

NEW INNOVATION ADOPTION

Case Digi Electronics Ltd.

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Abstract <p>The thesis was conducted for Digi Electronics Ltd which is web-based company in Hong Kong with selling consumer electronics to Finland as its main business. Currently, it is planning a totally new business branch – a virtual shop for tailor-made clothing. The research was to determine whether the target consumers would be ready to adopt the new innovation and also to identify the challenges faced by the business idea.</p> <p>The research process was started with a brainstorming session with the company where the general objectives and requirements were listed. Innovation adoption theories were used to form the foundation for the study. To collect the data, a quantitative survey was conducted in a virtual environment, and an advertisement at the company's website was used to redirect potential respondents to the questionnaire. A total of 329 people returned in the questionnaire.</p> <p>The research results show that there is a potential market for the new innovation. People are ready and willing to take the first step to adopt the innovation. However, several major drawbacks were discovered, and they need to be taken into serious consideration. The respondents felt very negative about the idea that the product – the tailor-made clothes – cannot be tried on before purchase. Furthermore, the inability to touch and feel the fabric samples was also felt to be annoying.</p> <p>On the basis of the research, the company is suggested to go on and launch the business. The market exists, and the respondents were generally positive and ready to accept the idea. To ensure success, the company needs to take into account the challenges faced by the new innovation and come up with good strategies to nullify the drawbacks and satisfy the customers.</p>		
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Tiivistelmä <p>Opinnäytetyö tehtiin hongkongilaista yritystä Digi Electronics Ltd:tä varten. Yritys on erikoistunut kuluttajaelektroniikkaan ja myy tuotteitaan Suomeen verkkokaupan välityksellä. Tällä hetkellä yritys suunnittelee uuden liikehaaran – mittatilausvaatteiden verkkokaupan – perustamista. Tutkimuksen tarkoitus on ollut selvittää olisiko kohderyhmä valmis omaksumaan uuden innovaation ja mitkä ovat liikeidean mahdolliset haasteet ja heikkoudet.</p> <p>Tutkimusprosessi aloitettiin brainstorm – sessiolla yhdessä yrityksen johdon kanssa, jolloin listattiin ensimmäiset tavoitteet ja vaatimukset. Tutkimuksen rungon muodostamiseksi käytettiin innovaatioiden adoptiotiteorioita. Tietojen keräämiseksi toteutettiin kvantitatiivinen kysely virtuaalisesti, ja vastaajia houkuteltiin yrityksen verkkokaupan kotisivulla olevan mainoksen avulla. Kyselyyn kerättiin yhteensä 329 vastausta.</p> <p>Tutkimustulokset osoittavat, että uudella innovaatiolla on todellista potentiaalia. Ihmiset ovat valmiita ja halukkaita ottamaan ensimmäisen askeleen uuden innovaation omaksumiseen. Useita heikkouksia kuitenkin löydettiin ja yrityksen tulee ottaa ne huomioon toimintasuunnitelmassaan. Kyselyn vastaajat suhtautuivat negatiivisesti esimerkiksi siihen, että mittatilausvaatteita ei pystyisi sovittamaan ennen ostoa, sekä siihen, että kangasnäytteitä ei pystyisi kokeilemaan tai näkemään luonnossa.</p> <p>Tutkimuksen perusteella yrityksen on suositeltavaa käynnistää liiketoiminta. Markkinat ovat olemassa ja kyselyn vastaajat suhtautuivat enimmäkseen positiivisesti uuteen deaan. Liiketoiminnan menestyksen varmistamiseksi, yrityksen tulee kehittää tehokkaita toimintastrategiat välttääkseen tutkimuksessa esiin tulleet haasteet ja heikkoudet.</p>		
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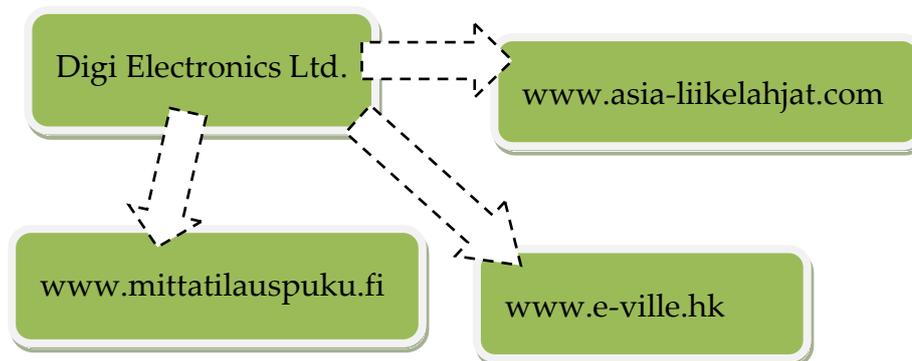
1 Introduction

This research is conducted for Digi Electronics Ltd. which is better known for the electronics web store E-Ville.hk. The main goal for the thesis was to help the company in their decision making and strategy formulation processes considering a new business segment that is at its planning and testing stage. The research problem was to determine whether the target customers would be ready to adopt the new innovation and identify the challenges faced by the new and presently unknown business segment. For that purpose, a quantitative questionnaire survey was conducted by mainly utilizing the “Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation” study by Gary C. Moore and Izak Benbasat. (Moore, Benbasat, 1991)

The research method was to conduct a quantitative survey aimed at the company’s current customers and visitors of the web site. It was published on the internet and the customers were drawn to the questionnaire from the E-Ville main page. The questionnaire was structured with the help of the Innovation Adoption theory by Everett M. Rogers. (Rogers, 1995)

In addition to the core research problem, the company’s requirement was to include several other important questions in the questionnaire, such as the ideal price range for the product and so on. The purpose of these additional questions was to help in the strategy formulation, pricing, market selection and marketing plans among other things. Furthermore, the questionnaire also served as a way to reach potential business partners and helped in collecting a list of e-mail addresses for the upcoming newsletter.

2 Company introduction



Digi Electronics Ltd. is a Hong Kong based company that currently operates two different web stores with a third is on its way. E-Ville sells mainly tax-free consumer electronics to Finnish consumers and the Asia-liikelahjat focuses on the business to business markets, selling business gifts and small printable gadgets that can be used for marketing purposes. The company is headquartered in central Hong Kong but currently shifting its location to Shenzhen in Mainland China. The main competitive edge of the company is the ability to offer the lowest prices in the market which is made possible by the close proximity to Chinese manufacturers and wholesalers. A key element of the success of the E-Ville web store is the fact that it mainly sells tax free products that can be sent straight to customers' homes via airmail. The value of the majority of the products is below the Finnish import taxation limit so the customers do not need to pay the import duties nor do they need to visit the customs office to declare the purchases. That is the most important competitive edge of the company. E-Ville is a web-store in Hong Kong but, nonetheless, offers all the same conveniences as the other Finland based rivals but with a very competitive pricing. (www.E-ville.hk, referred to on 13.05.2010)

2.1 Company background

Digi Electronics Ltd. was founded in the autumn of 2006 by the current owner Ville Majanen. He is a Bachelor of Business Administration and started the business when he was staying in Hong Kong as an exchange student. The first step of the company was the founding of the E-Ville concept in 2006 followed by the B2B side in 2009. The beginning and development of the E-Ville web store is a classical story; it all started from small scale sales through the Finnish auction site huuto.net and gradually developed and grew into one of the most popular Finnish web stores for consumer electronics. As an example, currently over 20 000 customers have subscribed to the monthly E-Ville newsletter. (www.E-ville.hk, referred to on 13.05.2010)

So far, E-Ville has mainly been focusing on the small size consumer electronics and gadgets and has recently been venturing into new market segments. Besides business to consumer sales it has started to act in the business to business markets. This sector is served by a sister website www.asia-liikelahjat.com that focuses on printable business gifts. Digi Electronics Ltd. started with the electronics web store and during its time entered a market with a tough competition and many players. However, the founder Ville Majanen found a type of niche market that was not served by anybody. There are many web stores and many foreign web stores that sell goods from Asia to Europe and even to Finland but E-Ville was the first of its kind that offered its services in Finnish and targeted only the Finnish market. It is a relatively small thing but a crucial part of the success of the business. The custom-made clothing branch is the newest addition, and the official launch is scheduled to take place in late 2010 or early 2011.

2.2 New business segment

My research focuses on the company's new business segment - tailor-made clothing. E-Ville had been actively looking for new opportunities to grow and expand its business, and this idea was brought up in the second quarter of 2009. Due to a major disagreement with the first manufacturer, the launch has been delayed from the original plans. The idea of the new business is to open a new web store that specializes in tailored clothing. The website will have a tool for customizing a unique piece of clothing with the ability to modify many details in the clothing. Customers are expected to take the measures and the final product will be manufactured according to the customer's specifications. Finally the product will be shipped from China to Finland via airmail. Selling tailor-made clothing from Asia to Finland through a web store is a relatively unknown field of business and the research has been conducted to help the development process.

3 Project plan

The project plan is a 5-step process:

1. General planning together with the company

2. Theory research & idea generation

3. Questionnaire planning and formulation

4. Data analysis and presentation

5. Evaluation and finalisation

1. The idea for this research came from the CEO of the company Digi Electronics Ltd. I was asked to do a research for the company's new product segment.
2. The second step is to do some research and find a suitable theory which can be utilized in the project. Furthermore, in this step it is necessary to formulate a rough draft of the whole project and get an overall idea on how to do it.
3. The third step is to create the survey which is going to be used in this project. Co-operation with the company is needed to make sure it serves their needs. This step also includes the launch of the survey and collection of responses.
4. The collected data will be presented and analyzed. A lot of effort will be needed to put all the data together and present them in a clear and logical manner.
5. The final step is to finalize the project with the instructions and requirements of the school tutors.

4 Innovation adoption theories

Getting a new idea adopted, even when it has obvious advantages, is often very difficult. Many innovations require a lengthy period, often of many years, from the time they become available to the time they are widely adopted.

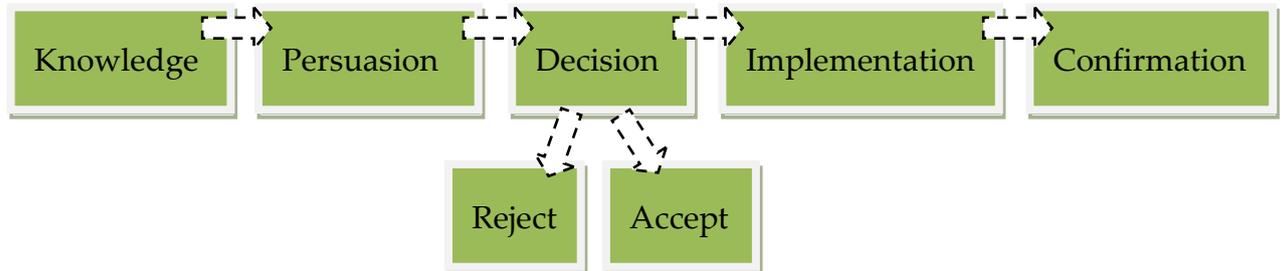
(Rogers, 1995, 1)

I will study some theories of Everett M. Rogers, Moore Gary C. and Benbasat Izak and align them to my own research. I will look at the adoption process and adoption categories theories by Rogers and the innovation adoption theory by Moore and Benbasat.

4.1 Adoption process

The innovation-decision process is the process through which an individual (or other decision-making unit) passes from first knowledge on an innovation to forming an attitude toward the innovation - .

(Rogers, 1995, 20) The five steps introduced by Rogers are below:



Knowledge occurs when the person first learns about the innovation and gets some understanding of it. **Persuasion** occurs when the person forms either a positive or negative attitude towards the innovation. **Decision** occurs when the person makes the decision either by rejecting or accepting the innovation. **Implementation** occurs when the person implements the idea or, in other words, starts using the innovation. **Confirmation** occurs when the person seeks more confirmation or reinforcement about the innovation and the perception of the innovation may be either negative or positive according to the experiences. (Rogers, 1995, 20)

In the case of my research it is very useful to identify these facts presented by Rogers. As the idea is to find out whether the target market would be able to adopt the innovation and identify the challenges, understanding the process of adoption is vital. Later on when we will be planning the actual launch this information can be used in forming a suitable strategy.

4.2 Adopter categories

Rogers defines the adopter categories as a classification of the members of a social class on the basis on how they relate to innovations. He introduces a total of five different categories. (Rogers, 1995, 23) In FIGURE 1 the green line shows how the five different groups adopt an innovation in an order and the blue line illustrates the market share which will eventually reach 100% if the innovation is successfully adopted by all groups.

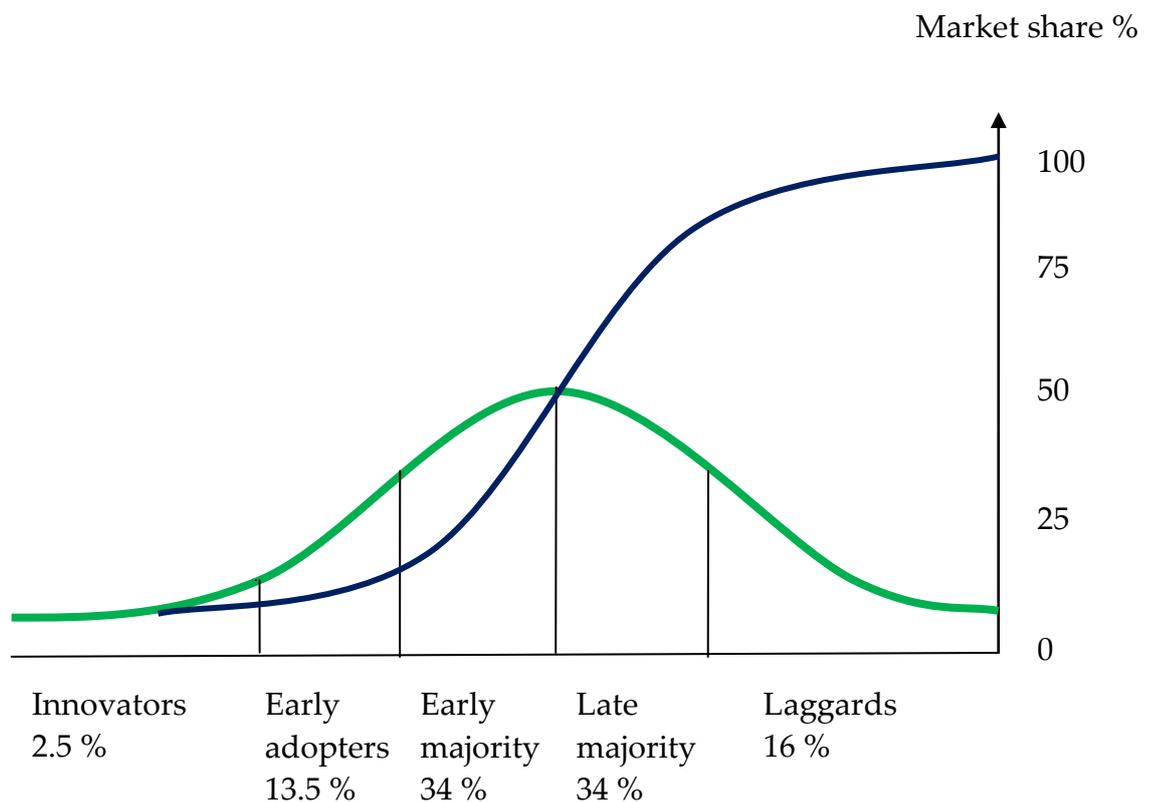


Chart 1: The Diffusion of Innovations by Everett M. Rogers

Innovators are the most active people, often young and wealthy who do not mind taking risks and follow the mass-media closely. (Rogers, 1995, 22) They are the first group to adopt an innovation but this group is likely to adopt any innovation, therefore they do not give much information whether the innovation will be a success or not.

Early adopters are the second group to adopt an innovation. This group has the highest opinion leadership, meaning that they have the highest potential to spread the innovation and attract new users. Like the innovators, they are also often young and rather wealthy. (Rogers, 1995, 23) In other words, this group is the most important group as they are usually a significant in numbers but also they will help to spread the innovation further.

Early majority adopt an innovation after a while and there is often variance inside the group. Both fast and slow adopters can belong to them but usually they do not have any opinion leadership potential. Typically their economic status is above average. (Rogers, 1995, 23)

Late majority adopt the innovation after the average people. Often they are skeptic about new innovations and are willing to try things themselves after seeing how the others have done. Their economic status is normal or below average and are careful on how they use their money. (Rogers, 1995, 23)

Laggards are the last to adopt an innovation. Typically they are old and conservative people who prefer doing things how they are used to. Often they belong to the lowest economic class and do not easily spend their money. (Rogers, 1995, 23)

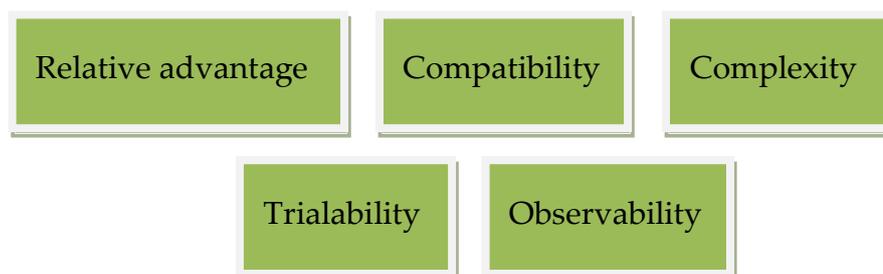
For the launch of the new innovation of Digi Electronics Ltd. it is crucial to quickly find the early adopters and establish a solid base from where to continue. As Rogers said, the early adopters have the highest opinion leadership potential and thus they will be an important part of spreading the business. However, it is also important to ensure that the early adopters are totally satisfied with the innovation so all parts of the business plan have to be polished so that everything will go smoothly.

4.3 Theory of Moore and Benbasat

The idea or the instrument of Moore and Benbasat is introduced in their study “Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation” which was published in 1991. The purpose of the method, as the headline tells is to “--measure the various perceptions that an individual may have of adopting an information technology innovation.” (Moore, Benbasat, 1991, 192). Moore and Benbasat say that despite the subject of adoption information technologies have been widely researched the results have not been conclusive. They suggest that the lack of a theoretical foundation in such studies have been the main reason for the inconsistent results. Moore and Benbasat used their own instrument in the context of the adoption of personal work stations by individuals. However, despite forming the instrument for this specific purpose they say that “The resulting instrument is therefore general enough to be used, with slight modifications, in most diffusion studies.” (Moore, Benbasat, 1991, 194)

4.4 Five characteristics of an innovation

Moore and Benbasat base their Perceptions of Adopting on the five characteristics of innovation defined by Rogers:



(Rogers, 1995, 15-16)

Relative advantage is about how improved an innovation is compared to its predecessor. It can be measured in terms of economics but other issues such as social prestige, convenience and satisfaction are also important. (Rogers, 1995, 15)

“**Compatibility** is the degree to which an innovation is perceived as being consistent with existing values, past experiences and needs of potential adopters.” (Rogers, 1995, 15) A new idea that is not at all familiar to the target group or the social system will not be adopted as fast as an innovation that is already compatible. (Rogers, 1995, 16)

Complexity is about how difficult the innovation is to use and understand. Some new innovations are easier to understand than the others and if the new innovation is difficult to use, or complex, it may not be adopted easily and needs a lot of time. (Rogers, 1995, 16)

Trialability is the degree to which the new innovation can be tested and tried by the customers before purchase. Generally, innovations that have a good degree of trialability are more easily adopted than those that cannot be tested at all. (Rogers, 1995, 16)

“**Observability** is the degree to which the results of an innovation are visible to others. The easier it is for individuals to see the results of an innovation, the more likely they are to adopt it.” (Rogers, 1995, 16) A good visibility creates discussion among peers and it is likely that the neighbors and friends get interested in the innovation as well. (Rogers, 1995, 16)

Moore and Benbasat based their own rating scale on these five aforementioned characteristics plus developed two more for their study. The original characteristics were redefined and improved to better fit their

purpose through various tests and analysis procedures. (Moore, Benbasat, 1991, 192) They wanted to add “image” and “voluntariness of use” as two separate things.

Image is “the degree to which use of an innovation is perceived to enhance one's image or status in one's social system.” (Moore, Benbasat, 1991, 195) Rogers had included image as a part of relative advantage but Moore and Benbasat wanted to separate it. The reasoning behind this is that gaining a social status is undoubtedly a very important motivation for any person to adopt an innovation. (Moore and Benbasat, 1991, 195)

Voluntariness of use is about “the degree to which use of the innovation is perceived as being voluntary, or of free will.” (Moore and Benbasat, 1991, 195) Moore and Benbasat emphasize that it is important to consider whether an innovation is adopted by a person's free will or is the person being forced in a way to adopt an innovation through an organization or workplace. (Moore and Benbasat, 1991)

4.5 Perceived characteristics of using an innovation

Moore and Benbasat highlight the difference between the perceived characteristics of using an innovation and the perceived characteristics of an innovation. To avoid inconsistency they want to make this distinction by explaining that “The reason for focusing on the perceived characteristics of innovations is that the findings of many studies which have examined the primary characteristics of innovations have been inconsistent.” (Moore, Benbasat, 1991, 194) Each individual perceives the primary characteristics in a different way and therefore their behavior is also affected. For this reason, Moore and Benbasat think that the use of only the primary characteristics

causes problems and inconsistencies in researches. (Moore and Benbasat, 1991)

What is then the difference between the primary characteristics and the secondary characteristics? Moore and Benbasat give a very good example of this in their description of the perception of price:

Actual cost price is a primary attribute, whereas the perception of cost is a secondary attribute. In the latter case, the adopter could consider price relative to disposable income, and thus, what might appear "costly" to one potential adopter, could be "inexpensive" to another, depending on their relative levels of income.

(Moore and Benbasat, 1991, 194-195) Arguably the relative cost, or the perception of the cost is what affects more. Surely, it is easy to imagine how differently the rich and the poor think of what is cheap and what is expensive.

According to Moore and Benbasat, the Roger's original definitions are based on the perception of the innovation itself and not on the perception of using the innovation. The word "use" is stressed a lot in their study. The diffusion of an innovation is very highly dependent on the unique way of perception and decision making of each individual. "Thus, it is not the potential adopters' perceptions of the innovation itself, but rather their perceptions of using the innovation that is the key to whether the innovation diffuses" (Moore and Benbasat, 1991, 196)

4.6 Aligning theories to research

During the questionnaire formulation process, the perceived characteristics were studied very closely and the core questions were formulated according to these characteristics. However, in the present research, all the seven characteristics listed by Moore and Benbasat were not relevant, and only four of them can be aligned to the questionnaire. They are compatibility, relative

advantage, complexity and trialability. Moore's theories about the adopter categories and the adoption processes help in understanding the target market and how the individuals relate to new innovations.

5 The research process

Most research textbooks represent research as a multi-stage process that you must follow in order to undertake and complete your research project. The precise number of stages varies, but they usually include formulating and clarifying a topic, reviewing the literature, designing the research, collecting data, analyzing data and writing up.

(Saunders, Lewis, Thornhill, 2007, 8) Articles often suggest that the research process is rational and straightforward. However, the authors quoted that these abovementioned issues are rarely true. The research is often seen as moving through each of the stages but in reality the stages are often revisited many times and the previously written issues refined. (Saunders, Lewis, Thornhill, 2007, 8)

5.1 Research problem

“Will the target customers be ready and able to adopt the new innovation? What are the challenges that we need to take into account to ensure success?”

These are the main two questions that the research tried to answer. The business is not completely unknown but relatively so in the Finnish market. For that reason, it is impossible to only think whether the target customers are ready to buy the product and whether the business is going to be a success or a failure. Therefore, the research is crucial to determining the business potential before a full scale launch.

5.2 Selecting the survey method

“Selecting the type of survey you are going to use is one of the most critical decisions in many social research contexts.” (Trochim M.K William, 2006)

Trochim is a Professor in the Department of Policy Analysis and Management at Cornell University, has received his PhD in Methodology and Evaluation Research of the Department of Psychology at Northwestern University.

(Trochim M.K William, 2006) The author found his virtual database about Research methods knowledge very professional yet compact and easy to understand. To approach the topic of selecting the survey method his work was used as a guideline. Trochim introduces five general topics to approach the issue: population issues, sampling issues, question issues, content issues and bias issues. (Trochim M.K William, 2006)

Population issues

Trochim lists on his virtual knowledge database these following five questions to consider about the population:

Can the population be enumerated?

The type of the survey depends on the population that is going to be targeted. For some populations there might be available listings or databases but in some cases the only way to reach the target population is by personal contact. In my research, the population can be easily enumerated as it is the customers and visitors of the E-Ville web store. (Trochim M.K William, 2006)

Is the population literate?

Can the population read and write? Clearly this has to be taken into account when creating a survey. In some of the developing countries this might be a real issue. (Trochim M.K William, 2006) However, in the western world almost everybody is able to read and as for the Finnish population, no problems exist.

Are there language issues?

The world is getting all the time smaller and smaller and different races and ethnic groups are mixing. Therefore it is crucial to take the language issue into account. (Trochim M.K William, 2006) In the case of the research, it is not possible to know exactly who are the customers and visitors of the E-Ville website and thus who are the potential respondents to the survey. However, it can be safely assumed that not all visitors or customers speak Finnish. But then again, in the current questionnaire it is not a concern as the majority of the potential respondents will most likely speak Finnish.

Will the population cooperate?

According to Trochim, the cooperation problems are mainly related to people who do research on immigration issues. In the case of illegal immigrants it is likely that the respondents are not willing to cooperate because of the legal risks. (Trochim M.K William, 2006) Clearly, in the research this does not need to be taken into account.

What are the geographic restrictions?

Geographic restrictions are about where the targeted persons live and if it is possible to contact them. (Trochim M.K William, 2006) In my case the questionnaire will be put in the internet and the people will use their own computers and their own web browsers to answer the questions. Therefore, the questionnaire does not have any geographic restrictions.

Sampling issues

Sampling issues refer to the group of people that will be contacted in the survey research. In this topic, Trochim lists four questions that have to be considered:

What data is available?

What information is available about the sample, are the contact lists up to date, or the e-mail addresses or phone numbers accurate. (Trochim M.K

William, 2006) In the current research it will be easy as the people do not need to be contacted personally.

Can respondents be found?

Can the respondents be located? They could be busy working, traveling or working on odd shifts. (Trochim M.K William, 2006) When doing a survey it is important to consider how the contact will be made. The current survey will be on the website and most likely many people will be too busy to consider answering. However, there is that much traffic in the website that it will most likely attract enough responses.

Who are the respondents?

According to Trochim, it is important to define who the targeted respondents are. As an example he states that a household is not a respondent but the individuals living in the house are. Furthermore, sometimes it may be important to determine whether it is the father or the mother of the house and so on. The same applies to organizations and companies as well. (Trochim M.K William, 2006) In the survey the respondent can be determined as a customer of E-Ville or a visitor of the E-Ville website. Furthermore, the gender or the age of the respondent is not important, but a good variety of different respondents is expected to be collected.

Are response rates likely to be a problem?

“Low response rates are among the most difficult of problems in survey research. They can ruin an otherwise well-designed survey effort.” (Trochim M.K William, 2006) If the intended survey population is predetermined and needs a high response rate to succeed this can be a real problem. However, in the current survey the population is going to be rather flexible and response rate is not an issue as long as a sufficient number of responses are received. The resulting amount of responses matter the most and as the collection of responses does not require active work or personal interviews, the response rates will not be a concern.

Question issues

They refer to the actual questions that are the most important part of the survey. Trochim lists six questions to approach the topic:

What types of questions will be asked?

“Are you going to be asking personal questions? Are you going to need to get lots of detail in the responses? Can you anticipate the most frequent or important types of responses and develop reasonable closed-ended questions?” (Trochim M.K William, 2006) The questions were to be somewhat personal but then again they should be simple enough to make into close-ended questions.

How complex will the questions be?

In the survey it was intended to make the questions as simple as possible. Complexity should be avoided because many responses are wanted to be attracted and complex questions may sometimes make the potential respondent lose his or her interest.

Will screening questions be needed?

A screening question is intended to find out whether the respondent is qualified to answer the question. For example, when asking about the opinion of a specific computer program, first we need to ask if the respondent is familiar with the program or not. (Trochim M.K William, 2006) In my survey I will be using some screening questions. For example, the survey asked about the gender and age.

Can question sequence be controlled?

“Is your survey one where you can construct in advance a reasonable sequence of questions? Or, are you doing an initial exploratory study where you may need to ask lots of follow-up questions that you can't easily anticipate?” (Trochim M.K William, 2006) The sequence of questions had to be constructed in advance as the survey was intended to be conducted online.

It has to be very clear for the respondents because they are not going to get any further explanations besides what is in the internet.

Will lengthy questions be asked?

Understandably, lengthy questions would need some additional explanations and the intention is to keep it as simple as possible. To avoid confusion, short and precise questions were used..

Will long response scales be used?

Long response scales are sometimes needed to ask from a list of things. (Trochim M.K William, 2006) In the survey it was needed to ask what kind of clothing the respondents would be interested in, so in that section a long response scale was utilized.

Content issues

Content issues are about the topics and themes of the questionnaire and Trochim lists two questions to ponder:

Can the respondents be expected to know about the issue?

It is important to take into account that the targeted respondents should know what is being talked about in the survey. (Trochim M.K William, 2006) However, the topic of the survey is so common and the questions will be made so simple that this was not to be a problem.

Will respondent need to consult records?

“Even if the respondent understands what you're asking about, you may need to allow them to consult their records in order to get an accurate answer.” (Trochim M.K William, 2006) If the respondent needs to consult the records during the interview it is possible that he or she would abort the survey due to frustration. In the survey it was needed to ask how much the respondents have paid for their suits before but the answering needed to be made easy by adding scales.

Bias issues

“People come to the research endeavor with their own sets of biases and prejudices. Sometimes, these biases will be less of a problem with certain types of survey approaches.” (Trochim M.K William, 2006) Trochim suggests three questions to think about:

Can social desirability be avoided?

Trochim says that people usually want to look good in the eyes of others and for this reason they might bend the truth or lie. However, he then continues that this is usually problem mainly on face-to-face or telephone interviews. (Trochim M.K William, 2006) In an anonymous web survey this was not to be an issue, as the respondents have nothing to be embarrassed about.

Can interviewer distortion and subversion be controlled?

According to Trochim, sometimes the interviewers might have an impact on the results if they let their own opinions surface, or they do not listen carefully or make their own judgments. (William M.K. Trochim, Selecting the survey method) In the survey this was easy to control as the survey was put online and there was no contact with the interviewer and the respondent.

Can false respondents be avoided?

Especially in my case of an online survey it is admittedly impossible to tell if a respondent is false. They may lie about their gender or age and there is no way to find it out. Therefore, it cannot be avoided but there must be a certain trust to the target population and it was supposed that their responses are not false.

5.3 The survey strategy

“It is popular and common strategy in business and management research and is most frequently used to answer who, what, where, how much and how many questions.” (Saunders, Lewis, Thornhill, 2007, 138) Surveys allow the collection of large amount of data from large group of people in an economical way. Often it is executed in the form of a questionnaire and the resulting data allows easy comparisons. Overall the survey strategy gives more control over the research process, provided that sampling is used. Generalizations can be made for the whole population by analyzing the samples and drawing conclusions. The sample needs to be representative and a lot of effort should be put in trying to get a good response rate. (Saunders, Lewis, Thornhill, 2007, 139)

The needs of the research were best served by the survey method and by forming a questionnaire. As stated above, questionnaire allows collecting a lot of data easily and economically.

5.4 Forming the questionnaire

The types of questionnaires can be divided into two: self-administered questionnaires and interviewer-administered questionnaires. The self-administered questionnaires are usually conducted over the internet or by sending mail. The respondents will fill in the answers on their own and after the launch the survey author can only wait for the responses. The interviewer-administered questionnaires are most often conducted by telephone interviews or structured interviews. In other words, the author of the questionnaire will be in contact with the respondents. (Saunders, Lewis, Thornhill, 2007, 356-357) In the current research the choice was definitely

going to be a self-administered questionnaire conducted over the internet. As was said above, it is the fastest and cheapest way to collect many responses. Furthermore, it suits the company because it is a virtual store and all its customers are users of the internet.

Assessing validity

Internal validity refers to the questionnaire's ability to measure what it was originally intended to measure. When evaluating the validity of a questionnaire the researchers use three different entities: content validity, criterion-related validity and construct validity.

Content validity is about how well the measurement device or the questions in the questionnaire answers to the research targets.

Criterion-related validity refers to the measurement tools' ability of predicting results.

Construct validity is about how much the questions actually measure the presence of those constructs that they were originally intended to measure. (Saunders, Lewis, Thornhill, 2007, 366-367)

Testing for reliability

-- reliability refers to consistency. Although for a questionnaire to be valid it must be reliable, this is not sufficient on its own. Respondents may consistently interpret a question to your questionnaire in one way when you mean something else!

(Saunders, Lewis, Thornhill, 2007, 367) Reliability is more concerned with the robustness of the questionnaire, whether it will consistently deliver similar results even on different conditions or with different target groups. Three common approaches are used to assess reliability: test re-test, internal consistency and alternative form. Mostly they are used after the data has been collected but it is important to consider them in the planning stage as well.

Test re-test is about collecting data twice from the same respondent using exactly the same questions. It is often difficult to persuade the respondent to answer twice but it shows if the questions have inconsistencies.

"**Internal consistency** involves correlating the responses to each question in the questionnaire with those to other questions in the questionnaire." It is used to measure the consistency of responses across all or part of the questions.

Alternative form means comparing responses to similar questions. These questions used in questionnaires are called check questions as they are used to ask the same thing but in a different way. (Saunders, Lewis, Thornhill, 2007, 367-368)

Designing individual questions

Each question should be formed according to the data that is intended to be collected. When designing a question the researchers do one of the three things: adopt questions from other questionnaires, adapt questions from other questionnaires or come up with questions of their own. Adopting or adapting questions are about using or changing the questions from existing questionnaires. It may be more efficient than developing own questions provided that they are able to collect the data that is needed. (Saunders, Lewis, Thornhill, 2007, 368)

The two main types of questions to choose from are open questions or closed questions. Open questions allow the respondent to say whatever they want and in their own words. Close questions have predetermined answers that the respondents may choose. Open ended questions require more thinking and time from the respondents and are more difficult to analyze whereas the closed questions are quick to both answer and analyze. (Saunders, Lewis, Thornhill, 2007, 368)

Closed questions are more common in questionnaires and there are six different types of closed questions to choose from:

List is a list of options from which the respondent may choose any.

Category lets choose only one option from a set of categories.

Ranking asks the respondent to put a list of items in order.

Rating uses a scale to rate the given items.

Quantity asks the respondent to answer in a quantity or an amount.

Grid allows answering many questions using the same matrix.

(Saunders, Lewis, Thornhill, 2007, 368)

6 Data collection



The survey data was collected in co-operation with the E-Ville web store. The survey was conducted and hosted by a commercial survey tool Surveygizmo (www.surveygizmo.com). The website served as a host and stored all the results. Furthermore, with the Surveygizmo web tool it is possible to export the data in many different ways and use many different filters to create comparisons and kind of cross-tabulations as well. The E-Ville web site was a crucial part of the process as all the respondents were redirected to the survey through an advertisement on the E-Ville main page.

The total number of respondents was finally 329 of which the majority was male. The population ended up being surprisingly large and such amount could not have easily been reached without the aid of the E-Ville website. As basically all the respondents found the questionnaire through the website, it

can be safely stated that all the respondents are either customers of E-Ville or know the company at least to some extent. To allure responses and to award the respondents a lottery or a draw was conducted among all the respondents who left their e-mail address.

7 Research results and analysis

Quantitative data in a raw form, that is, before these data have been processed and analyzed, convey very little meaning to most people. These data therefore need to be processed to make them useful, that is, to turn them into information.

(Saunders, Lewis, Thornhill, 2007, 406) A commercial web tool called Surveyfizmo was used to collect, organize and analyze the data. No statistical tests were undertaken because of the limitations of the program that was provided by the company E-Ville. Therefore, it cannot be said if the statistical differences are statistically significant. However, it was determined together with the company that such measures were not necessary for them.

7.1 Questionnaire population

See Appendix 1 to view all questions of the questionnaire. The original questionnaire was conducted in Finnish and this is a translation of it. Furthermore, the questionnaire was conducted in a virtual environment Surveygizmo so the following does not look like the original published survey. Instead, it is just a list of the questions.

This section is intended to show a general outline of the respondent population. A total of 329 people participated in the questionnaire. Chart 1

shows a graphic of the sex distribution and Chart 2 illustrates the age distribution.

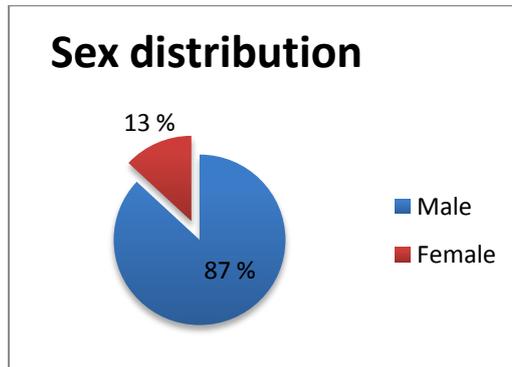


Chart 2: Sex distribution

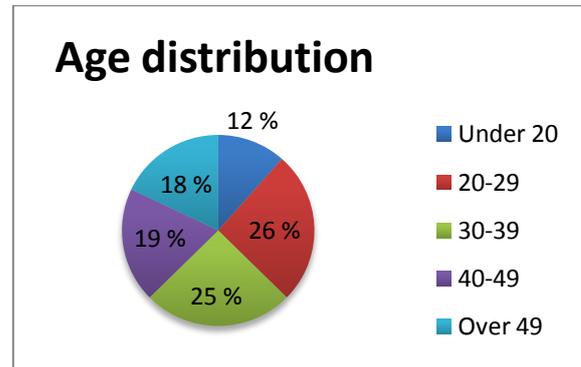


Chart 3: Age distribution

Before launching the questionnaire, the female population was expected to be insignificant but actually there were a total of 43 female responses which would prove the female-male comparisons reasonable, although in this study I am not going to compare them. There was an almost equal number of people in each age group which gave a lot of useful information.

7.2 Innovation adoption

This section analyses the questions that were intended to be used according to the theory. The four aspects of the theory used in the questionnaire are compatibility, relative advantage, complexity and trialability. The following questions from the questionnaire will be analyzed:

Compatibility

Could you imagine buying a tailor-made suit online?

Relative advantage

When pondering whether to buy a tailor-made suit, how much would the following issues affect your decision on a 1-5 scale (1 = small effect, 5 = big effect)?

- Cheap price, competitive with readymade suits

How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?

- I would order my tailor-made clothing from home through a website.

Complexity

How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?

- I would take the measurements of myself according to instructions.

Trialability

How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?

- The fabric samples can only be viewed at the virtual store.
- I would buy my tailor-made clothing without trying them on.

Compatibility

The question related to compatibility was “Could you imagine buying a tailor-made suit online?” Chart 3 below illustrates the distribution of the responses.

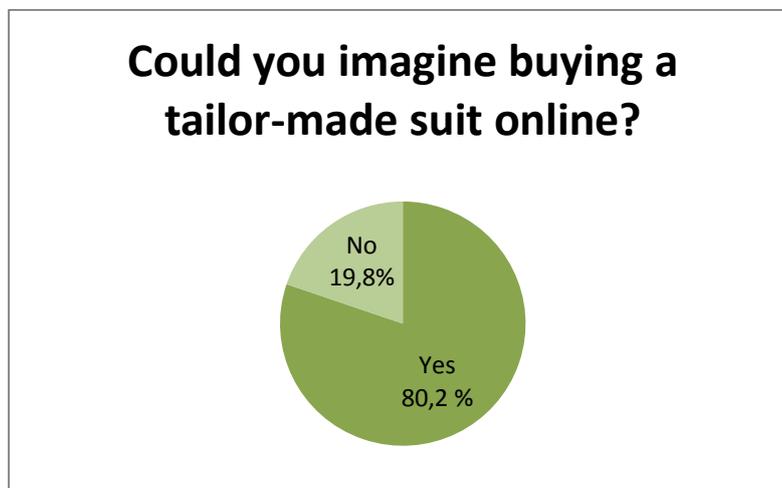


Chart 4: Could you imagine buying a tailor-made suit online?

Over 80% of the respondents would be ready to accept the idea to buy a suit online. Therefore, there is a good market potential but the challenge then is to

make the service so good and appealing so that the consumers would really try out the product.

Relative advantage

The section of relative advantage had two questions:

When pondering whether to buy a tailor-made suit, how much would the following issues affect your decision on a 1-5 scale (1 = small effect, 5 = big effect)?

- Cheap price, competitive with readymade suits

How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?

- I would order my tailor-made clothing from home through a website.

Chart 4 shows the distribution of the answers to the question how much the cheap price would affect the decision making process.

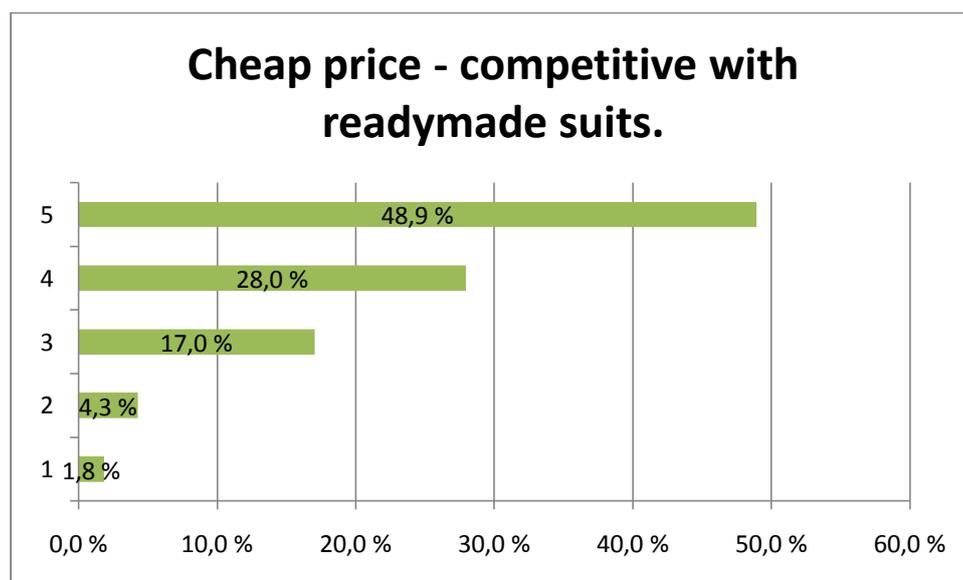


Chart 5: Cheap price – competitive with readymade suits.

In the figure number 5 is the most positive and number 1 is negative. About half of the respondents think that the competitive price is an important issue.

About 94% of the respondents selected either option 3, 4 or 5, which clearly shows that the price is something that should be kept at a competitive level.

Chart 5 shows the result for the second question of how much the respondent's decision would be affected by the fact that the clothes would be ordered from home.

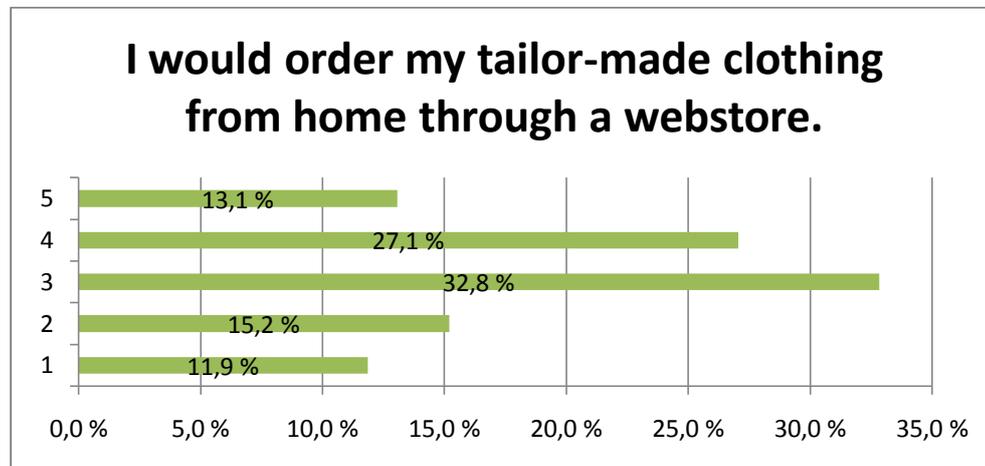


Chart 6: I would order my tailor-made clothing from home.

The responses to this question were a bit more varied. The positive options 4 and 5 account for only about 40% of the respondents and the negatives 1 and 2 cover 27% of the total. The most neutral option number 3 gets the biggest share of almost 33%. So the majority considers this issue important but there is still a considerable number of the negative opinions.

Complexity

One question on the questionnaire measured complexity:

How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?

- I would take the measurements of myself according to instructions.

Chart 7 illustrates how the respondents relate to the issue of taking the measurements themselves according to instructions.

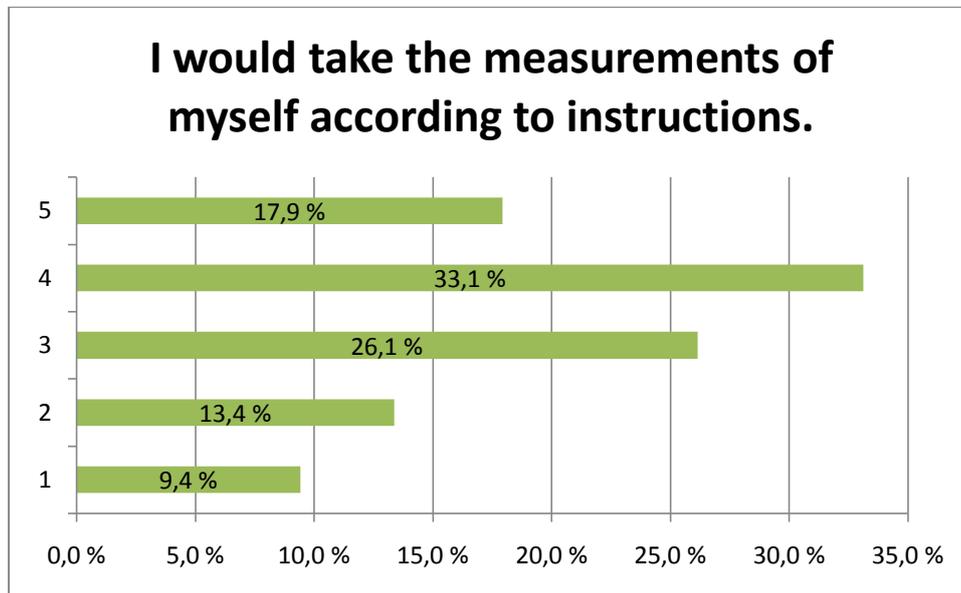


Chart 7: I would take the measurements from myself

In the planning stage of the research, this question was considered one of the key questions. It was supposed that taking the measurements of themselves would be a challenging issue for the potential customers. However, the results show that about 50% of the respondents chose either 4 or 5 which means that they feel positive about it. Only about a quarter relate to it negatively and a quarter feels rather neutral. The result is more positive than was expected and it seems that at the idea level the potential customers would not be shy of taking the measurements themselves.

Trialability

There were two questions to analyze trialability:

How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?

- The fabric samples can only be viewed at the virtual store.
- I would buy my tailor-made clothing without trying them on.

Chart 8 illustrates how the respondents relate to the issue of only being able to view the fabric samples at the virtual store.

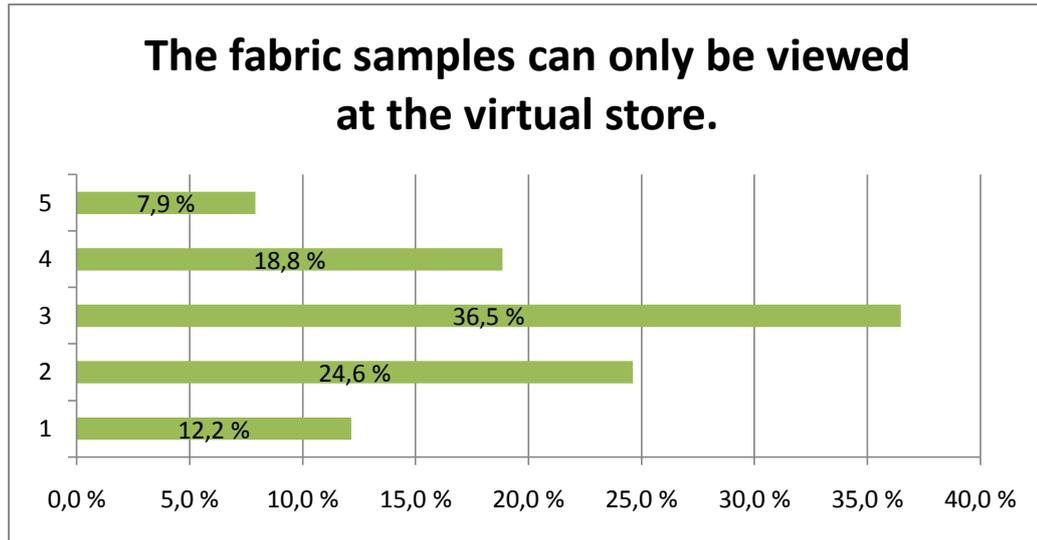


Chart 8: The fabric samples can only be viewed at the virtual store.

The fact that the fabric samples cannot be seen or touched is clearly a weakness of the virtual store. The respondents have more of a negative feeling about it as about 37% answered negatively whereas only about 26% positively. Again, the majority of the responses, 36.5% are rather neutral but the general negative stance has to be taken into account.

Chart 9 here shows the respondents' relation to the topic of buying the tailor made clothing without trying them on.

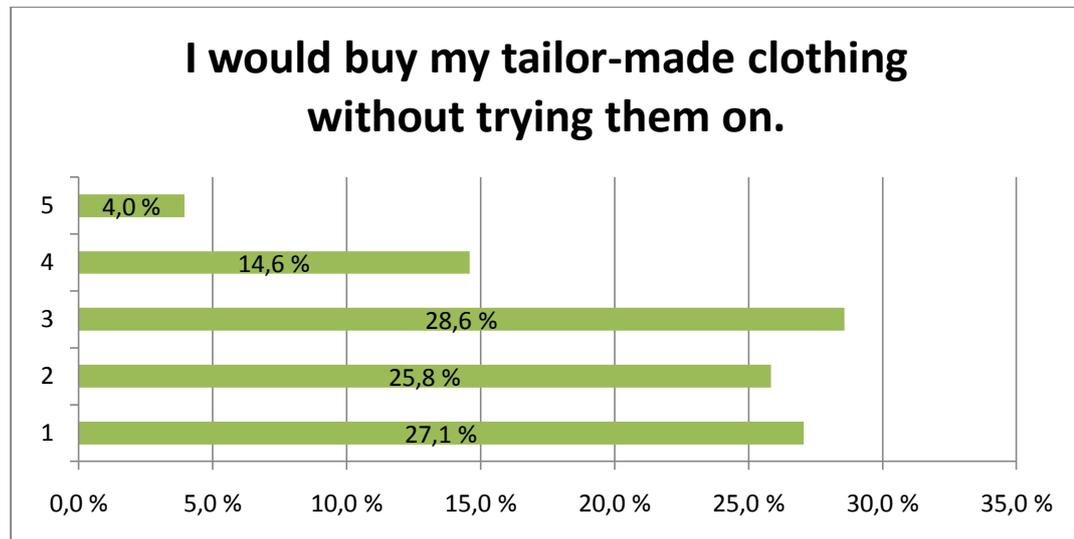


Chart 9: I would buy my tailor-made clothing without trying them on.

Together with the measuring issue, this is a very crucial part of the business. Understandably, the most important weakness of the business idea is that the customers cannot try the clothes on before buying them. Indeed, the results show that over 52.9% of the respondents relate to the topic negatively whereas only 18.6% consider it a positive thing. The neutral answer 3 just barely reaches the majority with 28.6%.

Conclusion

At first sight, the majority of the respondents would be ready to adopt the new innovation. However, some of the other questions showed that there are some major challenges that need to be taken into account. For example, the fact that the customers would not be able to try the product gets a very negative reception from the respondents. Together with the issue of the fabric samples this is something that needs to be planned carefully. The majority of the answers being negative does not mean that the idea would not work but rather suggests that everything needs to be planned very carefully. The potential customers and especially the important early adopters will need some reassurance and guarantees that it will work out.

7.3 Age group comparisons

In this section some of the most important questionnaire results will be compared by the age group. The purpose is to determine whether the different age groups have different attitudes that affect the adaptation of the innovation. In the end I will gather a conclusion from all of the questions and determine if the different age groups really relate differently. In this section the following survey questions will be analyzed:

1. Could you imagine buying a tailor-made suit?
2. How do you relate to the following issues on a 1-5 scale? 1 = negatively, 5 = positively
 2. a) I would order my tailor-made clothes through a website.
 2. b) I would take the measurements from myself according to instructions.
 2. c) The fabric samples can only be viewed at the website.
 2. d) I would order the tailor-made suit without trying it on.
 2. e) My clothing would be made in China.
 2. f) I would receive my tailor-made clothes by mail.
3. What would be a suitable price for our tailor-made suit?

Could you imagine buying a tailor-made suit online?

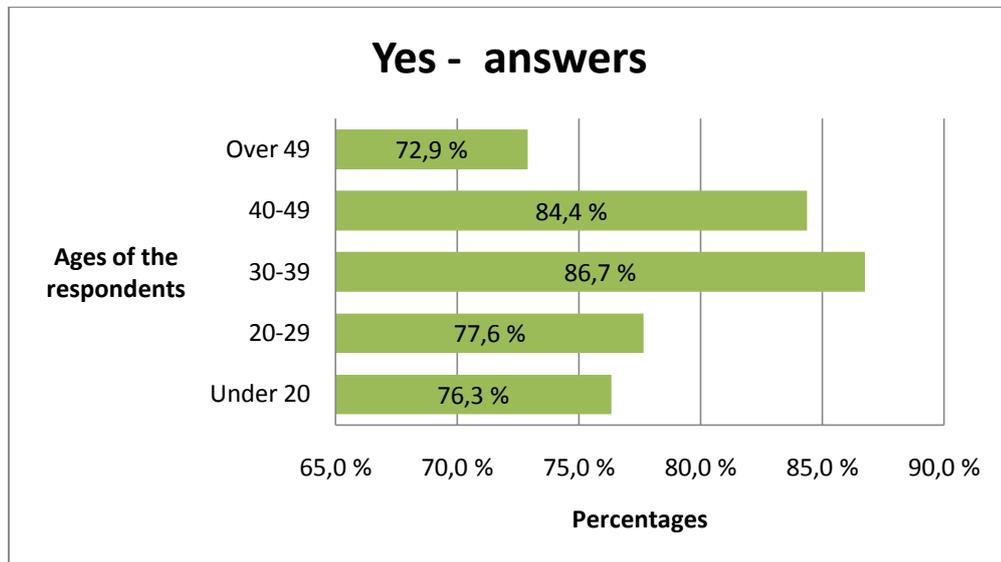


Chart 10: Could you imagine buying a tailor-made suit online?

There are some significant differences as the age groups 30-39 and 40-49 have the most “yes” answers, about 85% and all the result for the rest of the groups is about 10 percentage points less. However, this result does not cause any need for special actions.

I would order my tailor-made clothes through a website.

Table 1 shows the answers to the question above in numbers and also gives the averages and the modes to each age group.

	1	2	3	4	5	Total	Average	Mode
Under 20	6	4	7	15	6	38	3,3	4
20-29	9	12	36	21	7	85	3,1	3
30-39	4	16	28	20	15	83	3,3	3
40-49	10	12	19	16	7	64	3,0	3
Over 49	10	6	18	17	8	59	3,1	3

Table 1: I would order my tailor-made clothes through a website.

These results are clearer to analyze by looking at the averages and the modes. In this case, the averages of all the age groups are about the same with only minor differences. The same continues with the modes although the most common answer by the youngest age group was 4 whereas with the others it was 3. Again, the differences are only minor and no other conclusions can be drawn.

I would take the measurements from myself according to instructions.

Table 2 shows the distribution of answers to the topic I would take the measurements from myself according to instructions.

Numbers	1	2	3	4	5	Total	Average	Mode
Under 20	2	5	10	10	11	38	3,6	5
20-29	8	10	24	29	14	85	3,4	4
30-39	4	15	18	31	15	83	3,5	4
40-49	11	7	17	18	11	64	3,2	4
Over 49	6	7	17	21	8	59	3,3	4

Table 2: I would take the measurements from myself.

Again the results are quite similar to one another. The youngest age group has the most positive answers in both the average and the mode. However, the differences are very small, and therefore all the age groups are still considered rather equal.

The fabric samples can only be viewed at the website.

Table 3 shows the distribution of answers to the issue that the fabric samples can only be viewed at the website.

Numbers	1	2	3	4	5	Total	Average	Mode
Under 20	5	8	14	3	8	38	3,0	3
20-29	9	25	30	17	4	85	2,8	3
30-39	8	17	36	17	5	83	2,9	3
40-49	9	19	24	8	4	64	2,7	3
Over 49	9	12	16	17	5	59	2,9	4

Table 3: The fabric samples can only be viewed at the website.

Once again the differences are not very significant. Surprisingly, the oldest age group has the highest mode. Otherwise, the results are again consistent and no real differences can be found.

Table 4 shows the respondents relation to the topic of not being able to try the tailor-made clothing on before ordering.

Numbers	1	2	3	4	5	Total	Average	Mode
Under 20	14	7	8	6	3	38	2,4	1
20-29	20	28	26	8	3	85	2,4	2
30-39	15	27	25	12	4	83	2,6	2
40-49	22	14	18	8	2	64	2,3	1
Over 49	18	9	17	14	1	59	2,5	1

Table 4: I would order my tailor-made suit without trying them on.

The same pattern follows here with no major differences. What is important to notice is that the mode for three of the groups was number 1 which means that they relate to the issue very negatively. There are no major differences between the age groups but the issue needs to be taken into deep consideration.

My clothing would be made in China.

Table 5 illustrates the opinions about the clothes being made in China.

Numbers	1	2	3	4	5	Total	Average	Mode
Under 20	5	2	15	10	6	38	3,3	3
20-29	7	9	32	22	15	85	3,3	3
30-39	8	15	25	26	9	83	3,2	4
40-49	11	5	20	19	9	64	3,2	3
Over 49	5	4	20	20	10	59	3,4	3, 4

Table 5: My clothing would be made in China.

The results are almost identical and so far this question has produced the most similar results among the different age groups.

I would receive my tailor-made clothes by mail.

Table 6 shows the relation to the topic of receiving the tailor-made clothing by mail.

Numbers	1	2	3	4	5	Total	Average	Mode
Under 20	3	0	10	9	16	38	3,9	5
20-29	5	3	25	31	21	85	3,7	4
30-39	3	2	24	30	24	83	3,8	4
40-49	6	4	16	22	16	64	3,6	4
Over 49	3	3	18	19	16	59	3,7	4

Table 6: I would receive my tailor-made clothes by mail.

All the age groups show an almost equal positivity towards this issue. All the modes are fours and fives and the averages are high too.

Conclusions of age group comparisons

The comparisons above showed that there are no significant differences between the age groups. All the responses followed a similar pattern and no major inconsistencies could be found. What this means for the business is that the potential target market covers the whole age scale. There is no need to adjust the strategies according to different age groups as all of them are equally potential adopters of the new innovation.

8 Conclusions and suggestions

The research results encourage the company to continue with the business. A majority of the respondents would be willing and ready to adopt the new innovation and they would be willing to try the product. The customers will take the first step but it requires good planning and effective strategies not to let the customers down. Some major drawbacks were identified with the questionnaire, such as the inability to try the clothes on before buying them and feeling and touching the fabric samples. A solely virtual clothing shop has its pros and cons and these two issues are the two most important problems to solve.

To overcome the problem that the customers cannot try the clothes on before buying, I suggest that the company introduces an effective fit guarantee system. This means that the customers have to be reassured that if for some reason the suit that they order does not fit them they are eligible to either get their money back, let a local tailor modify the suit or get a new suit. A good and working guarantee system would show that the company is a fair player and that no risks are involved. This would greatly lower the threshold for the potential adopters who remain in doubt.

The other major problem of not being able to touch and really see the fabrics can also be overcome. I would suggest that, first of all, the company chooses the fabrics very carefully and only offer fabrics that are of high quality. This step ensures that the customers would not be let down by the actual quality of the fabrics or the weave. Second, the website should show many photos taken of both the ready suits of the fabric in question and also the high resolution close-ups of the fabric samples. To better prepare for those potential customers who still need more reassurance, the company should offer a possibility to order small sample pieces of any of the fabrics by mail. Those interested would get the small samples by mail and would know exactly what to expect.

The research also revealed that there are no differences between the age groups. The young and the old took the ideas in an almost equally positive way. Some minor differences were identified but they were not significant. It seems that even older people are getting used to using the Internet and perhaps even e-shopping.

Studying the Innovation Adoption theories by Rogers helped to generate an idea about the launch strategy and its needs. Quickly finding the early adopters and ensuring that they are hundred percent satisfied is a crucial part of the business. The company has to make sure that the first customers will be totally satisfied; otherwise the business might face problems. The early adopters are very likely to spread the word and help the business to grow.

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Appendix 1: The questionnaire questions

1. Your gender

- Male
- Female

2. Your age

- Under 20
- 20-29
- 30-39
- 40-49
- Over 49

3. How often do you wear a suit?

- Once a year or more seldom
- 1-5 times a year
- Once a month
- Once a week
- Daily

4. How often do you buy / have bought a new suit?

- I do not have a suit
- Every 2 years or more seldom
- Every 1-2 years
- Yearly
- Many times a year

5. How much have you paid for your suit?

- 0 - 100 €
- 100 - 200 €
- 200 - 300 €
- 300 - 400 €
- Over 400 €

6. Could you imagine buying a tailor-made suit online?

- Yes
- No

7. Yes, because (You may choose more than one alternative):

- Wedding or other important event
- Often need to wear a suit at work or on free time
- Style issues
- A different body build, readymade suits do not fit
- Good economic state
- Other reason, what?

8. No, because (You may choose more than one alternative):

- Rarely need a suit
- Too expensive
- Readymade suits are good enough
- Too difficult
- Other reason, what?

9. Do you have a measuring tape at home?

- Yes
- No
- I don't know

10. When pondering whether to buy a tailor-made suit, how much would the following issues affect your decision on a 1-5 scale (1 = small effect, 5 = big effect)?

- Cheap price, compatible with the readymade suits
- Quick (2-3 weeks) delivery time
- Good fit
- Ability to customize
- Many color and fabric choices
- Satisfaction guarantee

11. How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?

- I would order my tailor-made clothing from home through a website.
- I would take the measurements of myself according to instructions.
- The fabric samples can only be viewed at the virtual store.
- I would buy my tailor-made clothing without trying them on.
- My clothing would be made in China.
- I would receive my tailor-made clothing by mail.

12. What would be a suitable price for our tailor-made suit?

- Under 100 €
- 100-150 €
- 150-200 €
- 200-250 €
- 250-300 €

13. I could be interested in the following tailor-made clothes:

- Suits
- Wedding suits
- Collared shirts
- Jeans
- Winter jackets
- T-shirts
- Other, what?
- Nothing

14. More information (if you want to participate in any, we need your email address)

- I want to subscribe to the Mittatilauspuku.fi newsletter
- I am interested in co-operation, please contact me
- I only want to participate in the draw

15. Your email address for the newsletter:

16. Your email address for the contact:

17. Your email address for the draw:

18. Free form: ideas or suggestions regarding tailor-made clothing:

Appendix 2: The questionnaire results

1. Your gender		
Value	Count	Percent
Male	286	86,9 %
Female	43	13,1 %
Total Responses:	329	

2. Your age		
Value	Count	Percent
20-29	85	25,8 %
30-39	83	25,2 %
40-49	64	19,5 %
Yli 49	59	17,9 %
Under 20	38	11,6 %
Total Responses:	329	

3. How often do you wear a suit?		
Value	Count	Percent
1-5 times a year	146	44,4 %
Once a year or more seldom	94	28,6 %
Once a month	54	16,4 %
Once a week	21	6,4 %
Daily	14	4,3 %
Total Responses:	329	

4. How often do you buy / have bought a new suit?		
Value	Count	Percent
Every 2 years or more seldom	133	40,4 %
Every 1 or 2 years	112	34,0 %

I do not have a suit	41	12,5 %
Yearly	31	9,4 %
Many times a year	12	3,7 %
Total Responses:	329	

5. How much have you paid for your suit?		
Value	Count	Percent
100 - 200 €	129	39,2 %
200 - 300 €	83	25,2 %
0 - 100 €	69	21,0 %
300 - 400 €	24	7,3 %
Over 400 €	24	7,3 %
Total Responses:	329	

6. Could you imagine buying a tailor-made suit online?		
Value	Count	Percent
Yes	264	80,2 %
No	65	19,8 %
Total Responses:	329	

7. Yes, because (you may choose more than one alternative):		
Value	Count	Percent
Yes	138	52,9 %
Style issues	119	45,6 %
A different body build	99	37,9 %
No	59	22,6 %
Good economic state	34	13,0 %
Haluaisin käyttää, kun olisi hyvä puku	1	0,4 %
Istuu hyvin	1	0,4 %
istuva puku	1	0,4 %
Keikarointi	1	0,4 %
Mukavuus puvulle, istuu juuri minulle ja minun tarpeiden mukainen.	1	0,4 %
olen sellaisen ostanut 1v sitten	1	0,4 %
olisi vaikka 30vee synttärit minulla!	1	0,4 %
oma työpaikka	1	0,4 %

ostanut ennenkin	1	0,4 %
Total Responses:	261	

8. No, because (you may choose more than one alternative):		
Value	Count	Percent
Rarely need a suit	42	64,6 %
Too expensive	34	52,3 %
Readymade suits are good enough	23	35,4 %
Other	6	9,2 %
Liian porvarillista	2	3,1 %
EI SOVI TYYLIINI	1	1,5 %
löytynee sopiva ilman räätälöintiä	1	1,5 %
Total Responses:	65	

9. Do you have a measuring tape at home?		
Value	Count	Percent
Yes	287	87,2 %
No	30	9,1 %
I don't know	12	3,7 %
Total Responses:	329	

10. When pondering whether to buy a tailor-made suit, how much would the following issues affect your decision on a 1-5 scale (1 = small effect, 5 = big effect)?					
Item	1	2	3	4	5
Cheap price	6	14	56	92	161
Quick (2-3 week) delivery time	25	62	112	73	57
Good fit	5	0	10	69	245
Ability to customize	9	24	101	100	95
Many color and fabric choices	8	16	75	107	123
Satisfaction guarantee	6	4	25	94	200
Total Responses:	329				

11. How do you relate to the following issues on a 1-5 scale (1 = negative, 5 = positive)?					
Item	1	2	3	4	5
I would order my tailor-made clothing from home through a website.	39	50	108	89	43
I would take the measurements of myself according to instructions.	31	44	86	109	59
The fabric samples can only be viewed at the virtual store.	40	81	120	62	26
I would buy my tailor-made clothing without trying them on.	89	85	94	48	13
My clothing would be made in China.	36	35	112	97	49
I would receive my tailor-made clothing by mail.	20	12	93	111	93
Total Responses:	329				

12. What would be a suitable price for our tailor-made suit?		
Value	Count	Percent
100-150€	104	31,6 %
Under 100€	93	28,3 %
150-200€	82	24,9 %
200-250€	40	12,2 %
250-300€	10	3,0 %
Total Responses:	329	

13. I could be interested in the following tailor-made clothes:		
Value	Count	Percent
Suits	242	75,2 %
Collare shirts	161	50,0 %
Jeans	150	46,6 %
T-shirts	120	37,3 %
Winter jackets	107	33,2 %
Wedding suits	37	11,5 %
Nothing	13	4,0 %
suorat housut	2	0,6 %
Takki	2	0,6 %
ALUSASUT	1	0,3 %
arkinien siisti vaate	1	0,3 %
Hame, shortsit	1	0,3 %

huivi	1	0,3 %
Huomio työvaatteet.	1	0,3 %
Huopakangastakki	1	0,3 %
kaikki tarvittava	1	0,3 %
kravatit	1	0,3 %
kuntosalivaatteet	1	0,3 %
lastenvaatteet	1	0,3 %
mp-ajopuku	1	0,3 %
nahkatakki	1	0,3 %
normalit käyttövaatteet	1	0,3 %
PERSONALLISET TUNIKAT	1	0,3 %
peruspuku töihin ja casual	1	0,3 %
puvun liivit juhlakäyttöön ym.	1	0,3 %
saketti	1	0,3 %
smoggi	1	0,3 %
solmiot	1	0,3 %
Tummanharmaa 2-nappinen puku	1	0,3 %
urheiluasut	1	0,3 %
Total Responses:	322	

14. More information (if you want to participate in any, we need your email address)		
Value	Count	Percent
I only want to participate in the draw	266	85,8 %
I want to subscribe to the Mittatilauspuku.fi newsletter	87	28,1 %
I am interested in co-operation, please contact me	13	4,2 %
Total Responses:	310	