relates to the category of "*Emotion*" and its subcategory called "*Challenge*" which is the extent to which a website offers you an element of challenge.

2.2.4 Action

"Action" describes the moment when the consumer makes the decision to make the actual purchase. It is when the customer increases the conversion rate by going from creating attention when first visiting the website, to later buy a specific product of interest.

2.2.4.1 Conversion Rate

The consumer spending online is constantly increasing and naturally online advertising budgets are increasing as well which is shown in Figure 1 (Saleh & Shukairy, 2010). Saleh and Shakairy (2010) explain

that online advertising is estimated to grow almost 10 percent annually worldwide and is expected to reach 110 billion dollars by 2015.

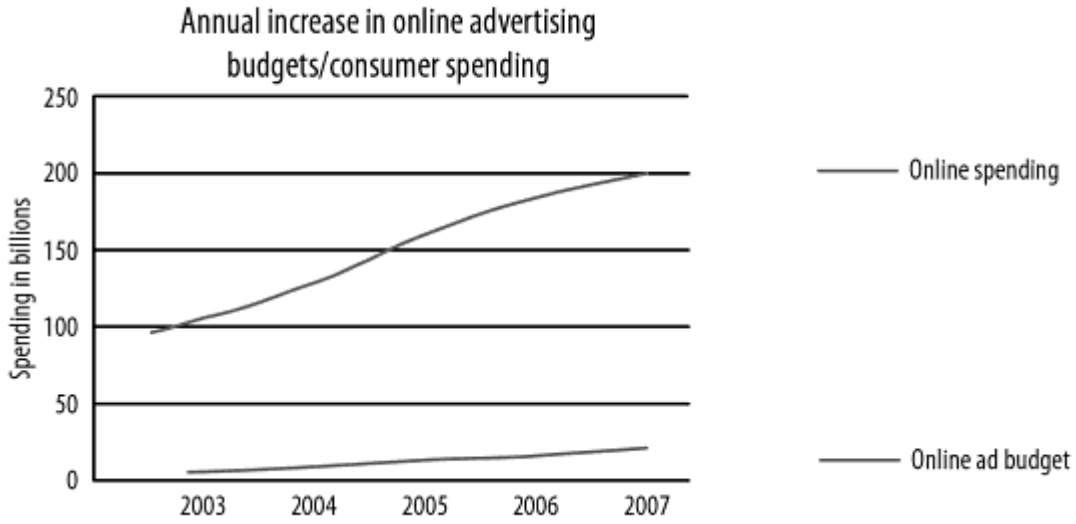

Figure 2.1: Online advertising budgets versus spending (Saleh & Shukairy, 2010, p. 9).

This is an indication of how important the online market is and that it will become even more central in the future. Physical stores have to prepare for increasing competition from the online market. The online advertising budget must however be spent wisely and on the correct investments in order to increase the number of visitors. Nearly 60 percent of the budget was spent on search engine optimization (SEO) in 2008 (Saleh & Shukairy, 2010). Search engine optimization is what the online stores do to be in the top of the search-results pages on search engines. The challenge is to modify title tags, heading tags and links etc. so that the pages of the website will reach a higher score than the competitors when consumers search on a website (Sen, 2005). The first objective for an e-store is to get the visitors to their website. However, it is not enough to achieve a high number of visitors to get high profits, since the online seller have to convert these visitors into purchasing customers in order to accomplish a successful business.

The term conversion rate could have different definitions. It depends what you want to convert. For example, Saleh and Shukairy (2010, p. 10) define conversion rate as: "the percentage of visitors exposed to a campaign who take the desired action of that campaign". While the purchasing conversion rate is usually defined as: "the percentage of visits that result in purchases" (Moe & Fader, 2004, p. 326). The conversion rate is calculated in the following way according to Saleh and Shukairy, 2010, p. 11:

If a website has 30 000 visitors in a certain time period and out of these 300 place an order, the conversion rate will be as follows: 300 / 30 000 = 0,01 = a conversion rate of 1 percent.

The rate is of major importance for retailers online since the rate is generally very low and only a small increase in the rate usually causes a significant increase in profits. Saleh and Shukairy state that an optimization of the conversion rate can generate hundreds of thousands of dollars in additional revenue for larger companies. There are examples of companies which have accomplished to increase online sales by 30 percent after an optimization of the conversion rate (Saleh & Shukairy, 2010). However, there is

not just one specific adjustment which is successful for all businesses' conversion rates. It is rather a combination of knowledge and the ability of knowing what to do and when. Also, conversion rates do not change overnight, which makes endurance an important factor in the act of changing various elements of the website's design and features/characteristics. This generic term will also be referred to as "website's design, structure and properties" throughout the report, and these have the same meaning.

The importance and knowledge of conversion rates are increasing, according to Rueter (2011) the conversion rates improved for as many as 65 percent of online retailers the past year. The improvements were made by improving checkout procedures and e-commerce site testing. In a recently made marketing strategy research (a sample of 67 retailers of which the majority sells only online) it was shown that 75 percent of the respondents planned to increase spending on search engine optimization (SEO) and natural search (Demery, 2011). The most important factors to increase online sales were site measurement and analytical tools, sales and clearance pages, customer ratings and reviews and enabling visitors to search by price, brand and other types of attributes.

The problem with online shopping compared to shopping in a physical store is that when a consumer goes to a physical store he or she has most likely both invested time and money (on transportation for example) to reach the store. The consumer would in most cases also like to get a result from the trip, in other words a purchase, in order to not get the feeling that the time and money invested was unnecessary. Online stores on the other hand have the disadvantage that it is costless to have a look in the store. Thereby, consumers do not feel that they need to get a result after browsing for items in the online store. Sismeiro and Bucklin (2004) further explains that it is difficult to differentiate actual customers who will make a purchase from visitors who are information gatherers and visitors with hedonic intentions, through single-staged statistical measures. Deeper observations and an investigation of the behavior need to be exercised in detail to obtain that necessary information of how to separate these groups. The details behind the conversion rates and which factors that affects the rate are therefore important to the online stores.

According to Lee, Podlaseck, Schonberg and Hoch (2001) researchers have to go further than just analyzing conversion rates in their investigations in order to achieve an understanding regarding what specific factors which affects the sales. Lee et al. (2001) also states that the following are the general shopping steps in online stores, the so called micro-conversion rates:

1) *Product impression*: a presentation of a product in the form of a hyperlink which sends the user to the web page.
2) *Clickthrough*: The actual click on the hyperlink.
3) *Basket placement*: the action when the customer puts an item in the shopping basket.
4) *Purchase*: The actual purchase of the product

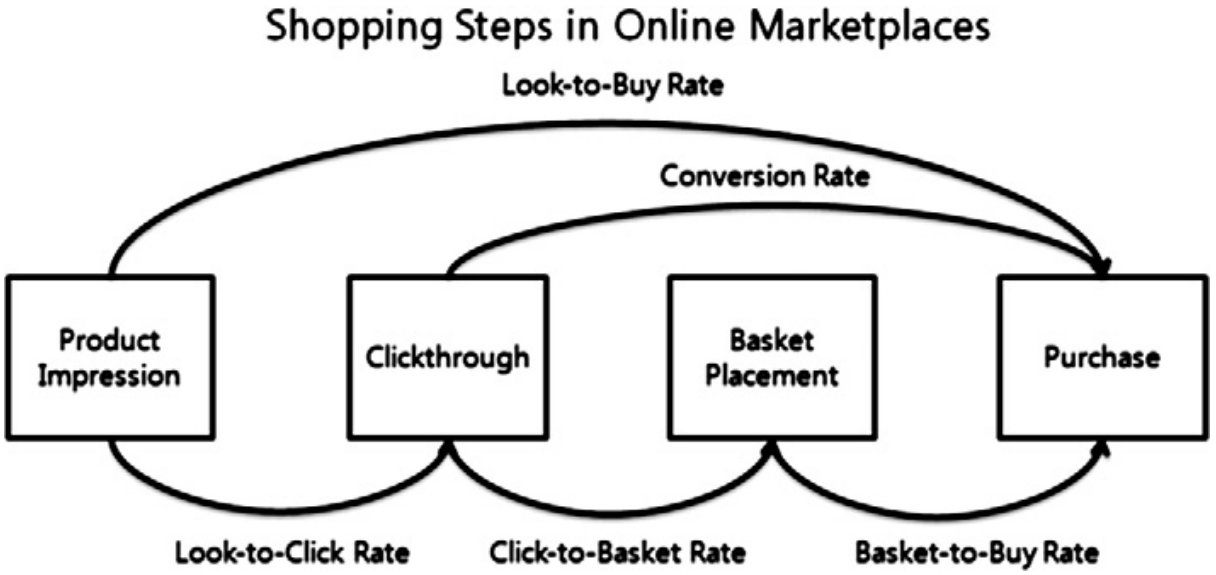

Figure 2.2: Micro-conversion steps in online marketplaces (Kim, Park, Kwon & Chang, p. 597).

It is during these steps that the potential customers make their decisions and it is therefore important for online retailers to understand the reasons why potential customers might abort the purchase during one of these steps. Sismiero and Bucklin (2004) addresses one aspect which might cause a negative feeling towards the website is how long time it takes to download a page from the site. Most of the online shoppers today have an internet connection with high speed, but overloaded servers can still because a slow page downloads which in turn may cause the shopper to leave the online store's website before a purchase is made.

Moe and Fader (2004) explain that there is a need for six key types of components which affects the behavior and is connected with the conversion rates. The so called model of conversion behavior consists of the following:

1. "Baseline probability of purchasing": is the probability of a purchase where the recent visits by the customer are disregarded. The baseline is to what extent that visits leads to a purchase.
2. "Positive visit effect on purchasing": the more visits to the online store by the shopper, the higher is the chance that the subsequent visit will result in a purchase.
3. "Negative purchasing-threshold effect on purchasing": consumers may find barriers to actually make the first purchase due to a number of factors. Some consumers find it risky to give personal information to retailers which they have not done business with in the past.
4. "Heterogeneity in visit effects and purchase thresholds": there are differences between customers and these have to be taken into account when investigating visit effects and purchase thresholds.
5. "Evolving effects over time": When the customer gets used to the environment in the online store the magnitudes of the visit effects and purchasing threshold may change with time. There are different beliefs in this area and different consumers are most likely affected in separate ways. Repeated visits could result in a lack of interest in the products on the website if the website does not replace the products frequently. On the other hand thresholds might become less

of an issue since the customer gets familiar with the website and after a number of purchases feel that the barriers to make a purchase, such as trust, increases.

6. "Hard-core never-buyers": there are a number of online shoppers that use online stores as an information source rather than a place to make purchases. It is favorable to separate these from the other kind of shoppers who make purchases since the buyers who do not make purchases are a distorting factor and a separation will be useful in the analysis.

Moe and Fader have made a model which handles the important aspects of conversion rates, step by step with a good overview. They also acknowledge the fact that consumers are very different and in order to do a proper analysis these differences have to be taken into account. Stores have to distinguish their target costumer and how they behave when making purchases online. Moe and Fader (2004) divide buyers in the following ways based on what their intentions are when entering the e-store:

- Directed Buyers – They have a specific product in mind when they enter the store and are unlikely to not go through with a purchase.
- Search/Deliberation Visitors – In conformity with Directed Buyers, this group has also a "goal-directed search behavior" but they look for a certain product category. A purchase may not be done until after a few visits to the store.
- Hedonic Browsers – This group does not have a clear intention when they enter the store but rather get different stimuli from the environment in the store to make a purchase.
- Knowledge-Building visitors – These are the consumers which only collects information from the store but never make a purchase regardless of the efforts done by the store to have a stimulating environment.

It can be beneficial for online stores to divide their customers into these target groups since the stores can get information to understand how their customers behave during the browsing and searching process. The online purchasing behavior of the potential customer is essential to understand what causes generally low conversion rates. If we connect the behavior to certain types of consumers according to Moe and Fader's (2004) approach it is possible to see which website design strategy that is most appropriate for a certain webpage and to whom the advertising is suitable to target. The online stores could do this in order to increase the conversion rate and in turn increase their profits.

2.3 The Two-Factor Theory

The two-factor theory (also known as the motivation-hygiene theory) is a theory developed by Frederick Herzberg in the 1950s and 1960s. It was originally made to understand employees and what makes them satisfied with their working situation and satisfaction creates in turn motivation. The base of the theory is that Herzberg came to the conclusion that "the opposite of job dissatisfaction is not job satisfaction, but no job dissatisfaction". By this Herzberg means that factors that are creating job satisfaction are different from the factors that cause job dissatisfaction. The feelings of satisfaction and dissatisfaction at the workplace are not the opposite of each other. (Herzberg, 1968)

Zhang and M. von Dran (2000) are using the two-factor theory in their study regarding website design. In their study they have used motivator factors that correspond to what adds value to the website beyond the basic functionalities which visitors take for granted and thus creates user satisfaction. An ex-

ample in an online apparel store with many different kinds of clothes could be to have a video with models showing suitable combinations of garments which match one another. Hygiene factors are distinguished in form of functionality of the website and the service of the store. The key is to avoid frustration and dissatisfaction by the user since these are common reasons to why a user leaves a website. The absence of functionality and serviceable is according to Zhang what causes dissatisfaction. Examples of hygiene factors in this sense are live links which do not function properly, and shopping carts which do not update automatically.

Zhang et al (2000) further explain that a stimulating and visually pleasing website encourage users to visit the website again. Zhang et al (2000, p. 1256) also explains it very clear by stating:

"*Like (or satisfaction) and dislike (dissatisfaction), are two different things rather than two values of the same dimension*"

Zhang et al (2000) further explains that usability and likability of the website are two different goals for the retailer and does surprisingly not always correlate. When a website is easy to use that does not necessarily mean that the user also like the site. Due to this fact, the online retailers need to make tough decisions in the outlay of the website design, whether they should focus on usability of the website or if it should be likable but risk that some visitors find it complex. This area is therefore in need of further investigation since it is difficult for online retailers to choose the correct balance between the two which will result in satisfied customers that also wants to revisit the online store.

We will use the Two-factor theory to investigate what factors that are most important in the first impression when visiting the website, in other words satisfying and dissatisfying features on the front page of the online clothing store.

2.4 Research Questions and Model

- What factors in terms of website design and its features are mostly correlated (if correlation exists) with an increase in the conversion rate for e-stores selling clothes and accessories targeting men?
- Which factors of a website's design and structure is considered most important according to the survey?
- Is our self-constructed version of the AIDA model applicable in terms of website design and usability when determining factors that are related to the intention to purchase? Or how does the model look in reality?

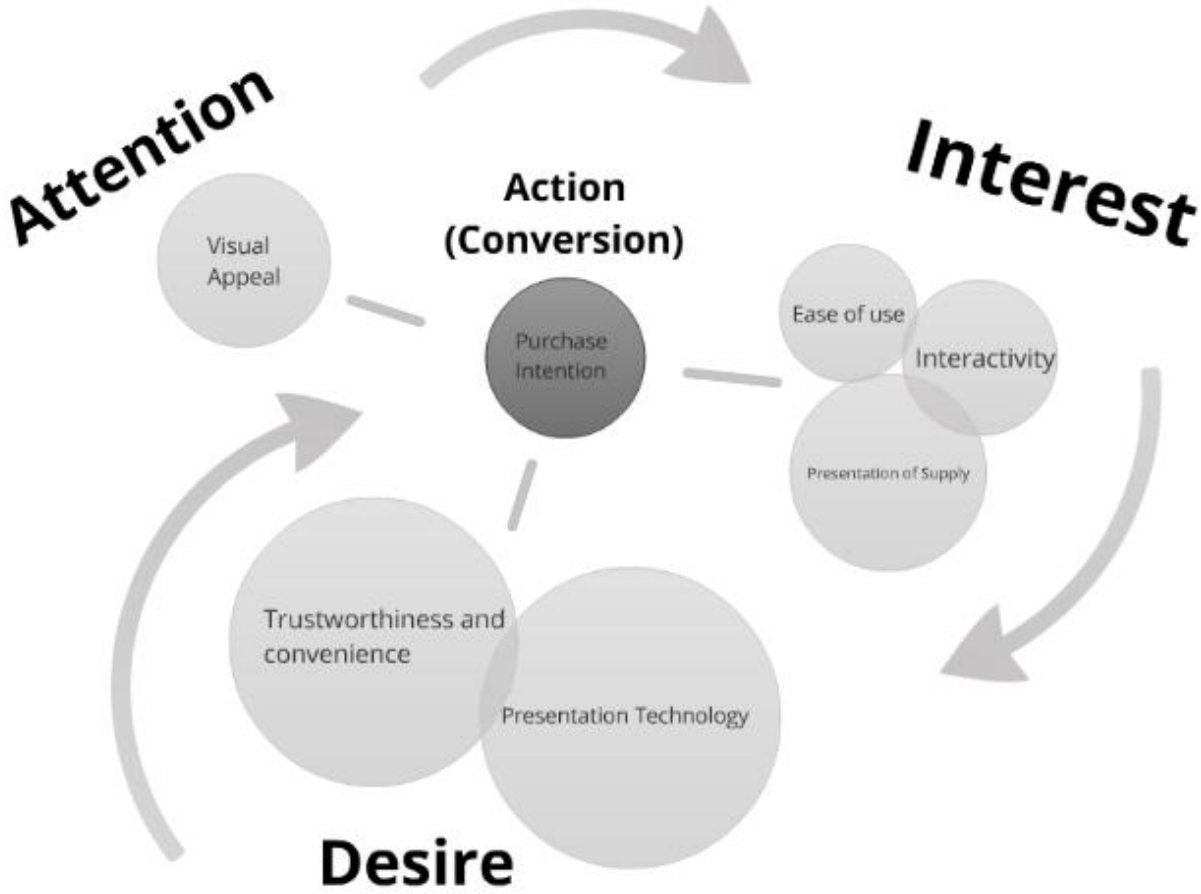

Figure 2.3: AIDA/features collaboration model. (Own construction from combining sources' features)

This model is demonstrating how we perceive reality with the help of the theoretical framework. In the analysis we will make a new model according to how we perceive the results. It is a self-constructed model with the AIDA model as a basis, and the frame of reference to support the different independent variables (gray shaded bubbles).

3 Method

In this chapter the working procedure will be presented. The approach and the different methods and calculations for the empirical data will be thoroughly explained.

3.1 Research Method and Design

The research design that we chose to follow when designing and interpreting the survey is described in the figure below and the procedure has been developed by Forza (2002). We consider that it is beneficial to use a procedure that has been proved to be functional in previous studies.

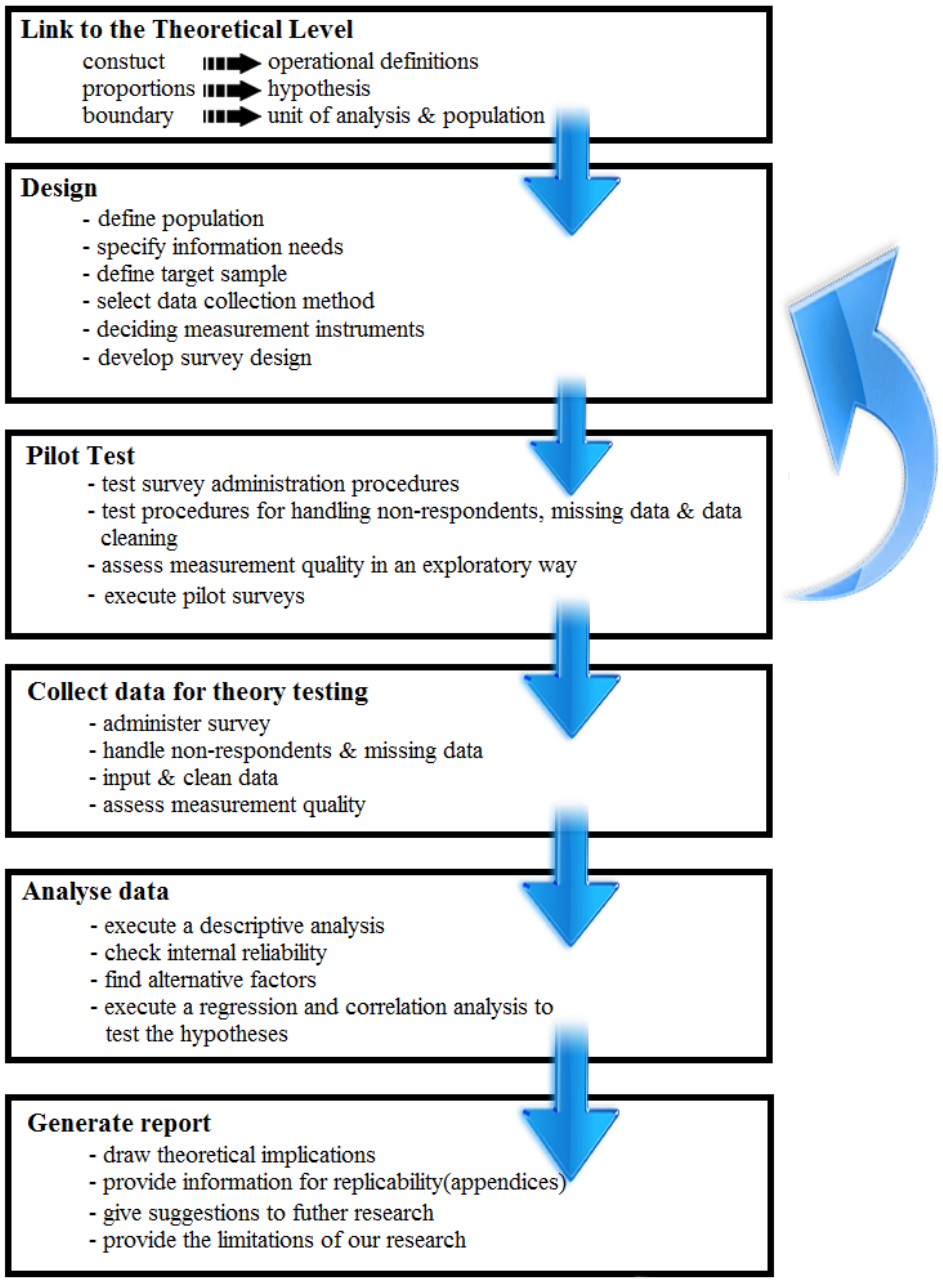

Figure 3.4: "The theory-testing survey research process". Partly self-constructed, and partly influenced and cited by Forza (2002, p. 157).

This is according to Forza (2002) a theory-testing survey research process and should be suitable for a thesis which is using a deductive approach, a theoretical framework as a keystone and a survey as the main empirical resource. We therefore believe that Forza's research approach should be suitable for us to get influences from. We have based our model (Figure 2.3) on previous research in form of combining well-developed studies to find a number of features (Table 2.2) or categories that are important to consumers who shop online. We have also specified a number of hypotheses that will be rejected or not rejected in the analysis in order for us to test if the theories that made our model are applicable to Swedish men. (Malholtra & Birks, 2007; Cohen & Manion & Morrison, 2007).

The approach that we have chosen for the research is to use a quantitative research. When the researcher uses a quantitative approach then he or she is creating specific claims for developing knowledge according to Creswell (2003). The researcher creates hypotheses and questions in order to investigate these through a collection of data (from experiments or surveys for example) and a statistical analysis of these. We have chosen to have a quantitative investigation as our primary source of data for our empirical research since it is suitable in order for us to find answers on our research questions. In order to get a broad picture of men's behavior when making purchases in apparel stores online, it is necessary to have a large sample size of our target market to get a representative collection of data. It would not be suitable without a sample which is large enough since it would not be supported that the attained specific factors are representative for all men who are purchasing clothes online, and the uncertainty of the statistical analyses would increase.

3.1.1 Sampling

The target population for our sample is males between 16 to 34 years of age and males that have been purchasing goods and/or services online one or more times in the past. The study will be sent to Stayhard's customer database and since a database is used, it automatically means that a non-probability sampling technique is used. The non-probability sampling technique that will be used is the so called convenience sampling, which usually is used when respondents happen to be in the right place at the right time, such as members of organizations and forms of e-mail and internet surveys (Malhotra & Birks, 2007). Convenience sampling is according to Malholtra & Birks (2007) not theoretically meaningful to generalize to any population but on the other hand it can be used to get ideas, insights and hypotheses.

We sent our survey to Stayhard's database and to our Facebook circle of acquaintances. The vast majority of these should be males from 16 to 34 but we have questions in the survey providing the possibility to only get the results from participants who corresponds to being part of our target group in order for the survey to be representative. Stayhard sent the survey to their database by e-mail in order to get a sample size which is large enough according to Cohen at el. (2007) and Malholtra and Birks (2007). Cohen at el. (2007) argues that the larger the sample, the greater is the chance of it being representative. However, since we had Stayhard's customer base and the participants from Facebook with people who are much narrowed towards our group of interest and therefore the sample size of at least 100 respondents was enough to primarily do the necessary correlation analyses (Borg & Gall, 1979) although with a relatively low confidence level, which will increase the uncertainty of the results. Cohen at el. (2007) provides a chart where a sample size is suggested under the terms of specific levels of confi-

dence intervals. Since the variation in the age of respondents was not significant we decided that a representation for all men in Sweden (a number of 4 726 834 according to Statistics Sweden, 2011b) could not be done for the population. We decided that it would not be representative for all men between 16-34 years in Sweden (1 133 262 according to Statistics Sweden, 2011b) either. According to Statistics Sweden (2011a) there are 41 percent of all men, between 16 and 34, who have purchased "clothes or sport items" online during 2011. The population is not entirely exact since "sport items" are included as well but in the lack of more precise statistics we will use this number because it is the closest available. However, the actual number of men would in that case be 464 637 and this is the actual population of this study since everyone who is on Stayhard's database have purchased clothes online at least once and therefore correspond to the population calculated from Statistics Sweden. Since we also have respondents from Facebook, we decided to remove those who chose "Never" (Appendix A: Figure 2, Q4) to the question if they had bought clothes online before. We did this to keep our population size and because respondents who never have bought a garment or accessory online cannot possess an opinion regarding the buying process and the clothing website's characteristics/design if they never executed such a procedure.

Cohen at el.'s (2007) chart tells us that with a population of almost 500 000, and if we want a confidence level of 95 percent and a confidence interval of 5 percent, that gives us a sample size of 384. Then our survey would need to get a response rate of almost 3 percent. That response rate was not possible to achieve though, probably because of the lack of incentives for respondents to complete the survey. Furthermore, the kind of problem-solving research that we were focusing on, Malholtra and Birks (2007) suggests a minimum sample size of 200 respondents and the typical range is between 300 and 500 which indicates that the professionals in the area have the same comprehension of sample size in this kind of study as us. Combining these sources concerning the sample size of the survey, we have come to the conclusion that it is reasonable to have around 300 responses in order to achieve credible results. However, it should be mentioned that Cohen at el.'s (2007) chart is for random samples and since we do not have a random sample; the sample size does not need to be as large to still be able to draw conclusions, although with a high uncertainty. Since we received 127 responses we will use a confidence level of 95 percent and a confidence interval of 8.7 (see figure 3.5). The reason to why we decided to choose Stayhard's data base of customers as participants of our survey was because we want answers from men who are interested in online clothing selling in one way or another. If we would have sent the survey to men without any kind of selection then we believe that we would get a large number of answers from participants who do not understand the questions and not give applicable answers for the purpose of this investigation. The part of the sample of Facebook users does also apply on this image of suitable respondents. There would be a risk that a portion of the participants who have not even visited online clothing stores will still complete the survey without being thoughtful and the results of the survey could in turn become distorted.

The main purpose with this study was to find which categories of features on websites that are most important to men in Sweden and we focused therefore, in our survey, on key aspects in the specific questions that reflects the features in a satisfactory way. The categories were in turn found through previous research. We have developed a number of statements that correspond to the categories in order to make it understandable and tangible for the respondents instead of difficult abstract definitions of the categories of features.

3.1.2 Pilot Surveys

We contacted a professional in the field in form of Johan Larsson who is a licentiate in business and administration at Jönköping International Business School to get feedback on the launched pilot survey.

A pilot survey was executed in order for us to find issues that could be problematic when analyzing the results of the final survey. Cohen at el. (2007) points out a number of aspects that needs to be taken into consideration and can improve the quality of the survey, and one of them is the execution of a pilot survey. Furthermore, Malholtra and Birks (2007) even states that a questionnaire should not be launched before a pilot-testing has been done. Our pilot survey was answered by 28 males who were between 16 and 34 years old and the respondents are therefore from our target population as Malholtra and Birks (2007) suggests. The pilot survey was executed by sending it to people who were within the population who we believed could give us constructive criticism if needed. Cohen at el. (2007) underlines the importance of feedback on layout, attractiveness, complexity, question format and length. We got feedback on the vague difference in meaning between the alternatives "somewhat disagree" and "disagree", and "very important" compared to "extremely important". Therefore we changed to a scale, from 1 to 6, in order to avoid issues with respondents comprehending answering alternatives differently. We looked at the time it took for participants to finish the survey and we did not see any problems with the length of the survey. We used an even number (1-6) on the scale of the final survey because it was indicated during the analysis of the pilots that if we used an odd number scale (e.g. 1-7) then respondents tended to be drawn to the center (4) if they did not want to make a stand for various reasons. Since we used the scale from 1 to 6, we forced respondents to think through the questions and at least be slightly towards the selection 1 or 6 and remove the option of being neutral. We believe that consumers always have some kind of standpoint or opinion about all issues and that is why we chose this approach.

The pilot survey we sent to our friends was made in English and we had some illogical results, which made us think it could be due to the fact that the survey was done in English. The unsatisfactory results were for instance, low Cronbach's alpha scores for the different independent variables (Visual Appeal, Ease of Use, Presentation of Supply, Interactivity, Presentation Technology, Trustworthiness and Convenience). And since the Cronbach's alpha scores were that low we wanted to try the survey in Swedish on Swedish people. We added explanations of every question so that the chances of misinterpretation would decrease and also rephrased the dependent variable with a wording that was easier to understand. The second pilot survey was then sent to Stayhard's fan page on Facebook in Swedish (around 13 000 fans in 2012), where we received 49 responses (with a surprisingly low response rate of 0.377 percent). The changes were successful and the Cronbach's alpha scores were satisfying in all categories.

We also conducted statistical analyses in SPSS related to correlation between the independent variables (categories) and the dependent variable (intention to purchase). The statistical significance of the regression analysis was not satisfying and we therefore needed to find a solution. We used two questions together with the dependent variable of intentions to purchase, asking about intentions to buy impulsively and intentions to revisit the website in terms of website design and structure. Simply because they should be quite correlated with each other, and if the internal reliability between the three is satisfying, then it is reason to believe that the respondents actually perceived the question as we expected. On the

other hand, we were aware that it could give a poor effect instead. The respondents could end up just comparing those questions with each other and not keeping in mind that the previous standpoints they had when answering previous questions.

3.2 Reliability and Validity

"Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made." (Malhotra & Birks, 2007, p. 357)

In order to assess reliability Malhotra and Birks (2007) are suggesting three different approaches; *test-retest reliability, alternative-forms reliability* and *internal consistency reliability*. We chose to check the reliability of our study with the internal consistency reliability approach, where we calculated the Cronbach's alpha between the independent variables that were supposed to measure the same matters. In order to get a score of Cronbach's alpha that is satisfying it needs to be 0,6 or more to be able to say that they in fact are measuring the same matters and thus could be placed in the same category. (Malhotra & Birks, 2007). For example, the category of "Visual Appeal" consists of four different questions. We used the Cronbach's alpha to check the internal reliability between these questions and for all the other categories as well. Further discussion about internal reliability is found in section 3.6.2.

Each of these categories (independent variables) has been found to be used in published scientific journals and articles where the dependent variable has either been purchase intentions or satisfactory usability. It was very important for us to get satisfactory Cronbach's alpha scores on each and every category since we designed the wordings of the questions ourselves and ultimately be able to have ground for even being able to use those questions as categories or factors. Although we were highly influenced by other studies using the same independent variables as we ended up using. The independent variables can be found in Table 2.1 in section 2.2.

One of the main reasons to why we decided to conduct two pilot studies was because the absence of good internal reliability. In the second pilot study when we had made some necessary changes, the Cronbach's alpha was satisfactory in all of the independent variables categories.

Validity could be defined as the relevance of collected data for the given problematization and/or the measuring device's ability to measure what it aims to measure (Thunman & Wiedersheim-Paul, 2007). Validity as such could be broken down into subcategories of *content validity, criterion validity* and *construct validity* (Malhotra & Birks, 2007; Thunman & Wiedersheim-Paul, 2007).

To ensure content validity we have been using secondary data in scientific journals and articles as groundwork for the independent variables that have had satisfactory results in other studies. In terms of criterion validity we decided to have a question in the survey regarding the intentions to revisit the website if the design of the website and the features are satisfying in order to see if that has relation to the dependent variable of intentions to purchase. Construct validity is in this case closely related to the content validity where it is ensured to be present in the theoretical framework where the independent variables have been proven to be satisfactory in previous studies.

3.3 Model and Hypothesis Creation

As explained in the frame of reference the AIDA model is used to describe the different steps one goes through when making a purchase. As it is an easy model to understand, and we believe that the consumer goes through these steps even when making a purchase online, we decided to use it in our study. Before clicking the confirmation button of a purchase one has been exposed to various features of the website and its design.

The different independent variables in figure 1 (gray shaded bubbles) that have been chosen for our study are found in other scientific journals as independent variables when measuring usability or purchase intentions. The variables are also meant to intertwine with MUG, which is a usability guideline for websites that Microsoft has developed and has been used as a mainstay for several previous studies (Nathan & Yeow, 2010; Venkatesh & Ramesh, 2006). MUG works as a value criteria to help assess website usability. Every variable in our study can be related to a variable and an explanation in the MUG, but the reason to why we have not copied and used all of them is because the criteria is not likely to be equally important across all different types of users and websites (Agarwal & Venkatesh, 2002). Therefore we have chosen to pick out the variables that are mostly used in the same context and most relevant for our problematization according to our observations.

As for the AIDA model, we have identified the stages a customer goes through when making a purchase, which is to get *attention,* hold *interest,* arouse *desire* and obtain *action* (Kotler et al, 2005). We have put the different independent variables into the stages where we believed they fit according to our own logical reasoning and it is either rejected or not rejected in the analysis.

3.3.1 Attention

"Visual Appeal" refers to first impression, color and brightness and is something you obviously will be exposed to in the first step of your visit on a website. Therefore it is put under the stage of "Attention" in the AIDA model. We believe that the "Visual Appeal" is of importance for making a purchase, and that it is significant for holding interest in the purchasing stages. Hence, the two following hypotheses are created as follows:

H1: Visual Appeal has a significant relationship with the intentions to purchase

H2: Visual Appeal has a significant correlation with the variables in the section of Interest in the AIDA model

3.3.2 Interest

In the next section in the model, in the section of "Interest" we have put "Ease of Use", "Presentation of Supply" and "Interactivity". The reason to why we put "Ease of Use" under "Interest" is due to the fact that one has to be able to navigate on the website and relatively easy find what you are looking for, otherwise there is always a chance you will get irritated and leave the website. For instance, Siekpe (2003) carried out a study where he found the importance of not getting irritated when entering a website, in order to be able to create positive attitudes towards the website.

"Presentation of Supply" is also put under the section of "Interest" in the AIDA model, due to various reasons. As Ducoffe (1996) explained, informing consumers about products is essential to get people to

purchase and to yield satisfaction. In order to get the people to purchase, there need to be information about products, product range and further information in terms of how trustworthy the clothes are presented by the models on the website together with an outfit and other clothes to get a fair picture of the e-store's breadth as well as depth.

"Interactivity" is also put in the section of "Interest" in the AIDA model, the reason to this is because one could lose his/her interest if they are not able to get answers in real time from representatives from the e-store in terms of live chat, or fast replies via e-mail, or looking at customer reviews of the different clothes and accessories. We also believe, when the section of Interest is satisfied, a desire of making a purchase is created. Hence, the following hypotheses are created.

Hence, the following hypotheses were derived as follows:

H3: Ease of use has a significant relationship with the intentions to purchase

H4: Presentation of Supply has a significant relationship with the intentions to purchase

H5: Interactivity has a significant relationship with the intentions to purchase

H6: Ease of use, Presentation of Supply and Interactivity are interrelated in the process of creating a desire to make a purchase

H7: Ease of use, Presentation of Supply and Interactivity have a significant correlation with the variables in the section of Desire in the AIDA model

3.3.3 Desire

"Presentation Technology" of the website in this case, where we are looking at e-stores selling clothes and accessories online could be seen as an extended version of "Presentation of Supply". In order to convince the buyer to a purchase, every website is showing their products in different ways. But the more ready the technology is in terms of for instance; videos, being able to turn the clothes/model in a 360 degree setting, or similar, logically the more details of the products the customer is exposed to.

We believe it is more likely that a customer will have higher intentions to purchase the higher the readiness of "Presentation Technology" there is and that the technology being used is representing an extended part of being informative and thus is a part of the section "Desire".

The last independent variable, "Trustworthiness and Convenience" of the website, refers to questions regarding privacy and the feeling of security when giving out credit card information and other personal related information. Slyke et al (2002) is using trust as a dependent variable in their study and finds a direct relationship between trust and intentions to purchase. Slyke et al's (2002) findings together with our own understanding that one starts to worry about giving out credit card information etc. when one has strong intentions to purchase we decided to put "Trustworthiness and Convenience" in the section of "Desire".

The hypotheses we have derived from "Desire" are as follows;

H8: Presentation technique of the website has strong relationship with intentions to purchase

H9: Trustworthiness and convenience of the website have a strong relationship with the intentions to purchase

H10: Trustworthiness and convenience and the Presentation technology of the website are correlated with the section Action in the AIDA model

3.4 Survey

We created and executed the survey with Qualtrics which is a well-known software program used in which you can perform basic analyses and export the data to SPSS. In the description in the beginning of the survey we have been as concise as possible to avoid potential respondents to leave the survey because the workload was too large to complete the survey. We also ended the description with a question in order to have respondents starting to think about the issue and the purpose is that the question should be in the back of the respondent's head throughout the completion of the survey. In the 1st question (Appendix A; Figure 1: Q1) we ask for gender in order to make sure to be able to separate males in the analysis, even though we sent the survey to Stayhard's database, they still have some customers who are women, and therefore we had to be able to do this distinction.

In the 2nd question (Appendix A; Figure 1: Q2) we asked for the age of the respondents and we divide the answering alternatives from 16-24, 25-34, 35-44 and 45 or older. The reason to why we choose to have participants from 16 years and older is first of all because citizens are allowed to be responsible of money that he or she has earned him- or herself by working according to Swedish Law (Föräldrabalken, 9 kap. 3 § FB). However, children below 18 years are allowed to make purchases, with money that they have not earned through their own work, with the permission from the guardian (which is in most cases the parents) and it is therefore appropriate for us to start from 16 year olds (Föräldrabalken, 9 kap. 3 § 2st FB). Statistics Sweden (SCB) is also starting from 16 years olds in their investigation which specifically concerns how Swedish citizens shop online which also make our choice credible (Arrhenius, 2010). We have also checked that it is possible to apply for a Visa card in Sweden from when you are 16 years old and thereby be able to make purchases online (Handelsbanken, 2012). According to the marketing department of Stayhard it is most common that males buying clothes online are not older than 34 years, but we used the range of 35-44 years and 45 or older to be sure that this was the case. We also did the splitting between 24 and 25 years because almost 90 percent of the swedes above 25 have moved from their family's residence to their own residence and they also have their own sustentation (Statistics Sweden, 2008). We also chose this classification since Statistics Sweden is continuously using it (16-24, 25-34, 35-44 years etc.) although our population is from 16 to 34 only.

In question number 3 (Appendix A; Figure 1: Q3) we have asked for computer skills of the participants in order to have a variable that we can compare to especially the "Presentation Technology" feature to see if it is only advance users who appreciate these kinds of new technology on a clothing website. In question number 4 and 5 (Appendix A; Figure 1: Q4 & Q5) we asked for how frequently the participants buy and browse for clothes to be able to do correlation analyses, for example if the "Ease of Use" factor is especially important for consumers who do not make purchases often or seldom. Question 6 (Appendix A; Figure 2: Q6) is about income and its purpose is to be able to separate high-incomers from low-incomers and their relation to the different features. It is also important to do this differentiation since Stayhard is an online store which mostly sells rather expensive clothes and we needed to investigate whether there were only high-income earners as participants in our survey. Ques-

tion 7 (Appendix A; Figure 2: Q7) has a similar purpose as question 6, we wanted to see if those who spends a lot on clothes prioritize differently.

It is important to underline that these first 7 questions are not to be included in the central part of the analysis since it has nothing to do with the correlations between the different categories and the question of intentions to purchase. These questions are present in order to create a broader groundwork for deeper analysis in the central parts of the thesis and to be able to remove respondents who do not fit into our population.

Question 16 (Appendix A; Figure 4: Q16) have the function of being a dependent variable and question 8 to 15 (Appendix A; Figure 2-4: Q8-15) will be tested towards the dependent variables whether there are positive or negative correlations. The questions within the independent variables of question 8 to 15 have been formulated to fit as accurate as possible to the categories they belong to. The questions have been derived via influence from other scientific journals and articles that have been using the same independent variables (see table 2.2). Also, in order to check that people are observant and are answering the questions consistently we put a question under the category of "Visual Appeal" (Appendix A; Figure2: Q8) asking whether or not it was important that celebrities were presenting the products on the website. The question itself was taken out of context, but still had some relation to the category itself, in order to be able to see if people answered accordingly, meaning that the answers should differ to the others in the same category. Furthermore, with Question 16 (Appendix A; Figure 4: Q16) we wanted to test if the factors found in the theoretical framework reflects the empirical results or not. We were also trying to clarify how important the participants thought that a website's design, features and characteristics are after they have gotten an understanding in the subject. We also wanted to see what factors are most important to make a purchase. In other words, find out if this affects the conversion rate, and to what extent (in terms of correlation). At this point the participants did not know what we actually meant with "design, features and characteristics", that is why we also had these questions in the end instead of having them in an early part of the survey. Questions 17 and 18 (Appendix A; Figure 4: Q17-18) works as questions to control for the dependent question to see if the respondents understood its function.

We will use the hot spot map (Appendix A; Figure 5: Q20) to find what parts consumers see as important on the front page of an online clothing store. Since Stayhard has a recently launched website which includes most of the features that an online clothing store could have as a front page, we therefore thought that it would be an appropriate example to use, and also natural since we partially sent the survey to Stayhard customers. The hot spot map is in the end of the survey so it will not affect the participants' opinions in the previous questions. We will relate the results from the hot spot map to the Two-Factor Theory to see what aspects of the front page those are dislikable (causes irritation) and which parts that are likeable. The ranking will also work as an indication if the answers (mainly the means) from the features of questions 9-16 (Appendix A; Figure 2-4: Q9-16) are reliable.

3.5 Removed Responses

Since there were a number of women who answered the pilot study, we decided to keep the question regarding gender (Appendix A; Figure 1: Q1) even though we have been clear to our respondents that the survey only targets men. It turned out as expected and we received completed surveys from 7 wom-

en, and we removed these. We also received 10 surveys which were completed according to Qualtrics' classification (which only means that the respondents have pressed the send button below the last question, the hot spot map), but all of these 10 respondents failed to put an answer to all questions in the survey. We therefore removed these as well in order to avoid errors and unreliable results in SPSS. We also had a number of respondents (14) who could not/missed to answer the rank question (Appendix A; Figure 4: Q19). Furthermore, we had 51 respondents who did not press any sections on the hot spot map (Appendix A; Figure 5: Q20), in most cases because it was not possible to do that on a smart phone, and a number of respondents used their phones to fill in this survey. Qualtrics should come up with a conclusion to that particular issue. However, we decided to keep those surveys without the rank question and without the hot spot map since these are not connected to the other parts of the survey in a way which invalids the results as a whole. In addition, these surveys do not affect the validity of the rank and hot spot results per se, because the surveys which do not contain an answer on these questions do not affect the result either positively or negatively.

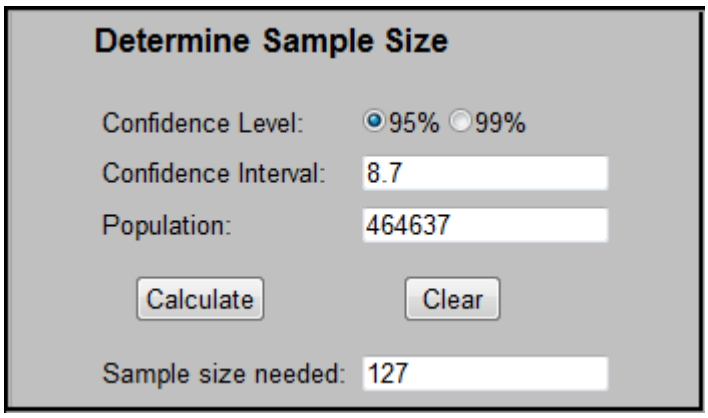

Figure 3.5: Determined confidence level and interval with the achieved sample size (Creative Research Systems, 2012)

Figure 3.5 shows our confidence level and interval with the sample size that we got. The confidence interval is slightly larger than generally recommended, however, statistical analyses always have uncertainty and we will be able to draw intriguingly conclusions regarding men's characteristics when purchasing in online clothing stores.

It should be mentioned that 259 people actually started doing the survey but failed to complete it. The reason to this might be as we stated before, a lack of incentives, but also because the survey was relatively long. As we tested the pilot studies on friends who all completed the survey, it was hard to predict that the survey might have been a little too long.

3.6 Analytical tools

The analysis part of the study was carried out with the help of the statistics program called IBM SPSS Statistics.

3.6.1 Descriptive analysis

The descriptive analysis is not a central part of the analysis of the report. It should be seen as an overview of the results of the survey and lay the foundation for the Factor, Regression and Correlation analysis in order to make these parts easier to understand and follow. Every question of the survey is brought to light to transmit what the results of the survey told from a descriptive perspective and some conclusions that connect to the conversion rate and referrals to the theoretical framework will be presented.

3.6.2 Internal reliability

In order to do analyses with the own-labeled categories and for even use them as categories the reliability had to be checked. As it is briefly explained in "3.2 Reliability and validity" the method that was used to check for internal reliability was to check the Cronbach's alpha (hereinafter called CA) of the questions together that were placed under the same category. The hypotheses cannot be answered before the categories / factors are reliable since the correlation between them and the dependent variable(s) are the main focus of the study. The reason to why internal reliability is given a great deal of space in the analysis is simply because we have constructed these categories / factors ourselves derived from the theoretical framework. Thus, one needs to know the extent to which the different categories / factors are measuring the same matters.

3.6.3 Factor analysis

The CA scores were not as satisfying as they were in the second pilot study and therefore a factor analysis was conducted in order to see how the questions relate to each other through underlying factors. The factor analysis will be used as a means to further understand the relationship between the independent variables and how they relate to each other. In other words, the goal was to see if the relationship with the intention to purchase would give more satisfying results. As the CA scores were somewhat low in some of the original categories where four of them were just below the acceptance level of 0,6., Therefore a factor analysis was conducted in order to see if the new factor loadings made any logical and theoretical sense. According to Malhotra and Birks (2007) and Sundell (2011) the factors that are credible for analysis are those with an Eigenvalue of 1 or more. It is further explained in both sources that one should use the "Rotated Component Matrix" when interpreting the different factors and its underlying meaning. Also the factor loading scores that one should measure from is from "0.3" – "-0.3", meaning that when a question is within that range they belong to that specific factor in some way. Also, the factors extracted in the factor analysis need to at least explain 60 percent of the total variance to be accepted as valid for further interpretation (Sundell, 2011).

3.6.4 Regression and Correlation

This is the main part of the analysis since most of the hypotheses and research questions are related to correlations between the predetermined categories and the intentions to purchase. The calculations that will be made through correlation and regression analysis are the following:

- The categories relationship with the intention to purchase
- Correlation between the new categories extracted from the factor analysis
- Using the independent variables alone to check the relationship with the intentions to purchase
- Correlation between the different categories
- Correlation between the new categories and the intention to purchase

Furthermore, the correlation coefficient that is being used when trying to identify relationship between variables is ranging from -1 to 1 and there is no rules telling the researcher what value is a good correlation. It all depends on what one is measuring and it is up to the researcher to decide what is good and what is not (Sundell, 2011; Kufs, 2010). The correlation of 0.3 – 0.6 accounts for everything between 9 and 36 percent of the total variance, which in this study will be considered as a relationship, although not considered a strong relationship (Kufs, 2010). In order to be able to do analyses on the categories, the variables in the independent categories were computed together as one. For example, the five questions regarding ease of use were computed as one variable together called "Ease of Use" in the analysis. This was done on all the different categories.

4 Empirical Findings and Analysis

In this part of the thesis the results are presented together with the analysis. The most important parts of the findings in the analysis will be further discussed in the subsequent chapter "Discussion and Conclusion"

4.1 Descriptive Analysis

The age classification (Appendix B: Q2) of the survey was satisfactory as a total of 95.8 percent of our participants were between 16 and 34 years old. Only 1.4 percent was above 45 years old which indicate that there was no need for a fourth classification of those participants. In accordance with our chosen population (see section 3.1.2) we chose to remove respondents who selected age "35 to 44" and "45 or older". The total of 4 respondents between "35 and 44" was removed and those 2 respondents who were "45 or older" were also removed. We then can see that there is an almost equal amount of respondents who are between 16-24 (49 percent) and 25-34 (51 percent) who participated (see figure 4.1), and this is a good spread since we want our results to represent the entire age group of our population. However, we also understand the possibility that the majority of the respondents could be around 24-25 and few close to the 16 and 34 marks. A comparison between these age groups is of interest in order to understand if there is a difference between the age groups and if online clothing stores should adapt their website to either one of them to achieve a higher conversion rate.

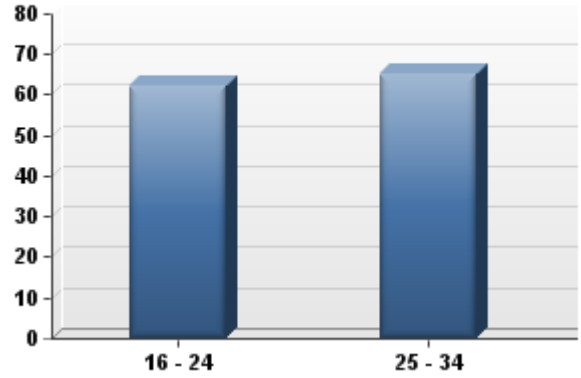

Figure 4.1: "What is your age?" (Constructed from the survey in Qualtrics)

Age * Intentions to purchase: Affected by design, structure and properties Crosstabulation

Count

		Intentions to purchase: Affected by design, structure and properties						
		1	2	3	4	5	6	Total
Age	16 - 24	0	1	10	19	20	12	62
	25 - 34	1	1	8	18	22	15	65
Total		1	2	18	37	42	27	127

Figure 4.2: Crosstabs: Intention to purchase divided by the age groups (constructed from the survey in SPSS)

In figure 4.2 we can see that age does not make a large difference when it comes to the general intention to purchase by being affected by design, structure and other properties. This is important information since if there was a larger difference; e-tailers could find it advantageous to make further investigation in that specific age group by more research. Now we do not need to recommend such a deviation and online clothing stores should focus on other issues than age if they are targeting an age group within 16 to 34 years.

According to our study most young computer users have a high confidence in what they know regarding searching online. Question 3 (Appendix B: Q3) might have been unnecessary because of the very high mean value of 5.75 (a standard deviation of 0.64) and 81 percent chose the 6 out of 6 alternative (see figure 4.3). It is therefore difficult to find any tests where question 3 might lead to interesting results. In section 3.4; pt. 3 we highlighted that it would be of interest to examine if only advanced users appreciate "Presentation Technology". Because of the extraordinary high mean value, no such analysis felt necessary to execute.

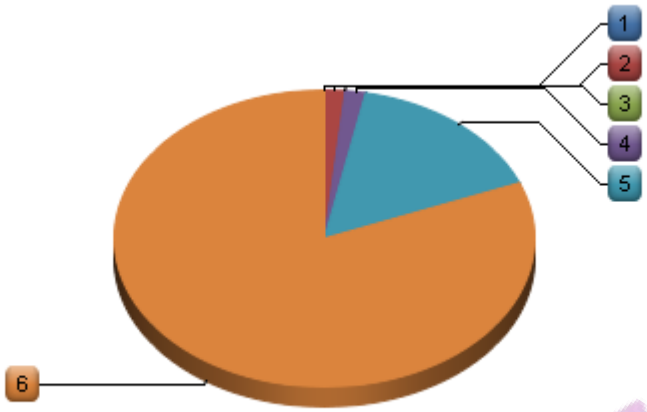

Figure 4.3: "I consider myself to be a skilled computer user in general and I have no problems searching and browsing online" (1 = Strongly Disagree, and 6 = Strongly Agree) (Constructed from the survey in Qualtrics)

In question 4 and 5 (Appendix B: Q4 & Q5) we were aiming to see how informed the participants are regarding online clothing stores and we could conclude that it is common to browse for clothes but very few make frequent purchases. As many as 56 percent buy clothes or accessories less than once a month but as many as 92 percent browse for clothes or accessories once a month or more of the participants (see figure 4.4 and 4.5) (it should be added that these results are slightly bias because we removed those who answered "never" on question 5 as mentioned earlier). Therefore they should have a clear opinion and have thought about how they want an online clothing store to be structured. With this information we can also prove that there is potential within the market to increase the conversion rate, the question is what can be done to make the rate better for online sellers.

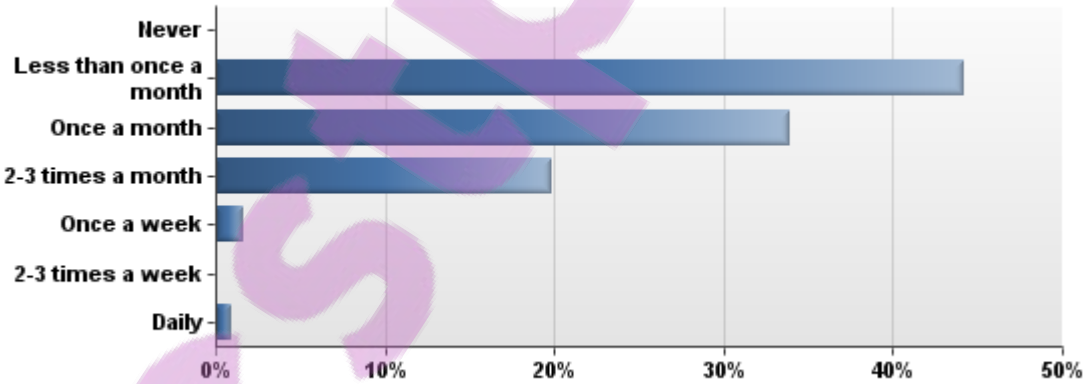

Figure 4.4: "How often do you buy clothes or accessories online?" (Note: whose who answered "Never" were removed) (Constructed from the survey in Qualtrics)

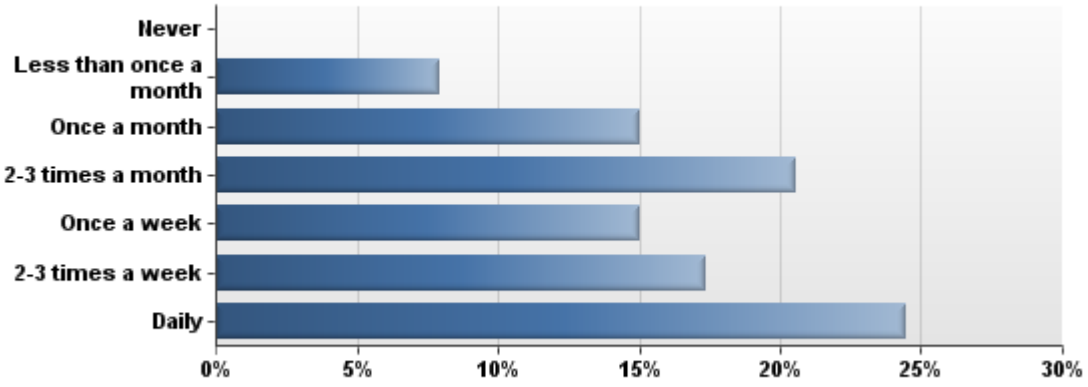

Figure 4.5: "How often do you browse for clothes and accessories online?" (Note: Those who answered "Never" were removed) (Constructed from the survey in Qualtrics)

The value of question 6 (Appendix B: Q6) is questionable since the mean is right in the middle (3.12) and the spread of income is even between all classifications between 0 and 40000 kr (SEK) with a high standard deviation of 1.55. However, we can assume that the participants are an even mixture of students and working men (see figure 4.6).

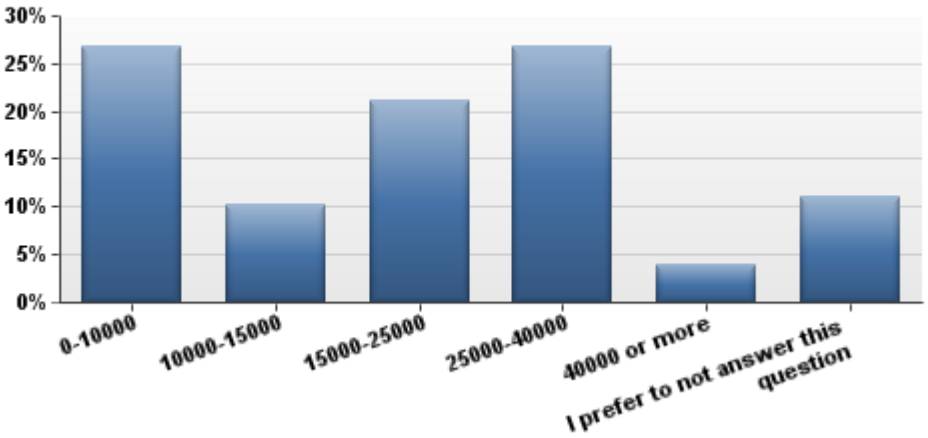

Figure 4.6: "What is your income per month in Swedish kronor (SEK)?" (Constructed from the survey in Qualtrics)

In question 7 we can see that the majority are spending an amount between 300 and 1500 kr (SEK) each month (see figure 4.7). We can also say that the majority of these are spending this amount during one single purchase, since 71 percent are buying clothes only once per month or less than once a month (as we can see in question 4, see figure 4.4). (Appendix B: Q7)

Furthermore, crosstabs analyses were also attempted between the income and intentions to purchase, intentions for impulsive purchasing and intentions to revisit a website. However, the statistical signifi-

cance and the chances of finding a pattern worth mentioning were too low for us to include these crosstabs in the analysis. What we could tell from the crosstabs (with very low statistical significance) though, is that income should have less relevance to whether Swedish men decide to purchase, from the influence of design, structure and properties.

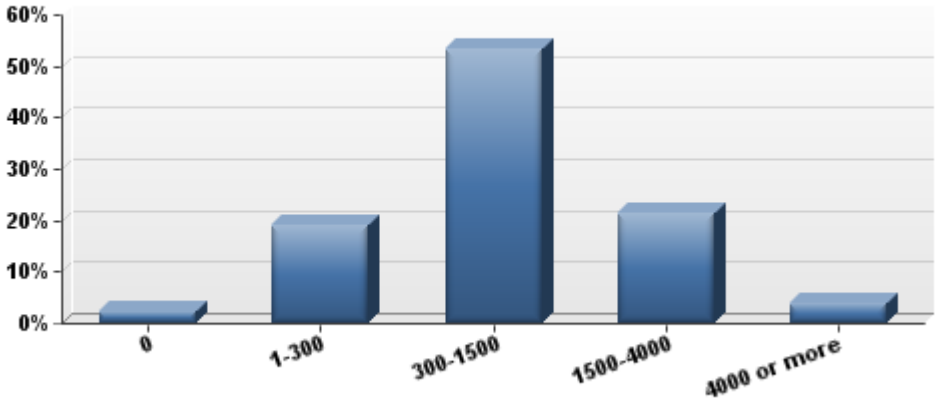

Figure 4.7: "How much do you spend on clothes and accessories online per month in Swedish kronor (SEK)?" (Constructed from Survey in Qualtrics)

Question 8 (Appendix B: Q8) tells us that the first impression of the website regarding "Visual Appeal" is very important for the participants, with a mean value of 4.89. Respondents also thought that the colors are relatively important with a mean value of 4.44 out of 6. Our consistency question about celebrities (see 3.4 Survey; 5th pt.) provided a satisfying result since our respondents seem to have acknowledged the question with a mean value of only 2.05. Consequently we can be quite certain that the respondents did not just keep selecting high values because they did so during the first "Visual Appeal" questions, and also that the majority made the survey with an active mind. However, the low mean score of the celebrities question per se can be interpreted that the respondents think that it is more important how the clothes are presented than who the persons are that presents them.

Question 9 (Appendix B: Q9) is the question regarding "Ease of Use" and we can quickly establish the importance of this factor with high mean values on all statements under this question. All statements except "Add-to-cart button" (a mean of 4.90) are above 5 with a low standard deviation. Also when we look at the ranking (Appendix B: Q19) we can see that the "Ease of Use" factor was the 2nd most important of the seven ones, which also indicates that respondents have been thorough when filling the survey and thus "Ease of Use" has to be considered to be important. The connections between the rankings and the mean values are further discussed in section 4.1.1.

Regarding questions 10-13 (Appendix B: Q10-Q14) we can see that according to the mean values it is important to present (Q10) the products well and to offer high security and convenience (Q13 & Q14) on the website. We can also further indicate with the ranking (Appendix B: Q19) that the respondents were consistent with the opinion of the importance of these since "Presentation of Supply" was ranked

to most important of the 7 categories and "Trustworthiness and convenience" was ranked as the 3rd most important. From the results we can see that it is not very important to provide features used for an interaction between customers and customers and the store. It is the same with promotional products, although these questions (Q11 & Q12) have a high standard deviation which means that the opinion among respondents differs significantly. The high mean value of the statements regarding credit card safety (a mean of 5.49) and the importance of security symbols (a mean of 5.12) contradicts what was found in the theoretical framework (see section 1.2.1; 4th pt.) that men are not as concerned as women about risks when buying online (Garbarino & Strahilevitz, 2004). The ranking (Appendix B: Q19) reflects the importance avoiding risks for men as well, since "Trustworthiness and convenience", as stated above, was the third most important factor out of the total seven. Question 14 (Appendix B: Q14) regarding the importance of quick delivery, which is also a part of the category "Trustworthiness and Convenience", is interesting to compare to the "free shipping" question. With a mean value of 5.06 (Appendix B: Q14) we can tell that it is considered to be even (although slightly) more important with quick delivery than free deliver. These could be considered surprising results, however, with a relatively high standard deviation of 1.03 shows that some, even though a minority, do not have high demands on fast delivery.

In Question 15 (Appendix A; Figure 4: Q15) we can see that many respondents are open to new kinds of technologies to present the clothes, although it is more important to be able to execute advanced searches (Appendix B: Q15). There is a complication though, in form of a very high standard deviation on all technology questions (from 1.28 to 1.54) and therefore can the reliability of these answers be questioned, probably due to our sample size.

Furthermore, we have the dependent variable question and the verification questions, questions 16, 17 and 18 in the survey (Appendix B: Q16-Q18). To analyze these questions independently is difficult and not of significant value for the report. In this part only a brief analysis is made and the main analysis of the dependent question can be found in section 4.4. Question 16 (the dependent question) has a mean value of 4.56 and a standard deviation of 1.07. Question 17 has a mean value of 3.96 and a high standard deviation which is 1.39. The mean value of question 18 is 4.61 with a standard deviation of 1.16. The general intention to purchase (Q16) and the intention to revisit a website (Q18) have very similar means and standard deviation which tells us that the design, features and characteristics of an online store have very similar impact on the respondents in terms of revisiting and going through with a purchase. Regarding impulsive buying (Q17), the design, features and characteristics are important but not to that extent. An explanation might be that some respondents think that price is most important when doing impulsive purchases. Furthermore, it can be connected to the fact that 49 percent of men only make purchases when they know what to buy, which is a large percentage compared to women (see 1.2.1; 2nd pt.). Respondents might also think that this is a question which is difficult to answer (regarding the high standard deviation) because what affects us to make impulsive purchases could be too subconscious to conceive. Moreover, further analysis of what is discussed in section 1.2.2 about impulsive buying behavior is disregarded due to the poor standard deviation the fact that it also shows illogical correlations with the independent questions. More information about correlations as such is found in section 4.4.

Regarding the hot spot map (Appendix A; Figure 5: Q20) it should kept in mind that, as mentioned before, that we did not receive as many answers. There were (127-51) 76 respondents who answered the hot spot map and therefore the uncertainty of what conclusions we can draw from it increases. The fashion tips field (nr 7) is the one with is most liked (52 pressed "on"), presumably because it is large and in the center of the front page, and also because if you want to buy fashion clothes online it is common to seek for inspiration. This can be connected to what was discussed in section 2.1.1; 8th pt. since men in Sweden do seem to be very concerned about being fashionable because of the fact that Sweden is considered to be a feminine country according to Hofstede (An & Kim, 2007, p. 187). Swedish men feel that they need to compete for women in the same way as females, in other words by look, to a higher degree than most other countries.

4.1.1 A Comparison between Average Mean Values and Ranking

Average Mean Values (the higher value the more important)		Ranking (the lower value the higher ranking)	
Ease of Use	5.27	Presentation of Supply	1.88
Trustworthiness and Convenience	5.16	Ease of Use	1.91
Visual Appeal	4.41	Trustworthiness and Convenience	2.07
Presentation of Supply	4.38	Visual Appeal	2.12
Presentation Technology	4.16	Presentation Technology	2.47
Interactivity	3.47	Interactivity	2.67

Figure 4.8: Average Mean Values vs. Ranking (Self-constructed chart)

In order to study if the respondents have been consistent during the completion of the survey and to investigate the trustworthiness of our survey to a certain degree, we have constructed a chart (Figure 4.8) where a comparison between the average mean values of each category and the ranking. With the chart we can also examine, to a certain degree, how well we have been able to explain what is included in each and every category. Even though few of the categories are at the exact same position on the chart, we can see a pattern of exact consistency in form of the bottom two ("Presentation Technology" and "Interactivity") in "Average Mean Values" are also the bottom two in "Ranking" (Figure 4.9). The reason to why "Interactivity" has gotten low values could be explained by the simple fact that these questions are bringing up features of a website that is not rather usual and thus one could say that the need is not yet created for those features, and ultimately leads to low values. There is also a consistency with the top four (Ease of Use, Trustworthiness and Convenience, Visual Appeal and Presentation of Supply) in "Average Mean Values", since these are also the top four in "Ranking". If we look at the categories individually, there is only one category which branches off significantly more than to the others, and that is "Presentation of Supply". The reason to this might be that the respondents comprehend the category or even the words within "Presentation of Supply" in a different way than us. It

could also be that the respondents do not think that the specific questions we asked under "Presentation of Supply" do not reflect their perception regarding the importance of the presentation of supply on an online clothing store website as a whole.

Average Mean Values (the higher value the more important)		Ranking (the lower value the higher ranking)	
Ease of Use	5.27	**Presentation of Supply**	**1.88**
Trustworthiness and Convenience	5.16	Ease of Use	1.91
Visual Appeal	4.41	Trustworthiness and Convenience	2.07
Presentation of Supply	**4.38**	Visual Appeal	2.12
Presentation Technology	4.16	Presentation Technology	2.47
Interactivity	3.47	Interactivity	2.67

Figure 4.9: Average Mean Values vs. Ranking (Self-constructed chart)

Since we have proven the importance of "Ease of Use" and "Trustworthiness and Convenience" we can see a connection to the section 2.7, regarding the Two-Factor theory. A discussion was made there where it was concluded that online retailers need to choose to focus on a usable or a likable website since the two does not always correlate and that these are two different goals. We would say that the factors "Ease of Use" and "Trustworthiness and Convenience" could correspond to what Zhang et al (2000) calls "usability" of a website and the "Visual Appeal" and "Presentation Technology" corresponds to "likability". We can see that "Trustworthiness and Convenience" and "Ease of Use" are both higher ranked and have higher mean values than "Visual Appeal" and "Presentation Technology". Therefore we can say that men who shop for clothes online find it more important to navigate smoothly and have a clear website, rather than advanced flashy features that might look appealing but makes the shopping experience more complex.

4.2 Internal reliability

As explained in section 3.2 "Reliability and Validity" we conducted two pilot studies prior to the main study in order to make sure that our categorization of the independent variables was justifiable in terms of internal reliability with Cronbach's alpha as measuring instrument. In the second pilot study they became satisfactory after we had made some necessary changes regarding the questions in terms of wordings and layout.

However, in the primary study we had to do the same calculations to see if the independent variables again had satisfying CA scores to see that the questions in the same category measured the same matters, in other words that the respondents interpreted the questions consistently.

4.2.1 Visual Appeal

The first category "Visual Appeal" had a CA score of 0.50 on 4 questions which as such would be classified as an unsatisfactory score. Although, as it is explained in section 3.4 we used a question that was partly taken out of context, but also could be related to "Visual Appeal", in order to control if the respondents were observant of that and answered differently to the other questions in the same category. When the question "Celebrities are presenting the products" (Appendix A; figure 2: Q8) was deleted the Cronbach's alpha would increase to 0,70 on 3 questions, which instead would be accepted as satisfying. Consequently, the substantial difference could easily be interpreted that the question about celebrities did not belong under the category of "Visual Appeal", as expected.

Table 4.1 Reliability Statistics

Cronbach's Alpha	N of Items
,700	3

4.2.2 Ease of use

In the second category "Ease of Use" had a CA score of 0,81 on 5 questions together, which should be considered to be a quite high score. Looking at what CA you could get if one of the questions were deleted, it would not be of any significant difference other than a small increase if the question "The Add-to-cart button is visual at all times" was deleted, then the CA would instead be 0,82. The difference as such is so small that it is almost not worth mentioning. In summary, the CA of "Ease of Use" shows a satisfying score.

Table 4.2 Reliability Statistics

Cronbach's Alpha	N of Items
,813	5

4.2.3 Presentation of supply

There are 4 questions regarding the "Presentation of Supply" that together creates a CA score of 0,56, which is considered to be quite low and just below the acceptance level of 0,6 (Sundell, 2011; DeVellis, 1991). Although the CA would not be higher if any of those questions were deleted. Worth mentioning here is that in the second pilot study that was conducted informativness was the category with the lowest CA score of 0,59, which is exactly around the score where you should consider to reject the fact that the different variables are measuring the same matter. As explained in section 2.4.2, the MUG suggests that a website that aims to be informative needs to have breadth and depth together with current information. The questions in the survey touching upon this matter are just about the importance of width of the product range and the amount of brands. (Appendix A; figure 2: Q10) We decided to keep the questions that way and thought the CA would stabilize itself when analysis would be made on more respondents. Although the CA score was almost the same in main study it is probably due to that we needed more questions in order to get the respondents to understand the purpose of the questions better, but it could also be the fact that other questions should have been stated instead. The third reason to low CA scores could be misinterpretation from the respondents.

Table 4.3 Reliability Statistics

Cronbach's Alpha	N of Items
,559	4

4.2.4 Interactivity

The category of "Interactivity" is only containing two questions and have a CA score of 0,57 which is also below the level of acceptance. In the second pilot study the CA score was instead 0,63 which was a satisfying result for the category. The reason to the decrease in score to the main study could possibly be due to the fact that it contains only two questions. The questions differ a little in how they are directed and thus one or two more questions could contribute to more balance within the category. According to Malhotra and Birks (2007) the CA score tend to increase along with the increase of scale items.

Table 4.4 Reliability Statistics

Cronbach's Alpha	N of Items
,565	2

4.2.5 Trustworthiness and convenience

Similarly to the two previous categories the CA score is 0,58 which is almost at the acceptance level of 0,6. As it is explained in "2.5.2 Trustworthiness and convenience" MUG brings up *emotions* and *character strength* which both are related to trust between the company and the individuals. Questions are stated about for instance; giving up credit card information and the importance of free shipping and how fast you get the products. In the second pilot study you get a satisfying score of 0,61 but again the CA score decreases in the main study. The reason to low CA score could in this case be due to either bad wordings for the questions, misinterpretation from the respondents or simply a sample that is too small.

Table 4.5 Reliability Statistics

Cronbach's Alpha	N of Items
,575	5

4.2.6 Presentation techniques of the products

As the 4th out of 6 categories the CA score of the presentation techniques again the CA score is just below the acceptance level, this time at 0,52. The category exists of 4 questions and if one of the questions is deleted one could come up to a satisfying CA score of 0,63, although the difference is not very large.

Table 4.6 Reliability Statistics

Cronbach's Alpha	N of Items
,517	4

4.3 Factor analysis

The factor analysis will be used as a means to further understand the relationship between the independent variables and how they relate to each other. In other words, the goal was to see if the relationship with the intention to purchase would give more satisfying results. Also, in order to understand why the original categories did not have acceptable internal reliability a factor analysis was needed to further understand how the questions related to each other. All scores and information about factor loadings and other related statistics will be found in Appendix C: Analysis.

4.3.1 Results of factor 1:

The factor analysis brings out 8 factors with an eigenvalue of 1 or more (Appendix C; Analysis: Figure 2). The first factor explains almost 20 percent of the variance of the factors and exists of 7 questions that are related. Four of them have loadings of approximately 0,6 and higher, which is considered to be high (Sundell, 2011). These four are all within the original category "Ease of use". The four questions in the first factor with high factor loadings are as follows: "Ease of use: Categories of apparel", "Ease of use: Categories of brands", "Ease of use: Fast navigation" and "Ease of use: Be familiar with structure". The remaining 3 questions with lower factor loadings, but still over 0,3 are; "Ease of use: Visibility of add-to-cart" "Visual appeal: first impression" and "Presentation of Supply: Visibility of clothing categories and brands on first page".

4.3.2 Analysis of factor 1:

The category of "Ease of use" already had good internal reliability between the questions, so the fact that all questions loaded on the same factor and explained 20 percent of the total variance was not surprising. Interesting about factor 1 is the two other questions that also loaded together with the "Ease of use" variables, namely first impression and the visibility of clothing categories and its brands on the landing page. The conclusion that could be drawn from this is that first impression and the "Ease of use" are correlated, which also is strengthened with a correlation test between the variables. When using the "Ease of use"- variables computed as one, and a correlation test with the two questions about first impression previously mentioned is conducted, one could conclude that there is a relationship between "Ease of use" and "Visual appeal: first impression" and "Presentation of Supply: Visibility of clothing categories and brands on first page". The correlation is around 0,3 for both which is not pointing to a strong relationship, but the correlation itself is significant. Thus, there is reason to say that there is some kind of relationship between the variables. The reason to why these questions about first impression and information visible on the first page are loading on the same factor as "Ease of Use" seems logical to our reasoning in the model (figure 2.3). In the model we reason that "Visual Appeal" (first impression) is somewhat essential to the "Ease of Use", meaning that there needs to be something that draws attention before one even further investigates in the website. Also, a small linkage between the basics of the two-factor theory (explained in section 2.7) can be found here. The theory says that some fundamental variables must be satisfying before one can create positive attitudes towards other, which in this case could mean that the first impression is needed in order to create positive attitudes towards the "Ease of Use" and first impression. The new category extracted from factor 1 will hereinafter be named "*Ease of use and first impression*".

4.3.3 Results of factor 2

The factors loading on factor 2 contain the following variables; "Presentation of Supply: Range of supply", "Presentation of Supply: Range of brands", "Presentation Technology: Satisfaction of current demonstrations of clothes" and "Trustworthiness and convenience: Ease of returning products". Together these variables explain 11.5 percent of the total variance. All of the variables have a factor loading of 0,6 or higher, which is quite high since the lowest loading one does analyses on is 0,3 (Sundell, 2011).

4.3.4 Analysis of factor 2

The results in factor 2 are not as easy to interpret as in factor 1, although there are some connections between the variables. First of all, the two variables from the category "Presentation of Supply" are loading together on this factor. The questions representing these variables are questions about the total range of supply, and also the range of different brands, which make perfectly sense that they load on the same factor. The other two are not as logical and easy to interpret as the first two. They aim to answer the ease of returning products as well as that the "Presentation Technology" that are standard in the industry today are satisfying. Although, some interpretation could be made from this factor; that people want to have a wide range of supply and that the current "Presentation Technology" in the business is okay as it is, as long as it is easy to return the products purchases can be made in order to have the option of sending back the items easily. The interpretation of this is that basic needs are required in order to compete with the offline market. One of the advantages of selling clothes and accessories online instead of offline is that generally one can offer more products and brands than regular stores. But as stated above, it has to be easy to send back the items in order to create an interest among the consumers. Based on the interpretation the new factor extracted in factor 2 will hereinafter be named "*Basics*".

4.3.5 Results of factor 3

The factors loading on factor three are as follows; "Interactivity: Support with live chat", "Interactivity: Reviews from customers", "Visual Appeal: Celebrities presenting the products", "Presentation of Supply: Trustworthiness of the models" and "Presentation Technology: Desire for advanced product demonstrations". Together they stand for almost 8 percent of the total variance. The five variables range from highest factor loading of 0,83 and the lowest of 0,33.

4.3.6 Analysis of factor 3

The variables creating factor three are interesting in the way that all of them are representing qualities of an e-store that are not very common in the industry today. All of the variables represent some sort of additional value to the consumer. The original category of "Interactivity" only consisted of two variables, but one could see an obvious interpretation of the underlying factor represented by these five variables. As discussed in section 1.2.2, e-stores should not focus on static website, but rather to move towards a more consumer optimized strategy and adjust to their needs (Gounaris, Dimitriadis & Stathakopolous, 2007). These variables are representing exactly that, something extra and something that is not standard in the industry today. Therefore, the factor 3 extracted from the factor analysis will be named "*Interaction: Additional value*".

4.3.7 Results of factor 4

The variables loading on the fourth factor are the following; "Trustworthiness and convenience: Fast delivery", "Trustworthiness and convenience: Free shipping", "Presentation of Supply: Trustworthiness of the models" and "Presentation of Supply: Range of brands". These four variables account for 6.6 percent of the variance. Most of the variance explains by the first two variables representing trustworthiness and convenience.

4.3.8 Analysis of factor 4

As stated above, the variables representing free shipping and fast delivery are having the highest factor loadings. The other two variables make no apparent or logical sense to their appearance in this factor. The reason to this could simply be a too small sample size together with the fact that they both load on one other factor each in the analysis, so if the sample size was larger these two variables would most likely been forced out and ultimately not a part of the factor. Also, the factor itself is only explaining 6,6 percent of 100 percent and thus it is not vital to understand everything about the underlying factors. The factor extracted here will be named "Delivery attributes" and only contain the first two variables with high factor loadings.

4.3.9 Results of factor 5

Three variables load on the fifth factor; "Visual Appeal: Color and layout", "Visual Appeal: Brightness" and "Visual Appeal: First impression. These three variables have quite high factor loadings with no one below 0,55. They represent together 6 percent of the total variance which is similar to the fourth factor.

4.3.10 Analysis of factor 5

The variable of first impression also loaded on the first factor but here it is quite obvious that there is a relationship between the variables. They all originally belonged to the category of "Visual Appeal" and were the second of six categories to have good internal reliability (0.7 CA score) as explained in section 4.1.1. The reason to why the variable measuring the first impression loads on this factor as well could be due to the fact that a first impression is a very wide expression and also slightly abstract. The fifth factor that is extracted will keep its name and still be called "*Visual Appeal*".

4.3.11 Results of factor 6

In the sixth factor another three variables loaded together; "Presentation technology: Advanced search options", "Presentation technology: Preferring advanced technology" and "Presentation technology: Desire for products with advanced demonstrations". They account for 5.3 percent of the total variance which is close to the same amount as found in factor 4 and 5.

4.3.12 Analysis of factor 6

All these variables loading on the sixth factor are originally from the same category of "Presentation technology" where every question (variable) is using the word "advanced" and is referred to the desire of having advanced options when searching for and looking at clothes and accessories. The variance explained by the "Presentation Technology" is not very high and interesting analyses will be made later

in the chapter on how people ranked the different categories compared to how "important" they are, in other words how much variance that is explained by the factor. Consequently, "Presentation Technology" and "Visual Appeal" for example should not get high mean-values on the rankings made by the respondents in order to comply with the results from the factor analysis. It will not be the case if the respondents have answered consistently and as such it is a test to see if the respondents are consistent throughout the survey. The sixth factor extracted will be named the same as the original category: "*Presentation Technology*".

4.3.13 Results of factor 7

On factor seven the variance explained is lower than 5 percent (4.8) and will be the last factor analyzed. The eighth and last factor only has an eigenvalue of 1,06 and loads on a lot of different variables which means one has reached such a low level of variance explained that many factors load randomly on the last percentages.

The factors loading on factor seven are the following; "Trustworthiness and convenience: Credit card information", "Trustworthiness and convenience: Symbols for trygg e-handel" and "Trustworthiness and convenience: Ease of returning products". The two variables consisting questions about credit card information and symbols for "convenient e-commerce" account for high loadings whereas the last variable about ease of returning products almost is below the minimum value of 0,3.

4.3.14 Analysis of factor 7

Also in this case the factors are related since before. They all go under the category of "Trustworthiness and convenience". The interesting part here is that the original category consisted of five variables, but the two missing are somewhat more related to the convenient part of the category than these variables extracted in this factor. Although the variable "Trustworthiness and convenience: Ease of returning products" does relate to convenience, its loading score was only 0,32, compared to the other two with 0,85 and 0,77 respectively. The variance explained is also here on a lower level, so the question about ease of returning products will be disregarded and the factor extracted will be called "*Security*".

4.3.15 Summary and further analysis of the factor analysis

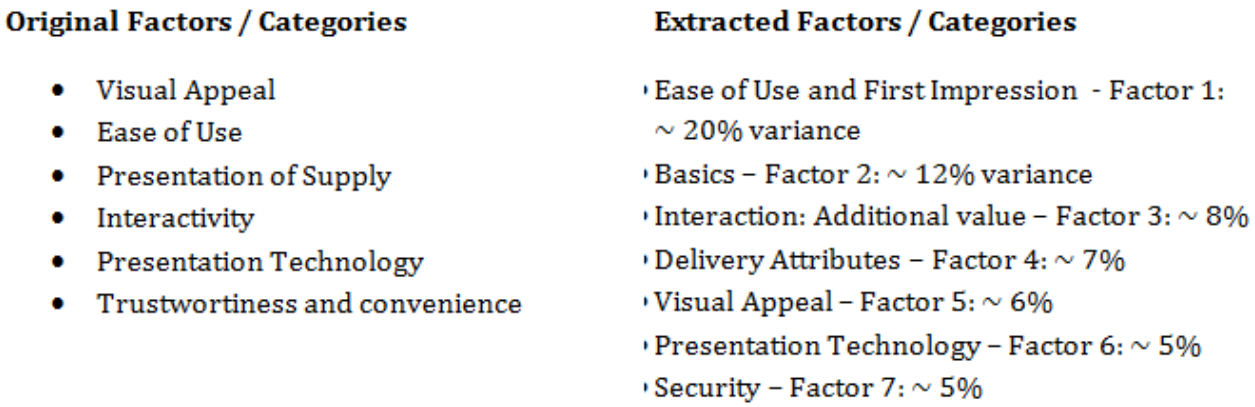

Figure 4.10 Original Factors/Categories and Extracted Factors/Categories (the Extracted Factors/Categories are constructed in SPSS from our survey)

In order to get a clear picture of how the questions are related to each other and if there are any other underlying factors that are affecting the outcome of the survey a factor analysis was conducted. Also, too see how those underlying factors could be related to the theoretical framework.

Most interesting in this analysis is the fact that "Ease of Use" and the two questions about what should be present on the landing page and the first impression overall were loading on the same factor. The factor was also explaining around 20 percent of the variance, which has to be considered quite high, at least in relation to the other factors that were extracted. "Ease of Use" also had the highest mean, as seen in section 4.1.1, and could be connected to what is discussed in section 2.1.1; 2nd pt. Men in general have the intentions to go in and out of the shop as quickly as possible, which seems related to how easy it is to navigate on a website. Simply because if it was not more time would be needed. According to section 2.2.2.1 it is explained by MUG that one of "Ease of use's subcategories is "goals" which refers to "clear and understandable goals" on a website which one could draw connections to the first impression and what is present on the landing page. As brought up in the last part of 2.2.4.1 Moe and Fader (2004) divide buyers into four different groups. The most important group of consumers to turn into customers according to Ash (2008) is the ones who *may* take action, in Moe and Fader's groupings that would refer to the group "Hedonic browsers". These people are the ones who have no clear intentions of buying anything when they enter the website. These people need to be convinced, and in order to get these men convinced to buy something they cannot be irritated and as an outcome leave the website (related to the two-factor theory discussed in section 2.3). As such this is just another argument to how important it is to focus on simplicity and easiness when targeting men in order to stimulate rather than irritate. Furthermore, as discussed in section 2.2.4.1 there are some steps in finding the product, clicking through to the basket placement and then to purchase. The fact that men prioritize simplicity (ease of use) both in this study and others together with the fact that as many as more than 50 percent (discussed in 2.1) abandon their shopping cart with products placed in it without purchasing make it clear that this process need to be carefully planned when selling clothes and accessories to men.

Furthermore, factor 2 which accounts for almost 12 percent of the variance showed some interesting results as well. Together there were four variables loading on this factor from three different original factors, all of them can be connected to things that online stores are expected have in order to compete with the offline stores; Range of supply, range of brands, standard demonstration of clothes and ease of returning products. From the original factors one can see that "Presentation of Supply" is not still a category in the extracted ones. Instead two of the questions within that category are present in the new category called "Basics" and is an indication pointing towards that other questions should have been put under "Presentation of Supply" or a few more covering areas such as how current and timely information is (trends, fashion etc). The questions under the category "Basics" are clearly related to the category called "Content" in MUG where current and timely information are supposed to be investigated.

Interesting about the extracted factor 3 is that every question loading on that factor is related to some kind of additional value. Celebrities presenting clothes, live support, reviews from customers and advanced product demonstrations. "Interactivity" was originally getting low mean scores and the importance seemed to be very low. The reason to this could be (also brought up in section 4.1.1) that live support and reviews from customers are rare on websites selling clothes and accessories. Simply, the

need is not yet created. This could be related to what the marketing manager of Stayhard discussed (section 1.2.2), that many of the e-stores selling clothes and accessories hold on to what is standard in the industry and are afraid of doing something others are not. All these variables in "Interaction: Additional value" are related to these features that usually are not present on these websites. Furthermore, instead if the topic would be "Interaction: Additional value" maybe that would get the respondents to think differently. Also, it would probably need a few more questions as well.

The extracted factor "Delivery attributes" contained a mix of factors and did not explain much of the variance. Therefore no further analysis is needed to explain the factor. The last factor called "Security" accounts for the same and does not need further analysis.

Moreover, the questions regarding "Visual Appeal" and "Presentation Technology" loaded on the same factor, although neither of the two was explaining much of the variance in the factor analysis in its whole either.

4.4 Regression and Correlation

All the analyses related to this part of the chapter can be found in Appendix C: Analysis

In this section the hypotheses stated in the section 3.3 are answered. In order to check how predetermined categories relate to the intention to purchase a bivariate correlation analysis was conducted. The results were not too satisfying as none of the categories had a correlation above 0,3. Although, "Presentation Technology" had a correlation of 0,242 significant on the 0.01 level, it is not a correlation high enough to draw any conclusions on. Also, after the factor analysis was done and new underlying factors were extracted and the correlation between these categories and the intention to purchase, no *strong* relationships could be found either. Although in the latter analysis with the extracted factors from the factor analysis a few slight relationships with the intention to purchase could be found. The factor named "Delivery attributes" almost had a correlation of 0,3 (0,280) and was significant on the 0.01 level. The second factor that had some relationship with the intention to purchase was the factor "Presentation Technology" with a correlation of 0,237 also significant on the 0.01 level. This factor's correlation is of course very similar to the category with the same name in the original categories, simply because the only difference is that in the factor analysis one of the questions were disregarded in "Presentation Technology", although the other three stayed within the same. The third factor significantly valid with a correlation of 0,224 was "Interaction and additional value".

As stated earlier, when it comes to identifying relationships using the correlation coefficient it is up to the researcher to decide what value should be considered significant, it is quite obvious that these values are quite low and that there are no significant relationship between the independent variables and the dependent variable.

To further strengthen this analysis a regression analysis was done in order to see if there were any variables that individually correlated with the intentions to purchase. In the regression analysis not even one of the 25 independent variables had a correlation coefficient of 0,3 or more. Also, when doing a stepwise regression analysis of all the independent variables together, there were only two variables left, "Fast delivery" and "First impression". The variables that were left in the end of the stepwise regression are the ones which fit the model the best when doing a stepwise regression analysis. Although in

this case they both had very low adjusted R square (under 0,1 for both) which is considered to be very low (Kufs, 2010)

Hence, there is enough reason to reject the following hypotheses;

H1: Visual Appeal has a significant relationship with the intentions to purchase - ***rejected***

H3: Ease of use has a significant relationship with the intentions to purchase - ***rejected***

H4: Presentation of supply has a significant relationship with the intentions to purchase - ***rejected***

H5: Interactivity has a significant relationship with the intentions to purchase - ***rejected***

H8: Presentation technology of the website has a significant relationship with intentions to purchase ***- rejected***

H9: Trustworthiness and convenience of the website have a significant relationship with the intentions to purchase - ***rejected***

The reason to this could be many. It feels logical that some of the variables and/or categories would have a relationship with the intentions to purchase. We already knew from previous studies that there are correlations between a website's design its attributes and the intentions to purchase So, the assumption was that there would strong correlation between those categories / independent variables and the dependent variable intentions to purchase. Now that there is not, it could be due to many reasons. The dependent variable as such was controlled for with two other questions asking almost the same. These were asking about intentions to impulsive buying and intentions to revisit the website again. They together had a CA score of 0,7, which indicates that they are accepted as measuring the same thing. In other words, when one of the questions has high a score on the Likert scale, the other two also tend to have that. In other words, the question as such was perceived correctly by the respondents. But the question could have been poorly written, in order for the people that had high scores on most of the questions, also should have had high scores on the dependent question in order to be consistent. The questions regarding the category "Ease of Use" had highest mean values (see figure 4.8 in section 4.1.1) and it was ranked as the second most important category out of the 6. The respondents representing these numbers should logically also have quite high scores on the dependent question, at least according to how we interpreted the dependent question ourselves. But the correlation between "Ease of Use" and intention to purchase is non-existent. As explained earlier (method, survey) we had a control question within the category of "Visual Appeal", asking whether it was important that celebrities were presenting the clothes in order to see that the respondents were answering consistently. That test played out the way we thought, the respondents scores on the question differed from the others in the same category. In summary, we have to believe that the respondents were relatively consistent and observant in their answers. As such, meaning that the bad correlations with the dependent question have to be connected to our own construction of the survey and the questions should have put somewhere else, worded differently or simply been used at the end of every category.

Furthermore, in order to check how the AIDA model (figure 2.3) appears in reality some other correlation analyses had to be done. After the independent variables were computed together as "Attention", "Interest" and "Desire" correlations were looked for through bivariate correlation analysis. The results here were quite interesting as the correlation coefficients roughly speaking matched the AIDA model.

"Attention" correlated "Interest" with a coefficient of 0,382, "Interest" further correlated "Desire" with a correlation coefficient of 0,514 and "Desire" correlated with the dependent variable "Intention to purchase: Affected by design, structure and properties" by 0,274. All of them were significant on the 0.01 level. (Appendix C; Analysis: Figure 9).

The reason to why this is interesting is because "Interest" and "Attention" did not correlate with the dependent variable and the correlations followed the model that was created beforehand. The highest correlations were as expected, between the different stages and categories that are put together in the AIDA model in figure 2.3. Although the model is indicating that all independent variables / categories would have correlation with the dependent variable, however the last stage "Desire" was expected to have the most correlation with "Action" which also was the case. However, the correlation coefficient between "Desire" and "Action" is only 0,274 and is not considered a strong relationship (not very small either, and it is significant on the 0.01 level) it is interesting since correlations between the dependent variable and all independent variables alone are very small, 0,274 is quite high considering the low correlations in general.

It is also worth mentioning that one should not put too much effort into the fact that "Desire" correlated with the intention to purchase since it does not feel overly reliable since the correlations with the dependent variable have neither been as expected nor very logical.

There is enough reason to say that the following hypothesis should not be rejected, we cannot accept it either though, since there is not enough statistical evidence:

H2: Visual Appeal has a significant correlation with the variables in the section of Interest in the AIDA model – ***not rejected***

"Ease of Use", "Presentation of Supply" and "Interactivity" together forming the section "Interest" in the AIDA model showed a sign of being interrelated when scoring a CA score of 0,72 together (see appendix C: figure 2). Together they also showed correlation with "Attention" and "Desire" as expected and therefore following hypothesis should not be rejected and not accepted either since there is not enough statistical evidence to that:

H6: Ease of use, Presentation of Supply and Interactivity are interrelated in the process of creating a desire to make a purchase – ***not rejected***

Furthermore, as stated above, there was quite high correlation between "Ease of use", "Presentation of Supply" and "Interactivity" also known as "Interest" and the section "Desire" in the correlation analysis. Therefore, we cannot reject the following hypothesis, although not accepting it either due to previous stated reasons:

H7: Ease of use, Presentation of Supply and Interactivity have a significant correlation with the variables in the section of Desire in the AIDA model – ***not rejected***

Also, "Trustworthiness and convenience" and "Presentation technique" also known as "Desire" in the AIDA model had a significant correlation with the part "Action" (dependent variable of intention to purchase) although it was quite small but then again, it cannot be rejected since it also points into the

expected direction, not enough statistical evidence to accept it though. Hence, the following hypothesis cannot be rejected:

H10: Trustworthiness and convenience and the Presentation technology of the website are correlated with the section Action in the AIDA model – ***not rejected***

In summary, the AIDA model itself (figure 2.3) cannot be accepted as the correlations between the categories are not high enough, and certainly not correlated with the intentions to purchase. Instead, what we can conclude from the analysis is what factors that are considered to be *important*. Even though one could argue that there is bias connected to that statement in terms of not letting the respondent choose themselves what factors they consider important, but instead choose from the ones we ask. On the other hand, these categories are proved to be important in other studies and are a part of the Microsoft Usability Guidelines (MUG). Therefore, we reject the model in 2.4 and the following model is derived from the analysis:

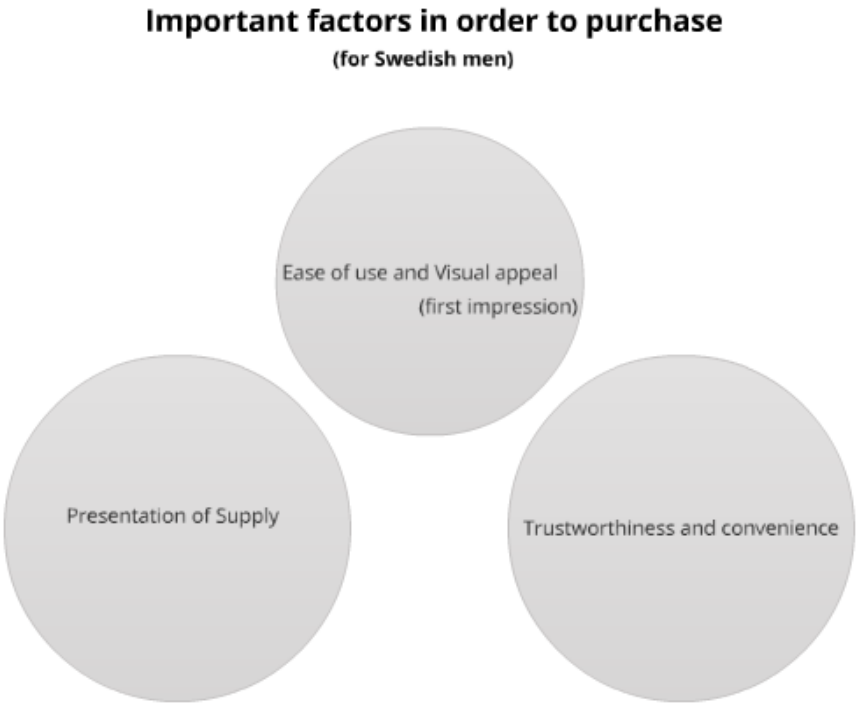

Figure 4.11: Analysis Model (Self-constructed model)

5 Discussion

First of all, to enlighten the weaknesses of the thesis it is important to stress the fact that the sample we used was a collected through so called convenience sampling and thus it is not subject to generalization. Though it was carried out with the purpose of getting more insight into what factors are more important than others and thus one could argue that it is not needed to generalize. Furthermore, the sam-

ple we collected contained 127 answers where we would need a few more in order to satisfy the statistical needs for the recommended confidence interval. As we did not get as many answers as expected from Stayhard's database we had to send the survey to friends within the population to get more responses. It was difficult to get people to do the survey when there are no incentives received for the action as such. The next step of collecting more respondents to the sample would be to pay an external firm to collect the respondents to us, which simply is an arrangement we could not afford.

Further analyzing weaknesses a vital part is why the correlation between the independent variables and the dependent variable was almost non-existent. First of all, it is hard to understand why the results were so confusing in that part, since the consistency proved to be good in other parts (will be discussed later in the chapter). The most reasonable interpretation of the failure itself is that the respondents did not understand that the dependent question should be answered with the previous standpoints in mind. The survey's layout as such was designed in a way that two, three questions were present at one page at a time and thus when you came to the page of the dependent questions you did not think that the words "structure, design and properties" were related to the categories where questions had previously been asked upon.

Although there are biases connected to the sample, some aspects of the analysis are interesting to seize upon. One of the most important parts of the analysis is found in section 4.1.1 where we compared the mean values to the rankings of the different categories. As it is very important to see if the respondents are interpreting the questions in line with how they were set out to in the different categories. The overall result of that comparison is that in general people were consistent in their opinions throughout the survey, which as such has to be considered to be one of the notable strengths of the study. It is not for that reason alone section 4.1.1 was important, but also to give a straightforward answer to the purpose of the thesis, namely what aspect of a website's design, structure and properties that are most important and how these correlate with the intentions to purchase for men buying clothes and accessories online in Sweden.

"Ease of use" had the highest mean value and was placed second on the rankings, very close after "Presentation of Supply", and due to our analysis it has to be considered the most important category. It was also explaining most of the variance in the factor analysis together with questions regarding the first impression which as such indicates that first impression and the "Ease of Use" of a website is correlated. Furthermore, since the first impression is brought up as a question in "Visual Appeal" and scored only third in mean values and fourth in ranking overall, we interpret it as the first impression as such is what is important in that category. The fact that first impression and what should appear on the landing page loaded on the same factor in the factor analysis it feels reasonable to interpret to put the first impression together with the "Ease of Use" in figure 4.11 in the end of the analysis.

The fact that "Trustworthiness and Convenience", "Presentation of Supply" are two other important factors is not very surprising. All three are related to easiness and smoothness, at least in relation to the two least important factors in "Interactivity" and "Presentation Technology". The reason why we interpret it as not surprising stems from what is discussed in the first chapter where men are proved to be so called quick-shoppers and want to go in and out of the store as quickly as possible. Moreover, as also mentioned in theoretical framework that Sweden is the least masculine country out of the 53 coun-

tries in that study made us believe that Swedes might be a little different in this regard of what is important. But the results state the opposite; Swedes seem to be as interested in simplicity and convenience as men in other countries also seem to be.

As for further research we have come to understand during our time studying men's shopping behavior online, that men seem to appreciate aspects of a website that is related to easiness, simplicity and convenience. Logical further research following our findings would investigate using a more narrow approach in terms of easiness and how one could improve navigation and other features related to it.

6 Conclusion

In our first research question we wanted to investigate in correlations between different parts of a website's design and the intentions to purchase, factors that proved to have an impact on the intention to purchase in previous studies in other countries. In our case we wanted to know which of these had most correlation with the intentions to purchase in order for decision makers to know what is more important to men in Sweden, when considering making a purchase. In section 2.1.1 we bring up facts that Sweden is the most feminine country, or least masculine, of all in a study containing 53 countries and thus were a reason to believe that a study in Sweden could differ. Unfortunately there was no significant relationship between any of the categories and the dependent variable / question of intention to purchase. The reason to this has been brought up in the analysis and is further discussed in the chapter "Discussion."

- Consequently, no correlation between the categories and the intention to purchase was found

Our second research question brings up what factors are most *important* according to the respondents. The reason we asked for what the respondents considered most important is simply because, if the ranking would fit statistically with both intention to purchase and the mean values of the different categories there would be strong reasons to draw conclusions. As the correlation with the intention to purchase is low, we can still see a connection to what people rank as important since the consistency is high between the ranking itself and the mean values of the categories. Although, the results would appear more significant if it was consistent with the question of intention to purchase as well. Consequently, looking at figure 4.8 in section 4.1.1 we can conclude that the two categories "Presentation Technology" and "Interactivity" are not considered to be important as they both placed fifth and sixth respectively in the rankings as well as in the average mean values. As for the most important factors, the most reasonable interpretation would be that "Ease of Use" is the most important factor followed by "Trustworthiness and Convenience" and "Presentation of Supply".

- The important factors derived from the analysis and our interpretation of it is first and foremost "Ease of use and first impression" and then "Trustworthiness and convenience" and "Presentation of Supply" without specific order.

The third research question about whether or not AIDA could be used as is somewhat hard to answer since the correlations between the categories themselves (as the AIDA model in section 2.4 shows and further explained in section 4.4) exists, but as such not high correlations enough to accept the model.

As figure 4.11 explains, we can only conclude what factors Swedish men consider important when purchasing clothes and accessories online; Ease of use and first impression, the presentation of supply and trustworthiness and convenience.

- The AIDA model we constructed was rejected and the new model derived is found in figure 4.11

Finally, we want to stress the fact that we are aware that the sample was somewhat biased and actions being taken according to our results should be carefully planned due to the uncertainty that follows our sample size.

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Appendix A: Survey

Figure 1

Thanks for your interest in this study. The survey concerns which features that men consider to be most important when browsing for clothes and accessories on the internet.

This survey is anonymous. No one, including the researcher, will be able to associate your responses with your identity.

When you answer the questions, please do not think of Stayhard's website specifically. You should instead think of online clothing stores in general.

What features do you think are most important in order to feel that the website's appeal is good enough to be confident in making a purchase?

Q1

What is your gender?

- Male
- Female

Q2

What is your age?

16 - 24 | 25 - 34 | 35 - 44 | 45 or older

Q3

I consider myself to be a skilled computer user in general and I have no problems searching and browsing online

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

1 | 2 | 3 | 4 | 5 | 6

Q4

How often do you buy clothes and accessories online?

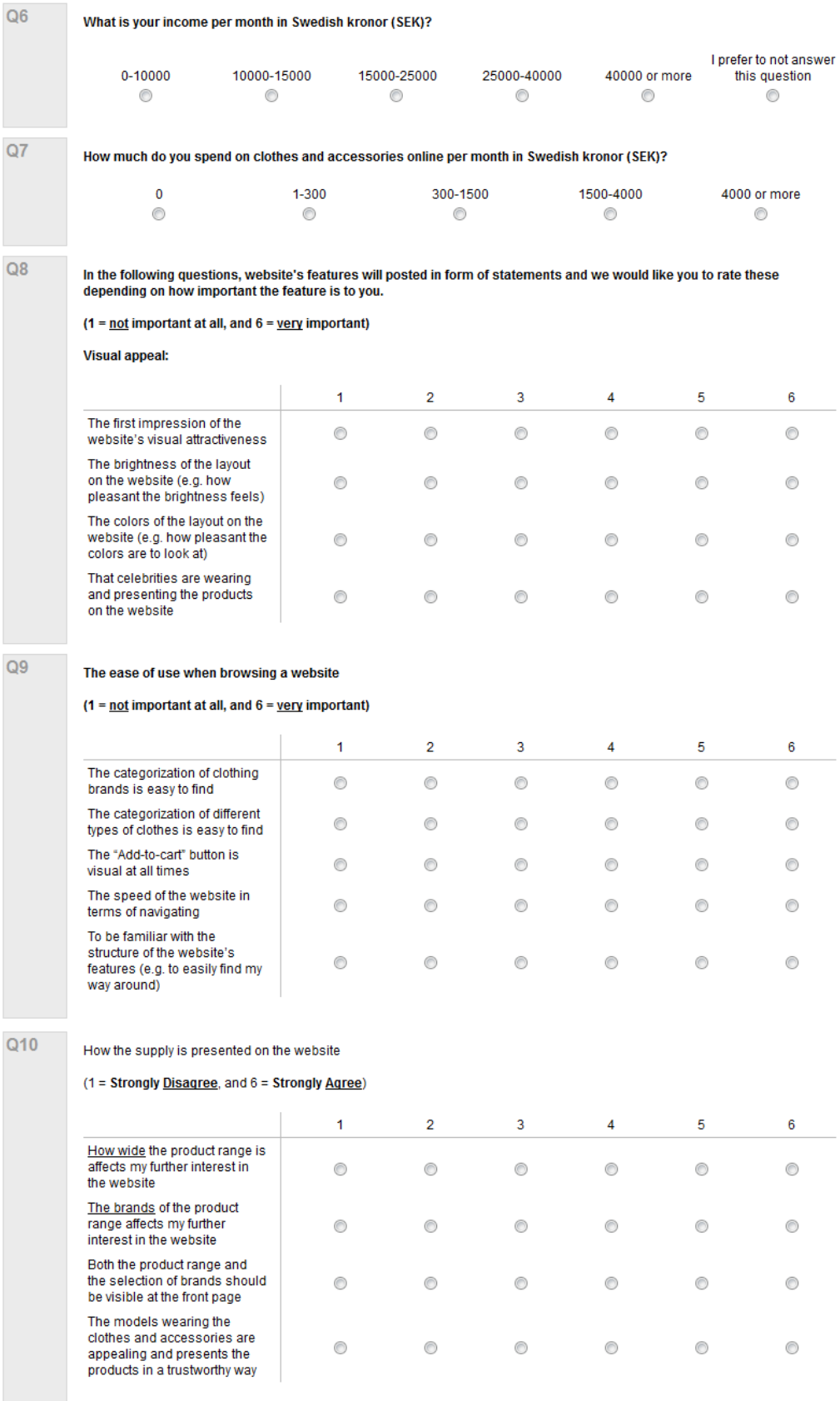
- Never
- Less than once a month
- Once a month
- 2-3 Times a month
- Once a week
- 2-3 Times a week
- Daily

Q5

How often do you browse for clothes and accessories online?

- Never
- Less than once a month
- Once a month
- 2-3 Times a month
- Once a week
- 2-3 Times a week
- Daily

Figure 2



Q6

What is your income per month in Swedish kronor (SEK)?

0-10000	10000-15000	15000-25000	25000-40000	40000 or more	I prefer to not answer this question
○	○	○	○	○	○

Q7

How much do you spend on clothes and accessories online per month in Swedish kronor (SEK)?

0	1-300	300-1500	1500-4000	4000 or more
○	○	○	○	○

Q8

In the following questions, website's features will posted in form of statements and we would like you to rate these depending on how important the feature is to you.

(1 = not important at all, and 6 = very important)

Visual appeal:

	1	2	3	4	5	6
The first impression of the website's visual attractiveness	○	○	○	○	○	○
The brightness of the layout on the website (e.g. how pleasant the brightness feels)	○	○	○	○	○	○
The colors of the layout on the website (e.g. how pleasant the colors are to look at)	○	○	○	○	○	○
That celebrities are wearing and presenting the products on the website	○	○	○	○	○	○

Q9

The ease of use when browsing a website

(1 = not important at all, and 6 = very important)

	1	2	3	4	5	6
The categorization of clothing brands is easy to find	○	○	○	○	○	○
The categorization of different types of clothes is easy to find	○	○	○	○	○	○
The "Add-to-cart" button is visual at all times	○	○	○	○	○	○
The speed of the website in terms of navigating	○	○	○	○	○	○
To be familiar with the structure of the website's features (e.g. to easily find my way around)	○	○	○	○	○	○

Q10

How the supply is presented on the website

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

	1	2	3	4	5	6
How wide the product range is affects my further interest in the website	○	○	○	○	○	○
The brands of the product range affects my further interest in the website	○	○	○	○	○	○
Both the product range and the selection of brands should be visible at the front page	○	○	○	○	○	○
The models wearing the clothes and accessories are appealing and presents the products in a trustworthy way	○	○	○	○	○	○

Figure 3

Q11

Interactivity

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

	1	2	3	4	5	6
Given the fact that I have access to phone numbers and e-mail addresses for support, it is also important for me to get assistance in real time via the website (e.g. live chat)	○	○	○	○	○	○
Customer reviews of clothes and accessories are important in my purchasing decision	○	○	○	○	○	○

Q12

Promotions

If I find promotional products on the website, these are usually the ultimate reason for me to make a purchase

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

1	2	3	4	5	6
○	○	○	○	○	○

Q13

Trustworthiness and convenience of the website

(1 = not important at all, and 6 = very important)

	1	2	3	4	5	6
The ease of returning an item	○	○	○	○	○	○
I feel safe and secure when using my credit card information online	○	○	○	○	○	○
Symbols indicating that the website and its online store are safe and secure are visible at the first page (for instance, the symbol for trygg e-handel, certifierad e-handel, e-mærket and/or luotettava verkkokauppa sertifioitu)	○	○	○	○	○	○
The website offers shipping which is free of charge	○	○	○	○	○	○

Q14

Delivery

How quick the delivery is affects my next possible purchase

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

1	2	3	4	5	6
○	○	○	○	○	○

Figure 4

Q15

Technology of the website

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

	1	2	3	4	5	6
My desire for products will increase the more advanced technology that is used to show details of clothes and accessories	○	○	○	○	○	○
I am satisfied with how the majority of the websites are presenting their clothes and accessories today (browsing pictures from different angles and be able to rotate the models 360 degrees)	○	○	○	○	○	○
I would prefer more advanced technology involving videos and/or be able to try different setups of clothes on models	○	○	○	○	○	○
It is important with advanced search options (e.g. filtering searches by size, color and price etc)	○	○	○	○	○	○

Q16

My intention to purchase is affected by a website's design and its features/characteristics

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

1	2	3	4	5	6
○	○	○	○	○	○

Q17

My intention to shop impulsively (unplanned purchases) is affected by a website's design and its features/characteristics

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

1	2	3	4	5	6
○	○	○	○	○	○

Q18

My intention to revisit a website is affected by its design and its features/characteristics

(1 = **Strongly Disagree**, and 6 = **Strongly Agree**)

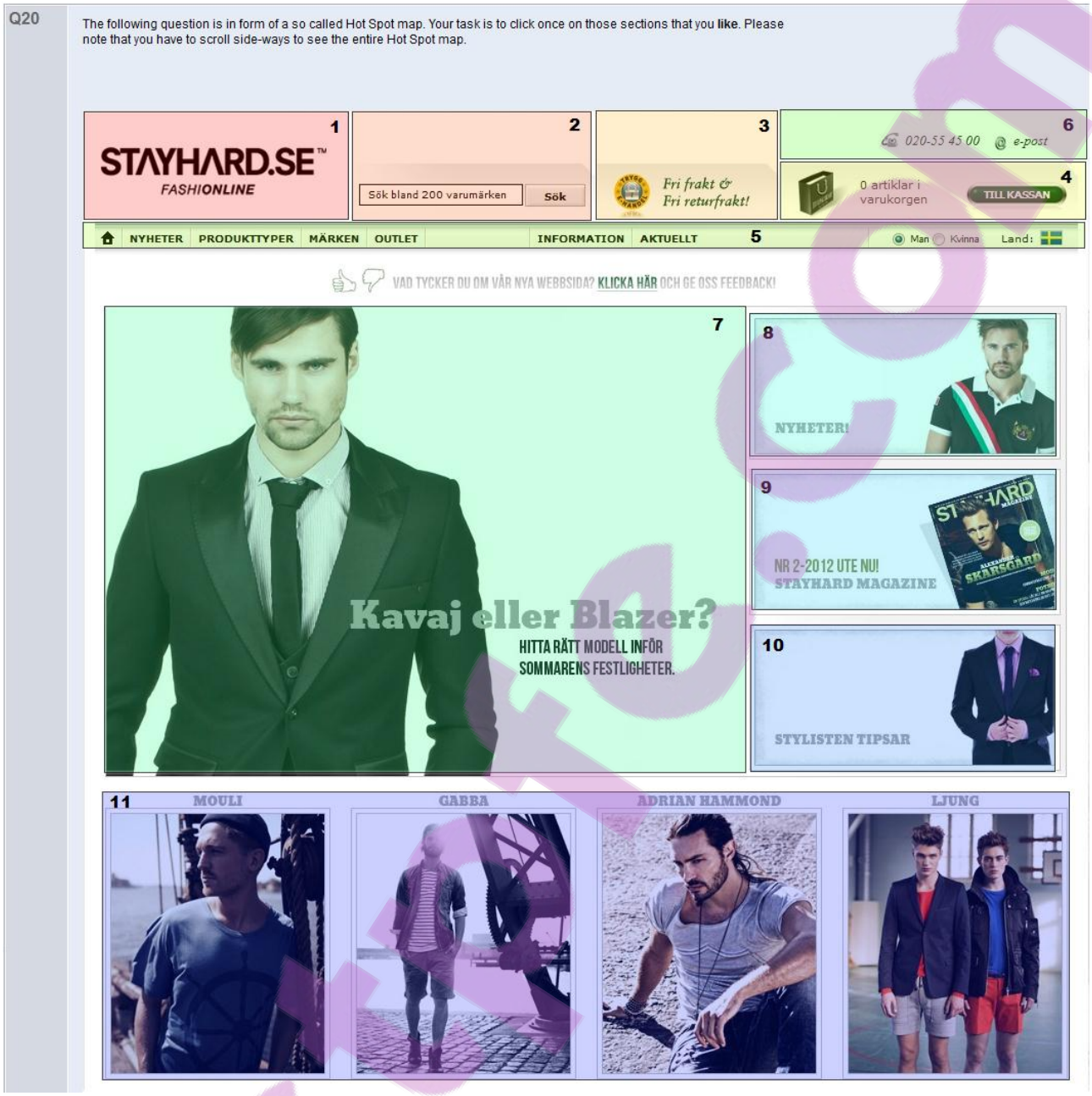
1	2	3	4	5	6
○	○	○	○	○	○

Q19

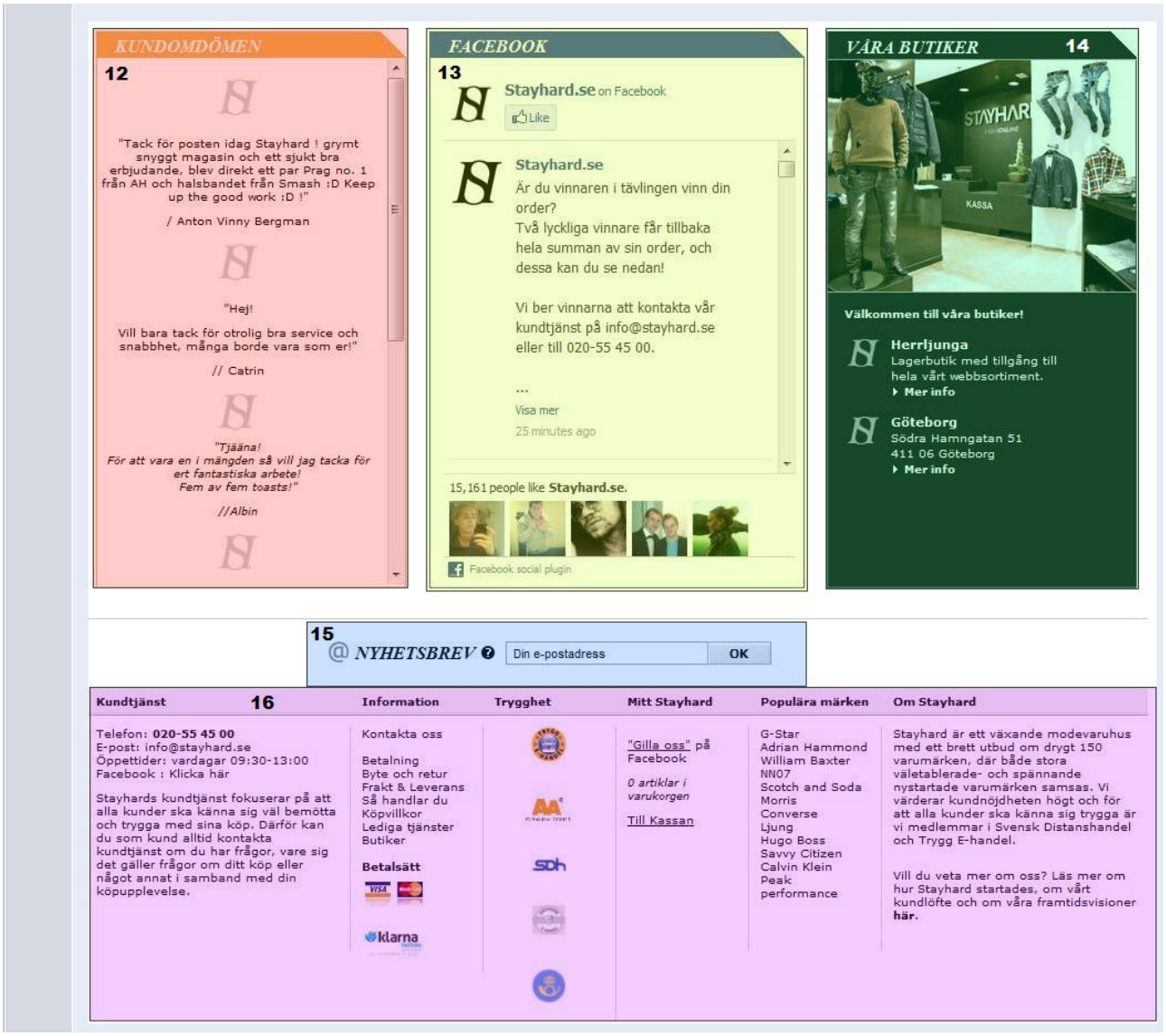
Please rank only 3 of the following features of a clothing online store in the order of how important they are to you (1 is the most important feature, and 3 is the least important). Rank by drag and drop the selections to the box

Items	Rank 1 to 3
Visual appeal (color, brightness and graphics)	
Trustworthiness and convenience (privacy, security and comfort)	
Ease of use (navigation and accessibility of the website's structure)	
Interactivity (support and contact with salespersons)	
Presentation of supply (how the products are displayed)	
Promotion (products with reduced price)	
Technology readiness (the technology on the website in terms of; search features, clothing demonstrations, videos, etc)	

Figure 5

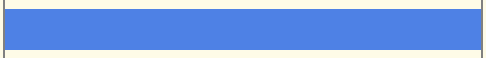


The hot spot map of Stayhard's website continues on the next page

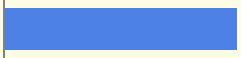

KUNDOMDÖMEN
12
"Tack för posten idag Stayhard ! grymt snyggt magasin och ett sjukt bra erbjudande, blev direkt ett par Prag no. 1 från AH och halsbandet från Smash :D Keep up the good work :D !"
/ Anton Vinny Bergman
"Hej!
Vill bara tack för otrolig bra service och snabbhet, många borde vara som er!"
// Catrin
"Tjääna!
För att vara en i mängden så vill jag tacka för ert fantastiska arbete!
Fem av fem toasts!"
//Albin
FACEBOOK
13
Stayhard.se on Facebook
Like
Stayhard.se
Är du vinnaren i tävlingen vinn din order?
Två lyckliga vinnare får tillbaka hela summan av sin order, och dessa kan du se nedan!
Vi ber vinnarna att kontakta vår kundtjänst på info@stayhard.se eller till 020-55 45 00.
...
Visa mer
25 minutes ago
15,161 people like Stayhard.se.
Facebook social plugin
VÅRA BUTIKER
14
KASSA
Välkommen till våra butiker!
Herrljunga
Lagerbutik med tillgång till hela vårt webbsortiment.
Mer info
Göteborg
Södra Hamngatan 51
411 06 Göteborg
Mer info
15
NYHETSBREV
Din e-postadress
OK
Kundtjänst
16
Telefon: 020-55 45 00
E-post: info@stayhard.se
Öppettider: vardagar 09:30-13:00
Facebook : Klicka här
Stayhards kundtjänst fokuserar på att alla kunder ska känna sig väl bemötta och trygga med sina köp. Därför kan du som kund alltid kontakta kundtjänst om du har frågor, vare sig det gäller frågor om ditt köp eller något annat i samband med din köpupplevelse.
Information
Kontakta oss
Betalning
Byte och retur
Frakt & Leverans
Så handlar du
Köpvillkor
Lediga tjänster
Butiker
Betalsätt
klarna
Trygghet
Mitt Stayhard
"Gilla oss" på Facebook
0 artiklar i varukorgen
Till Kassan
Populära märken
G-Star
Adrian Hammond
William Baxter
NN07
Scotch and Soda
Morris
Converse
Ljung
Hugo Boss
Savvy Citizen
Calvin Klein
Peak performance
Om Stayhard
Stayhard är ett växande modevaruhus med ett brett utbud om drygt 150 varumärken, där både stora väletablerade- och spännande nystartade varumärken samsas. Vi värderar kundnöjdheten högt och för att alla kunder ska känna sig trygga är vi medlemmar i Svensk Distanshandel och Trygg E-handel.
Vill du veta mer om oss? Läs mer om hur Stayhard startades, om vårt kundlöfte och om våra framtidsvisioner här.

Appendix B: Survey Report

1. What is your gender?

#	Answer		Response	%
1	Male		127	100%
2	Female		0	0%
	Total		127	100%

2. What is your age?

#	Answer		Response	%
1	16 - 24		62	49%
2	25 - 34		65	51%
3	35 - 44		0	0%
4	45 or older		0	0%
	Total		127	100%

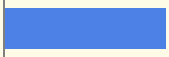
Statistic	Value
Min Value	1
Max Value	2
Mean	1.51
Variance	0.25
Standard Deviation	0.50
Total Responses	127

3. I consider myself to be a skilled computer user in general and I have no problems searching and browsing online (1 = Strongly Disagree**, and 6 =** Strongly Agree**)**

#	Answer		Response	%
1	1		0	0%
2	2		2	2%
3	3		0	0%
4	4		2	2%
5	5		20	16%
6	6		103	81%
	Total		127	100%

Statistic	Value
Min Value	2
Max Value	6
Mean	5.75
Variance	0.41
Standard Deviation	0.64
Total Responses	127

4. How often do you buy clothes and accessories online?

#	Answer		Response	%
1	Never		0	0%
2	Less than once a month		56	44%
3	Once a month		43	34%
4	2-3 Times a month		25	20%
5	Once a week		2	2%
6	2-3 Times a week		0	0%
7	Daily		1	1%
	Total		127	100%

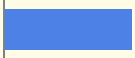
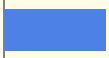
Statistic	Value
Min Value	2
Max Value	7
Mean	2.82
Variance	0.80
Standard Deviation	0.89
Total Responses	127

5. How often do you browse for clothes and accessories online?

#	Answer		Response	%
1	Never		0	0%
2	Less than once a month		10	8%
3	Once a month		19	15%
12	2-3 Times a month		26	20%
13	Once a week		19	15%
14	2-3 Times a week		22	17%
15	Daily		31	24%
	Total		127	100%

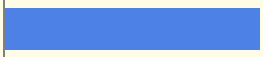
Statistic	Value
Min Value	2
Max Value	15
Mean	11.09
Variance	22.39
Standard Deviation	4.73
Total Responses	127

6. What is your income per month in Swedish kronor (SEK)?

#	Answer		Response	%
1	0-10000		34	27%
2	10000-15000		13	10%
3	15000-25000		27	21%
4	25000-40000		34	27%
5	40000 or more		5	4%
6	I prefer to not answer this question		14	11%
	Total		127	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.04
Variance	2.61
Standard Deviation	1.62
Total Responses	127

7. How much do you spend on clothes and accessories online per month in Swedish kronor (SEK)?

#	Answer		Response	%
1	0		3	2%
2	1-300		24	19%
3	300-1500		68	54%
4	1500-4000		27	21%
5	4000 or more		5	4%
	Total		127	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.06
Variance	0.66
Standard Deviation	0.81
Total Responses	127

8. In the following questions, website's features will posted in form of statements and we would like you to rate these depending on how important the feature is to you.

(1 = <u>not</u> important at all, and 6 = <u>very</u> important)

Visual appeal:

#	Question	1	2	3	4	5	6	Responses	Mean
1	The first impression of the website's visual attractiveness	1	0	10	29	48	39	127	4.89
2	The brightness of the layout on the website (e.g. how pleasant the brightness feels)	6	9	28	37	32	15	127	3.98
3	The colors of the layout on the website (e.g. how pleasant the colors are to look at)	1	4	18	40	43	21	127	4.44
4	That celebrities are wearing and presenting the products on the website_____	57	35	17	11	4	3	127	2.05

Statistic	The first impression of the website's visual attractiveness	The brightness of the layout on the website (e.g. how pleasant the brightness feels)	The colors of the layout on the website (e.g. how pleasant the colors are to look at)	That celebrities are wearing and presenting the products on the website
Min Value	1	1	1	1
Max Value	6	6	6	6
Mean	4.89	3.98	4.44	2.05
Variance	0.97	1.67	1.15	1.60
Standard Deviation	0.99	1.29	1.07	1.27
TotalResponses	127	127	127	127

9. The ease of use when browsing a website (1 = not important at all, and 6 = very important)

#	Question	1	2	3	4	5	6	Responses	Mean
1	The categorization of clothing brands is easy to find	1	2	3	11	30	80	127	5.42
2	The categorization of different types of clothes is easy to find	1	1	3	10	33	79	127	5.44
3	The "Add-to-cart" button is visual at all times	5	3	9	23	30	57	127	4.90
4	The speed of the website in terms of navigating	1	2	3	9	36	76	127	5.40
5	To be familiar with the structure of the website's features (e.g. to easily find my way around)	2	1	6	19	30	69	127	5.21

Statistic	The categorization of clothing brands is easy to find	The categorization of different types of clothes is easy to find	The "Add-to-cart" button is visual at all times	The speed of the website in terms of navigating	To be familiar with the structure of the website's features (e.g. to easily find my way around)
Min Value	1	1	1	1	1
Max Value	6	6	6	6	6
Mean	5.42	5.44	4.90	5.40	5.21
Variance	0.91	0.80	1.76	0.88	1.17
Standard Deviation	0.95	0.90	1.33	0.94	1.08
Total Responses	127	127	127	127	127

10. How the supply is presented on the website (1 = Strongly Disagree, and 6 = Strongly Agree)

#	Question	1	2	3	4	5	6	Responses	Mean
1	How wide the product range is affects my further interest in the website	1	7	12	34	40	33	127	4.61
2	The brands of the product range affects my further interest in the website	3	11	17	35	39	22	127	4.28
3	Both the product range and the selection of brands should be visible at the front page	5	6	20	33	37	26	127	4.33
4	The models wearing the clothes and accessories are appealing and presents the products in a trustworthy way_____	8	7	24	23	31	34	127	4.29

Statistic	How wide the product range is affects my further interest in the website	The brands of the product range affects my further interest in the website	Both the product range and the selection of brands should be visible at the front page	The models wearing the clothes and accessories are appealing and presents the products in a trustworthy way
Min Value	1	1	1	1
Max Value	6	6	6	6
Mean	4.61	4.28	4.33	4.29
Variance	1.38	1.63	1.72	2.22
Standard Deviation	1.18	1.28	1.31	1.49
Total Responses	127	127	127	127

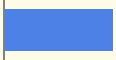
11. Interactivity (1 = Strongly Disagree, and 6 = Strongly Agree)

#	Question	1	2	3	4	5	6	Responses	Mean
1	Given the fact that I have access to phone numbers and e-mail addresses for support, it is also important for me to get assistance in real time via the website (e.g. live chat)	13	29	24	21	18	22	127	3.54
2	Customer reviews of clothes and accessories are important in my purchasing decision_____	18	20	27	29	21	12	127	3.40

Statistic	Given the fact that I have access to phone numbers and e-mail addresses for support, it is also important for me to get assistance in real time via the website (e.g. live chat)	Customer reviews of clothes and accessories are important in my purchasing decision
Min Value	1	1
Max Value	6	6
Mean	3.54	3.40
Variance	2.66	2.32
Standard Deviation	1.63	1.52
Total Responses	127	127

12. Promotions

If I find promotional products on the website, these are usually the ultimate reason for me to make a purchase (1 = Strongly Disagree**, and 6 =** Strongly Agree**)**

#	Answer		Response	%
1	1		11	9%
2	2		22	17%
3	3		29	23%
4	4		31	24%
5	5		23	18%
6	6		11	9%
	Total		127	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.52
Variance	2.01
Standard Deviation	1.42
Total Responses	127

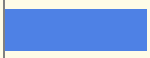
13. Trustworthiness and convenience of the website (1 = not important at all, and 6 = very important)

#	Question	1	2	3	4	5	6	Responses	Mean
1	The ease of returning an item	1	2	7	17	37	63	127	5.17
2	I feel safe and secure when using my credit card information online_____	0	1	7	9	22	88	127	5.49
3	Symbols indicating that the website and its online store are safe and secure are visible at the first page (for instance, the symbol for trygg e-handel, certifierad e-handel, e-mærket and/or luotettava verkkokauppa sertifioitu)	1	4	12	14	27	69	127	5.12
4	The website offers shipping which is free of charge	2	6	9	18	33	59	127	4.98

Statistic	The ease of returning an item	I feel safe and secure when using my credit card information online	Symbols indicating that the website and its online store are safe and secure are visible at the first page (for instance, the symbol for trygg e-handel ect.)	The website offers shipping which is free of charge
Min Value	1	2	1	1
Max Value	6	6	6	6
Mean	5.17	5.49	5.12	4.98
Variance	1.10	0.82	1.44	1.58
Standard Deviation	1.05	0.91	1.20	1.26
Total Responses	127	127	127	127

14. Delivery

How quick the delivery is affects my next possible purchase (1 = Strongly Disagree**, and 6 =** Strongly Agree**)**

#	Answer		Response	%
1	1		0	0%
2	2		2	2%
3	3		10	8%
4	4		22	17%
5	5		38	30%
6	6		55	43%
	Total		127	100%

Statistic	Value
Min Value	2
Max Value	6
Mean	5.06
Variance	1.07
Standard Deviation	1.03
Total Responses	127

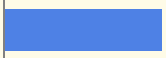
15. Presentation Technology of the website (1 = Strongly Disagree, and 6 = Strongly Agree)

#	Question	1	2	3	4	5	6	Responses	Mean
1	My desire for products will increase the more advanced technology that is used to show details of clothes and accessories	9	21	19	32	31	15	127	3.79
2	I am satisfied with how the majority of the websites are presenting their clothes and accessories today (browsing pictures from different angles and be able to rotate the models 360 degrees)	1	13	12	33	38	30	127	4.45
3	I would prefer more advanced technology involving videos and/or be able to try different setups of clothes on models	9	21	19	26	30	22	127	3.89
4	It is important with advanced search options (e.g. filtering searches by size, color and price etc)_____	3	12	13	26	37	36	127	4.50

Statistic	My desire for products will increase the more advanced technology that is used to show details of clothes and accessories	I am satisfied with how the majority of the websites are presenting their clothes and accessories today (browsing pictures from different)	I would prefer more advanced technology involving videos and/or be able to try different setups of clothes on models	It is important with advanced search options (e.g. filtering searches by size, color and price etc)
Min Value	1	1	1	1
Max Value	6	6	6	6
Mean	3.79	4.45	3.89	4.50
Variance	2.14	1.63	2.38	1.89
Standard Deviation	1.46	1.28	1.54	1.37
Total Responses	127	127	127	127

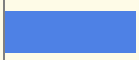
16. My intention to purchase is affected by a website's design and its features/characteristics

(1 = Strongly Disagree**, and 6 =** Strongly Agree**)**

#	Answer		Response	%
1	1		1	1%
2	2		2	2%
3	3		18	14%
4	4		37	29%
5	5		42	33%
6	6		27	21%
	Total		127	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	4.56
Variance	1.15
Standard Deviation	1.07
Total Responses	127

17. My intention to shop impulsively (unplanned purchases) is affected by a website's design and its features/characteristics (1 = Strongly Disagree**, and 6 =** Strongly Agree**)**

#	Answer		Response	%
1	1		8	6%
2	2		12	9%
3	3		24	19%
4	4		32	25%
5	5		35	28%
6	6		16	13%
	Total		127	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.96
Variance	1.93
Standard Deviation	1.39
Total Responses	127

18. My intention to revisit a website is affected by its design and its features/characteristics (1 = Strongly Disagree, and 6 = Strongly Agree)

#	Answer		Response	%
1	1		2	2%
2	2		4	3%
3	3		12	9%
4	4		40	31%
5	5		35	28%
6	6		34	27%
	Total		127	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	4.61
Variance	1.35
Standard Deviation	1.16
Total Responses	127

19. Please rank only 3 of the following features of a clothing online store in the order of how important they are to you (1 is the most important feature, and 3 is the least important). Rank by drag and drop the selections to the box

#	Answer	Rangordna 1 till 3
1	Visual appeal (color, brightness and graphics)	26
2	Trustworthiness and convenience (privacy, security and comfort)	74
3	Ease of use (navigation and accessibility of the website's structure)	79
4	Interactivity (support and contact with salespersons)	18
5	Presentation of supply (how the products are displayed)	81
6	Promotion (products with reduced price)	49
7	Presentation Technology (the technology on the website in terms of; search features, clothing demonstrations, videos, etc)_____	32

Answer	Rangordna 1 till 3 - Mean Rank
Visual appeal (color, brightness and graphics)	2.12
Trustworthiness and convenience (privacy, security and comfort)	2.07
Ease of use (navigation and accessibility of the website's structure)	1.91
Interactivity (support and contact with salespersons)	2.67
Presentation of supply (how the products are displayed)	1.88
Promotion (products with reduced price)	2.20
Presentation Technology (the technology on the website in terms of; search features, clothing demonstrations, videos, etc)	2.47

20. The following question is in form of a so called Hot Spot map. Your task is to click once on those sections that you like. Please note that you have to scroll side-ways to see the entire Hot Spot map.

#	Question	Off	On	Responses	Mean
7	Fashion tips (square 7)	75	52	127	1.41
3	Secure and free shipping (square 3)	78	49	127	1.39
5	Categorization/navigation area (squ 5)	78	49	127	1.39
8	New clothes (square 8)	80	47	127	1.37
16	Customer_service/information/security (square 16)	83	44	127	1.35
11	Tips from selected brands (square 11)	84	43	127	1.34
4	Shopping cart, checkout (square 4)	92	35	127	1.28
10	Stylist tips (square 10)	93	34	127	1.27
2	Search engine (square 2)	98	29	127	1.23
12	Customer reviews (square 12)	104	23	127	1.18
14	Our physical stores (square 14)	106	21	127	1.17
1	Logo (square 1)	107	20	127	1.16
6	Contact information (square 6)	113	14	127	1.11
9	Magazine information (square 9)	113	14	127	1.11
15	Newsletter (square 15)	114	13	127	1.10
13	Facebook link to fan page (square 13)	116	11	127	1.09
-	Fashion background (not visible in Appendix A; Figure 5: Q20)	120	7	127	1.06

Statistic	Logo (square 1)	Search engine (square 2)	Secure and free shipping (square 3)	Shopping cart, checkout (square 4)	Categorization/navigation area (square 5)	Contact information (square 6)	Fashion background (not visible in Appendix A)	Fashion tips (square 7)
Min Value	1	1	1	1	1	1	1	1
Max Value	2	2	2	2	2	2	2	2
Mean	1.16	1.23	1.39	1.28	1.39	1.11	1.06	1.41
Variance	0.13	0.18	0.24	0.20	0.24	0.10	0.05	0.24
Standard Deviation	0.37	0.42	0.49	0.45	0.49	0.31	0.23	0.49
Total Responses	127	127	127	127	127	127	127	127

New clothes (square 8)	Magazine information (square 9)	Stylist tips (square 10)	Tips from selected brands (square 11)
1	1	1	1
2	2	2	2
1.37	1.11	1.27	1.34
0.23	0.10	0.20	0.23
0.48	0.31	0.44	0.48
127	127	127	127

Customer reviews (square 12)	Facebook link to fan page (square 13)	Our physical stores (square 14)
1	1	1
2	2	2
1.18	1.09	1.17
0.15	0.08	0.14
0.39	0.28	0.37
127	127	127

Newsletter (square 15)	Customer_service/information/security (square 16)
1	1
2	2
1.10	1.35
0.09	0.23
0.30	0.48
127	127

Appendix C: Analysis

Figure 1 – Extracted factors based on eigenvalues

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	4,817	19,269	19,269
2	2,886	11,544	30,813
3	1,992	7,969	38,783
4	1,649	6,595	45,378
5	1,513	6,052	51,430
6	1,322	5,290	56,720
7	1,202	4,807	61,527
8	1,058	4,232	65,758

Figure 2 – Factor analysis

Rotated Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
Ease of use: Categories of apparel	,880							
Ease of use: Categories of brands	,816							
Ease of use: Fast navigation	,766							
Ease of use: Be familiar with structure	,590							,494
Informativeness: Range of supply		,754						
Presentation technology: Satisfaction of current demonstrations of clothes		,748						
Trustworthiness and convenience: Ease of returning products		,651					,323	
Informativeness: Range of brands		,600		,353				
Interactivity: Support with live chat			,832					
Visual Appeal: Celebrities presenting			,568				-,398	
Interactivity: Reviews from customers			,551					
Trustworthiness and convenience: Fast delivery				,732				
Trustworthiness and convenience: Free shipping				,679				,322

Informativeness: Trustworthiness of the models			,325	,530				
Visual Appeal: Color and layout					,870			
Visual Appeal: Brightness					,798			
Visual Appeal: First impression	,409				,554			
Presentation technology: Advanced search options						,800		
Presentation technology: Preferring advanced technology						,718		
Presentation technology: Desire for products with advanced demonstra-tions			,427			,507		
Trustworthiness and convenience: Credit card information							,847	
Trustworthiness and convenience: Symbols for "Trygg e-handel"							,767	
Ease of use: Visibility of Add-to-cart	,366							,703
Informativeness: Visibility of clothing categories and brands on first page	,342							,489
Promotion: Reduced prices	-,302	,359						,394

Figure 3 – Correlation associated with the factor analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,091	1,740		9,250	,000
	Visual Appeal: First impression	1,028	,316	,255	3,251	,001
	Informativeness: Visibility of clothing categories and brands on first page	1,213	,238	,399	5,094	,000

a. Dependent Variable: Easeofuse

Figure 4 – Correlation and Regression

Correlations

		EaseofuseFirstimpression	Basics	InterstionAdditionalvalue	DeliveryAttributes	VisualAppeal	PresentationTechnology	Security
EaseofuseFirstimpression	Pearson Correlation	1	,272**	,245**	,222*	,473**	,149	,180*
	Sig. (2-tailed)		,002	,005	,012	,000	,094	,043
	N	127	127	127	127	127	127	127
Basics	Pearson Correlation	,272**	1	,247**	,252**	,262**	,198*	,285**
	Sig. (2-tailed)	,002		,005	,004	,003	,026	,001
	N	127	127	127	127	127	127	127
InterstionAdditionalvalue	Pearson Correlation	,245**	,247**	1	,396**	,134	,533**	,123
	Sig. (2-tailed)	,005	,005		,000	,132	,000	,170
	N	127	127	127	127	127	127	127
DeliveryAttributes	Pearson Correlation	,222*	,252**	,396**	1	,124	,339**	,134
	Sig. (2-tailed)	,012	,004	,000		,166	,000	,134
	N	127	127	127	127	127	127	127
VisualAppeal	Pearson Correlation	,473**	,262**	,134	,124	1	,165	,065
	Sig. (2-tailed)	,000	,003	,132	,166		,064	,469
	N	127	127	127	127	127	127	127
PresentationTechnology	Pearson Correlation	,149	,198*	,533**	,339**	,165	1	,176*
	Sig. (2-tailed)	,094	,026	,000	,000	,064		,048
	N	127	127	127	127	127	127	127
Security	Pearson Correlation	,180*	,285**	,123	,134	,065	,176*	1
	Sig. (2-tailed)	,043	,001	,170	,134	,469	,048	
	N	127	127	127	127	127	127	127

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

*. Correlation is significant at the 0.05 level (2-tailed).

Figure 5 – Correlation and Regression

Correlations with the original categories against the dependent variable intention to purchase

		Intentions to purchase: Affected by design, structure and properties	ORIGINALEaseofuse	ORIGINALPresentationofSupply	ORIGINALtrustworthinessandconvenience	ORIGINALPresentationtechnology	ORIGINALInteractivity	ORIGINALvisualappeal
Intentions to purchase: Affected by design, structure and properties	Pearson Correlation	1	-,017	,122	,214*	**,242****	,184*	,101
	Sig. (2-tailed)		,847	,171	,016	**,006**	,039	,258
	N	127	127	127	127	**127**	127	127

*. Correlation is significant at the 0.05 level (2-tailed).

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

Figure 6 – Correlation and Regression

Correlations with the extracted factors from the factor analysis against the dependent variable intention to purchase

		Intentions to purchase: Affected by design, structure and properties	Factor Analysis: Visual appeal and first impression	Factor Analysis: Basics	Factor Analysis: Interaction and additional value	Factor Analysis: Delivery Attributes	Factor Analysis: Visual Appeal	Factor Analysis: Presentation Technology
Intentions to purchase: Affected by design, structure and properties	Pearson Correlation	1	,032	,103	,224*	,280**	,115	,237**
	Sig. (2-tailed)		,721	,249	,011	,001	,196	,007
	N	127	127	127	127	127	127	127

*. Correlation is significant at the 0.05 level (2-tailed).

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

Figure 7 – Correlation and Regression

Stepwise Regression Model Summary°

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,279a	,078	,071	1,035	,078	10,590	1	125	,001
2	,328b	,108	,093	1,023	,030	4,117	1	124	,045

a. Predictors: (Constant), Trustworthiness and convenience: Fast delivery

b. Predictors: (Constant), Trustworthiness and convenience: Fast delivery, Visual Appeal: First impression

Figure 8 – Correlation and Regression

Correlations

		ORIGINALeaseofuse	ORIGINALPresentationofSupply	ORIGINALtrustworthinessandconvenience	ORIGINALPresentationtechnology	ORIGINALinteractivity	ORIGINALvisualappeal
ORIGINALeaseofuse	Pearson Correlation	1	,315**	,262**	,090	,125	,322**
	Sig. (2-tailed)		,000	,003	,313	,162	,000
	N	127	127	127	127	127	127
ORIGINALPresentationofSupply	Pearson Correlation	,315**	1	,476**	,412**	,214*	,389**
	Sig. (2-tailed)	,000		,000	,000	,016	,000
	N	127	127	127	127	127	127
ORIGINALtrustworthinessandconvenience	Pearson Correlation	,262**	,476**	1	,387**	,265**	,145
	Sig. (2-tailed)	,003	,000		,000	,003	,103
	N	127	127	127	127	127	127
ORIGINALPresentationtechnology	Pearson Correlation	,090	,412**	,387**	1	,345**	,300**
	Sig. (2-tailed)	,313	,000	,000		,000	,001
	N	127	127	127	127	127	127
ORIGINALinteractivity	Pearson Correlation	,125	,214*	,265**	,345**	1	,181*
	Sig. (2-tailed)	,162	,016	,003	,000		,042
	N	127	127	127	127	127	127
ORIGINALvisualappeal	Pearson Correlation	,322**	,389**	,145	,300**	,181*	1
	Sig. (2-tailed)	,000	,000	,103	,001	,042	
	N	127	127	127	127	127	127

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

*. Correlation is significant at the 0.05 level (2-tailed).

Figure 9 – Correlation and Regression

Correlations

		Attention	Interest	Desire	Intentions to purchase: Affected by design, structure and properties
Attention	Pearson Correlation	1	,382**	,220*	,115
	Sig. (2-tailed)		,000	,013	,196
	N	127	127	127	127
Interest	Pearson Correlation	,382**	1	,514**	,119
	Sig. (2-tailed)	,000		,000	,184
	N	127	127	127	127
Desire	Pearson Correlation	,220*	,514**	1	,274**
	Sig. (2-tailed)	,013	,000		,002
	N	127	127	127	127
Intentions to purchase: Affected by design, structure and properties	Pearson Correlation	,115	,119	,274**	1
	Sig. (2-tailed)	,196	,184	,002	
	N	127	127	127	127

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

*. Correlation is significant at the 0.05 level (2-tailed).

Figure 10 – Correlation and Regression

Reliability Statistics of the section "Interest"

Cronbach's Alpha	N of Items
,715	11