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YOUNG WOMEN'S BUYING BEHAVIOR OF APPAREL AND
FOOTWEAR IN RAUMA

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The purpose of this thesis was to research about buying pattern of apparel and footwear consumers, who are young women from 18 to 29 years old and living, studying or working in Rauma. This project's main objectives are to help the existing and future apparel and footwear retailers in Rauma to understand consumers' buying behavior and expectations as well as to improve their customer service and increase customer satisfaction and loyalty.

The theoretical part consists of consumer behavior analysis, consumer behavior and marketing strategy and research methodology. Consumer behavior analysis will explain the concept of consumer behavior, factors influencing consumer behavior, process of purchasing decision, and briefly about online consumer behavior and influencing factors on online consumer behavior. Consumer behavior and marketing strategy will discuss about practical use of consumer behavior in creating marketing strategy, which is based on marketing mix analysis as well as market segmentation and product positioning strategy. Meanwhile, research methodology is about how the research was made and how the data is collected and analysed.

In the empirical part, the research findings are presented with information about participants' ages and living area, regularity and timing of purchasing apparel and footwear products, where and how often participants purchase apparel and footwear products, the average amount of money participants spend per each time they go shopping for apparel and footwear products and other issues about satisfaction with Rauma local shops as well as how Rauma local shops should improve their services and where future Rauma local shops should be located. The final analysis of the research, which is presented in summary and conclusions part of the thesis, gives a solid view on the participants' buying behavior and expectations through the research results, and also opening up marketing strategy that could be used by local marketers to improve and develop their services. Rauma current and future local shops can also find further recommendations for establishing their marketing strategy in the recommendations part of the thesis.

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1 INTRODUCTION

The purpose of this thesis is to study about young women's consumer behavior in apparel and footwear retailing business in Rauma, especially from the local shops' perspective. Rauma is on the way to build a new shopping mall and this research result could be useful in bringing the appropriate shops that could fulfill the need of local customers, especially young women from 18 to 29 years old in Rauma. This project would also be an opportunity for Rauma local clothing and footwear shops to understand customers' demand and to improve their customer services.

The thesis concentrates on three main parts. In the beginning, there is problem setting and conceptual frame of reference, in which, the research problem and research objectives as well as conceptual frame of reference are discussed to explain the purpose of the thesis and the frame of theoretical knowledge. The next parts go deeper into theoretical information and approaches to analyse the survey's result, which include: consumer behavior in general, briefly about online consumer behavior and its influencing factors, consumer behavior and marketing strategy, research methodology. Last but not least, the research findings are provided and analysed, summary and conclusions will give an overview about the research result from theoretical point of view as well as the author's view. Recommendations will also be developed to give advice for current as well as future apparel and footwear stores in Rauma.

2 PROBLEM SETTING AND CONCEPTUAL FRAME OF REFERENCE

2.1 Research problem and research objectives

There are over 19 clothing shops and 3 popular footwear shops operating in Rauma in 2018. However, it seems that the local apparel and footwear stores do not fully satisfy local customers' demand, which leads to many potential customers prefer going to other cities or using online shops to purchase clothing and footwear products

than shopping in local stores. This project aims to study about apparel and footwear purchasing behavior of young women in both physical and online shops to identify consumers' purchasing pattern as well as their expectation on local shops. The outcome of the project could also help new or current apparel and footwear stores to improve or develop their business with target market of young women from 18 to 29 years old living, studying or working in Rauma.

The objectives of the project include:

- Understand customers' needs and expectations specifically in purchasing apparel and footwear products
- How often, where and when do consumers buy apparel and footwear products?
- What are the factors that affect consumers' choice of apparel and footwear store?
- How much in average do consumers spend on apparel and footwear products per each time they go shopping?
- How satisfied are the consumers with Rauma local apparel and footwear stores in general?
- What are the most important factors for Rauma local apparel and footwear stores to improve in their services?
- Would the consumers like to have more apparel and footwear stores in Rauma or not and which stores/brands they would recommend to be opened in Rauma?
- Where should the new apparel and footwear stores in Rauma be located?
- How should the price and quality of the products of the new apparel and footwear stores in Rauma be?
- Recommend marketing strategy for recent or future local apparel and footwear shops in Rauma through the research results

2.2 Conceptual frame of reference



Figure 1. Conceptual frame of reference: Young women's buying behavior of apparel and footwear products in Rauma (Author of the thesis).

As this project is implemented with the target of analysing consumer behavior, specifically, the young women's buying behavior of apparel and footwear product in Rauma, the theoretical frame of reference will concentrate more on consumer behavior issues. The first approach is to explain the concept of consumer behavior, the factors influencing consumer buying behavior and the process of purchasing decision. Online consumer behavior and its influencing factors will also be mentioned briefly to provide more comprehensive view on the consumer behavior, specifically in the case of young women in Rauma. The next theoretical part will discuss about how marketers can use the result of consumer behavior research to create their marketing strategy efficiently. This part will analyse marketing mix elements in perspective of consumer behavior such as: market segmentation and product positioning, product

strategy, promotion strategy, price and channel strategy. The research methodology will be explained to show how the research has been done as well as the process of making and analysing the survey result.

3 CONSUMER BEHAVIOR ANALYSIS

3.1 What is consumer behavior

Consumer behavior is a process of activities from thinking to reaction to recognize and to satisfy the demand of purchasing a product. In other words, it is the process of purchasing a product from realizing the needs, researching and considering the information about the product (price, brand, function) and related shops, making plan of purchasing the product and implementing the plan. Consumer behavior is also affected by other external factors such as communication and social influences. (Website of University of Southern California 2018)

Consumer behavior is defined by American Marketing Association as the consumer interaction of affect and cognition, behavior and the environment from which, they share and exchange their aspect of life. Consumer behavior study is dynamic as consumers change their action through time. (Tyagi & Kumar 2004, 36.)

3.2 The factors influencing consumer buying behavior

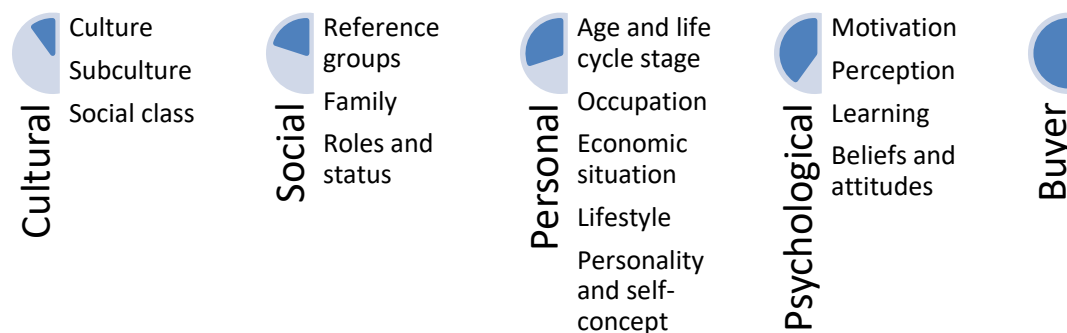


Figure 2. Factors influencing consumer behavior (Kotler & Armstrong 2004, 179)

There are four main factors affecting on consumer buying behavior: cultural, social, personal and psychological characteristics (Kotler & Armstrong 2004, 179).

Cultural factors include culture (view of self, relationship and rituals), subculture (more specific identification) and social class, which influence a person's wants and behavior through their distinct product and brand preferences. Social factors include reference groups (family, friends, religious or professional groups), family (parents and siblings), and roles and status (in an organization), which have direct or indirect influence on a person's attitudes or behavior. Personal factors include age and stage in the life cycle, occupation, economic situation, life style and personality and self-concept, which influence on buyers' decision and their purchasing patterns. Psychological factors include motivation, perception, learning, and emotions and memory, which should be studied by marketer to understand consumer's consciousness, as well as efficiently add marketing and environmental stimuli to consumer environment. (Kotler & Keller 2016, 93-98.)

In perspective of fashion, beside cultural and social factors, there are personal and psychological factors that directly affect consumer buying behavior such as: self-image, changes in personal situations, habits and choices, awareness about fashion industry (TextileTalk 2017). Consumer behavior in purchasing apparel and footwear products is changing overtime, the mentality of convenient shopping anytime, anywhere and "buy-now, wear-now" is a new trend among most of consumers with busy lifestyles (Website of Mintel Press Office 2017).

3.3 The process of purchasing decision

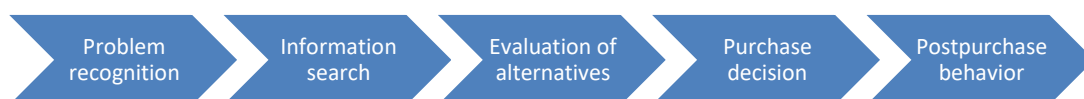


Figure 3. Five stage model of the consumer buying process (Kotler & Keller 2016, 100)

According to figure 3, there are five stages of consumer buying process: Problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Problem recognition happens when the buyer finds out a problem or starts a need to purchase a certain product, due to the internal or external factors. Information search starts from consumer being curious about information of a product to actively search for further information about the product from asking friends or reading materials or visiting stores. Evaluation of alternatives is the process of forming a need, seeking benefit and creating a favorable choice set of brands. A consumer's purchase decision of a product could be modified, postponed, or avoided by many factors such as attitudes of others with the product or brand, unanticipated situational factors, or other perceived risks. Post-purchase behavior of consumers will affect consumer loyalty and their word-of-mouth attitude toward a brand or product as after the purchase, consumer might notice some fault of the product or hear about more favorable service from other brands. (Kotler & Keller 2016, 99-103.)

From the first stage of consumer buying process, marketers can develop marketing strategy to arouse consumer's need to buy their products through advertising or identify consumer's need through survey. Marketers should also acknowledge about what information consumers are looking for, provide information to reduce consumers' feeling of risk to purchase the product or service and create a brand strategy that will attract consumers and meet consumers' need. Last but not least, marketers should take care of consumers' post-purchase satisfaction in order to keep consumer loyalty to the product or service and more likely to recommend the product to other potential consumers. (Kotler & Keller 2016, 99-103.)

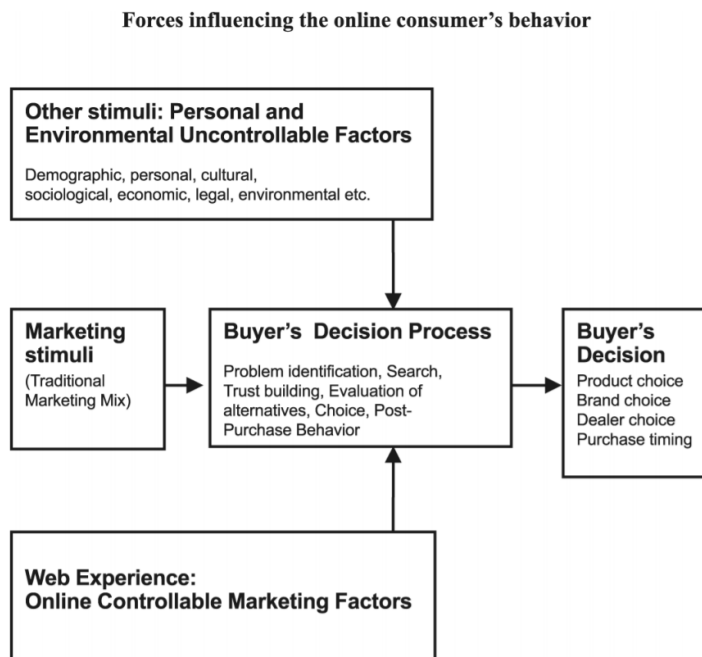
3.4 Online consumer behavior

After the crisis in 1990s, online shopping has come back with a very fast pace and taking a significant part in retail shopping world. In 2011, online shopping reached almost \$200 billion in revenue, 9% of retail sales in total in USA, 10% in UK, 3% in

Asia-Pacific, and globally it took 15% to 20% of total sales varied by sectors. (Website of Harvard Business Review 2011.) The numbers didn't stop growing, in 2016, Asia Pacific online sales revenue accounted for 12.1% of total retail sales and in 2017, there were approximately 1.66 billion online shoppers worldwide, global online sales contributed \$2.3 trillion (Website of Statista 2017). Online shopping contributed 16% of the world apparel and footwear sales in 2017 (Euromonitor Research 2018). Thanks to its convenience, varied and developed services, and good price offer, online retail has become a more and more important part of retail world and put many traditional physical retailers in risk (Website of Harvard Business Review 2011).

In order to gain consumer's attention and trust, many online stores are offering variety of advantages for their customers, which include: free accessibility at anytime and anywhere, possible free shipping cost, free access to customers' reviews, full information about the products, payment transparency, lower price products compare to traditional shops. These advantages give the consumers more bargaining power and control over the online service providers than the traditional stores. However, there are still disadvantages related to trust issues in online shopping process that put online consumers under risks, such as the stability of the quality of the products offered by online shops, technical issue during purchasing process, delivery failure or safety of payment methods. (Javadi, Dolatabadi, Nourbakhsh, Poursaeedi & Asadolahi 2012, 83.)

3.5 Influencing factors on online consumer behavior



Source: Based on the P. Kotler's framework (2003)

Figure 4. The factors influencing online consumer behavior (Constantinides 2004, 113)

In order to understand online consumer behavior, many researches concentrate on factors that affect on online consumer. Through the study of Cheung M.K et al. (2003), it shows that there are groups of uncontrollable and controllable factors that have influence on online consumer behavior: uncontrollable factors include consumer characteristics and environmental influences; controllable factors include product/service characteristics, medium characteristics and merchant/intermediary characteristics. (Constantinides 2004, 112.)

Among the controllable factors that affect on online consumer decision, traditional marketing mix (4Ps) is a useful tool for marketer to promote their products. However, online consumer behavior is more complex due to the higher level of risk (financial risks, delivery risk, product quality risks), online marketers have to put further endeavor to enhance the web experience, which will be the first impression as well as the complete experience of consumer about the online company. With control over the web experience, online companies can build trust from online consumer and add stimuli to consumer decision with good web experiences such as good design, good

atmosphere, smooth website interaction, trustworthy statements as well as other company information, payment security clarity. (Constantinides 2004, 13.)

Online fashion sales revenue is becoming more and more important in fashion industry, it is forecasted to raise from \$481 billion in 2018 to \$713 billion globally by 2022. This promising picture is drawn thanks to the major factors such as global market expansion, increase in smartphone usage and internet access, raise of middle-class with higher shopping demand, innovative technology and better online shopping experiences. (Website of Shopify 2018.) Other factors contributing for this development include development of fast fashion trend among consumers and growth of trust in online retailers (Website of Mintel Press Office 2017).

4 CONSUMER BEHAVIOR AND MARKETING STRATEGY

Marketing mix (4Ps) is one of the most useful tools for marketers to approach their marketing goals efficiently. All elements in marketing mix need to go hand in hand in order to satisfy the consumer needs. And to implement a successful marketing strategy, understanding consumer behavior is an essential factor to add more value for marketing mix elements. (Wright 2006, 423-424.)

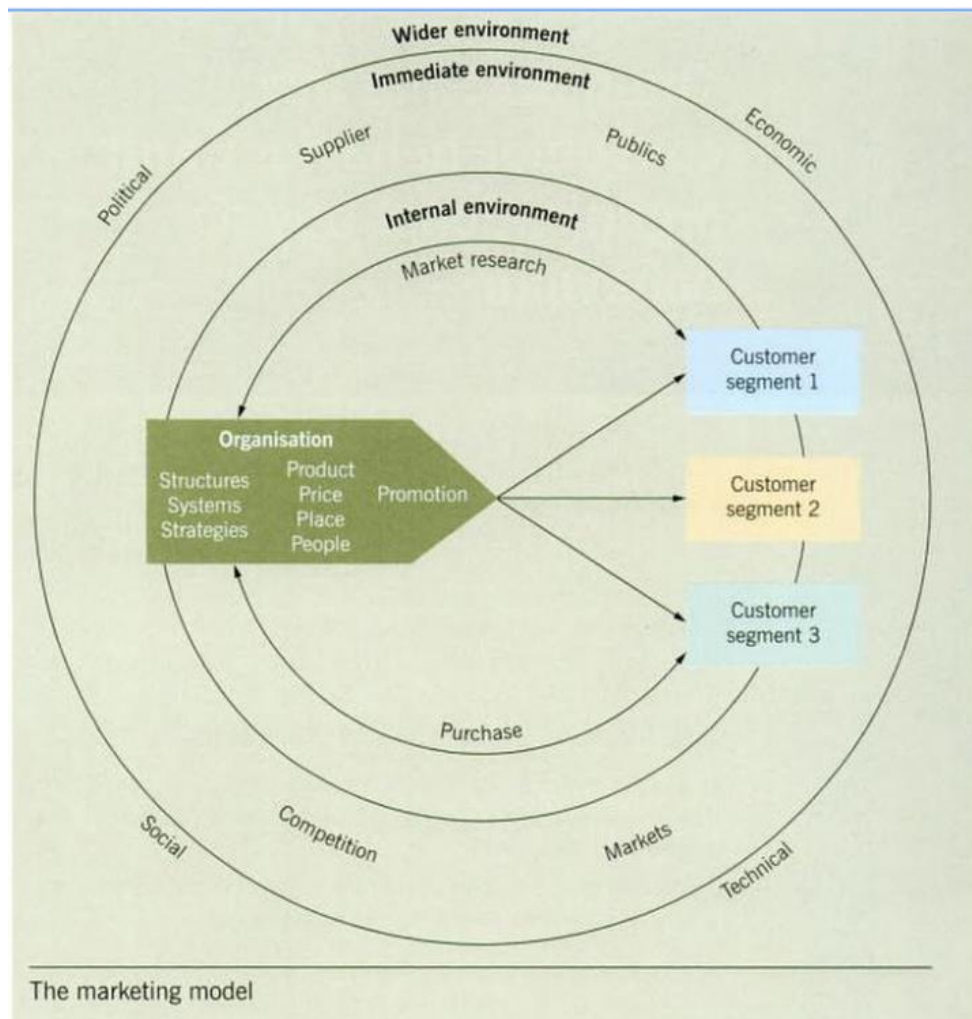


Figure 5. The marketing model and its environment (Wright 2006, 424)

4.1 Market segmentation and product positioning

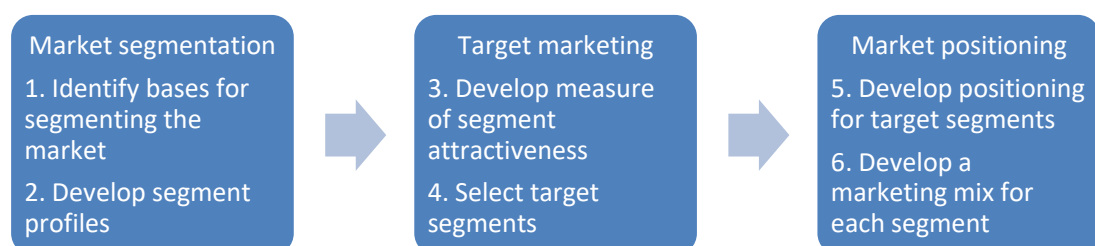


Figure 6. Basic steps to implement market segmentation, targeting and positioning (Kotler & Armstrong 2004, 239)

According to figure 6, there are two main steps in market segmentation: identifying bases for segmenting the market and developing segment profiles. Marketers can use three basic bases for segmenting the market: demographics (geographic factors, age, sex, income, religion, occupation, family), psychographics (lifestyle, personality, motivation, attitudes, opinion and interest), and behavior (end use, usage rate, usage experience, purchase occasion, loyalty status, marketing factor sensitivity, buyer readiness state, benefits sought). (Lantos 2015, 36-38.) In developing segment profile, both business-to-business and business-to-customer marketers can choose to segment their markets geographically, demographically, or based on benefit seeking, user status, usage rate, and loyalty level. (Kotler & Armstrong 2004, 248.)

In evaluating market segments, there are three factors the company needs to consider: size and growth of segment, structural attractiveness of the segment, and resources and objectives of the company. The next step is to select a certain amount of segments to target. In this step, company can choose to target on different scales such as undifferentiated (mass) marketing, differentiated (segmented) marketing, or concentrated (niche) marketing. (Kotler & Armstrong 2004, 251-252.)

The key subject of product market positioning is about building a brand, which is physically or psychologically different from the similar products of the competitors in the same segment (Lantos 2015, 39). This marketing strategy could involve analysis of all marketing mix elements with five main product positioning approaches: positioning by attribute, by use or application, by product user, by product class, and by competitor. (Peter & Olson 2002, 390-391.)

As the middle-classes all over the world is emerging rapidly with available resources as well as income, in a big picture, this is the ideal target market for marketers in fashion industry. Fashion potential consumer number is predicted to grow over 1.2 billion by 2020, among which, consumers are at the age groups of 16 to 24 and 25 to 34. Through study about behavior of consumers in two of those age groups, marketers can choose to target on both groups or one of them and find out more precise strategy to create a strong brand. (Website of Shopify 2018.) The example of strong brands that target to middle-class consumer, especially young people are Zara, H&M, and Forever 21, which are heavily releasing new products almost every week

and investing a lot of money on online shopping capabilities (Website of Harvard Business Review 2018). However, brand loyalty is downgraded significantly due to the non-stop raise of new brands as well as the fragmentation of the market. Fast-fashion trend among consumers and pressure from consumers about green manufacturing products are also other barriers for brand establishing. (Website of Shopify 2018.)

4.2 Product strategy

Product is considered as the most important element in market offering. This offering needs to bring value to customers and satisfy their needs, meanwhile, build relationship between company and customers as well as bring profit for the company. (Kotler & Armstrong 2004, 277.)

Product attributes are stimuli that affect consumer's affect, cognition and behavior. These stimuli are contributed by not only consumer's own experience and feeling about the product, but also marketing and other information to create the value for the product in consumer's mind. (Peter & Olson 2002, 409.) Product attributes include: quality, features, and style and design (Kotler & Armstrong 2004, 283).

Product strategy is made to enhance the sale of the product in both short term (encourage consumer to use new product) and long term (brand loyalty and market share). To design an effective product strategy, the study of consumer-product relationship is important, which involves information about product affect, cognition and behavior, as well as environments. In this study session, marketer also should pay attention to the characteristics of consumer to identify the willingness of the consumer to buy a certain product, and not less important are the characteristics of products such as: compatibility, trialability, observability, benefit speed, simplicity, competitive advantage and product symbolism. (Peter & Olson 2002, 412-415.)

In fashion industry, the recent popular product strategy that is used to respond to the fast fashion need of consumers is to compete with other brands to release more and more new products with new style and design. However, it is necessary to look at the

fact that many consumers purchase new products with the simple purpose of replacing their old or damaged items, this apply especially with underwear and athletic products. For that reason, marketers should pay more attention to the customers that like and are ready to repurchase the product, repeat or tailor advertising old products along with new products, encourage more review and comment on the products through forums or apps. (Website of Harvard Business Review 2018.)

4.3 Promotion strategy

Promotion is an essential factor in deciding the success of a marketing campaign. Promotion strategy include four main elements: advertising, public relations, personal selling and sales promotions. (Lamb, Hair & McDaniel 2009, 396.)

Marketing communication and promotional strategy have a very close relationship. Communication is the way for marketer to give information about the company and the product to the target consumer through promotion. There are two main methods of communication: interpersonal communication and mass communication. Interpersonal communication is the type of face-to-face communication between person to person or among a group with direct response. Mass communication is about giving a message to a mass audience, which will not receive immediately response from consumer and could be interfered by environmental factors as well as competitors' messages. (Lamb, Hair & McDaniel 2009, 400-401.)

Managing promotion strategy includes four key activities: analyze consumer-product relationships, determine the promotion objectives and budget, design and implement a promotion strategy, and evaluate the effects of the promotion strategy. (Peter & Olson 2002, 442.)

Ben Sherman is a successful UK apparel design, sourcing and marketing company which was established in 1963 and operates in over 35 countries worldwide include USA, Europe and Australasia. There are many factors lead to the company's long term success in fashion industry, one of those is their innovative promotion strategy, which include hosting high fashion events, sponsoring for popular music events and

awards, participating in charity events, giving clothes for famous people to receive their endorsement, creating a strong brand through not only packaging and advertising campaigns, but also the store layout and decoration. Beside the promotion strategy learnt from Ben Sherman, there are many other more cost-effective methods applied by fashion industry marketers, such as sending email or catalogues, giving discount and coupons and other media advertising campaigns. (Website of Business Case Studies 2018.)

4.4 Price strategy

Price is not only the amount of money but also all the other values consumers have to give for the exchange of a product or service (Kotler & Armstrong 2004, 345). The other values include time, cognitive activity, and behavior effort (Peter & Olson 2002, 459).

Creating pricing strategy is a complex process as there are many forces around pricing decision in term of environmental and competitive factors. Price of a product will rather change through its life cycle in its line according to a pricing structure. The changes of the price will be decided by the factors such as costs, demand and competition. (Kotler & Armstrong 2004, 370.) There are three main reasons for marketer to make pricing strategy: when there is a new product to set price, when an established product's price needs a long-term change, or when it is needed for short term changes in price. (Peter & Olson 2002, 471.)



Figure 7. A strategic approach to pricing (Peter & Olson 2002, 471)

Figure 7 shows the six steps to create pricing strategy, which explains how the pricing process works and what are the effects of consumer analysis on pricing strategy. (Peter & Olson 2002, 471-472.)

For fashion industry marketers, there are two main bases to set price: manufacturing cost and market price. Marketers can choose to set price based on the manufacturing cost and/or the market price for the similar product in the same category. Market price can be influenced by pricing strategies such as market penetration (new product is sold with low price to attract sales), market skimming (new unique product is sold with premium price to create high revenues), economy pricing (basic products with economy price to cover manufacturing and marketing costs). The economy price fashion products are normally the mass-produced products which might be the copy from the market leaders. This type of product stands for the money value and doesn't aim to gain customer loyalty. Contrary to low price products, luxury brands aim to

non-price-sensitive consumers, who are ready to buy products that can show their personality and classification. (Website of Business Case Studies 2018.)

4.5 Channel strategy

4.5.1 Store level strategy

Physical store environment has a significant affect on consumers when they go to shop in the store, to design a good store environment, there are three main elements to consider: store location, store layout, and in-store stimuli. A good store location can bring benefit such as easy to access, attracting more customers, altering consumer's patterns of shopping. Store layout will determine the length of consumer visit, the amount of products consumers contact with, the route consumers walk in the store. There are two basic store layout: grid and free form. In-store stimuli have significant effect on consumer affect, cognitions and behavior. Types of stimuli used in physical store include: salesman and other shoppers characteristics, light, noises, smells, temperature, space and display, signs, colors and merchandise. (Peter & Olson 2002, 489-492.)

An example of professional store environment is shown in Ben Sherman store case, they have special British style store layout with antique furniture, memorable music, photographs and Union Jack flag. Ben Sherman store layout is unique and attractive, which helps them to keep a strong position and brand image in the market for a long period of time and gain customer loyalty. (Website of Business Case Studies 2018.)

4.5.2 Online marketing strategy

Online shopping, as discussed previously in the project, has both advantages and disadvantages. Company can operate their business by using only physical store or combine with online shop, or only using online shop (Kotler & Armstrong 2004, 82).

Online marketing can be conducted by using e-mail and webcasting, creating a web site, advertising online, or creating/participating in web communities (Kotler & Armstrong 2004, 86.)

Technology advantages are pushing online shopping experience to the higher level, which means more competition and consumers are more demanding. As a result, marketers in fashion industry are looking for solutions to personalize online shopping experience to enhance sales. The most recommended solutions include: investing in strong digital foundation for the website, collecting and analysing customer data, generating more online traffic with combination of search marketing, social marketing and online advertising, maintaining a true fashion branding. (Website of Forbes 2017.) Moreover, online marketers should also pay attention at creating the relationship with customers by sending cart recovery messages or introducing loyalty programs, creating more attractive shipping and return policies (Website of Harvard Business Review 2018).

4.5.3 Channel strategy

In order to design an appropriate channel strategy, there are factors need to be considered: consumer-product relationship, channel objectives and constraints, and major channel alternatives (Kotler & Keller 2016, 220).

To analyze consumer-product relationship in channel strategy, there are factors marketer can use as channel design criteria: commodity (nature of product/service such as unit, quantity, tangibility), condition (economic, political, social and legal environment), competition (market size and market share), cost (cost of distribution), coverage (marketing cost or amount of outlets), competence (the company competence to administer and perform channel tasks), control (direct channels or franchising), characteristic of intermediaries (selection of appropriate intermediaries). All those factors should be analyzed hand-in-hand and in relationship with consumer behavior. (Peter & Olson 2002, 506-510.)

For bigger and older fashion companies like Ben Sherman, there are three main traditional distribution channels: own stores, independent fashion stores and department stores. Companies need to work closely with their retail channels to make sure their concepts as well as marketing information are unified. (Website of Business Case Studies 2018.) Omnichannel is recently the key word for smaller retailers in fashion industry, which means the combination between the in-store shopping and online interactions. According to the study of 1500 apparel and footwear shoppers in the US, the result shows that online shoppers tend to visit physical store and compare a lot among brands and retailers online before they click to purchase a product from a website. And more surprisingly, online shopping carts are 25% larger than in-store purchase, and even 64% larger with combination of first visit to physical store and then end up with online purchase. This is an evidence for the strength of combining physical store with online store experience and driving customers to purchase online after visiting physical shops to enhance sales for retailers. For that reason, apparel and footwear retailers should maintain the physical store attractiveness, meanwhile improve their website to provide useful information for customers as well as encourage customers to use their smartphone combining with the in-store shopping experience. (Website of Harvard Business Review 2018.)

5 METHODOLOGY

5.1 Research design

There are three main types of research design: exploratory, descriptive and explanatory research (Saunders, Lewis & Thornhill 2007, 133). Exploratory research is designed to understand intensive marketing phenomena with unstructured and flexible research process, and small amount of sample collected through qualitative or quantitative exploration methods (Malhotra, Birks & Wills 2013, 44). Descriptive research is to create an accurate data profile of persons, events or situation, which could be an extension of exploratory research or a background for explanatory research. Explanatory research is a causal study about the “relationships between variables” based on a

situation or a problem, which uses either quantitative or qualitative data collecting methods. (Saunders, Lewis & Thornhill 2007, 134.)

The project research design is based primarily on descriptive design, which mainly use online and self-administered questionnaire form to find out consumers' general opinions and attitudes toward their shopping experience. The questionnaire has a clear structure to make answering and analysis easier. The research result can be used for further explanatory research, which will go deeper into different aspects of the research.

5.2 Research method

Primary data can be obtained by qualitative, quantitative or mixed research methods. Quantitative research stands for quantity of data which might require statistical or measurement analysis. (Malhotra, Birks & Wills 2013, 90.) There are two types of quantitative data: discrete (only certain distinct or isolated values) and continuous (any value in given range) (Adams, Khan, Raeside & White 2007, 85). Qualitative research is unstructured with small sample needed based on exploratory design. Qualitative research is made to enable participants to express their point of view in flexible and broad way, it also allows researcher to observe consumer behavior, experience and feeling in different contexts. (Malhotra, Birks & Wills 2013, 91.) Mixed methods is implemented with both quantitative and qualitative data at the same time or sequentially but separatedly. In mixed methods, either quantitative or qualitative data collection and analysis is dominant. (Saunders, Lewis & Thornhill 2007, 146.)

Mixed methods will be used in this project as it is designed with a relatively large samples and fixed structure, but also with some open-end questions for qualitative research, quantitative research will be appropriately used as the main research method to understand the pattern of consumer behavior toward Rauma local shops as well as online shops. Moreover, the analysis of consumer behavior is based on number of answers collected and their ratios, quantitative method will also be used to show the representative ratio of dominated answers. Online survey will be conducted for target

group of consumers from 18 to 29 living, studying or working in Rauma that experienced most of Rauma local apparel and footwear shop services.

5.3 Population and sample

A population shares common characteristics that could be used by market researcher for marketing problem. Population parameters are numbers indicating the proportion of loyal consumers with some specific brands. The parameters of a population can be obtained through census (“a complete enumeration of the elements of a population”) or a sample (research on a subgroup of participants for statistics and presumption purpose). (Malhotra, Birks & Wills 2013, 235.)

There are two groups of sampling techniques: non-probability sampling (mainly based on researcher judgement rather than from sample elements) and probability sampling (each population element has chance to be selected for sampling) (Saunders, Lewis & Thornhill 2007, 207).

Non-probability sampling group includes: convenience sampling (sampling units are selected by the interviewer in convenience), judgemental sampling (sampling units are selected in purpose by the judgement of the interviewer), quota sampling (firstly control the characteristics of participants, and then base on convenience or judgement), snowball sampling (start with an initial group, then use the recommendation from these participants for the next relevant subsequent participants and continue this process again). (Malhotra, Birks & Wills 2013, 242-246.)

Probability sampling group includes: simple random sampling (selecting random sample from a sampling frame), systematic sampling (selecting randomly the sample from the sampling frame at regular intervals), stratified random sampling (separating the population into subsequent subpopulations or strata, each stratum elements will be selected randomly through a procedure), cluster sampling (first separating the population into either mutually exclusive or collectively exhaustive subpopulations, then selecting a random cluster sample on a probability sampling technique), and

multi-stage sampling (developed from cluster sampling to deal with problems about geographically dispersed population). (Saunders, Lewis & Thornhill 2007, 215-223.)

The project will use sample as the way to obtain the population parameter as just 117 answers from participants were collected over a large number of possible answers from the target population. Convenience sampling is used with first step of creating the frame of target consumers, who are women from 18 to 29, living, working or studying in Rauma and used Rauma local apparel and footwear services, second step is to send the questionnaire form online to university emails and to facebook groups of local as well as foreign people living or working in Rauma, attached with notification of the target participant for the survey.

5.4 Making the questionnaire

Questionnaire is a data collection method with verbal or written questions for participants (Malhotra, Birks & Wills 2013, 184). Questionnaires are used mainly in descriptive research and explanatory research as they serve better with standardised questions rather than large amount of open-ended questions in exploratory research (Saunders, Lewis & Thornhill 2007, 356).

Cover letter is used in self-administered questionnaires, which should be viewed initially by respondents before answering the questionnaires. In addition with the cover letter, there should be an introducing part for the questionnaire, which explains clearly purposes of the questionnaire. At the end of the questionnaire, there should be a closing part, where the expectation for the respondents to do with their completed questionnaire will be explained (such as providing personal contact, expected return date, how and where to return). (Saunders, Lewis & Thornhill 2007, 386.)

The steps to design the questionnaire include: specify the information needed, specify the type of interviewing method, determine the content of individual questions, overcome the participant's inability and unwillingness to answer, choose question structure, choose question wording, arrange the questions in proper order, identify the form and layout, reproduce the questionnaire, eliminate problems by pilot-

testing. To overcome participant's inability and unwillingness to answer, interviewer should use sensitive topics, create questions related to common interest, avoid from too specific figures, asking in third-person technique. In choosing question structure, interviewer can use unstructured question (open-end questions) and/or structured question (multiple choice questions). In choosing question wording, interviewer should use words that define the issue clearly, use ordinary, unambiguous words, avoid leading or biasing questions, avoid implicit alternatives and assumptions, avoid generalisations and estimates, use positive and negative statements appropriately. To arrange the questions in proper order, interviewer should use opening questions, information type should be classified: basic information, classification information (to classify participants), or identification information (include participant's name, address and contact). Pilot testing could be used to test the questionnaire in a small amount of participants first to -identify and eliminate potential problems. (Malhotra, Birks & Wills 2013, 184-201.)

The questionnaire of the project is designed to find out the pattern of young women's buying behavior of apparel and footwear products in Rauma and their expectations about Rauma local apparel and footwear shops, as well as to point out problems and solutions for Rauma existing or future local shops. The questionnaire form used in the survey can be found in appendix 1: The questionnaire. The type of survey method is online questionnaire sent to the target group platform with a cover letter attached with the link to the google survey form. To increase the willingness of participant answering the survey form, the questionnaire is made with google platform that will not collect participant's information, the questionnaire uses third-person questioning technique and categories response rather than specific figures. There will be both structured and unstructured questions in the survey to help participants save time and being more relax when answering the questionnaire, and also to help researcher gather more and deeper information from participants. The questionnaire uses mainly ordinary and unambiguous words to help participants understand better the questions, leading and biasing questions are avoided as much as possible. The questionnaire will start with a simple identification question about age, and then a classification question as their living city or region will be asked. The questionnaire is arranged in branching order, from which, questions that are related to each other will be asked one after one another. Online questionnaire form, which uses google form graphic is

simple, colorful with sufficient text font and size. This survey making platform is helpful and appropriate for the purpose of creating the survey.

5.5 Data analysis

In preparing for quantitative data analysis, there are factors to put into consideration: the type and format of data to input to analysis software, appropriate data coding method, cases need to consider, data errors checking methods (Saunders, Lewis & Thornhill 2007, 408).

There are three basic data analyses methods for quantitative data: frequency distribution (mathematical system to count the response number and percentage with one variable at a time), cross-tabulation (count two or more variables at a time to see the relationship between variables), and hypothesis testing (to test the associations or differences in means, distribution, proportions and medians/ranking between hypotheses and invariable values) (Malhotra, Birks & Wills 2013, 330-342.)

The questionnaire results will be automatically entered into excel sheets by google survey form data analysis software, data checking and correcting is manually done after the result is downloaded to computer in excel file. Frequency distribution is used as a major method to find out the general shopping pattern and expectations of the target consumers through the ratio of dominant choice of answers. Cross-tabulation could also be used to see if there is any difference between the age groups and their shopping experience or not.

5.6 Validity and reliability

Validity can be referred to the accuracy and effectiveness of a scale of measurement to determine the differences among groups or individuals at one time or in over time without bias error (Webb 2002, 148-149). Validity of a research could be threatened by changes in the situation, the inconsistency of information flow, the inaccuracy of measurement method, the rate of dropping out participants, the ambiguity about causal direction. (Saunders, Lewis & Thornhill 2007, 150-151.)

Reliability is the consistency of the measurement results among or between groups/individuals at different times without random error (Webb 2002, 148). Reliability can be measured by three factors: the result accuracy in different time and situation, the result unification among different observers, the transparency of raw data interpretation. Threats to reliability include subject or participant error or bias, and observer error or bias. (Saunders, Lewis & Thornhill 2007, 149-150.)

The validity and reliability of the study are quite high. The research result is quite stable as there were not visible and critical changes in the situation during the time the survey was implemented. The questionnaires are sent to different groups of people in different time frame and the answers which are chosen the most will be used for final analysis. The questions in the survey are build with certain structure and internal relationship to reduce the chance of bias or error and to support for the reliability and validity of the results. There could be some respondents who are not under the scope of the research, however, this situation could be controlled by attaching a message when the questionnaires are sent, the answers will also be checked carefully before being analyzed.

6 RESEARCH FINDINGS

In this research, there were 117 participants who were women from 18 to 29 years old living, studying or working in Rauma. Participants voluntarily answered the online survey sent through school email, facebook groups and personal email addresses.

6.1 Participants' ages and living areas

According to the research result in figure 8 and 9 below, 72% of the respondents were in age category from 21 to 26 years old, and most of the respondents were from Rauma (65%).

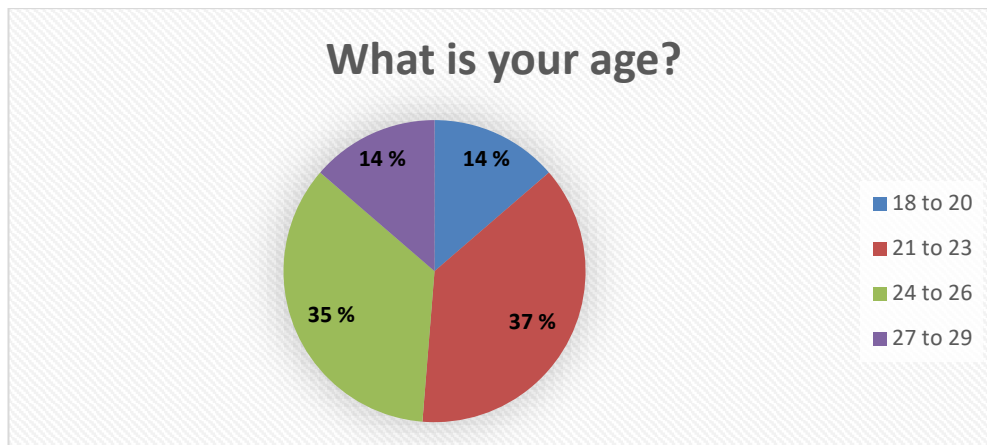


Figure 8. Participants' age groups

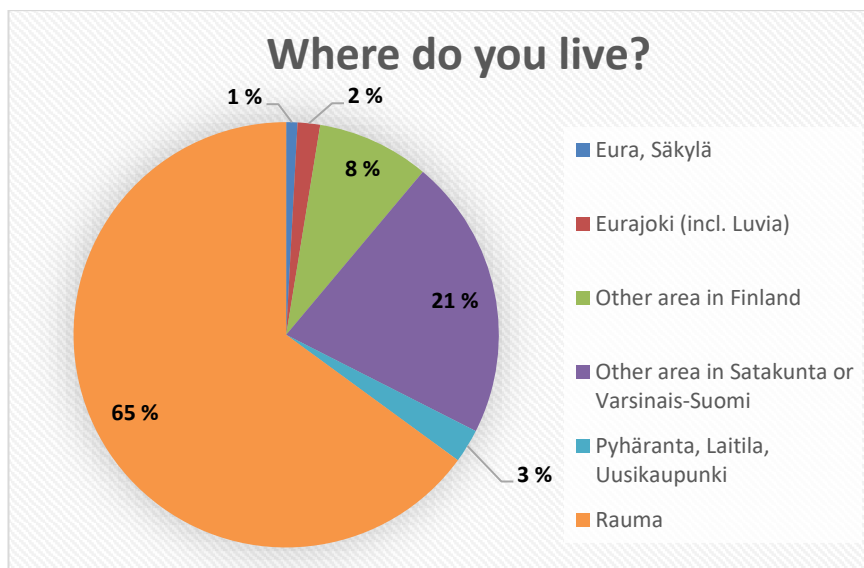


Figure 9. Participants' living area

6.2 Regularity and timing of purchasing clothes and footwear products

The regularity and timing of purchasing clothes and footwear products of participants can be seen in figures 10,11 and 12. In general, it shows that while the regularity of purchasing clothes of the participants varied quite equally from 2 to 3 times a year to 2 to 4 times a month, the regularity of purchasing footwear products was more concentrated with majority purchasing them 2 to 3 times a year (55%) or 4 to 5 times a year (26%). The timing of purchasing clothing and footwear products in general were 'whenever convenient' (77%), 'whenever there are sales' (38%) or after seeing an advertisement of favorite clothes or footwear products (26%).

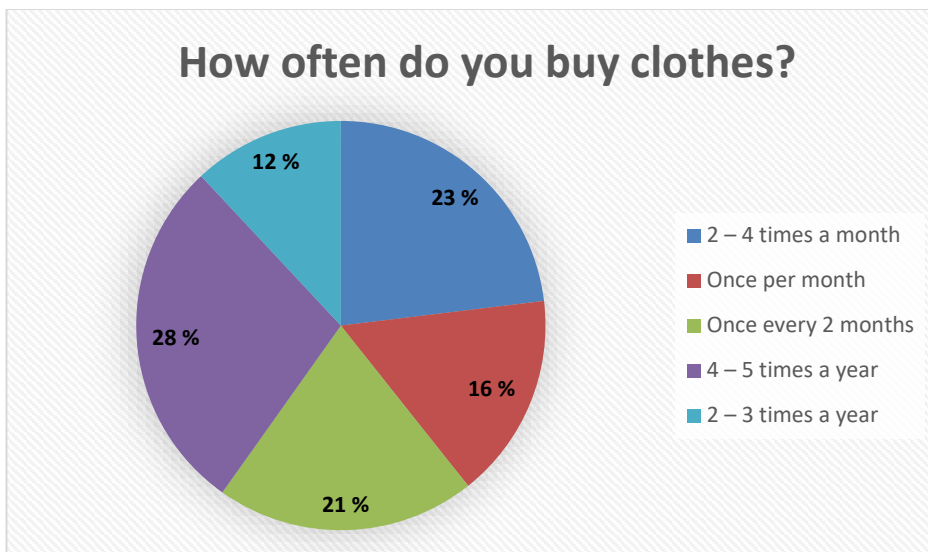


Figure 10. Regularity of purchasing clothes

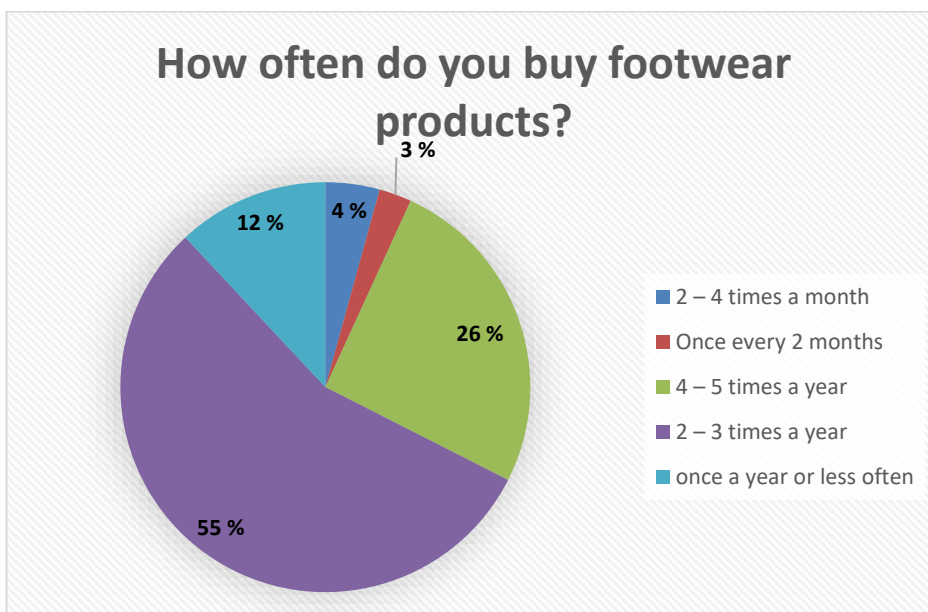


Figure 11. Regularity of purchasing footwear products



Figure 12. Timing of clothes and footwear products purchase

6.3 Where and how often do participants purchase clothes and footwear products?

The next research objective was to find out where and how often participants purchase clothes and footwear products, the results show 51% of participants sometimes purchasing from Rauma local shops, 35% often purchasing online while the other 23% very often purchased online. The rate of participants purchased clothes and footwear products from other cities such as Pori, Turku, Helsinki, Tampere is lower with the answers from never to sometimes. Further details can be found from figure 13.

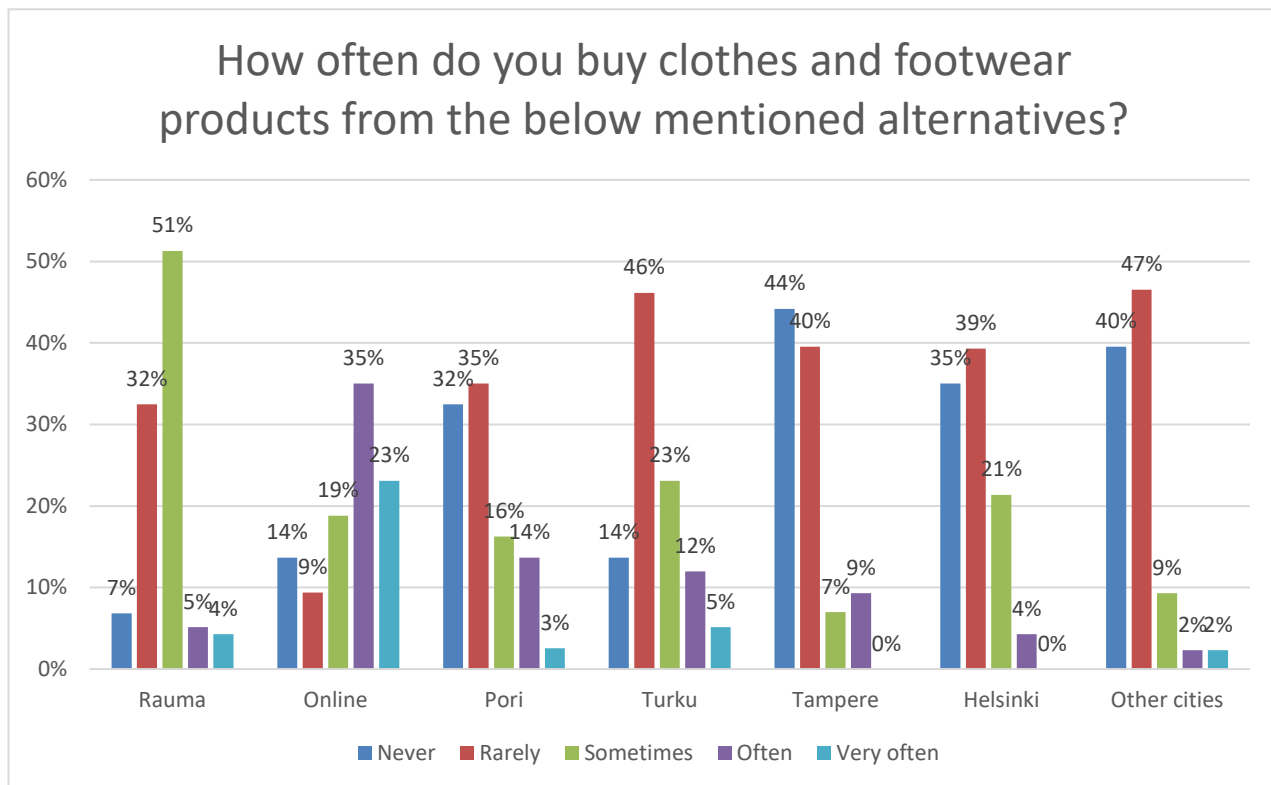


Figure 13. Where and how often participants purchase clothes and footwear products

6.4 Favorite clothing and footwear stores and choice rates

The most popular apparel brands mentioned were H&M (51%), Zalando (42%), Cubus (30%), BIK BOK (28%), New Yorker (26%), Hollywood (23%) and KappAhl (16%). Favorite footwear stores include Intersport (47%), Vamos (16%), Kookenkä, DinSko & Nilson Shoes and Zalando had the same share of 14%. Further details can be found in figure 14 and 15.



Figure 14. Favorite clothing stores and choice rates



Figure 15. Favorite footwear stores and choice rates

6.5 The importance of the listed factors for the participants to choose a clothing or footwear shop

The next question about the importance of the listed factors for the participants to choose a clothing or footwear shop revealed that cheap price was considered to be important or very important by 35% of the respondents. Good design was thought to be important or very important by 67% of the participants. 88% of participants considered good quality to be important or very important. Evaluation of 'trendy prod-

ucts' was varied with 32% agreed it was not very important, 19% thought it was somewhat important, and 28% thought it was important. Close to your place was thought to be not very important or somewhat important among 74% of the participants. 81% of the respondents considered well-known shops as not very important or somewhat important. The other factors seemed to be left aside with 51% of the participants agreed it was not at all important and only 19% thought it was somewhat important. The other factors that were mentioned by participants in general include: product variety, free return, environment friendly and origin of products. More details could be found in figure 16.



Figure 16. The importance of the listed factors for the participants to choose a clothing or footwear shop

6.6 The average amount of money participants spent on clothes and footwear products per each time shopping

In finding out the average amount of money participants spent on clothes and footwear products per each time they went shopping, the results showed 46% participants spent from 50 EUR to 100 EUR on clothes, 32% spent from 100 EUR to 150 EUR and only 1% spent more than 150 EUR for clothes per shopping time. Meanwhile, 56% participants spent from 50 EUR to 100 EUR for footwear products per each

time they went shopping, and 9% spent more than 150 EUR. Further details can be found in figure 17 and 18.



Figure 17. Average amount of money participants spent on clothes products per each time they went shopping



Figure 18. Average amount of money participants spent on footwear products per each time they went shopping

6.7 The reasons for purchasing clothes and footwear products

To answer the question “What are the reasons for you to buy clothes and footwear products”, 91% participants chose casual purpose, 58% chose special events, 44%

chose work and 30% chose travel. Other purposes were 4% including: the old shoes were broken or for sport purposes. More details can be found in figure 19.



Figure 19. The reasons for purchasing clothes and footwear products

6.8 Customers' satisfaction with Rauma local clothing and footwear stores

In finding out customers' satisfaction with Rauma local clothing and footwear stores with rating scale from 1 (very unsatisfied) to 5 (very satisfied), participants seemed to give medium satisfaction rating for clothing stores with the average scale of 2,9 over 5, standard deviation is approximately 1,07. Similar satisfaction evaluation was given for footwear stores, the average scale is 2,7 over 5, and standard deviation is approximately 1,03. See figure 20 and 21 for the distribution of the chosen scale values.

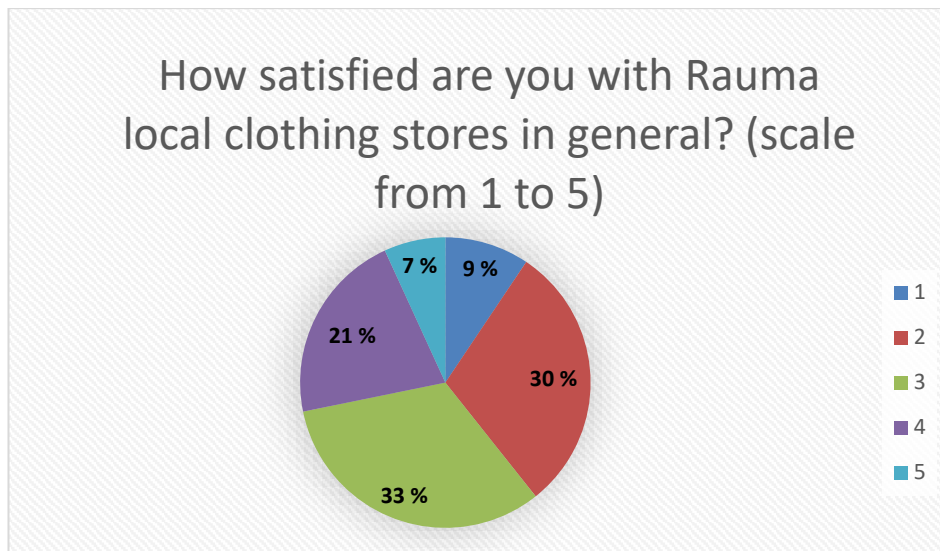


Figure 20. Customers' satisfaction with Rauma local clothing stores with rating scale from 1 to 5

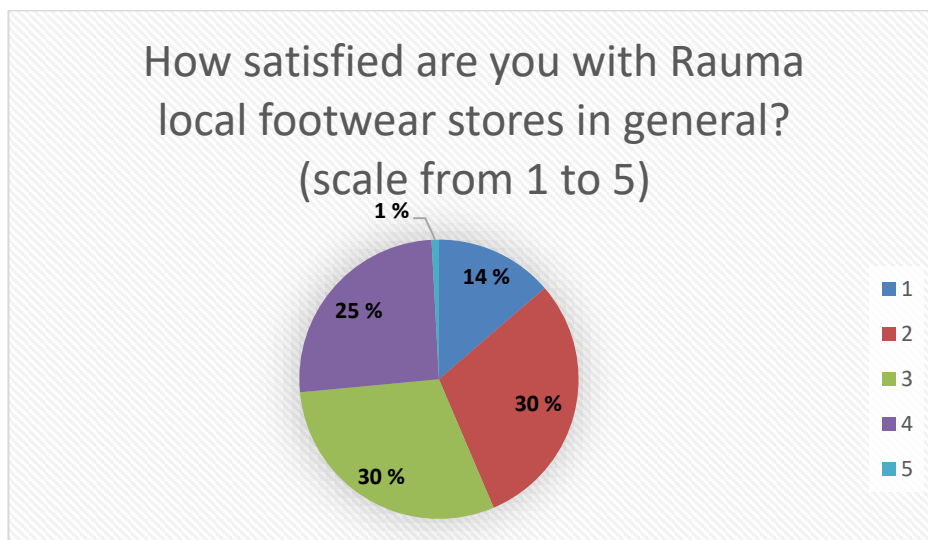


Figure 21. Customers' satisfaction with Rauma local footwear stores with rating scale from 1 to 5

6.9 The importance of the listed factors for Rauma local clothing and footwear stores to improve their services

In answering the question about the importance of the listed factors for Rauma local clothing and footwear stores to improve their services, it shows 'more variety of products' was either very important or important with 81% of the participants. 'Better design products' was important or very important for 56% of the respondents. 'Better product quality' was thought to be either important or very important by 48%

of the participants. 46% of the participants thought ‘more advertisement’ was important or very important, meanwhile 42% thought ‘cheaper price products’ were either important or somewhat important. ‘Better location’ was thought to be somewhat important with 44% agreed, meanwhile ‘other factors’ was thought to be not at all important for 56% of audience. Other factors ranged from somewhat important to very important include: more brands, unique styles, English speaking staffs, better shop layout, more information on internet or shop websites, better customer service, shops should be close to each other. Further details could be seen in figure 22 below.



Figure 22. The importance of the listed factors for Rauma local clothing and footwear stores to improve their services

6.10 The desire of participants to have more clothing and footwear stores in Rauma

The next issue is about the desire of participants to have more clothing and footwear stores in Rauma with rating scale from 1 (completely disagree) to 5 (completely agree). It shows that approximately half of the participants rated with scale 5 for more both clothing and footwear stores in Rauma. Further details can be found in table 1 and 2.

Table 1. The desire of participants to have more clothing stores in Rauma with rating scale from 1 to 5

I would like to have more clothing stores in Rauma (scale from 1 to 5)	Answers	Percentage
1	0	0 %
2	10	9 %
3	12	10 %
4	37	32 %
5	58	50 %

Table 2. The desire of participants to have more footwear stores in Rauma with rating scale from 1 to 5

I would like to have more footwear stores in Rauma (scale from 1 to 5)	Answers	Percentage
1	0	0 %
2	20	17 %
3	11	9 %
4	29	25 %
5	57	49 %

6.11 Recommended stores/brands to be opened in Rauma and their expected location

In answering ‘What stores/brands do you recommend to be opened in Rauma?’, 62% of participants chose H&M, 46% recommended New Yorker, 20% chose VANS, 17% chose Vamos, 15% recommended DinSko & Nilson shoes, 7% recommended ECCO, while other 5% mentioned about Addidas, Zara, Gina Tricot and Nike. Other recommended brands can be found in figure 23 below.

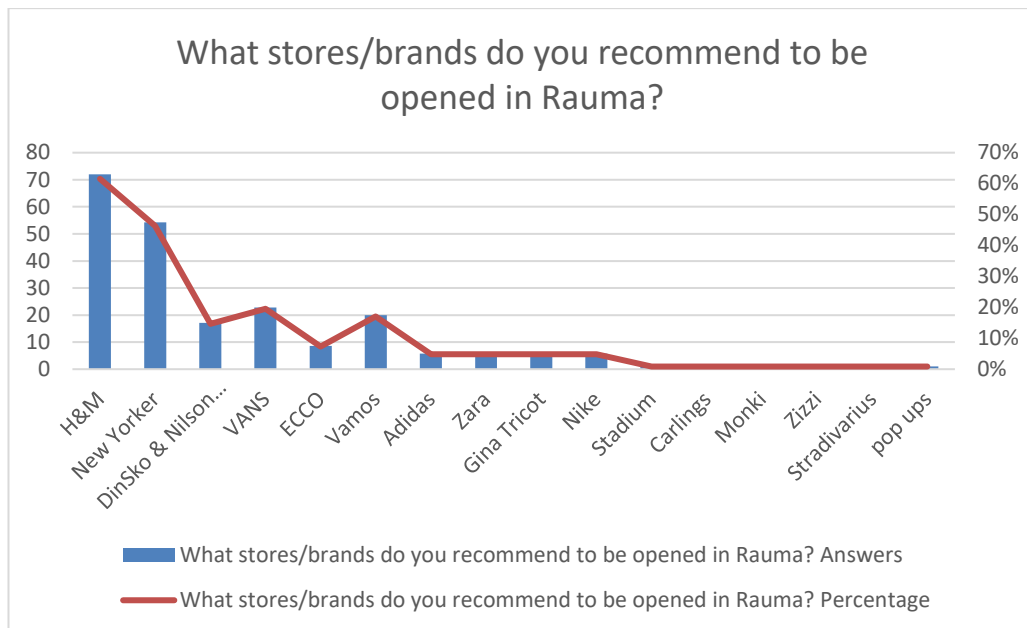


Figure 23. Recommended stores/brands to be opened in Rauma

The recommended location of new clothing and footwear stores in Rauma include city center with 34% participants recommended, 30% preferred Vanha Rauma, 21% chose new shopping mall, 7% recommended nearby supermarkets and other options include: Wänni, nearby the rest of the clothing/footwear stores, Nortamonkatu and near bus station. Further details can be found in figure 24.

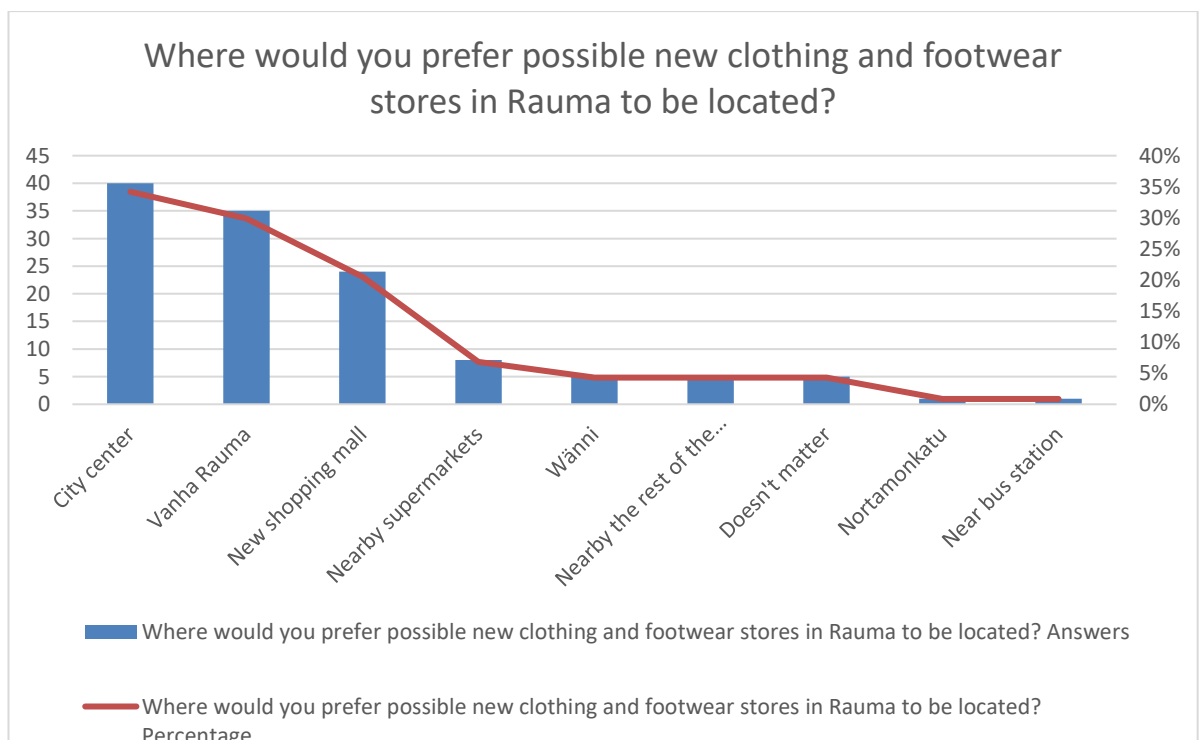


Figure 24. The recommended location of new clothing and footwear stores in Rauma

6.12 How should the price and quality of products of new clothing and footwear stores in Rauma be?

The last question was about how the price and quality of products of new clothing and footwear stores in Rauma should be. In general, 53% of the participants completely agreed with ‘affordable price and acceptable quality’, 37% neither agreed nor disagreed with a bit higher price and trendy products, while 35% somewhat disagreed with high price and unique products. More details can be found in figure 25.

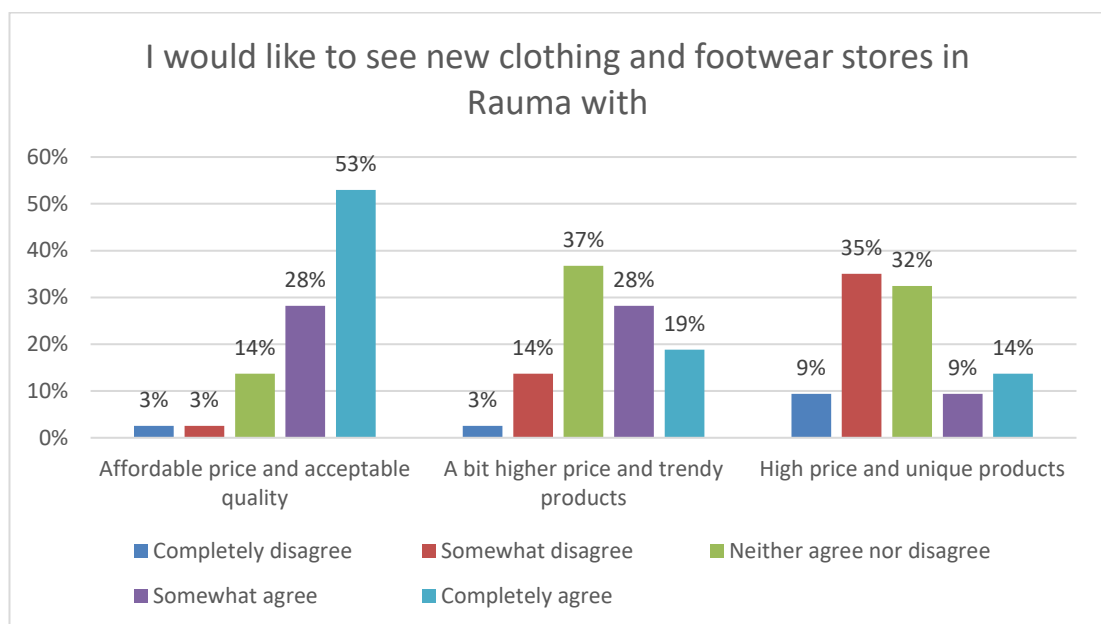


Figure 25. How the price and quality of products of new clothing and footwear stores in Rauma should be

7 SUMMARY AND CONCLUSIONS

7.1 Summary

From the perspective of theoretical research, consumer behavior is influenced by many factors such as culture, society, personality and psychology. Consumer behavior in purchasing apparel and footwear products is changing over time as a result of globalization of the world economy, technological development, busier life style and more stable income among the middle-class. As a result, consumers’ psychology and

action when purchasing a fashion product are more complicated and need to be analysed carefully from problem recognition to post-purchase behavior. Online shopping is a fast pace developing area where fashion industry marketers can find chances to approach their potential customers and develop their business beside traditional shopping way. The competition in online shopping world is becoming harder and harder, put marketers in pressure of considering both uncontrollable factors such as consumer characteristic and environmental influences and controllable factors such as product/service characteristics, medium characteristics, web experience and company's purchasing policies.

In order to create marketing strategy through the study of consumer behavior, marketers can use market segmentation and product positioning strategy combined with marketing mix (product, promotion, price and channel). Market segmentation and product positioning help marketer to navigate and classify the target consumer groups, evaluate target markets and create product positioning strategy through building a brand. Middle-class consumers with the age ranged from 16 to 34 in apparel and footwear industry are raising up rapidly with influence of fast fashion trend. This is the hot-spot for marketers who are new in the industry or want to enhance sales quickly in a short term. However, there are emerging issues marketers need to put in consideration such as: brand loyalty broke down as a result of market fragmentation, fast-fashion trend requires good adaption strategy and environmental issues in manufacturing.

Product is one of the most important parts for apparel and footwear business owners, which decide whether the customers will come back to purchase or not. Like any other product strategy, marketers in apparel and footwear business should pay attention on consumer-product relationship, product attributes and other characteristics of product to find out customer need and create value for the product.

Promotion is the way to approach potential consumers, which includes advertising, public relations, personal selling and sales promotions with two key communication methods: interpersonal communication and mass communication. A promotion campaign should go through the process from determining promotion objectives and budget to evaluating the promotion program. In perspective of apparel and footwear

sector, mass audience promotion could be participating in or sponsoring events, media advertising, packaging, shop layout; and interpersonal promotion include personal emailing, giving discount or coupons, sending catalogue.

Price is another important factor that decides consumer buying power, which will change over time according to the environmental and competitive factors. Price strategy is applied not only for established products but also for new products. For fashion marketers, the most important approaches in creating price strategy are to find out the market price, estimate product related and marketing cost, and set pricing objectives such as giving premium price for new products, gaining customer loyalty or enhancing sales revenue.

There are two main channels for apparel and footwear marketers to choose: physical store and online store. While physical store is about store layout, atmosphere and location, online store requires more complicated combination of technology, appearance, real time utilization and other company policies such as shipping and returning. For fashion industry companies, channel strategy is not only about environmental factors, cost, competition and control on different channels, but also about whether to step further on online shopping world or concentrate mainly on brick-and-mortar shops.

7.2 Conclusions

According to the research findings on young women's buying behavior of apparel and footwear products in Rauma, the majority of the respondents were from 21 to 26 years old and living in Rauma (65%) or other area in Satakunta or Varsinais-Suomi (21%). The data show that participants purchase clothes more often and more random than footwear products whenever they feel convenient or after being stimulated by a marketing stimulus. From this point of view, it is clear to see that promotion could be a very useful tool for local shops to attract more customers and enhance their sales.

The research results show an interesting fact that the most popular place for the respondents to shop apparel and footwear products is online with 77% of participants purchasing from 'sometimes' to 'very often' online. Rauma came second with 60% participants purchasing here from 'sometimes' to 'very often'. Turku and Pori were the next favorite shopping places with 40% and 33% of participants respectively went shopping from 'sometimes' to 'very often'. As a result, local shops should not only concentrate on improving their physical store bases but also expand their business to online shopping platform to attract more customers, especially young women.

In listing the favorite clothing and footwear stores, the most often mentioned names were H&M, Zalando, Cubus, BIK BOK, New Yorker, Hollywood, Intersport, Vamos, Kookenkä, DinSko & Nilson Shoes. This information is valuable for Rauma local shops to acknowledge what their competitors are and what potential store brands could be opened in Rauma in the future.

The most important factors when the participants choose a clothing or footwear shop were 'good quality product', which 88% of participants rated from important to very important, and 'good design products', which 67% of participants rated from important to very important. 'Trendy products' was also considered to be important or very important among 42% of participants. This means that in stead of concentrating only on releasing new products continuously every season, local shops should also pay more attention on the quality of products as well as their appropriate design that will not be obsolete through time.

Most of participants spent per each time they went shopping for clothes and footwear products approximately 100 EUR. The results also show that 9% of participants were ready to spend more than 150 EUR on footwear products, meanwhile only 1% was ready to spend the same amount on clothes. And the reasons for purchasing clothes and footwear products were mostly casual (91%), special events (58%) and work (44%). These data could be used as a navigator for local shops to see the potential sales amount they could obtain from potential customers and what kind of products could be well sold to create appropriate price and product strategy that fits to the company policies and goals as well as customer demand.

In rating the satisfaction for Rauma local clothing and footwear stores, participants gave around 3 on a scale from 1 to 5 in average for both clothing and footwear stores. The reason for this rating was shown in the recommendation for Rauma local shops to improve their services, from which, most of participants recommended local shops to have more variety of products, better product design and quality, and more advertisement.

The last part of the questionnaire was for the future shops in Rauma, which sent a good signal from participants with approximately 50% totally agreed with the idea of opening more new apparel and footwear shops. The most nominated names were H&M (62%), New Yorker (46%), VANS (20%), Vamos (17%) and DinSko & Nilson Shoes (15%). Location of new shops were recommended to be in city center (34%), Vanha Rauma (30%), new shopping mall (21%), or nearby supermarkets (7%). The future clothing and footwear stores should sell products with affordable price and acceptable quality instead of trendy or unique products with high price.

8 RECOMMENDATIONS

The result of the study show that Rauma local shops should do more to improve their service as well as attraction. Promotion campaigns should be more visible and better organized such as giving coupons, discount or sales flyers for random groups of young people to attract them to go to the shop, and advertising more on facebook, Instagram and other means of social media. Marketers of local shops should see the fact that online shopping among young women is becoming more popular than ever before, therefore, local shops should take further step to develop their online shopping platform with more attractive layout, useful information about stocks, product size and price, and company's other purchasing policies such as item return or shipping. Product quality, design and variety should go first to consolidate the position of the shop in the local market as well as to receive better response from customers. Meanwhile, Rauma local shops should also learn more about their recent and potential competitors and prepare marketing strategy to improve their services to maintain customer loyalty as well as attract more customers.

As the desire of most of the participants in the project was to have more new apparel and footwear shops in Rauma, this is an ideal timing and condition for new apparel and footwear brands to expand to Rauma market. Beside preparing for other marketing strategy, future apparel and footwear store owners in Rauma should pay attention to the location of the shop, which should be in the city center area and easy to access, new shopping mall is also another option. The products are not required to be too high quality or unique, and the price should stay in affordable level.

9 FINAL WORDS

The thesis has been done with a good progress so far. Even though there was some pressure about time and number of participants, the goal of the project was reached. The most interesting part of this study is to read and analyse the result of the questionnaire, which revealed interesting information from participants about their buying behavior and expectations.

The research objectives of the project are limited in finding out young consumer behavior and expectation in purchasing apparel and footwear products and giving recommendation for Rauma local shops to improve their services through marketing mix analysis and research findings. Further studies could be made to see deeper in different aspects of Rauma consumer behavior to understand consumer behavior better as well as create more specific marketing strategy for certain brands or products.

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Rauma Apparel and Footwear Consumer Behavior Survey

*Required

1. What is your age? *

Mark only one oval.

- 18 to 20
- 21 to 23
- 24 to 26
- 27 to 29

2. Where do you live? *

Mark only one oval.

- Rauma
- Eurajoki (incl. Luvia)
- Eura, Säkyä
- Pyhäranta, Laitila, Uusikaupunki
- Other area in Satakunta or Varsinais-Suomi
- Other area in Finland

3. How often do you buy clothes? *

Mark only one oval.

- 2 – 4 times a month
- Once per month
- Once every 2 months
- 4 – 5 times a year
- 2 – 3 times a year
- once a year or less often

4. How often do you buy footwear products? *

Mark only one oval.

- 2 – 4 times a month
- Once per month
- Once every 2 months
- 4 – 5 times a year
- 2 – 3 times a year
- once a year or less often

5. When do you often go shopping clothes and footwear products? *

Tick all that apply.

- At the end of the clothes' or footwear products' season (4 seasons)
- At the beginning of the season
- Whenever there are sales
- After seeing an advertisement of your favorite clothes or footwear products
- Whenever convenient

6. How often do you buy clothes and footwear products from the below mentioned alternatives? *

Mark only one oval per row.

		Never	Rarely	Sometimes	Often	Very often
Rauma	local shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pori		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turku		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tampere		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other cities		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. What are your favorite clothing stores? *

Tick all that apply.

- H&M
- New Yorker
- Seppälä
- KappAhl
- Marimekko
- IVANA
- Cubus Lin-
- dex Holly-
- wood BIK
- BOK
- Zalando
- Other: _____

8. What are your favorite footwear stores? *

Tick all that apply.

- Intersport
- VANS
- ECCO
- Kookenkä
- DinSko & Nilson Shoes
- Vamos
- Other: _____

9. How important are the following factors when you choose a clothing or footwear shop? *

Mark only one oval per row.

	Not at all important	Not very important	Somewhat important	Important	Very important
Cheap prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good design products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good quality products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendy products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close to your place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-known shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factors, what? (explain the other factors in the following question if applicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. What are the other factors that affect to your choice of clothing or footwear shops?

11. How much in average do you spend on footwear per each time you go shopping? *

Mark only one oval.

- More than 150 EUR
- From 100 EUR to 150 EUR
- From 50 EUR to 100 EUR
- Less than 50 EUR

12. How much in average do you spend on clothes per each time you go shopping? *

Mark only one oval.

- More than 150 EUR
- From 100 EUR to 150 EUR
- From 50 EUR to 100 EUR
- Less than 50 EUR

13. What are the reasons for you to buy clothes and footwear products?

Tick all that apply.

- Work
- Travel
- Special events Casual
- Other: _____

14. How satisfied are you with Rauma local clothing stores in general? (scale from 1 to 5) *

Mark only one oval.

	1	2	3	4	5	
Very unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very satisfied

15. How satisfied are you with Rauma local footwear stores in general? (scale from 1 to 5) *

Mark only one oval.

	1	2	3	4	5	
Very unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very satisfied

16. How important are the factors below for Rauma local clothing and footwear stores to improve their services? *

Mark only one oval per row.

	Not at all important	Not very important	Somewhat important	Important	Very important
Cheaper price products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better design products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More variety of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factors, what? (explain the other factors in the following question if applicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What are the other factors for Rauma local clothing and footwear stores to improve their services?

18. I would like to have more clothing stores in Rauma *

Mark only one oval.

	1	2	3	4	5	
Completely disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

19. I would like to have more footwear stores in Rauma *

Mark only one oval.

	1	2	3	4	5	
Completely disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

20. What stores/brands do you recommend to be opened in Rauma?

Tick all that apply.

- H&M
- New Yorker
- DinSko & Nilson Shoes
- VANS
- ECCO
- Vamos Oth-
- er: _____

21. Where would you prefer possible new clothing and footwear stores in Rauma to be located? *

22. I would like to see new clothing and footwear stores in Rauma with *

Mark only one oval per row.

	Completely disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Completely agree
Affordable price and acceptable quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A bit higher price and trendy products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High price and unique product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

