“JUST ONE CLICK”:
UTILITARIAN AND HEDONIC MOTIVATIONS OF STUDENTS TO SHOP FASHION ONLINE

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Abstract:

The online shopping industry has been growing over the past decade (Statista, 2014). Former researchers identified consumers’ utilitarian and hedonic online shopping motivations. A qualitative research was conducted to understand the utilitarian and hedonic online shopping motivations of students to shop fashion online. A phenomenological interviewing method was used to generate detailed and in-depth descriptions of the seven students’ experiences of the University of Borås. Respectively three utilitarian and four hedonic online shopping motivations emerged out of the data and could be linked the motivations identified by Vignali and Reid (2014). This paper analyses the utilitarian online shopping motivations respectively convenience, price and discounts and selections and hedonic online shopping motivations respectively enjoyment, sociability, trend discovery and exclusivity. Regarding the utilitarian online shopping motivation convenience several convenience dimensions emerged out of the collected data and matched the dimensions identified by Jiang, Yang and Jun (2013) respectively, respectively access, search, evaluation, transaction, possession and post-purchase convenience. Regarding the hedonic online shopping motivation enjoyment, several dimensions emerged out of the data and could be linked to dimensions identified by Monsuwé et al. (2004) respectively escapism, pleasure and arousal.

Some of the linkages that could be found by comparing former research were also found in the data collected. Regarding the utilitarian online shopping motivations, information availability identified by Vignali and Reid (2014) could be linked to evaluation convenience and product availability identified by Vignali and Reid (2014) could be linked to access convenience. Regarding the hedonic online shopping motivations, relaxation shopping identified by (Ozen and Engizek, 2014) could be linked to escapism, social shopping (Ozen and Engizek, 2014) to sociability and idea shopping (Ozen and Engizek, 2014) to trend discovery. The analyses on the linkages further deepened the understanding of both utilitarian and hedonic motivations of students to shop fashion online.

Keywords: fashion, online shopping, student motivations, utilitarian motivations, hedonic motivations.
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1. Introduction

1.1. Background

“Online shopping, that is, purchases which customers make through various electronic systems (Lohse and Spiller, 1998 in Schultz and Block, pp. 99) has boomed around the world” (Schultz and Block, 2014, pp. 99). Over the past decade the online shopping industry has grown significantly (Statist, 2014). As the rate of consumers who are using the online channel for shopping purposes is increasing also the revenues of the e-tailers continue to grow in a fast pace (Ozen and Engizek, 2014). The rate of consumers who are using the online channel for shopping purposes is increasing (Mostellar, Donthu and Eroglu, 2014). Internet enabled devices for online shopping, that consumers use increasingly, contribute to the increasing rate of consumers who are using the online channel for shopping purposes. Most Internet enables devices are portable, like smart phones, laptops and tablets. Consumers that have access to those devices are enabled to shop online anytime and anywhere.

“*The market for online fashion continues to see robust growth as consumers become more accustomed to shopping online. Increased participation in shopping via smartphones and tablets has helped to bolster sales as consumers look to shop for clothes anytime and anywhere*."

Senior Fashion Analyst at Mintel (London Fashion Week, 2014)

According to Statista (2014) in 2012, U.S. e-commerce sales amounted to $289 billion, up from $256 billion in 2011. The largest share of online revenue was generated by retail shopping websites, which earned $210.3 billion in 2013. According to industry estimates, the number of American digital buyers is forecasted to grow from over 157 million in 2013 to 180 million in 2017. Statista (2014) forecasts that U.S. online retail will reach $500 billion in 2018. Moreover, mobile shopping increased in recent years. Statista (2014) states that consumers increasingly use their mobile devices for online shopping activities. American mobile commerce revenue amounted to approximately $10 billion in 2012. Currently, over $57 million Americans are mobile buyers, using their devices to shop online.
Figure 1 represents U.S. revenue generated with online apparel and accessories retail sales between 2012 and 2018 (Statista, 2015). Figures from 2014 onwards are projections. In 2012, revenue amounted to $38 billion and in 2013, revenue amounted to $44.7 billion. Not only was an increase prevalent in the past but is also forecasted for the upcoming years.

According to Mintel (2014 in London Fashion Week, 2014) since 2013 UK sales of online fashion have increased by 14.5 per cent to reach £10.7 billion in 2014. Online sales in the UK account for approximately 17 per cent of total spending on clothing and footwear, up from 13 per cent in 2011. Sales are forecasted to reach £19 billion in the UK by 2019. 70 per cent of the Internet users in the UK buy clothing and footwear online, making clothing and footwear the most purchased item online. Mintel (2014 in London Fashion Week, 2014) released in September that tablets are becoming increasingly popular both for browsing and purchasing with 20 per cent of online shoppers in the UK purchasing clothing via a tablet in the last 12 months.

It should be noted that in the Mintel Reports Brochure (2014, pp. 1) it is stated that “the growth rate in online fashion sales, however slowed and we expect a gradual slowing of the dramatic increases we have seen over the last few years as a natural consequence of a maturing market”. By scrutinizing figure 1, the growth percentages were calculated. In 2013, retail e-commerce revenue grew by 17.6 per cent compared to the previous year. In 2014, retail e-commerce revenue was expected to grow by 16.3 compared to the previous year. In 2015, retail e-commerce revenue is expected to grow by 14.8 compared to the previous year. In 2016, retail e-commerce revenue is expected to grow by 13.7 per cent. In 2017, retail e-commerce revenue is expected to grow by 12.8 per cent. The original data of Statista (2015) were these percentages are based upon strengthen the statement mentioned before, Mintel made in 2014.
1.2. Former research

The continuous and significant growth of e-commerce has drawn the attention of researchers. Arnold and Reynolds (2003) conducted exploratory qualitative and quantitative studies to investigate hedonic shopping motivations. Some researchers that followed have conducted quantitative research to investigate online shopping motivations from both utilitarian and hedonic perspectives (To et al., 2007; Kang and Park-Poaps, 2010). More specifically, Kang and Park-Poaps (2010) investigated the relationships between fashion innovativeness/opinion leadership and utilitarian/hedonic shopping motivations. More recently, Vignali and Reid (2014) adopted a quantitative research design analysing consumer utilitarian and hedonic motivations to shop fashion online. Furthermore, some researchers conducted quantitative research to investigate only hedonic online shopping motivations (Ozen and Engizek, 2014; Kim and Eastin, 2011) whereas others conducted quantitative research to investigate only utilitarian online shopping motivations. Some researchers though, focused on only one dimension of utilitarian motivation (Jiang, Yang and Jun, 2013) whereas others focused on only one dimension of hedonic online shopping motivation (Monsuwé, 2004).

Moreover, former researchers that analysed (only) utilitarian online shopping motivations did assume utilitarian online shopping motivations as a multidimensional construct. Interestingly, not all researchers that analysed (only) hedonic online shopping motivations in their research did assume hedonic online shopping motivations as a multidimensional construct like To et al., (2007), Ozen and Engizek (2014) and Vignali and Reid (2014). Namely, Sarkar (2011) and Kim and Eastin (2011) assumed hedonic shopping motivations as a one-dimensional construct.

1.3. Research Gap

Primarily quantitative research has been conducted in the past to investigate consumer utilitarian and hedonic online shopping motivations. Several researchers conducted quantitative research to investigate only utilitarian online shopping motivations whereas others only investigated only hedonic online shopping motivations and some researchers focusing on only one construct of either one of those before mentioned motivations. Vignali and Reid (2014) whom analysed consumer utilitarian and hedonic motivations to shop fashion online, as mentioned before, also adopted a quantitative research design. Building on their research, the decision was made to conduct a qualitative research to understand consumer utilitarian and hedonic motivations to shop fashion online –as this has not been done before. So, the decisions were made not to conduct quantitative research, as this has been done many times before to analyse utilitarian and hedonic online shopping motivations and to uncover both motivations, as a complete understanding of consumer’s motivations to shop fashion online is aimed for.
Even though subjects of researchers whom conducted quantitative research in the past were primarily students, students were also the subjects of this research – as mentioned in the research methodology chapter - to understand their utilitarian and hedonic motivations to shop fashion online. Most students are in the active age group of virtual communities and therefore represent an appropriate age group for the research reported in this paper. Moreover, students – mainly women -were chosen as respondents, as especially women and students view online shopping as an entertaining adventure and spend more money online than in physical stores (Mintel, 2011 in Vignali and Reid, 2014).

This research will provide a deep understanding of student’s utilitarian and hedonic motivations to shop fashion online - linking and adding to former research.

This leads me to respectively to the problem description, research purpose and the research questions.

1.4. Problem Description

As the growth rate in online fashion sales has slowed and a gradual slowing of the increases we have seen over the last few years is expected, as the market is maturing. As a consequence the intensity of competition for online fashion retailers will continue to grow. For them it is important to understand the utilitarian and hedonic motivations of consumers to shop fashion online. In order for online retailers to attain and retain consumers they have to understand the utilitarian and hedonic motivations of consumers to shop fashion online. The insights can enable retailers to adopt appropriate strategies that are needed in order to satisfy consumer wants and needs and to ultimately gain a competitive advantage. More specifically understanding utilitarian and hedonic motivations of student to shop fashion online is important for online fashion retailers as they are in the active age group of virtual communities. As qualitative research is conducted - this research paper provides retailers with a deep understanding of the utilitarian and hedonic motivations of students to shop fashion online, which will enable online fashion retailers to adopt strategies accordingly.

1.5. Research Purpose

The purpose of this research is to understand the utilitarian and hedonic motivations of students to shop fashion online.

1.6. Research Questions

Research question 1
What are the utilitarian motivations of students to shop fashion online?

Research question 2
What are the hedonic motivations of students to shop fashion online?
2. Literature review

2.1. Online shopping

Online shopping refers to the process of using online stores to make transactions and purchases (Monsuwé et al., 2004). Online shopping provides a broad selection of opportunities, great access to information, twenty-four-seven access to online stores and consumers have the opportunity to compare the offerings of e-tailers worldwide (Kim, 2002). “The rate of consumers who are using the online channel for shopping purposes is rising and the revenues of e-tailers continue to grow rapidly” (Ozen and Engizek, 2014). The number of consumers shopping online and the amount they spent will continue to increase for the upcoming years (IMRG 2012 in Vignali and Reid. Moreover, online fashion shopping is adopted by many consumers and has outperformed other product categories (Mintel 2012 in Vignali and Reid, 2014). Fashion is surpassing popular categories like books and music as fashion shoppers have been considered as the most enthusiastic in the online retail environment (Mintel 2012 in Vignali and Reid, 2014).

Over the last few decades, much research has been done regarding online shopping. Monsuwé et al. (2004, pp. 102) propose “a framework to increase researchers’ understanding of consumers’ attitudes toward online shopping and their intention to shop on the Internet”. “The framework uses the constructs of the Technology Acceptance Model (TAM) as a basis, extended by exogenous factors and applies it to the online shopping context” (Monsuwé et al. 2004, pp. 102). The TAM model is an influential research model and is used as a basis by several researchers including Monsuwé et al. (2004). The constructs of the TAM model initially were respectively “ease of use” and “usefulness” (Davis, 1989 in Monsuwé et al. 2004). In 1992 Davis added a third construct namely “enjoyment” to the model (in Monsuwé et al.). The TAM model was developed by Davis (1989) to understand workplace adoption of new technology. Though, it is proven to be a suitable basis for the adoption of e-commerce (Chen et al., 2002, Monsuwé et al., 2004, Dennis et al. 2010). Chen et al. (2002) applied the TAM model examining consumer behaviour in the virtual store context whereas Dennis et al. (2010) used the TAM model as their theoretical framework looking particularly at the social aspects of online shopping.

Within the TAM model, both utilitarian and hedonic aspects are considered to relate to consumers’ acceptance to online shopping (Childers et al., 2001, Monsuwé et al., 2004). “Online shopping is a mode of shopping where both utilitarianism en hedonism are likely to persist” (Sarkar, 2011). More recently, Vignali and Reid (2014) collected primary data to examine consumer motivations to shop fashion online. The findings of their research “illustrated that consumers are motivated to shop online by utilitarian motivation as well as hedonic motivation” (Vignali and Reid, 2014). They identified four utilitarian online shopping motivations respectively “convenience”, “price and savings”, “product and
information availability” and “selections” and four hedonic online shopping motivations respectively “fun, enjoyment and adventurous experience”, “sociability”, “trend discovery” and “exclusivity”. Vignali and Reid’s (2014) most significant finding is that convenience is of prime importance in influencing online shopping motivation. As “convenience has been one of the principal motivations underlying customer inclinations to adopt shopping online” (Jiang, Yang and Jung, 2013, pp. 191) the decision was made to include the key dimensions of convenience identified by Jiang, Yang and Jung (2013) to this research respectively “access”, “search”, “evaluation”, “transaction” and “possession/post-purchase” convenience. Furthermore, another decision was made to include the three dimensions of enjoyment - which is part of the hedonic dimension “fun, enjoyment and adventurous experience” - Monsuwé et al. (2004) identified respectively “escapism”, “pleasure” and “arousal”.

A year before Vignali and Reid’s research, in 2013 Ozen and Engizek explored whether hedonic motivations of consumers have any potential impact on their impulse buying tendencies in the online environment. I was able to link the five dimensions of hedonic shopping motivations they identified respectively “adventure/explore shopping”, “value shopping”, “idea shopping”, “social shopping” and “relaxation shopping” to the four hedonic shopping motivations Vignali and Reid identified one year later that I mentioned before. Several of those I was able to link to one motivation Vignali and Reid identified. This leads me to Arnold and Reynolds (2003) and To et al. (2007). Arnold and Reynolds (2003) identified a comprehensive inventory of consumers’ hedonic shopping motivations. Six categories of hedonic shopping motivations emerged from the data respectively “adventure shopping”, “social shopping”, “gratification shopping”, “idea shopping”, “role shopping” and “value shopping” shopping. To et al. (2007) identified “adventure/explore”, “social”, “idea”, “value” and “authority and status”.

Ozen and Engizek (2013) categorized hedonic shopping motivations of online shopping according to Arnold and Reynolds (2003) and To et al. (2007). Ozen and Engizek (2013) excluded “role shopping” which is one of the categories Arnold and Reynolds (2003) identified and “authority/status shopping” which is one the categories To et al. (2007) identified. Ozen and Engizek excluded the categories because they were not thought to have a relationship with impulse buying tendencies of Turkish online consumers. To et al. (2007) had also excluded the “role shopping” category that Arnold and Reynolds identified in 2003. To et al. (2007) excluded this category because the convenience value brought by Internet shopping allows consumers to play the expected role within limited time and space, therefore it is covered by the value of convenience of Internet shopping (Parsons 2002, in To et al., 2007).

Furthermore, one of Ozen and Engizek’s (2013) dimensions of hedonic shopping motivations namely “relaxation shopping” is given the same definition that Arnold and Reynolds gave to the category of hedonic shopping motivation “gratification shopping” ten years before. The reason why Ozen and Engizek seemingly changed the name of the motivation remains unknown. What we do know is that they both involve “shopping for stress relief and to alleviate a negative mood” (Arnold and Reynolds, 2003, pp. 80).
As this research is conducted to understand online fashion shopping motivations of consumers, the quantitative research Vignali and Reid conducted in 2014 is the ultimate starting point for this qualitative research as the utilitarian and hedonic motivations they identified aren’t only the most up-to-date described motivations but also apply to shopping online shopping, more specifically shopping fashion online.

2.2. Online Shopping Motivations

Vignali and Reid (2014, pp. 133) “illustrated that consumers are motivated to shop online by utilitarian motivation as well as hedonic motivation”. Convenience, price and savings, product and information availability and selections are the five utilitarian motivations they identified (Vignali and Reid, 2014). The most significant finding of their study is that convenience is “of prime importance in influencing online shopping motivation” (Vignali and Reid, 2014, p. 133). As convenience is a principal motivation for consumers to shop online Jiang, Yang and Jun (2013) in their turn identified the key convenience dimensions of online shopping. The five dimensions of online shopping are respectively access, search, evaluation, transaction and possession/post-purchase convenience Jiang, Yang and Jun 2013). Regarding the latter different items belong to possession and post-purchase convenience.

Fun, enjoyment, and adventurous experience, sociability, trend discovery and exclusivity are the hedonic motivations Vignali and Reid (2014) identified. Monsuwé et al. (2004) identified three latent dimensions of enjoyment respectively escapism, pleasure and arousal. Furthermore, Ozen and Engizek (2013) identified five dimensions of hedonic shopping motivations respectively adventure/explore shopping, value shopping, idea shopping, social shopping and relaxation shopping. I was able to link to the before mentioned hedonic motivations Vignali and Reid identified (2014). Adventure/explore shopping I was able to link to fun, enjoyment and adventurous experience, more specifically to one of the latent dimensions of enjoyment that Monsuwé et al. (2004) identified, namely pleasure. Value shopping can also be linked to fun, enjoyment and experience. Idea shopping I was able to link to trend discovery. Social shopping I was able to link to sociability. Relaxation shopping I was also able to link to fun, enjoyment and adventurous experience, more specifically to one of the latent dimensions of enjoyment that Monsuwé et al. (2004) identified, namely escapism. There is no dimension identified by Ozen and Engizek (2013) that I was able to link to the hedonic motivation exclusivity that is identified by Vignali and Reid a year later.

2.2.1. Utilitarian Motivations

“Utilitarian value is defined as an overall assessment (i.e. judgment) of functional benefits and sacrifices” (Overby and Lee, 2006, pp. 1161). Traditionally, from the utilitarian perspective shopping has been regarded as a highly rational process by consumer behaviour researchers (Kang and Park-Poaps, 2010). Utilitarian shopping motivations are not only task-oriented but also rational and cognitive (Babin et al., 1994 in Kang and Park-Poaps, 2010). From the utilitarian perspective, the shopping motivation is purchasing the product of completing the mission only (Babin et al., 1994 in To et al., 2007). The utilitarian motivation is not only
defined as mission critical but also as rational, decision effective and goal oriented (Batra and Ahtola, 1991 in Ozen and Kodaz, 2012). So, utilitarianism is a task related and rational view (Batra and Ahtola, 1991 in Park-Poaps, 2010). Utilitarian motivation shows that shopping starts with a mission or task and whether a benefit is acquired depends on whether the mission is completed (efficiently) or not during the shopping process (Batra and Ahtola, 1991 in To et al., 2007). Park and Sullivan (2009) add to that, that utilitarian orientation is concerned with achieving goals through efficient and timely procuring with minimum irritation. Shopping has been viewed as driven by a need to acquire a product and with a work mentality (Fischer and Arnold, 1990). It is desired to procure a product efficiently and rationally (Kang and Park-Poaps, 2010). Babin et al. (1994) state that the rational approach involves a procurement that is efficiently made, regardless of any fun. From this perspective, individuals are rational problem solvers that understand consumption as a means to a predefined end (Bettman, 1979 in Rintamäki et al., 2006). “Therefore, the consumer is seen as a utility calculator, Homo Economicus” (Rintamäki et al., 2006).

2.2.1.1. Convenience

Convenience, speed and choice are the main reasons for shopping online (Mintel 2012 in Vignali and Reid, 2014). Regarding the former, Jiang, Yang and Jun (2013, pp. 191) identified “the key convenience dimensions of online shopping, as convenience has been one of the principal motivations underlying customer inclinations to adopt shopping online”. They derived five salient dimensions respectively access, search, evaluation, transaction and possession/post-purchase convenience (Jiang, Yang and Jun, 2013). Regarding convenience in a mobile commercial context, Jih (2007) stressed that transaction convenience, which is one of the two dimensions he extracted next to operational convenience, exerts a significant effect on online shopping intentions of consumers. Regarding retail convenience, Seiders et al. (2000) suggest four avenues for providing convenience respectively access, search, possession and transaction. Subsequently, regarding service convenience in a retailing context, Seiders et al. (2005, 2007) have developed and validated the five-dimension instrument, the SERVCON scale in the context of brick-and-mortar retailer chains that carry apparel and furnishings. The SERVCON scale with 17 items, measuring decision, access, transaction, benefit and post-benefit convenience “showed good reliability and validity for in-store shopping convenience” (Jiang, Yang and Jun, 2013, pp. 194). Regarding retail convenience both for in-store and online shoppers Beauchamp and Ponder (2010) examined the differences based on same four types of convenience that Seiders et al. suggested which are mentioned before. We have to keep in mind that “convenience is a context-based concept” (Jiang, Yang and Jun, 2013, pp. 195). The context of offline shopping is not the same as the context of online shopping. Seiders et al. (2007) have researched offline shopping convenience whereas Jiang, Yang and Jun (2013) have researched online shopping convenience, hence the different dimensions. Moreover, not only the dimensions are different also the items differ. As an example, access convenience is a dimension identified by both Seiders et al. (2007) and Jiang, Yang and Jun (2013). Though, offline access convenience relates to, for example, parking and opening hours, whereas online access convenience relates to an accessible website (Jiang, Yang and Jun, 2013).
As mentioned before, Jiang, Yang and Jun (2013) derived five salient dimensions respectively access, search, evaluation, transaction, and possession/post-purchase convenience. Access convenience relates to consumers being able to shop online anytime and anywhere. It relates to “two types of flexibility – time and place” (Jiang, Yung and Jun, 2013, pp. 206). These two types of flexibility in turn relate to psychological benefits such as reduced waiting and travelling time and benefits by avoiding crowds (Jiang, Yang and Jun, 2013). Moreover, consumers benefit from being able to access products, brands and stores online that they are not able to access offline close to their home or work (Jiang, Yang and Jun, 2013). Search convenience and inconvenience relate to respectively download speed, web site design, search function and product classification (Jiang, Yang and Jun, 2013). Evaluation convenience relates to available detailed and easy to understand product descriptions (Jiang, Yang and Jun, 2013). Furthermore, consumer reviews and comments on websites relate to this convenience dimension (Jiang, Yang and Jun, 2013). Transaction convenience relates to simple checking out processes and online payment methods (Jiang, Yang and Jun, 2013). As with the search convenience dimension, transaction inconvenience can be experienced by consumers and can lead them to not purchase in the end at all. Last but not least, possession/post-purchase convenience. Possession convenience could be described as, for example, undamaged product and post-purchase convenience as personal data security (Jiang, Yang and Jun, 2013).

2.2.1.2 Price and savings

Consumers are economically motivated to shop online when information to find the lowest prices and the best bargains is accessible (Mintel, 2012 in Vignali and Reid, 2014). The number of consumers who search for vouchers and discounts increased which supports that price and savings is a key motivation in online shopping (IMRG, 2009 in Vignali and Reid, 2014).

2.2.1.3 Product and Information availability

Rohm and Swaminathan (2004) state that a distinct online shopping motive is consumers being able to access a lot of information that is tailored to their needs. Arguably, product and information availability can be linked to evaluation convenience as evaluation convenience is linked to available detailed and easy to understand product descriptions, as mentioned before. Product information is one of the descriptions Jiang, Yang and Jun (2013) give of the evaluation convenience dimension, which enhances this argument.

2.2.1.4 Selections

Consumers can “access more diversified product assortments” (Vignali and Reid, 2014, pp. 139). The vast selection of products has a positive effect on consumers’ online shopping decisions (Alba, 1997 in Vignali and Reid, 2014). Moreover, Wolfinbarger and Gilly (2001) stated that some consumers shop online for specialised products like large sized shoes.
2.2.2. Hedonic Motivations

“Hedonic value is defined as an overall assessment (i.e. judgment) of experiential benefits and sacrifices, such as escapism” (Overby and Lee, 2006, pp. 1161). Escapism – which I will elaborate on later in this research paper - is one of the dimensions of enjoyment that Monsuwé et al. (2004) identified. Furthermore, Holbrook and Hirschman (1982) state that hedonic consumption involves emotional arousal that takes place during the purchase or consumption. Arousal – which I will also elaborate on later in this research paper – is another dimension of enjoyment that Monsuwé et al. (2004) identified. Interestingly, consumers appreciate the online shopping experience apart from what may result, for example, an online procurement (Holbrook 1994, in Monusuwé et al., 2004). So, a shopping activity is viewed as an experience that consumers may enjoy as emotionally satisfying regardless of any purchase (Monsuwé et al., 2004). Online shopping is seen as enjoyment and as consumers are shopping online they seek for potential entertainment that comes from fun and play (Monsuwé et al., 2004). Hedonic consumers shop online to enjoy the shopping activity and access experiential and emotional benefits of it (Vignali and Reid, 2014). Consumers’ motivation will be higher as they experience more positive feelings during shopping online (Kukar-Kinney et al., 2009 in Vignali and Reid, 2014).

2.2.2.1 Fun, Enjoyment and Adventurous Experience

Monsuwé et al. (2004) identified three dimensions of enjoyment respectively escapism, pleasure and arousal. The former relates to “enjoyment that comes from engaging in activities that are absorbing, to the point of offering an escape from the demands of the day-to-day world” (Monsuwé et al., 2004). Monsuwé et al. (2004) stated that enjoyment can come from online shopping, being an activity consumers can engage in, that is absorbing, to the point of offering an escape from the demands of the day-to-day world. Pleasure relates to the degree consumers are feeling good, joyful, happy or satisfied during online shopping (Monsuwé et al., 2004). The latter relates to the degree consumers are feeling stimulated, active or alert (Monsuwé et al., 2004).

Childers et al. (2001) state that as enjoyment consumers have in their online shopping increases, the positive attitude they will have toward online shopping will increase. High levels of enjoyment resulting from innovative and stimulating product viewing can facilitate the provision of a hedonic online shopping experience (Oh et al., 2008). Product viewing that is both vivid and interactive can result in higher levels of consumer enjoyment (Cyr et al., 2009).

As mentioned before adventure/explore shopping is one of the dimensions of hedonic shopping motivations that Ozen and Engizek (2013) identified that I was able to link to fun, enjoyment and adventurous experience, which is one of the hedonic motivations Vignali and Reid (2014) identified. More specifically, I was able to link adventure/explore shopping to the dimension pleasure that is one of the three latent dimensions identified by Monsuwé et al. (2004) of enjoyment. During the shopping process it is not only the product that gives
consumers pleasure (Sherry, 1990 in To et al., 2007). Presumably, the same reasoning goes for the online shopping process. During shopping consumers enjoy the searching and are likely to come across something new and appealing (Westbrook and Black, 1985 in To et al., 2007). Arguably, during online shopping, searching will most likely result in coming across something new and appealing and this might bring enjoyment to consumers. Furthermore, value shopping is one of the dimensions of hedonic shopping motivations that Ozen and Engizek (2013) identified and that I was able to link to fun, enjoyment and adventurous experience which is one of the hedonic motivations Vignali and Reid (2014) identified. Value shopping related to the enjoyment that consumers experience while looking for bargains, discounts and sales. Consumers getting a good discount would result in them experiencing delight and seeing themselves as smart shoppers (Chandon et al., 2000 in To et al., 2007). In online stores, consumers are likely to find bargains and discounts and are able to compare them across the online stores. Interestingly, as mentioned before, price and savings is one of the utilitarian motivations identified by Vignali and Reid (2014). Based on this, we could argue that bargains and discounts can be linked to not only hedonic motivation but also a utilitarian motivation.

Relaxation shopping is the last dimension of hedonic shopping motivations that I was also able to link to fun, enjoyment and adventurous experience, which is one of the hedonic motivations Vignali and Reid (2014) identified. More specifically I was able to link relaxation shopping to one of the latent dimensions of enjoyment that Monsuwé et al. (2004) identified, namely escapism. Relaxation shopping relates to online shopping providing consumers stress relief and turning negative moods of consumers into positive moods (Arnold and Reynolds, 2003). I was able to link relaxation shopping to escapism as I found that online shopping answers to the need of consumers to escape from reality (Ozen and Engizek, 2013). As Ozen and Engizek (2013, pp.83) state: “Numerous consumers confessed that they do shopping to reduce stress or to stop thinking about their problems, they see shopping as a way to wind down, relax, improve a negative mood or just satisfy the need for escaping from reality”.

2.2.2.2 Sociability

Social networks provide value of shopping and socialising (Mintel 2012 in Vignali and Reid, 2014). The increasing usage of social networks has encouraged more consumers to shop online because of what the social networks provide, as mentioned before, value of shopping and socialising (Mintel 2012 in Vignali and Reid, 2014). Virtual communities are social platforms according to Huang and Yang (2010) that provide consumers with more up-to-date information and social gratification. This in turn will increase consumers’ motivations to shop online. As mentioned before social shopping is one the dimensions of hedonic shopping motivations that Ozen and Engizek (2013) identified that I was able to link to sociability, which is one of the hedonic motivations Vignali and Reid (2014) identified. Consumers that shop online are able, with the help of online communities, to share information and shopping experiences with those who have the same interest online (To et al., 2007). On the contrary, “some researchers have found that people prefer online shopping in order to escape social interaction, not to deal with sales people” (Ozen and Engizek, 2013, pp. 82).
2.2.2.3 Trend discovery

A factor for consumer to shop online is to be able to catch up with the latest trends (Parsons, 2002). As mentioned before idea, idea shopping is one of the dimensions of hedonic shopping motivations that Ozen and Engizek (2013) identified that I was able to link to trend discovery, which is one of the hedonic motivations Vignali and Reid (2014) identified. Idea shopping relates to consumers go shopping to learn about new trends and fashions (Arnold and Reynolds, 2003). During online shopping consumers will get information about products, brands and trends (To et al., 2007). Ozen and Engizek (2013) state that during shopping, among others, online product reviews, can provide consumers with information seeking, anytime anywhere. Interestingly, as mentioned before, product and information availability is one of the utilitarian motivations that Vignali and Reid (2014) identified. Based on this, we could argue that information can be linked to not only hedonic motivation but also to utilitarian motivation.

2.2.2.4 Exclusivity

Compared to conventional shopping, online stores provide customers an exclusive range of products and therefore online shoppers have the edge over offline shoppers who have limited selections (Ruane and Wallace, 2013 in Vignali and Reid, 2014). By purchasing the exclusive brands and products that are not accessible offline, customers could express themselves in a more unique way (Mintel, 2012 in Vignali and Reid 2014).
3. Methodology

3.1 Qualitative Research

As the purpose of this research paper is to understand the utilitarian and hedonic motivations of students to shop fashion online the decision was made to conduct a qualitative research, as primarily quantitative research has been conducted in the past. Vignali and Reid’s (2014) research is one of the examples of quantitative research that has been conducted related to online shopping motivations. Vignali and Reid (2014) adopted a quantitative research design and approach following a positivist standpoint. The findings of this research illustrated utilitarian and hedonic online shopping motivations (Vignali and Reid, 2014).

“Qualitative research tends to be concerned with words rather than numbers” (Bryman, 2012, pp. 380). In qualitative research, the perspective of the volunteer participants – what they see as important and significant – provides the point of orientation (Bryman, 2012). In part 3.1.1. will be elaborated on the volunteer participants. Furthermore, qualitative interviewing is a main research method associated with qualitative research that was employed. This approach to data collection will be elaborated on in part 3.1.2..

3.1.1. Sampling in Qualitative Research

The decision was made to make use of purposive sampling. A purposive sample is a form of non-probability sample in which the aim is to sample, in this case, participants in a strategic way (Bryman, 2012). The volunteer participants were relevant to the research questions that are being posed. As the research questions include motivations of students to shop fashion online, the sample included students respectively 1st year bachelor, master and PhD students from the University of Borås. Moreover, it was made sure the participants experienced shopping for fashion online by asking them before participation if they have had experienced shopping for fashion online. So, all participants were students that have experienced shopping for fashion online.

All participants were recruited orally. The sample included seven participants respectively five women and two men, ranging from 22 to 36 years of age. A variety of ethnical and study backgrounds were represented. Three Swedish, one Finish-Danish, one Greek, one Assyrian and one Palestinian formed the sample. Six of them currently living in Borås, Sweden, one of them living currently in Länghem. Respectively, two bachelor students, three master students and two master students participated. Table 1 provides a list of the participants’ pseudonyms, their ages and brief description of their backgrounds.

Current students were chosen as respondents, as most students are in the active age group of virtual communities and therefore represent an appropriate age group for the research reported in this paper. Students - mainly women - were chosen as respondents as especially women
and students, view online shopping as an entertaining adventure and spend more money online than in physical stores (Mintel, 2011 in Vignali and Reid, 2014). Moreover, most participants were Swedes as they were among the most enthusiastic online shoppers. In 2012, among the most enthusiastic online shoppers were the Brits, Danes and Swedes (E-commerce Europe, 2013).

TABLE 1
PARTICIPANT DESCRIPTIONS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Name</th>
<th>Age</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>Anna</td>
<td>29</td>
<td>Swedish, Fashion Management, 1 year Master Programme, born and raised in Borås, Sweden.</td>
</tr>
<tr>
<td>Female</td>
<td>Atra</td>
<td>22</td>
<td>Assyrian, Pedagogics, 3 year Bachelor Programme, 1st year student, born in Eskilstuna, Sweden moved to respectively Halmstad and Jönköping, Sweden, living currently in Borås, Sweden.</td>
</tr>
<tr>
<td>Female</td>
<td>Catherine</td>
<td>25</td>
<td>Greek, Fashion Management, 1 year Master Programme, born and raised in Athens, Greece, living currently in Borås, Sweden.</td>
</tr>
<tr>
<td>Female</td>
<td>Eva</td>
<td>27</td>
<td>Swedish, Textile Management, 5 year PhD programme, 1st year student, born in Borås and raised in Skephtul, Sweden, living currently in Borås, Sweden.</td>
</tr>
<tr>
<td>Female</td>
<td>Leila</td>
<td>23</td>
<td>Palestinian, Fashion Management, 1 year Master Programme, born in Cairo Egypt, moved to Beirut, Egypt, lived in Lebanon a big part of her life, living currently in Borås, Sweden.</td>
</tr>
<tr>
<td>Male</td>
<td>Dirk</td>
<td>22</td>
<td>Finish-Danish, Pedagogics, 3 year Bachelor Programme, 1st year student, born and raised in Karlskoga, Sweden, living currently in Borås, Sweden.</td>
</tr>
<tr>
<td>Male</td>
<td>Kale</td>
<td>36</td>
<td>Swedish, Textile Management, PhD Programme, 1st year student, born and raised Mockfjärd, Sweden, living currently in Länghem, Sweden.</td>
</tr>
</tbody>
</table>

3.1.2 Interviewing in Qualitative Research

In-depth interviews were used to understand utilitarian and hedonic motivations of students to shop fashion online. The term in-depth interview refers to –in this case- a relatively unstructured interview. More specifically, the decision was made to conduct phenomenological interviews. The phenomenological interviews were relatively unstructured and open ended (Roulston, 2009). The purpose of phenomenological interviews is to generate detailed and in-depth descriptions of the participants’ experiences (Roulston, 2009). As the aim is to understand participants’ feelings, perceptions, and understandings open questions were used to provide a format for the participants to answer in their own words (Roulston, 2009).

As the purpose of this study is to understand motivations of students, qualitative interviewing was chosen, as the interviewee’s point of view is what the researcher is interested in.

An interview guide helped me to conduct the unstructured interview, also known as an aide-mémoire (Bryman, 2012). The interview guide included the opening question and a format follow up question list. Moreover, I did have a list of the utilitarian and hedonic online
shopping motivations found in former research. To clarify the before mentioned, I will give
and example. A format follow up question was:

Earlier on you mentioned ___. Could you elaborate a bit more on that?

As the interviewee answered the opening question with, among others convenience and as
convenience was one of the utilitarian online shopping motivations in my list, I asked the
follow up question:

Earlier on you mentioned convenience. Could you elaborate a bit more on that?

So, the interviewee was allowed to respond freely to the opening question and the interviewer
was able to ask a follow up question – asking the respondent to elaborate on what he/she
answered to the opening question. Two things should be noted. Firstly, sometimes the
respondent did pop up a motivation to shop fashion online that could not be found in the list
of motivations found in former research. Even though it was not in the list, the researcher did
ask the respondent to elaborate on it as this motivation might be a motivation that has not
been written about in former research. Secondly, it might also be that the interviewee was
asked to elaborate on something mentioned in his/her answer to a follow up question.

The interviews were conducted during weekdays in April and May, 2015 respectively the
28th, 29th, 30 of April and the 1st, 4th, 5th, 6st of May. Most interviews took place in the
morning and/or afternoon. One interview took place in the evening. The interviews took
between almost fifty-three minutes and one hour and forty-nine minutes. The researcher made
sure that they interviews took place in settings that were quiet (i.e. settings without no or little
outside noise that might affect the quality of the recording) and private (i.e. so the
interviewees did not have to worry about being overheard) (Bryman, 2012). Each interview
was conducted either at my apartment, at study rooms at The Swedish School of Textiles or at
a private office at The Swedish School of Textiles. The bachelor students were interviewed at
my apartment, the master students were interviewed at study rooms at The Swedish School of
textiles, the PhD students were interviewed at their private office. The study rooms were
booked beforehand to ensure not to be disturbed during the interview. In all cases, only the
participant and the researcher were present. Moreover, language was used that was
comprehensible and relevant to the students that were interviewed.

The participants were informed that the purpose of the study was to understand the
motivations of students to shop fashion online. Moreover, the participants were informed that
the purpose was to gain an understanding about their feelings, perceptions and experiences.

The interviews began with attaining general background information about the interviewees.
They were asked to elaborate for example on their hometown study, personal interests, career
goals and future plans. Following these questions I shifted to the topic motivations to shop
fashion online using the opening question:
Please describe in as much detail as possible how you experience shopping fashion online.

“This opening question was designed to begin the dialogue in an open-ended manner” (Thompson and Haytko, 1997, pp. 19). All interviewees were able to give an elaborate answer to the opening question. Follow up questions included:

- Earlier on you mentioned ___. Could you elaborate a bit more on that?
- You mentioned ___ twice. Can you elaborate on ___?
- You mentioned ___. How does this make you feel?
- You said ___. What do you mean?

All the interviews were guided by one and the same opening question. The follow up questions were linked to what interviewees had already said. The order and wording of the follow up questions varied. The researcher was restricted to asking for clarification and elaboration.

Due to time constraints, it was not possible to conduct multiple interviews with each participant. So, one interview was held with each interviewee. Of great importance was to listen carefully to what the respondents said. Notes were taken during the interviews, to enable the researcher to come back to what the interviewee said before. Furthermore, the researcher took a neutral but interested stance (Roulston, 2009). The story flow was not interrupted to gain specific details of the participant’s experience (Roulston, 2009). Moreover, reservation was exercised in contributing to the talk (Roulston, 2009).

“In sum, in phenomenological interviews as traditionally discussed and understood, the interviewer’s responsibility is to provide a supportive, non-therapeutic environment in which the participant feels comfortable to provide in-depth descriptions of the life experiences of interest to the researcher” (Roulston, 2009, pp. 18.).

The respondents provided in-depth experiences - both good and bad – that were of interest to the researcher.

Challenging was the fact that none of the respondents were native English speakers nor was the researcher a native English speaker. Moreover, the English language proficiencies varied between the respondents, which made the one interview easier to transcribe than the other. The higher the English language proficiency was of a respondent, the easier to transcribe the interview.

Another challenge was conducting the phenomenological interviewing method. The researcher was not experienced in this interview technique. To be enabled to conduct the phenomenological interview properly, substantial reading about the phenomenological interviewing method was done in April prior to the actual interviews in the end of April and the beginning of May. Among others, the article ‘speaking of fashion: consumers’ uses of
fashion discourses and the appropriation of countervailing cultural meanings’ of Thompson and Haytko (1997) and chapter one ‘asking questions and individual interviews’ of the book of Roulston (2009) were scrutinized to prepare the interviewer for the phenomenological interviews.

Each interview was recorder and transcribed. In part 3.1.2.1. will be elaborated on the recordings and transcriptions of the interviews.

3.1.2.1. Recording and Transcribing of the Interviews

Each interview was recorded and transcribed verbatim. The interviews were recorded with the IPhone 4 Dictaphone ran smoothly. The researcher made sure to be thoroughly familiar with the operation of the Dictaphone before she began with the interviews; by running some test before. The researcher recorded ‘face sheet’ information of a general kind such as name and age and a specific kind such as study, because such information is useful for contextualizing people’s answers. Though, the names were not transcribed. Instead pseudonyms were used. The researcher herself transcribed all seven interviews. The researcher chose to transcribe the interviews herself, as it offered benefits in terms of bringing her closer to the data, and encouraged to start to identify key themes. Moreover, the researcher became aware of the similarities and differences between the interviewees’ accounts.

Transcribing the interviews was arduous and time consuming. Though, recording and transcribing the interviews allowed for thorough and repeated examination of what the interviewees said. As it is not only about what people said but also about how they said it (Bryman, 2012), the researcher did wrote down when an interviewee for example sighed or laughed. Moreover, interviewers often found that “as soon as they turn of their recording equipment, the interviewee continues to ruminate on the topic of interest and frequently will say more interesting things than in the interview” (Bryman, 2012). So the researcher decided to keep the recorder running for some minutes after the interview was ended to make sure to capture potential rumination of the topic of interest. Some respondents did reveal information or views in those minutes that the researcher transcribed. The interviewees were briefed about the recorder running for some minutes after the interview and the researcher explained to the interviewees why this would be done.

3.1.3 Ethical principals

“Discussions about ethical principals in social research, and perhaps more specifically transgressions of them, tend to revolve around certain issues that recur in different disguises, but they have been usefully broken down by Diener and Grandall (1987 in Bryman 2012) into four main areas” respectively harm to participants, lack of informed consent, invasion of privacy and deception (Bryman, 2012, pp. 135). I focused on these areas and did my utmost not the harm interviewees, to give prospective interviewees as much information – as far as possible - as might be needed for them to make an informed decision about whether or not they wish to participate in a study, not to invade their privacy and not to deceive. Regarding
the former I advocated care over maintaining the confidentiality of records (Bryman, 2012). I maintained identities and records of the respondents as confidential (Bryman, 2012). I ensured transcripts did not include the names of the respondents but pseudonyms. These pseudonyms were used in this study and can be found in Table 1. Regarding informed consent, I freely informed the respondents about the research purpose and the phenomenological interviewing method. Based on the SRA Ethical Guidelines, I made sure that respondents were not under the impression that they were required to participate. All interviewees volunteered and “I made them aware of their entitlement to refuse at any stage for whatever reason and to withdraw data just supplied” (Bryman, 2012, pp. 138). Regarding invasion of privacy, I did not ask questions about for example income or sexual activities as interviewees might feel that questions about for example income and sexual activities delve into private realms. Moreover, they will most likely refuse questions about the before mentioned. Lastly, regarding deception, I did not represent my work as something other than it is.

3.1.4. Reliability and Validity in Qualitative Research

Reliability is “the degree to which a measure of a concept is stable” (Bryman, 2012, pp. 715). To raise reliability, the researcher was as transparent as possible in describing how the data was collected. In order for other researchers to redo the research in the future this transparency is needed. Moreover, the researcher was as transparent as possible in presenting the findings, which raised the reliability. Furthermore, after seven interviews themes emerged – which also raised reliability.

Validity is “a concern with the integrity of the conclusions that are generated from a piece of research” (Bryman, 2012, pp. 717). To raise validity, the researcher applied the phenomenological interviewing method that has been used before in another context by Craig Thompson (1997).

3.1.5 Qualitative Data Analysis

A thematic analysis was undertaken. Themes and subthemes emerged out of the collected data. The themes and subthemes are the product of reading and rereading the transcripts that make up the data (Bryman, 2012). The themes and subthemes that emerged could be linked – in most cases -to – utilitarian and hedonic motivations and their dimensions identified by former researchers – found in the literature review chapter -, which will become evident in the finding and analysis chapter.
4. Findings and Analysis

4.1 Utilitarian Online Shopping Motivations

“Online shopping is regarded as an efficient and rational approach to achieve the goal” (Vignali and Reid, 2014). Vignali and Reid (2014) identified four utilitarian online shopping motivations respectively convenience, price and savings, product and information availability and selections. The first main theme that emerged out of the collected data matches the utilitarian online shopping motivation convenience identified by Vignali and Reid (2014) and therefore became the first utilitarian online shopping motivation analyzed in this chapter, under the heading 4.1.1. Convenience. The second theme that emerged out of the data overlaps the price and savings utilitarian online shopping motivation price and savings. Though, the utilitarian online shopping motivation price and savings was renamed price and discounts as respondents elaborated on discounts and not on savings and therefore became the second utilitarian online shopping motivation analyzed in this chapter, under the heading 4.1.2. Price and Discounts. The third theme that emerged out of the data matches the utilitarian motivation selections identified by Vignali and Reid (2014) and therefore became the fourth utilitarian online shopping motivation analyzed in this chapter, under the heading 4.1.3. Selections.

Vignali and Reid (2014) identified product and information availability as one of the four utilitarian online shopping motivations. Though the definition and hypothesis that Vignali and Reid (2014) provide only focus on information availability. Information availability can be linked to evaluation convenience. One of the descriptions of evaluation convenience that Jiang, Yan and Jung (2013) provided was product information. As “evaluation convenience is associated with the availability of detailed yet easy-to-understand product descriptions by employing various presentation features, such as text, graphics, and video, on the web site ” (Jinag, Yan and Jung, 2013, pp. 206) and as several description related themes emerged out of the data and as descriptions provide information to consumers the decision was made to link information availability to the evaluation online shopping convenience dimension.

As themes related to product availability emerged out of the data and as availability of products and brands is one of the descriptions of access convenience Jiang, Yang and Jun (2013) provided, these themes will be discussed in the chapter 4.1.1.1. Access convenience.

Table 2 on the next page gives an overview of the utilitarian online shopping motivations of student.
Table 2.

UTILITARIAN ONLINE SHOPPING MOTIVATIONS

<table>
<thead>
<tr>
<th>Convenience</th>
<th>Price and Discounts</th>
<th>Selections</th>
</tr>
</thead>
</table>
| **Access**   | -Whenever, wherever and psychological benefits  
- Availability of product from foreign countries  
- Availability of sustainable products | **Price**  | **Diversified product assortment** |
| **Search**   | -Comparing costs    | **Discounts**  | **-Discount codes**  
**Specified product assortment** |
| **Evaluation** | -Product descriptions  
- Product product descriptions  
- Model descriptions  
- Garment care instructions and fabric descriptions  
- Pictures, video and catwalk  
- Customer comments  
- Product categorization |  |
| **Transaction** | -Check out and payment systems  
- Mobile devices  
- Buy now, pay later |  |
| **Possession** | -On time delivery  
- Transaction time and home delivery  
- Transaction time and fetching |  |
| **Post-Purchase** | -Returning |  |
4.1.1. Convenience

Convenience is the first utilitarian online shopping motivation of students. The decision was made to subdivide the convenience chapter into six subchapters as several online shopping convenience dimensions emerged out of the data. The themes that emerged out of the data can be linked to the six convenience dimensions that Jiang, Yang and Jun (2013) identified respectively access, search, evaluation, transaction, possession and post purchase convenience. As the link became evident between the themes emerged out of the data and six convenience dimensions that Jiang, Yang and Jun (2013) identified, they became the subchapters of the 4.1.1. Convenience chapter.

In some cases the subthemes emerged out of the data could be linked to the descriptions that Jiang, Yang and Jun (2013) provided and/or be linked to what they discussed under each convenience heading in their discussion chapter. Moreover, in some cases I was able to add to their descriptions and what they discussed under each convenience heading in their discussion chapter – deepening the understanding of students to shop for fashion online. This will become evident throughout the 4.1.1. Convenience chapter.

The decision was made to subdivide each subchapter to provide the reader with a thorough understanding of the multiplicity of the convenience dimension.

4.1.1.1 Access Convenience

Access convenience is the first online shopping convenience dimension that Jiang, Yan and Jun (2013) identified and matches to the theme that emerged out of the data. The five descriptions of this online shopping convenience dimension provided by Jiang, Yan and Jun (2013) are respectively time flexibility, space flexibility, energy used, accessibility of websites, availability of products and brands. The themes wherever and whenever emerged out of the data emerged and can be linked to the time and space flexibility descriptions of Jiang, Yan and Jun (2013). Jiang, Yan and Jun (2013) elaborated that the two flexibility types – time and space provide psychological benefits (Jiang, Yan and Jun, 2013). This also emerged out of the data. The psychological benefits can be linked to energy used, which is the third online shopping convenience dimension description of access convenience. Energy can be saved by shopping online, not having to travel to a physical store, which is psychological benefit. The subthemes wherever and whenever and psychological benefits constructed the first subchapter 4.1.1.1.1. Furthermore from the data emerged respectively the subthemes availability of products from foreign countries and the availability of sustainable products, the description availability of products and brands applies to respondents that elaborated on the availability of products from foreign countries and the availability of sustainable products. The subthemes availability of products from foreign countries and availability of sustainable products constructed respectively the subchapters 4.1.1.1.2. and 4.1.1.1.3.. The data enabled me to deepen an understanding of the availability of products. Accessibility of websites is one of the descriptions of the access convenience dimension but as the seven respondents did not elaborate on the accessibility of websites, no accessibility of websites theme emerged and is therefore not included in this findings and analysis chapter.
4.1.1.1. Whenever, Wherever and Psychological Benefits

The fact that students can shop for fashion online at any time and any place motivates them to shop for fashion online. The former can be linked to time flexibility (Jiang, Yang and Jun, 2013). Regarding the former, Catherine stated:

So, I guess the biggest motivation for me to go online is to find specific stuff in a specific time. If I wanted to see something like a product or whatever, shoes, I can even go online in midnight and check them but I can’t do that in a physical store. I can’t really go in midnight and see, cause it’s closed of course. So, it’s also a big advantage of, I guess, you can experience whenever, whenever. It is always there, it’s 7 o’clock, if it’s 8 o’clock, it’s midnight, it’s 4 o’clock in the morning.

Leila emphasized:

Convenience in, that you can shop at, that you can shop online at 2 am, 3am, 5 am.

Both Catherine and Leila emphasise the advantage of being able to shop for fashion online at any time. Catherine compares it to shopping for fashion offline in which she is not able to shop for fashion at any time. She cannot enjoy the time flexibility that shopping online for fashion does bring.

Also Kale emphasises the time flexibility:

You can do the shopping whenever you like, so you can do it, in the evening when the kids have gone to bed for example.

Kale links being able to shop for fashion whenever, to his duties as a father. He is able to fulfil his duties and shop for fashion online due to the time flexibility.

Some students emphasized that they were not only able to shop for fashion online at any time but also at any place. The later can be linked to place flexibility (Jiang, Yang and Jun, 2013). Jiang, Yang and Jun (2013) stated that the two flexibility types –time and place – in turn provide psychological benefits, which is illustrated by one the respondents. Dirk stressed:

Otherwise I need to go from my home and then maybe go take the bus, drive or something to the store and there you are going to look for that you want and you are going to try and then you are going to stand in line. So, it’s so simple, I can lay in my bed, 3 in the night and just: ok I want some clothes and just start a website and click on a pair of jeans or t-shirt or a cap or perfume or shoes, everything. So, that’s the easiest, simple.

Dirk does not only emphasises both time and place flexibility but also stresses the psychological benefits the flexibility types provide him with, namely expending less effort in travelling to physical stores and reduced waiting time. Regarding the flexibility type –time- he
mentioned that he can shop for fashion online in the night and regarding the flexibility type – place- he mentioned that fashion can be purchased from his home, more specifically, his bed. This in turn provides him with the benefit not having to spend time travel and not having to spend time standing in line, as he has to do shopping for fashion in an offline store. Also Emma emphasises the psychological benefit, expending less effort in travelling:

That’s basically why I bought it online instead of driving a long way to get it so that’s a motive for me.

This study does not only shows that, being able to shop for fashion online at any time motivates both male and female students but also both experience the psychological benefit of the flexibility type –time-.

4.1.1.1.2 Availability of Products from Foreign Countries

“Consumers enjoy the benefits of the accessibility to products, brands and stores that are not available in the location where they reside or work” (Jiang, Yang and Jun, 2013, pp. 206). Catherine illustrates the former partially by saying:

And I think online shopping gives you this chance to get products that are not available where you live or they just open a new door into the globalisation of course of the fashion in general. I mean I can get a product from Japan, because maybe 50 years ago I could not. I should go to Tokyo and buy. And now I can just go online and get it.

Catherine underscores that online shopping enables her to access products that are not available in the location were she resides and provides her with relatively big psychological benefits not having to travel to another country from which she want to purchase from.

4.1.1.1.3. Availability of Sustainable Products

Whereas Catherine emphasises primarily being able to access products from foreign countries, Kale emphasises the availability of sustainable products online:

Of course, another reason, (...) is the availability. (...) I have tried to find products that are more sustainable. And since it is easier to have a kind of a niche shop online than it is to have it on in a physical store. I think there are more sustainable products available online than in physical stores.

Interestingly, Catherine’s motivation to shop for fashion online is the accessibility to foreign products whereas Kale’s motivation to shop for fashion online is the availability of sustainable products online – as more sustainable products are available online than offline.
4.1.1.2 Search Convenience

Search convenience is the second convenience dimension identified by Jiang, Yan and Jun (2013). In the discussion part chapter under the search convenience heading Jiang, Yan and Jun (2013, pp. 206) stated “all the potential issues associated with product search over the Internet can be grouped into four major categories respectively download speed, website design, search function and product classification”.

No themes emerged out of the data that can be linked to the other three major categories respectively download speed, website design, search function and product classification and are therefore not constructing subchapters.

As Jiang, Yang and Jun (2013, pp. 206) stated in their discussion chapter under the heading search convenience that “theoretically, online customers can research products and compare costs without physically visiting multiple locations to find their desired products” and as comparing costs emerged as a subtheme out of the data, the decision was made to elaborate on comparing costs in subchapter 4.1.1.2.1.

4.1.1.2.1. Comparing Costs

As mentioned before, “theoretically, online customers can research products and compare costs without physically visiting multiple locations to find their desired products” (Jiang, Yang and Jun, 2013). Catherine illustrates the former by saying:

\[
\text{It has to do also with the convenience. To compare the prices I have to go to 20 stores [offline], but it is more convenient and easier to compare prices online.}
\]

Kale illustrates the former by saying:

\[
\text{Online is very useful to get an idea of the price of a product, so in that way I use it a lot. Just to compare, if I have a special item I would like to buy.}
\]

Catherine emphasises the ease of comparing prices online in comparison to comparing prices offline and states that it is more convenient and easy to compare prices online. As Jiang, Yang and Jun (2013) stated, multiple locations do not have to be visited to compare costs if you do shop online instead of offline. Kale also emphasises the usefulness of comparing prices and focuses on comparing of prices of a desired product and does not compare online with offline shopping. Both of them will likely be motivated to shop for fashion online as online shopping enables them to compare prices easily online.

4.1.1.3. Evaluation Convenience / Information Availability

Evaluation convenience can be linked to information availability, as evaluation convenience is linked to available detailed and easy to understand product descriptions (Jiang, Yang and Jun, 2013). Product information is one of the descriptions Jiang, Yang and Jun (2013) give of the evaluation online shopping convenience dimension, which enhances this argument.
The subthemes that emerged out of the data were respectively product descriptions – which can be linked to the first description that Jiang, Yang and Jun (2013) provided of evaluation convenience namely product information, as descriptions provide information -, production process descriptions, model descriptions, garment care instructions and fabric description, pictures video and catwalk. Jiang, Yang and Jun (2013, pp. 206) stated in the chapter discussion under the heading evaluation convenience, that “evaluation convenience is associated with the availability of detailed yet easy-to-understand product descriptions by employing various presentation features, such as text, graphics, and video, on the web site”. The subthemes emerged out of the data could be linked to what Jiang, Yang and Jun (2013) stated. Product descriptions constructed the subchapter 4.1.1.3.1., production process descriptions 4.1.1.3.2., model descriptions, 4.1.1.3.3., garment care instructions and fabric descriptions 4.1.1.3.4, pictures, video and catwalk 4.1.1.3.5.. Moreover, another subtheme emerged out of the data that could be linked to evaluation convenience namely customer comments. As Jiang, Yang and Jun (2013) stated that a customer reviews system provided by web stores enable consumers to read other consumers product comments/reviews. The subchapter 4.1.1.3.6. was constructed by customer comments.

One more subtheme emerged out of the data and matched with the last description of online shopping evaluation convenience dimension that Jiang, Yan and Jun (2014) identified namely product categorization, which constructed the subchapter 4.1.1.3.7..

No themes emerged out of the data could be linked to standardized and branded products, the presence of price information in products listings -which are two other descriptions of the evaluation convenience dimension- and therefore do not construct subchapters.

4.1.1.3.1. Product Descriptions

Product descriptions enable consumers to make more informed decisions.

Kale stated regarding product information:

(...)

You have often much more information on the web than you have if you are just going into a shop, and to look at, for example a pair of shoes for you children. I as a father who cares I would like to always want to know if there are any chemicals in the product and such things and that is often easier to find out [online] because there is often more information about the product than if you are just going to the shop. (...). Which I think is very great.

Kale focuses on the information availability online compared to the information availability offline, stating that more information can be found online and mentioning that this is great. Kale highlights that he wants to be able to read about if, in this case, shoes contain chemicals, as he, being a father, – presumably - does not want his kids to be harmed by shoes containing chemicals. It should be noted that Kale is, among others, a PhD student writing about sustainability and therefore might be more aware of it in comparison to the other student respondents, especially the student respondents that do not study anything fashion related. This might be one of the reasons Kale being the only respondent mentioning wanting information about chemicals – if there are any included in items. Most likely, if students are not aware of the fact that items might include chemicals and the harm it might cause them, they wont be mentioning wanting information about it either.
The question arises: Would companies provide information about it, as I might put consumers off to buy items containing chemicals, if they know the chemicals might harm them. Presumably, companies are more likely to provide information on items not including chemicals. Consumers aware of the harm items will bring that do contain chemicals, might be incentivized to buy items of which they know do not include any chemicals.

4.1.1.3.2. Production Process Descriptions

It became evident that not only product descriptions, but also production process descriptions enhance convenience.

After me asking Kale to elaborate a bit more that it is very great to have more information online than offline he stated:

Since I always try to judge the product and the production process, to see: how is this item produced. And I want to in some way do a sustainable purchase, as sustainable as it can be, I am not saying that I am always doing it right. But I have an intention and I try to do it, then I am interested in learning more about the product. And I think that even if its, it’s a long way to go, to have all information about the product available, you often find more information when you are searching when you are looking at it on a web shop then in a physical store. And I think it’s really great, really great.

Kale mentions wanting information about production processes. As Kale is, as mentioned before, among others, a PhD student writing about sustainability and therefore might be more aware of production processes in comparison to the other student respondents, especially the student respondents that do not study anything fashion related. This might be one of the reasons Kale being the only respondent mentioning wanting information about production processes. Most likely, if students are not aware of the fact that the one production process is more harmful than the other - harmful for the workers and/or environment -, they won’t be mentioning wanting information about it either. Or maybe they do want information about the production processes for other reasons.

The question arises: Would companies provide information about it, as I might put consumers off to buy items containing production processes that are more harmful than others – harmful for the workers and/or environment. Presumably, companies are more likely to provide information on items that do not include the more harmful production processes. Consumers aware of the harm production processes might bring, might be incentivized to buy items of which they know do not include the more harmful production processes.

4.1.1.3.3. Model Descriptions

Next to product descriptions and product process descriptions, model descriptions enhance convenience.
Dirk stated regarding model descriptions:

*I think if they have more descriptions, they describe more, maybe how tall or how much the weight is on the model its gonna help me more. (...) Some websites have the height and the weight [descriptions] but not many.*

*If you see a picture of a model and they wrote the height and the weight and which size this model has I can see: maybe I need a bigger [size] (...).*

*(...) It’s more easy to buy because more information. I think more customers [more information will result in more customers purchasing] because it’s makes it more easier for them to buy online.*

Dirk focused on model descriptions. Not many websites provide information regarding the height, weight and the size of a model. He does state that this information will help him. If the height, weight and size of a model are known, Dirk will be able to compare himself to the model and this will facilitate his decision making process regarding size. He states that the more information online will make it easier for consumers to buy online and will result in more consumers buying online.

**4.1.1.3.4. Garment Care Instructions and Fabric Descriptions**

The importance of detailed garment care instructions and fabric descriptions also became evident.

Dirk also emphasized garment care instructions and fabrics descriptions:

*If you get more information then you will not have many questions.*

*Maybe how you are going to laundry it and if it is cotton or [another fabric]? Often they write that.*

Anna stated:

*(...) Some extra information and how much stretch is in it [in the fabric]. (...) And when you buy cotton, you have to wash in this type of degrees because these are the features of that type of material. It is hard because I would want to know more, how it would feel and stretch and that’s the difficulty when it comes to buying online because you can’t feel it and you can’t touch it and you can’t experience how it is behaving.*

Dirk states that websites often provide consumers with garment care instructions and information about fabrics. This information gives answers to questions consumers might have. Regarding the latter, as fabrics cannot be touched, information about the fabric gives (at least some) clarity. This is underscored by what Anna stated. As consumers cannot feel, touch and experience how a garment is behaving when they shop fashion online – like they can offline – specific information on websites about the fabric enables the consumer to make a more
informed decision than if they would have to make a decision without them being informed about the fabric on web stores.

4.1.1.3.5. Pictures, Video and Catwalk

After Kale elaborated on a jeans online - the website only provided a flat picture of the front of the jeans (assuming a picture of a garment not worn by a model) - Kale stated regarding pictures:

I would appreciate a picture with a person that is wearing (...) jeans to see, to get another view of the fitting and of course also on the back side because this was only a flat front and its quit hard, for me, I am not that good to judge the fitting of the garment just looking at it on a flat. So I thought in this example I thought it was quite hard to see if it was kind of a slim pair of jeans or if they were, because they looked quite wide for example. So it was very hard to judge if they were going to fit me or.

Anna stated:

I like these different views that you see on for example shoes and clothes. Cause you want to just look at it how it looks from different angles.

Kale appreciates websites providing pictures with persons wearing garments, and pictures of the front but also the backside. This will enable him to judge the fit of the garment better than if a website only provide a flat picture. Anna also emphasised different views. Websites that provide different views enable consumers to scrutinize a garment and enable them to make a more informed decision than if they would have to make a decision without different views provided by web stores.

Catherine states regarding pictures, video and catwalk:

It’s boring for me when I scroll down just a picture. But when they have a video or when I can see it on the catwalk, like ASOS.com does, cause they also have a button, (...) view it on the catwalk. So, you can see the garment, how it flows on the body, or how the model is or is she super thin and super tall, I can guess it is not for me cause it looks perfect on her, but it wouldn’t fit on me cause I am not tall, I am not skinny.

For instance, I remember that ASOS.com started only with the pictures. And when they added the catwalk view, when the models were walking and they just wear the garments I was more: this is more accurate, this looks more physical - to show the movement as well.

Catherine emphasises, as she discusses the website ASOS.com, that an added catwalk view results in an enhanced accuracy, as it enables her to not only view the garment but also its movement. It is a less static view.

Catherine mentioned:

I mean you have to buy in order to try.
As consumers that shop online are not able before they purchase a garment to try it on – as they can when they shop offline – they cannot experience the movement of the garment on their own bodies. The catwalk view enables them to do experience the movement –not on themselves – but on the model that runs the catwalk. This enables consumers to make a more informed decision than if they only were provided by web stores with pictures.

Moreover, Catherine highlights being able to scrutinize the model and compare herself to the model. She argues, if a model has a certain body type and a garment looks good on the model, it would not fit her as she has a different body than the model.

Regarding models, Anna stated:

_And I also would like to see it [the garment] in maybe more models than just one. Because you have this standard model, which looks gorgeous in everything she wears, maybe it would be nice to have additional [models]._

Interestingly, Anna emphasized wanting more models wearing a garment. Assumably, different looking models and with different body types. Presumably, for her to be able to not only a standard model but also see a model wearing a garment with a body type similar to hers. If it looks good on the model, chances are it looks good on her too. As Catherine stated that if a garment looks good on a model with a different body type than hers, it would not fit her. If online web stores would make use of more models wearing a garment she would be enabled to see if a model, with a similar body type to hers, looks good in the garment that also looked good on the model that did not have a similar body type to hers.

I would like to come back to what Kale stated:

_I would appreciate a picture with a person that is wearing (...) jeans to see, (...)._

As I asked him to elaborate a bit on that, he answered:

_Someone I guess, a model or something does not matter that much for me._

Interestingly, Anna on the one hand emphasized wanting more models wearing a garment to be more informed. Kale on the other hand does not seem to be bothered with who is wearing a garment – he just wants to see it on a person, to be able to judge the fit. In this particular case, the woman seems to demand more than the man.

4.1.1.3.6. Customer Comments

Many webs stores have a customers review section, allowing consumers to read other customers’ comments and or reviews about their product experiences before ordering (Jiang, Yang and Jun, 2013). “Such a peer evaluation system has proven to be very effective in
solving consumers’ evaluation time and efforts” (Jiang, Yang and Jun, 2013).

Kale stated regarding customer comments:

But of course that is also one thing to look at on a webpage, to see if they have any comments [customer comments] and I think that is a really great thing with shopping online is that you are able to use the comments to see if the products are that one that they [the company] claim that they are. (...) For example colours, if you order a shirt for example if it looks nice on the picture it is not always the same colour when it comes home, because there are different kind of samples and such things. And then you can rely on the comments (...). Or the quality of course. (...) I think more companies should use it.

I think it is very useful information to see what others, who have bought the same item, the same garment, have thought about the colours or the fitting or how it is described in the text or if it works. So I think that’s a good source.

As things are not always what they seem online, customer comments provide a solution. By reading the customer comments, he gets informed about if things are what they seem online or not. Moreover, he could get informed about the fit of a garment – which is valuable as he won’t be able to try on a garment yourself before buying it online and experiencing the fit yourself. This source of information adds to the information that the web store provides and Kale states that you can rely on them, even though he realises that:

(...) Of course I realize if the company would like to do it, than they could fake, make fake comments but I cannot see that, it would be such a useful thing for a company to write fake comments. But most companies [would not], and especially I think in fashion, because I think it’s not that much money in it, in each garment I mean.

So, he is aware of the potential downside of the customer review section, he does think most fashion web stores would not. So, due to his belief of not much abuse of the section by web stores and the benefit that the section brings him, being able to be informed about if things are what they seem online, among others, he thinks it is a good source and that more companies should use it.

If he believed the review section would be abused regularly by fashion web stores, presumably, he would not view the section as a good source and he would not think the information would be very useful. In this case, his faith leads him to his conclusions.

4.1.1.3.7. Product Categorization

Several respondents elaborated on the importance of product categorization.

Atra states that she has to have a structure on sites:

(...) When I see it’s so messy, they don’t have a structure in the site, I think: I don’t care, I don’t want to look there. I like when it is an easy site. Like there is women, men, shoes, dresses, jeans [categories]. (...). I don’t like when it is messy, children
clothes, women clothes in the same [category]. (...). I have to have a structure on the site. So that is something that I am looking for too.

So like Nelly.com you can choose like party dresses, party shoes, chill shoes, chill dresses, like the structure of it. You don’t have to see every dress they have, maybe they have 500 dresses you just want to see party dresses and they are like 100 dresses (...).

Atra underscores the importance of web stores having a clear product categorization. Looking for a particular type of dress and a website providing that category of dresses saves the consumer time and effort as they do not have to look through all dresses available on that website but only through the category of dresses in which the consumer is interested.

One of Catherine’s motivations to shop for fashion online seems to be a proper product categorization - focusing on a sub categorization that will save time and effort. Leila underscores the former by saying:

You just go to lets say, pants, than you know like if you are looking for something specific. And then you can, short let’s say and then you, jeans short, they have many subtitles that makes it more like practical. Saves you time.

Presumably, both Catherine and Leila are motivated to shop for fashion online at those web stores that have a clear product categorization – as this saves them time and effort and is therefore convenient.

4.1.1.4. Transaction Convenience

Several subthemes emerged related to transaction convenience respectively check out and payment systems, mobile devices, and buy now, pay later constructing respectively the chapter 4.1.1.4.1., 4.1.1.4.2. and 4.1.1.4.3.. The first two themes can be linked to two descriptions Jiang, Yan and Jung (2013) gave of the transaction online shopping convenience dimension respectively check-out process and payment methods. No themes emerged out of the data that could be linked to the other three descriptions that Jiang, Yun and Jung (2013) provide respectively changes in purchase, confirmative reply and price inconsistency. Though two themes emerged that could not be linked to former research namely the transaction convenience of mobile devices and buy, now pay later.

4.1.1.4.1. Check Out Process and Payment Systems

Transaction convenience can be linked to the ease of the check out process and easy to use payment system.

Kale stated regarding checking out and paying:
I mean the process is today is very smooth, except for this information problem, when you have found the right item, it is often, its always, I have never experienced complicated process, was easy to put it in a basket, check out, to pay. Even if sometimes it’s a bit tricky that there are different kind of payments systems but there are not that big differences, so I think it is very easy (…).

(...) The technique is very easy, if you are used to it I would like to say, because if I compare to my wife, she doesn’t like it all, she hates it. (…). And I think the problem is that she thinks its hard to manage that there are differences in different kind of systems, you know sometimes you cannot use your MasterCard, sometimes you can use your bank account, sometimes you have to use your visa card, so there are different kind of systems and you have to [get accustomed]. They are similar but they are not exactly similar. And this is of course important if you are going to buy online or not to have a very smooth process.

Kale emphasises that he experienced checking out and paying as an easy process. It is easy to pay online even though different kind of payment systems exist, as they are not that different. He does acknowledge that not everybody experience paying online as easy due to the different kind of payment systems. He gives his wife as an example. He think s that she thinks the different kind of payments systems are hard to manage. Kale states: the technique is very easy, if you are used to it (…). Presumable, consumers have to get accustomed with the different systems in order for them to experience paying online as easy.

4.1.1.4.2. Transaction convenience of Mobile Devices

The importance of transaction convenience of mobile devices became evident.

Anna states regarding mobile devices:

If you talk about mobile devices as a connection to the company websites where you can also buy things today. It should also be super simple. Just (...) you store your address and everything. You have your bank account or you know your numbers everything it should be in there. So, basically just: Ok. Buy. Are you sure you want to buy this? Yes. Click.

Simplicity is basically you have your brands that you like. You have an app that is build for a mobile device and its made so you can buy from the app. If the app itself or online could store your information and it is already there instead of me having to take out my visa card every time and putting the numbers, that drives me nuts. Every time I have to do that and put in my address and everything. So, that is one way in making it simple (…).

Anna underscored simplicity when it comes down to buying fashion online via a mobile device. Simplicity is linked to the web store app build for a mobile device storing her information after she entered it. For her it is important that she only has to enter her information once so every time she wants to purchase online, she does not have to enter her
information again, as it is stored. This saves her time and effort and therefore results in transaction convenience. The transaction can be made by just a ‘click’, which makes it very convenient.

4.1.1.4.3. Buy Now, Pay Later

One respondent highlighted the transaction convenience of the option buy now, pay later that many web stores provide.

Dirk stated:

*Or when you are buying. In a store you need to have the money you need to have the money right now. But when you are buying online you can, many websites have, buy now, pay one month later or three months later or do you want to split in some months you pay maybe 10€ per month like that, that’s pretty good I think. Because, (...) now I need some new swimming trunks. I want some. But I don’t have the money now but I thought about to shopping them online because I can pay them next month. So that’s a good thing I think.*

*Its good because maybe you want to buy for 100€ but you feel, you have them, the money but you need to have money for other things, maybe food or rent or something but you can split this to pay every month or next month everything. So, it’s really easy. Than I think if this didn’t exist than I would not have bought that much online because I feel that when I buy than I buy a lot. Than you see your account just go down and than you see: ok you split it and then you feel I have money and get my clothes. It’s easy and I (...) get secure.*

Dirk emphasises the convenience of online stores providing him with the option to buy now, pay later online. He argues even though he does not have money now to buy new swimming trunks, he will be able to purchase anyway as online web stores provide him with the option to pay for his former purchase in the upcoming month. Even if he does have money, but has to spend the money on other things, he will be able to buy online and pay in (the) upcoming (months). Moreover, he states that if the buy now, pay later option would not exist he thinks he would not have bought that much online. The buy now, pay later option motivates Dirk to shop for fashion online, as it is easy and even makes him feel secure. The latter might be linked to the money not being withdrawn from his account immediately after purchasing fashion online. The money will stay on his account temporarily while he does receive the garments permanently. Of course, if he decides to return the garments he will not keep the garments but he will keep the money in the end.

4.1.1.5. Possession Convenience

The subthemes that emerged out of the data were respectively on time delivery, transportation time and home delivery, transportation time and fetching constructing respectively the chapters 4.1.1.5.1, 4.1.1.5.2 and 4.1.1.5.3. The description on time delivery of possession convenience that Jiang, Yang and Jun (2013) provided matched the first theme and the last
two themes can be linked to delivery offered – another description of possession convenience that Jiang, Yang and Jun (2013) provided. Not themes emerged that could be linked to the descriptions delivery change notification, product undamaged and attitude and performance of deliverymen that Jiang, Yang and Jun (2013) provided.

4.1.1.5.1. On Time Delivery

On-time delivery will motivate consumers to shop fashion online. Inconvenience results from items delivered not on-time.

Catherine stated regarding on time delivery:

*Maybe I should go for happy socks official store. I know that I will have the product in time and I know that it is going to be the official product.*

Catherine highlighted that it upsets her when a web store does not deliver on time:

*I am also upset when they say: I take 5 days and it’s been 8.*

Catherine highlights that she can be certain of receiving an ordered item on time when she orders from an official supplier. She highlights considering buying from the official supplier knowing that she will not only receive the item on time but also receiving the real deal. Presumably, for her it is important to receive an item on time and to receive the real deal and therefore she considers buying from an official supplier. Moreover, Catherine mentioned that it upsets her when a web store does not deliver on time. As customers expect on time delivery, the result of a web store not living up to the customer expectation will result most likely in dissatisfaction and inconvenience. As convenience is of the principal motivations underlying customer inclinations to adopt shopping online (Jiang, Yang and Jun, 2013, pp. 191), web stores should try to make sure to live up to the expectations or even better, exceed expectations by delivering earlier than expected which will both result in satisfied consumers.

4.1.1.5.2. Transportation Time and Home Delivery

Short transportation time and the convenience of home delivery motivates consumers to shop fashion online.

Dirk stated:

*(...) You get clothes pretty fast also. It’s not many days you will have to wait until the clothes are home.*

Leila mentioned regarding transportation time and home delivery:
And it comes to your home as well. And now as well they have a little bit of, like you don’t have to wait for so long nowadays, in 2 to 3 days you can get it. So, they [web stores] are working on it, they are making it more convenient.

Anna highlighted regarding transportation time and home delivery:

*It shouldn’t be (...) too much time until I get my goods. So the transportation time shouldn’t be too long. Like 3 to 4 days or something. Maximum up to a week and you will have it in your home.*

Dirk and Leila stated that the delivery of items is relatively fast whereas Anna said that the delivery should be very fast. Their views on what a relatively short transportation is do not deviate a lot from each other. A relatively short transportation time is, according to Leila 2 to 3 days and according to Anna 3 to 4 days. Presumably, as several respondents mentioned transportation time, relatively short transportation time is a motivation to shop fashion online. As Leila linked convenience to transportation time, most likely, the shorter it takes for items to get delivered the more convenient it gets and vice versa.

Furthermore, presumably, for Anna a short transportation time is a requisite as she states that the transportation time should be maximum a week. Probably, if it takes more than a week for a web store to deliver an item at her home she will not purchase from that web store as she stated that a week is the maximum amount of time she is willing to wait for an item. So, for her, there seems to be a limit to what she will accept regarding the time she will wait for an order to be delivered at her home after she ordered it. She will probably not consider waiting longer than a week for an item to get delivered at her home as convenient and therefore will not accept it.

4.1.1.5.3. Transportation Time and Fetching

Short transportation time and easy to fetch items motivates consumers to shop fashion online.

Kale stated:

*I think time is the most important thing. Yes I think so and I think its, since the logistics today is so great I mean I can order one item in the evening and 2 days later I can fetch it in my local ICA shop, one kilometre away.*

*And also that you can for example, we can fetch it in our ICA boutique (...) which we anyway pass because we have to go to the fetch the daughters on the day care.*

Kale emphasises the ease of fetching items ordered some days before the fetching. For him fetching is relatively convenient as the place where he has to fetch the ordered item is relatively close to his home and he can combine it with another activity – in this case fetching.
his daughters at day care. If the place where he has to fetch the ordered item would not be as close to his home and he would not be able to combine the fetching with this activity he would probably experience fetching as less convenient. It would take more time and effort to fetch the ordered item from a place further away from his home and if he would not be able to combine it with another activity. Presumably, for consumers that do not live close to the place where they have to fetch the ordered item and/or will not be able to combine the fetching with another activity, the fetching will not be considered as convenient as Kale considers it to be, as they have to spend relatively more time and effort to fetch the ordered item as Kale.

4.1.1.6. Post-Purchase Convenience

Only one subtheme emerged out of the data namely returning. This theme could be linked to keep promises (e.g. product return and reward delivery) - which is one of the descriptions Jiang, Yang and Jun (2013) provided of post-purchase convenience.

4.1.1.6.1. Returning

Jiang, Yang and Jun (2013) stated that inconvenience results from difficulty in returning unwanted products. So, convenience results from ease in returning unwanted products. Atra highlights the latter.

Atra stated that she likes she is able to buy, try and potentially send back items:

(...) That I like with online that you can buy and you have the chance to try it and send it back if you don’t want it and if it don’t fit you or something.

Consumers cannot try garments in online stores - as they can in offline stores – chances are that after they received and tried the garment(s) they will for example not fit. Atra underscores that she likes that she is able to send back items if they for example do not fit.

Moreover, Anna underscored that it is important that it is simple for consumers to return items that they bought online:

And for those people who want to return I think it also is important that you have a good system for that. (...) but it should be simple for the customers.

Kale mentioned that it is important that returning items is easy that they bought online:

(...) It is also important to have good policies for returning things (...). I think for me it is important, that is one thing that I check: that I can return in, in an easy way.

Anna and Kale respectively mention the importance returning items being simple and easy. Kale highlights that he checks if it is easy to return items – presumably - before he purchases items from a web store. Presumably, being able to return items easily if for Kale a requisite.
So, consumers want not only want to be able to return items they also want it to be easy. Presumably consumers will be motivated to shop online if they are able and it will be easy to return items that they bought online.

### 4.1.2 Price and Discounts

The second utilitarian online shopping motivation of students is price and discounts. Consumers place a strong emphasis on, among others, price and savings (Vignali and Reid, 2014). The first two themes that emerged out of the data were price and discounts, which constructed respectively the subchapter 4.1.2.1 and 4.1.2.2. As mentioned before, as respondents elaborated on discounts and not on savings the second motivation price and savings was renamed price and discounts. Moreover, only theme emerged out of the data that can be linked to the theme discounts namely discount codes, which constructed the chapter 4.1.2.2.1.

#### 4.1.2.1. Price

Price is one crucial factor motivating consumer to shop online (Karlsson et al., 2005 in Vignali and Reid, 2014).

Anna stated regarding price:

(...) I think since a lot of e-retailers (...) have different cost structures they don’t have the stores and the personnel there [online stores have a different cost structure in comparison to offline stores]. So they [online stores] can cut the prices. So, (...) I know that certain types of products are cheaper to buy online. (...) Why would I pay 200 to 300 pounds more just because I want the amusement in the store [offline] (...) if I know what I am buying, than it is just stupid.

Anna emphasizes being aware of another cost structure of online stores in comparison to offline stores, which results in lower prices online. Dirk underscored something similar:

I mean they maybe rent this store [offline]. (...) If they buy in a shirt for 10 euros, they [offline stores] sell it for 15 euros because they need a profit on it. But it feels like the online stores, they don’t have a rent, so maybe they sell it for 12 euros. So, it’s a little bit cheaper.

Also Dirk is aware of another cost structure of online stores in comparison to offline stores. Dirk focused on online stores not having to pay rent, which enables them to charge lower prices as offline stores – as offline store do have to pay rent. Anna focused on online stores not having to pay store related costs (e.g. rent and electricity) and personnel costs (e.g. salaries) like offline stores do have to pay. Also she underscores that this enables online stores to cut prices. Moreover, Anna underscores that she thinks that it is “stupid” to purchase an item offline if it is cheaper online. She is not willing to pay more money for an item offline - being able to enjoy the experience - while it is cheaper online – not being able to enjoy the offline experience. Presumably, there are consumers that are willing to pay more money being
able to enjoy the offline experience, but none of the seven respondents did highlight that. Kale stated though:

(...) Of course if you go to Tranemo and buy a jacket at the sport shop there, you will receive it bit cheaper if you order it online on the same company but (...) it often feels better to go to Tranemo to support them because I know they also support the community and they support the schools and the different kind of sport associations for example. So in that way it is not that I am going online to just get a special item 100 kroner cheaper for example. But of course this is been a way a bit because I have enough money. I have to change it a little bit.

Kale supports the offline store supporting the community, among others, and is therefore willing to pay more for an item offline than online - while he is aware of it being cheaper online. Though he does state that he has to change his behaviour a little bit.

Kale emphasized:

(...). For me it has not been, since I am rather a new student and I have been working for quit a while, the price has not been so important for me. But now it will be, because I am earning less money. But I wouldn’t say that, that would be a reason for me to shop online. I think that a lot of people say that it is cheaper and such things and of course you can safe some money, but it has not been a real purpose for me. (...) I think for me it’s more important to find a good product that will last for long and that suits me well and that has been produced in a sustainable way.

Kale states that the importance he ascribes to price relates to income. The less money he started to make the more important price became. Though, he states that price is not a reason for him to shop online nor is saving money a real purpose. Kale emphasises the importance of a garment that lasts and suits him and that has been produced in a sustainable way.

Even though Kale states that the price is not as reason for him to shop online nor is saving money a real purpose he does underscore that as he started to make less money the more important price became. Anna and Dirk are both students, and presumably do not have a lot of money to their disposal, and therefore focusing on price just as Kale started to do as he started to make less money – as he became a PhD student. In Kale’s case there seems to be a relation between income and price. The lower his income became the more important price became. Even though Kale might still want to support an offline store, as he started to have less money to his exposal he might start considering purchasing items online that are cheaper online than offline. We should keep in mind that he stated that an item should last and suit him and has to be produced in a sustainable way. So, presumably he will only consider items offered online with a lower price than offline, which meet these conditions.

4.1.2.2. Discounts

According to IMRG (2009 in Vignali and Reid, 2014), the number of consumers who search for vouchers and discount has grown significantly.
Atra stated regarding discounts:

*Yes discounts. So I look at that first because I know when I shop online it's lower priced than when you go the store. So sometimes I Google it 50% on jackets, when I want to look for a jacket and maybe H&M comes up or nelly.com and then I go in and I see: that jacket I want (...). And I buy it.*

Later on Atra mentioned regarding discounts:

*They [online stores] have it more often [than offline stores] and that's why I am looking first for discounts and online first and then, cause I am a student I have to do that too (...).*

Atra looks first for discounts online. She explains that she sometimes inserts into a search engine (i.e. Google): 50 per cent on jackets, when she looking for jackets. The stores that pop up will be entered and if she finds a jacket she wants, she will buy it. The search engine provides her - after she inserted what she is looking for – with an overview of online web stores that offer what she is looking for, namely jackets that are discounted with 50 per cent. Interestingly she does not only insert the type of item she is looking for, namely jackets, but also that they have to meet a condition, being discounted with 50 per cent. She also highlights that online stores offer discounts more often than offline stores. As she looks at discounts first she will be motivated to shop online as online stores provide discounts more often than offline. The search engine does provide her with an overview of stores that offer discounted items and the online stores offer more often discounted items than offline stores. Online she will be able to conveniently scrutinize stores discount offers on items she wants and she will be able to encounter discounted items online more often than offline. This will motivate her to shop for fashion online. Whereas Atra focused on more often discounts than online than offline, Dirk focused on more discounts online than offline:

*(...) It feels that they have more discounts. And especially, not just when the winter clothes is not in when the spring comes, not just that, the website I am on, they have always an outlet. So you can click on outlet, and you have spring, summer, fall and winter clothes. It's not just one season. So, I think many sites have that and maybe every store has that.*

Dirk focused on the amount of available discounted items online. He especially highlights a particular store providing discounted items of all seasons, which motivates him to shop online. Dirk is motivated to shop for fashion online as he is able to shop in any season items of every season.

Anna focused on another aspect:

*When I was working for 2 to 3 years with sales I was travelling around Sweden. And one of the big issues for small local stores that had certain brands for example, was*
Anna states that for consumers it is a motivation to shop for fashion online as discounted items are sooner available online than offline.

To conclude, consumers are often motivated to shop for fashion online as they can purchase discounted items online. Several aspects regarding the latter popped up respectively frequency, amount and time.

4.1.2.2.1. Discount codes

Eva stated that she always looks online for discount codes before she purchases anything:

(...). First I found this discount code. I always do that before I purchase anything online I look for this discount.

Whereas Atra looks for discounts, Eva looks for discount codes. Before she purchases an item online she looks for a discount code on it. Finding a discount code on an item enables her to drive the price down on the item. Probably, as she will be able to drive the price down by applying a discount code, she will probably be motivated to buy the item online.

4.1.3. Selections

Consumers can access online more diversified product assortments (Vignali and Reid, 2014). “From the perspective that online retailers are able to provide greater ranges of product assortment, shopping online is more attractive to customers and in turn motivates them to shop online” (Vignali and Reid, 2014, pp. 139). Interestingly, one respondent elaborated on specified web stores and why she is motivated to shop for fashion online at these stores. Therefore diversified and specified constructed respectively the chapters 4.1.3.1 and 4.1.3.2..

4.1.3.1 Diversified Product Assortment

Vignali and Reid (2014) stated that web stores that provide consumers with greater ranges of product assortment will motivate them to shop online.

Anna highlighted that she is able to find online much more:

But for example, stuff for my home, from example Ralph Lauren that I couldn’t find in the store [offline] because they basically only have apparel. So, online you could find much more. So I bought a lot of shoes [online]. Like textile shoes and a lot of things for my home.

Anna compares the offerings of Ralph Lauren offline and online by mentioning that online
Ralph Lauren offered more – not only apparel but also home products. A greater range of products from a brand online motivates her to shop online for those items she cannot find offline.

4.1.3.2. Specified Product Assortment

Some consumers shop online for specialised products like shoes (Wolfinbarger and Gilly, 2001 in Vignali and Reid, 2014).

Catherine highlighted the convenience of a specified store:

> I try to be more specific like when I want to buy sneakers I will go to a specific online store that have sneakers, not everything. For instance, lately I bought a pair of shoes from sneakernstuff.com, which is a store from Stockholm. And I know that they are specified on the sneakers. So, when I go on for instance ASOS.com, I can see like 400 pairs of shoes of sneakers or (...). But I am getting so lost, so I can’t really spend that much time scrolling down, 400 to 600 pairs of shoes and I am not gonna buy anything, I just leave it. But when I go through this specific [specified web store] for instance I just have 100 choices and then I just pick my size and then I have 50 options so it’s even better. When you are a master level student you have of course limited time so it’s very good to have more specific options to a specific thing that you want to buy.

Catherine gave an example of a store specified on sneakers namely sneakernstuff.com. She compares this specified store a diversified web store namely ASOS.com. She mentioned that she gets lost on the latter and it taking much time to go through the vast amount of – in this case - shoes. The specified web store provides her with fewer options in comparison to the diversified web store. This saves her time and thus more convenient and motivates her to shop for fashion at specified stores online. She states:

> I know the people who run the online store and running the physical store, they are people who love this thing. So they are trying to collect the best pieces in the market and they are trying to find the best sneakers that are in the market right now. So, they focus on something that, they know that they will just attract consumers that they are really interested (...). I know that they want to have a specific target group. I think I support that. That when stores have a very specific target group and they know what they do (...).

She continued:

> (...) Isn’t it better to stay focused on something that you are really good at and just work on that (...). I mean for instance ASOS.com right now to my eyes it is not authentic it is not original to its consumers they have everything and they have from 1 euro product to 3000 euros, (...). Why should I get online there? Why should I spend so much time to scroll down and skim all these garments that vary from 1 euro to 3000 euros, (...). (...) ASOS.com is not about the convenience (...).
She continued:

So, when I want a pair of sneakers or a pair of socks or whatever I really would like to go online to the store that I know they have good products, very selected products and people [web store owners] like what they do and they want to attract a specific target group (...). I mean maybe our time is very, is working on this specialised, we want to be specialised on something so that’s maybe why I am getting lost in these kind of online stores [diversified stores].

It became evident that it is not only important to Catherine that a web store offers a specified assortment, but also the owners being targeting a specific target group, passionate about what they are offering and knowing what they are doing. She highlights that a diversified store like ASOS.com is not about convenience and according to her does not resembles authenticity and originality. Presumably, she views specified web stores more authentic and original as diversified stores like ASOS.com.

Interestingly, not only the time convenience that specified web stores offer her motivate her to shop at these stores also store owners of a specified web store, targeting a specific target group, being passionate and knowing what they are doing motivates her to shop online at that store.
4.2 Hedonic Online Shopping Motivations

Vignali and Reid (2014) identified four hedonic online shopping motivations respectively fun, enjoyment and adventurous experience, sociability, trend discovery and exclusivity. The first main theme that emerged from the data can be linked to the hedonic online shopping motivation fun, enjoyment and adventurous experience identified by Vignali and Reid (2014). The main theme was renamed enjoyment as all subthemes that emerged from the data could be matched or linked to enjoyment. Enjoyment constructed the 4.2.1. chapter. Enjoyment is composed of escapism, pleasure and arousal (Monsuwé et al., 2004). Two subthemes of enjoyment that emerged from the data match pleasure and arousal identified by Monsuwé et al (2004). The last subtheme that emerged out of the data was relaxation, which can be linked to escapism identified by Monsuwé. Relaxation shopping is one of the hedonic online shopping motivations Ozen and Engizek (2014) identified which can also be linked to escapism identified by Monsuwé. On theses linkages will be elaborated in chapter 4.2.1.. The second main theme emerged from the data matched the second hedonic online shopping motivation sociability identified by Vignali and Reid (2014). Sociability identified by Vignali and Reid (2014) can be in turn linked to social shopping identified by Ozen and Engizek (2014). Sociability will construct the chapter 4.2.2.. In this chapter will be elaborated on the link mentioned before between sociability and social shopping. The third main theme matched with the third hedonic online shopping motivation that Vignali and Reid (2014) identified namely trend discovery and therefore constructed the chapter 4.2.3.. Trend discovery identified by Vignali and Reid (2014) can be linked to idea shopping identified by Ozen and Engizek (2014). In chapter 4.2.3.. will be elaborated on the link between the two. Lastly, the fourth main theme that emerged out of the data matched the fourth hedonic online shopping motivation that Vignali and Reid identified and therefore constructed the chapter 4.2.4..

Table 3 below provides an overview of the hedonic online shopping motivations of students.

**Table 3.**

<table>
<thead>
<tr>
<th>Enjoyment</th>
<th>Sociability</th>
<th>Trend Discovery</th>
<th>Exclusivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxation</td>
<td>Initiating social interaction</td>
<td>Idea shopping is linked to trend discovery</td>
<td></td>
</tr>
<tr>
<td>Escapism is linked to relaxation</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Pleasure</td>
<td>Escaping social interaction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arousal</td>
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</tbody>
</table>
4.2.1 Enjoyment

Enjoyment is the first hedonic online shopping motivation and is composed of respectively relaxation, pleasure and arousal. Relaxation was the first subtheme that emerged out of the data and can be linked to relaxation shopping identified by Vignali and Reid (2014). Relaxation shopping in turn can be linked to escapism as mentioned before. Ozen and Engizek (2014, pp. 83) stated that “numerous consumers confessed that they do shopping to reduce stress or to stop thinking about their problems, they see shopping as a way to wind down, relax, improve a negative mood or just satisfy the need for escaping from reality”. The latter – escaping from reality – can be linked to escapism as identified by Monsuwé et al. (2004). Relaxation shopping involves shopping to, among others, alter negative moods into positive moods of consumers (Arnold and Reynolds, 2003 in Ozen and Engizek, 2014). One respondent elaborated on online shopping her mood – elaborated on in chapter 4.2.1.1. Relaxation constructed the chapter 4.2.1.1. The second subtheme that emerged out of the data matched one dimension of enjoyment identified by Monuwé et al. (2004) namely pleasure. Pleasure emerged as one respondent stated that shopping – online and offline – makes her feel happy. Pleasure constructed the chapter 4.2.1.2. The last subtheme that emerged out of the data matched another dimension identified by Monsuwé et al (2004) namely arousal. Arousal was highlighted by one respondent and constructs chapter 4.2.1.3.

4.2.1.1. Relaxation

Numerous consumers shop to, among others, to relax or improve a negative mood (Ozen and Engizek, 2014). Eva highlighted the former, whereas Leila underscored the latter.

Eva highlighted that she thinks shopping online is relaxing:

But usually when I just, I think it is very relaxing just searching for clothes, sometimes I do not really have a plan when I (...) I go to a [online] store and just look for brands that I like and just look at clothes, it’s really relaxing, it keeps you like, you know like you, you remove everything else from your head, just search.

Eva experiences the searching for garments as relaxing. Ozen and Engizek (2013, pp. 83) stated regarding relaxation shopping “numerous consumers confessed that they do shopping to reduce stress or to stop thinking about their problems, they see shopping as a way to wind down, relax, improve a negative mood, or just satisfy the need for escaping from reality”. Whereas, Eva underscored that she shops to relax, Leila underscored that sometimes she buys online to change her mood:

Maybe sometimes you are bored and then something is on sale, its very cheap and you just want to buy to change your mood. So sometimes you buy something that is cheap, and you don’t want, because its on sale and you’re bored. So the purpose of shopping, I think it all goes back to why are you shopping. If you are shopping because you are bored you end up getting stuff that you don’t want just to change your mood, because it makes you feel good. (...)

This links to relaxation as relaxation shopping involves shopping to, among others, alter negative moods into positive moods of consumers (Arnold and Reynolds, 2003 in Ozen and
Engizek, 2014). Leila highlighted that being bored can be changed into feeling good by buying online.

4.2.1.2. Pleasure

“Pleasure is the degree to which a person feels good, joyful, happy, or satisfied in online shopping” (Monsuwé et al., 2004, pp. 109). Anna stated that shopping makes her feel most of the time happy:

(...) Most of the time when I do shop I feel happy. I like shopping in general. For me, it doesn’t matter if it is online or in a store (...). So shopping in general makes me feel good.

Anna underscored the feeling good and happy by highlighting that shopping in general makes her feel good and most of the time makes her feel happy. So in her case pleasure is linked to feeling good and happy. Anna will be motivated to shop online as it gives her pleasure.

4.2.1.3. Arousal

“Arousal is the degree to which a person feels stimulated, active or alert during the online shopping experience” (Monsuwé et all., 2004, pp. 109). Anna also stated getting aroused:

I think it gets you to a kind of state of mind that you get aroused or you feel enjoyment that you bought something new or something that you have been looking for in a long time or something that satisfy your needs in that moment (...).

In this case, Anna highlighted that she can gets aroused having bought something, finding something that she was looking for or satisfying her need. Satisfaction is part of the definition of pleasure that Monuwé provided: “Pleasure is the degree to which a person feels good, joyful, happy, or satisfied in online shopping” (Monsuwé et al., 2004, pp. 109). Interestingly, Anna does not link satisfaction to pleasure but to arousal. She stated that she gets aroused or feels enjoyment, as something satisfies her need. As enjoyment is composed of, among others, arousal, and as she Anna stated arousal or enjoyment - satisfaction can be linked back to enjoyment.

4.2.2. Sociability

Sociability identified by Vignali and Reid (2014) can be linked to social shopping identified by Ozen and Engizek (2014). What is interesting about this theme is that there two opposing subthemes became evident that can be linked to former research. The opposing subthemes are respectively initiating and escaping social interaction. On the one hand, social interaction that shopping offers is the foremost motive for people to go shopping (Dawon et al., 1990 in Ozen and Engizek, 2014), which can be linked to social interaction that is initiated online. On the other hand, “some researchers have found that people prefer online shopping in order to escape social interaction, not to deal with sales people” (Ozen and Engizek, 2014, pp. 82) which can be linked to escaping social interaction. Initiating social interaction constructed 4.2.2.1 and escaping social interaction constructed 4.2.2.2.
4.2.2.1. Initiating Social Interaction

Shopping offers social interaction and is the foremost motive for people to go shopping (Dawon et al., 1990 in Ozen and Engizek, 2014). Following Catherine’s reasoning: as online shopping does not provide consumers with social interaction consumers have to initiate it themselves. As they can initiate it, it will motivate them to shop online.

Catherine stated:

*When you can’t choose. Black or orange, you can’t really take the decision, if you take the orange then you will be like: maybe I should take the black. So, of course you just copy paste the link, you send it to a friend that you think can help you (...). (...) I am usually doing that. (...) I am asking friends (...), sending five links and asking: can you check them (...)? (...) Which one should I choose? Of course in the end you go for the option you like. But it’s a kind of interaction that the online shopping doesn’t give you, that’s why it’s an initiative from the consumers point that sends the link to a friend, and so it’s the opinion that you can’t have online, it’s the opinion that the online store doesn’t give you. They just show you the products but they don’t give you the personal intimacy, this interaction. So, through the copy-paste link, sending to the friend the link you are trying to combine interaction with someone that could be your buddy for shopping or the assistant of a store and then you decide.*

Catherine stated that she send links to friends – presumably using a social media platform like for example Facebook – to help her in her decision making process. Interestingly, she mentioned that consumers have to initiate sending the link themselves to starting an online interaction – in this case with friends. So, according to Catherine, in order for shopping online to turn into social shopping consumers have to initiate the social interaction themselves.

A social interaction can take place online as Catherine is able to send a link to friends and in turn them being able to help her in her decision making process. The former presumably motivates her to shop for fashion online.

4.2.2.2. Escaping Social Interaction

Whereas Catherine highlighted initiating social interaction, Dirk underscored escaping social interaction – not to deal with annoying sales people.

Dirk stated:

*Sometimes I feel the people who works in a [offline] store can be very annoying. Because (...) they come and ask you: do you want some help? You can say: No. And they are still coming and coming and coming. Or when I go and try stuff (...), they come: Is everything ok? Do you want some help? No, it’s ok. Ok, but I think you need. They are just nagging. So, it’s better to shop online (...).*

As mentioned before, Ozen and Engizek (2013, pp. 82) highlighted that: “Some researchers have found that people prefer online shopping in order to escape social interaction, not to deal
with sales people” (Ozen and Engizek, 2013, pp. 82). Dirk underscored the former by stating that it is better to shop online, as he will not be annoyed by online by sales people as he will be as he shops offline.

It is interesting to see that the one respondent is initiating social interaction online whereas the other escaping from it by shopping online. Though it has to be noted that Catherine highlighted initiating social interaction online with friends and Dirk highlighted escaping social interaction with sales people offline, by shopping online. Interestingly, Catherine does not only initiates social interaction with friends online, she also values social interaction will sales people offline:

(...) The physical and the personal contact, these are the two important things for me for the physical stores. It’s when you touch the garments and when you can talk to the assistants. You can see them, you can ask them. So this is this is the biggest motivation for me to prefer the physical stores and this is for me the major differences (…).

So, whereas Catherine is motivated to shop for fashion online as she can initiate social interaction with friends online and is motivated to shop for fashion offline as she can socially interact with sales people offline, Dirk is motivated to shop for fashion online as he will not be annoyed by sales people as he will be offline.

4.2.3. Trend discovery

Trend discovery - the ability to catch up with the latest trends - is a motivation for consumers to shop online (Parsons, 2002 in Vignali and Reid, 2014). Trend discovery can be linked to idea shopping identified by Ozen and Engizek (2014) as “consumers go shopping because they want to learn about new trends and new fashions” (Arnold and Reynolds, 2003 in Ozen and Engizek, 2014). Trends are included in the descriptions of both trend discovery and idea shopping.

Catherine underscored the ease of feeling what is in the market:

(...). In one hour I can go to three stores [offline stores] but if I am online in one hour I can go to ten stores. And I can overview and have a picture of the new products, just go directly to the ‘new in’ category and you just see the new stuff. (…). So, if you go to ten online stores you can get the feeling probably. You can say: yellow is in, mint also. But you can’t do that in one hour going to the physical stores because you also have to go to each store (…). It’s a kind of convenience that online shopping gives you that in one hour you can visit more and you can easier get the feeling what is in the market maybe. Also in the Japanese market, US market (...). So, of course you can get a bit easier, or you can be informed faster about the products in the market.

A strong motivation for consumer to shop online is that Internet enables them to access up-to-date and international information on new fashion trends (Parsons, 2002 in Vignali and Reid, 2014). Catherine highlighted being able to access up-to-date information on new fashion trends by stating that online stores enable her to get an overview of what is new and what is ‘in’. She highlighted being able to access international information on new fashion trends by stating that online shopping provides her with a feeling of what is in the market – not only the domestic market but also foreign markets.
She concludes that it is easier to get informed faster about products. Her comparison between offline and online shopping leads her to this conclusion as she stated that within a limited amount of time it will not be possible offline to get the same feeling of what is in the market as online.

The ease of discovering what is new, what is ‘in’ and what is in the market that online shopping provides her with, presumably motivates her to shop for fashion online.

**4.2.4. Exclusivity**

Looking unique – as elaborated on by one respondent – can be linked to exclusivity as: “by purchasing the exclusive brands and products that are not accessible offline, customers could express themselves in a more unique way” (Mintel, 2012 in Vignali and Reid, 2014).

Catherine mentioned accessing products from foreign countries:

*Also, I can tell that since I came to Borås the way out is the online shopping. Cause you don’t have a lot of options. But then I and thinking about my life in Athens that I am also living in a area that is full of stores and I was also going online. So I think it is a kind of way of thinking: let’s buy a product that no one has it where you live. Or people in your area maybe won’t have it, so you are gonna be the one who has bought it online (...) from a store from Stockholm or from Paris or whatever. And also you will look a bit more unique let’s say.*

She continued:

*But you can tell that people want to have this opportunity through the web or the online shopping that they can have a product that its different among the others. And I think online shopping gives you this chance to get products that are not available where you live or they just open a new door into the globalisation of course of the fashion in general. I mean I can get a product from Japan cause maybe 50 years I couldn’t I should go to Tokyo and buy. And now I can just go online and get it.*

As online stores enable consumers to buy products from foreign countries, consumers are enabled to buy products that domestic consumers are not that likely to have, as it is purchased from an online store from e.g. Paris. This, in turn leads to, as Catherine highlighted, consumers being able to dress in a more unique way.

Consumers can express themselves in a more unique way by purchasing exclusive brands and products that are not accessible offline (Mintel, 2012 in Vignali and Reid, 2014). Although, Catherine did not highlight that she can express herself in a more unique way by purchasing the exclusive brands and products that are *not accessible offline*, she did highlight that online shopping gives you the chance to get products that are not available where you live. It might be that the products she buys online are accessible offline (e.g. in another country), but are *not accessible offline where she lives*. Catherine stated that this leads her to looking more unique.
amongst those where she lives, as presumably they will not have bought items from the same particular store from example Paris as she did.
5. Conclusion

Over the past decade the online shopping industry has grown significantly. As the purpose of this research paper was to understand utilitarian and hedonic shopping motivations of students to shop fashion online, the decision was made to conduct qualitative research. The phenomenological interviews were chosen, as the purpose of the phenomenological interviews is to generate detailed and in-depth descriptions of the participants’ experiences. An understanding of student’s motivations to shop fashion online was the result.

By analysing the collected data it became evident that students are motivated by utilitarian and hedonic dimensions to shop fashion online and therefore both research questions could be answered.

The first research question related to the utilitarian motivations of students to shop fashion online. The main themes that emerged out of the data collected could be linked to the utilitarian motivations that Vignali and Reid (2014) identified. The three utilitarian motivations of students to shop fashion online found and analysed in this research paper are respectively convenience, price and discounts and selections. Interestingly, all utilitarian online shopping motivations are composed of two or more dimensions. Price and discounts composed of price and discounts and selections composed of diversified and specified product assortments. Especially, the multiplicity of convenience became evident as transcriptions were analysed. The convenience themes that emerged out of the collected data could be linked to the online shopping convenience dimensions Jiang, Yang and Jun identified (2013) respectively access, search, evaluation, transaction, possession and post-purchase convenience. Every convenience dimension was subdivided based on what emerged out of the data linked to the some of the descriptions and/or the discussion on the online shopping convenience dimensions identified by Jiang, Yang and Jun (2013). In some cases I was able to add to the descriptions and/or the discussion Jiang, Yang and Jun (2013), deepening the understanding of convenience of online fashion shopping motivating students to shop fashion online.

The second research question related to the hedonic motivations of students to shop fashion online. The hedonic online shopping motivations found and analysed in this research paper are respectively enjoyment, sociability, trend discovery and exclusivity. Interestingly, enjoyment and sociability are composed of two or more dimensions. Sociability composed of initiating and escaping social interaction. Especially, the multiplicity of enjoyment became evident as transcriptions were analysed. The enjoyment themes that emerged out of the collected data could be linked to the enjoyment dimensions Monsuwé et al. (2004) identified respectively escapism, pleasure and arousal.

Some of the linkages that could be found by comparing former research were also found in the data collected. Regarding the utilitarian online shopping motivations, information availability identified by Vignali and Reid (2014) could be linked to evaluation convenience.
and product availability identified by Vignali and Reid (2014) could be linked to access convenience. Regarding the hedonic online shopping motivations, relaxation shopping identified by (Ozen and Engizek, 2014) could be linked to escapism, social shopping (Ozen and Engizek, 2014) to sociability and idea shopping (Ozen and Engizek, 2014) to trend discovery. The analyses on the linkages further deepened the understanding of both utilitarian and hedonic motivations of students to shop fashion online.

In order for online retailers to attain and retain consumers they have to understand the utilitarian and hedonic motivations of consumers to shop fashion online. The insights can enable retailers to adopt appropriate strategies that are needed in order to satisfy consumer wants and needs and to ultimately gain a competitive advantage.
6. Limitations and Future Research

Although the results of this research provide an understanding of the utilitarian and hedonic motivations of students to shop fashion online, limitations exist. Several methodological can be further improved. First, the number of participants in this study deemed relatively small. Increasing the number of interviewees might have resulted in generating more diversified perceptions and in-depth insights into utilitarian and hedonic motivations to shop fashion online. Second, only students that study at the University of Borås were sampled. Future researchers could sample students from more universities inside and/or outside of Sweden. Or future researchers could focus on motivations to shop fashion online of consumers that are full-time employed, for example. Next, the participants were all between the ages of 22-36, therefore the findings are not applicable to a mature demographic. However, what motivates mature consumers to shop fashion online is also important, therefore an investigation of their motivations would be an interesting area of research. Furthermore, future researchers could investigate the differences of motivations to shop fashion online based on consumer backgrounds (i.e. age, culture and gender). Researchers could also investigate the differences of shopping motivations for fashion between shopping at physical stores and shopping online.
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