

**HOW TO CREATE THE SUCCESSFUL CLOTHING
ONLINE BUSINESS BY STUDYING CUSTOMER BEHAVIOR**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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Achiraya Euapaiboonrat

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ABSTRACT

Currently, E-commerce is one of the most powerful channels. The business can grow, expand faster, reach to target customer and gain more revenues by creating the online store. However, my family business which is a garment factory needs to expand to be online business. As a new generation who will inherit this business, I would like to change strategy from B2B to B2C and change business to E-commerce. By the way, it needs some survey to understand online customer behavior to create the exact product market needs and attractive marketing strategy.

As a result, I did the mini survey which based on the concept of customer satisfaction and the process to success of E-shopping. The survey composed of 9 questions spread to 39 respondents who is an online shoppers. Some respondents also took an interview to learn about their behavior deeper.

The results show that buyers mostly are interesting on fashion clothing in the online channel as website and social media. They also have some interesting behavior which e-commerce business could not ignore. For example, people always compare price between the website and they need a clearly picture and full information about product. Moreover, the quality of service and attractive marketing strategies is needed to make them become a fan page and following our business.

In conclusion, this thematic paper will benefit to all the new comer e-commerce garment business. It would help you to understand on what customer needs to create the effective online tool for your business.

KEY WORDS : fashion clothing / e-commerce / online consumer behavior / quality of service / online marketing.

24 pages

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CHAPTER I

INTRODUCTION

Currently, it can't be denial that shopping behavior has been changed to be online shopping. People can just search, click and immediately buy. Then, product is delivered to home directly which is really convenient to our busy lifestyle. Moreover, most of people surfing the internet and using social media all days all nights. These also take a great opportunity to many shops to open online stores and get into customers more even closer. Surprisingly, some people quit from their job because they can sell product on facebook and get higher salary than working and having a bored life in office. Some business found out that they gain higher revenue by selling through website than an offline store. As a result, online shopping seems to be one of effective distribution channel that all businesses should not overlook on it and should focus on it more and more.

To connect with my family business, which is a garment factory, I attend that after I graduate from College of Management Mahidol University. I will help my parents run the business. As a result, I really concern about expand the business into E-commerce and hopefully to make it success and be able to gain more revenues. However, my garment factory is currently being a supplier to other garment or textile company. We can do all kind of apparels. Such as, polo shirt sportswear or kid's clothing. However, all the existing jobs are B2B (business to business) which it was being cut a price to the cheapest production costs. Therefore, I would like to change my garment strategy to be B2C (business to customer) which can gain more profit than B2B.

However, to expand the business to B2C, it is essential to expand by using E-commerce. But it still being doubts that which market my business should jump-in? Because there are several kinds of apparels and my business also be able to produce all kind of cloths. Therefore, I would like to learn more about what kind of apparel people purchase in online. Moreover, I want to know the factor I should

concern to create an effective online marketing tool and the difference of customer behavior. In my opinions, I feel that women and men focus on the different point. For example, women mostly shopping through social media, in opposite, men are shopping in website. In addition, women always ask friends before decide to buy any cloth but I don't know does a guy do it or not? As a result, this thematic paper will create the survey to all online shoppers to learn and know are there any difference on online shopping behavior between men and women? How to create an effective online fashion shop? Lastly, I would be able to focus on specific kind of clothing. So, these will be benefit to me when I start to do online marketing for my garment business in the soon future.



CHAPTER II

LITERATURE REVIEWS

2.1 The cause of customer satisfaction

According to the textbook “ Think like your customer ” by Bill Stinnett, who is a consultant and speakers to the world’s greatest sales team , mentioned about the cause of customer satisfaction which shows as a below picture.

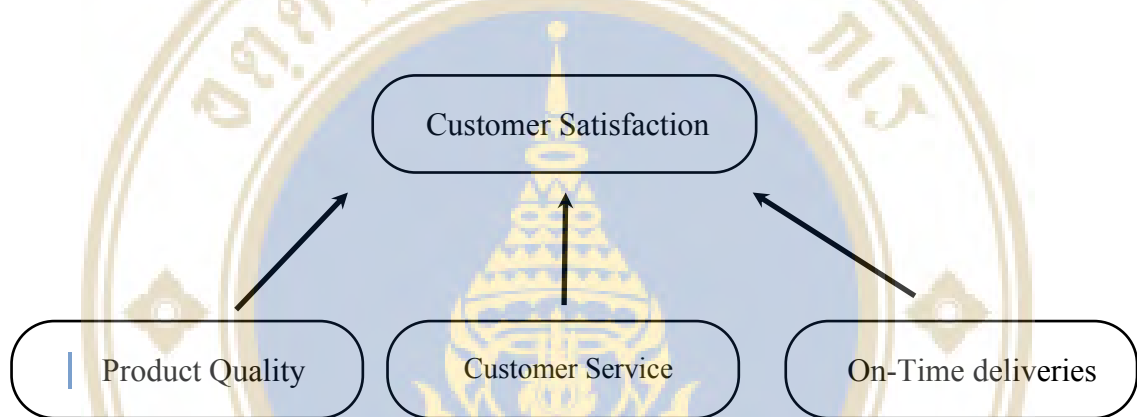


Figure 2.1 The cause of customer satisfaction

He also said that more important than our need to understand is our customer’s need to feel understood. As a results, it can apply to the online marketing by doing whatever it could serve and satisfy customers till create the customer loyalty. So, I would say that basically to make customers satisfy our online shop, we should provide a quality of product and service them the best and give an important to deliver products on-time.

Next, it is essential to communicate well by listening to what customers want. According to Bill Stinnett, he also mentioned that communicate with your customer should be 80 percent listening and 20 percent asking questions. Hence, if we need to know customer behavior of purchasing clothes online, it is necessary to

communicate with customer to learn and to know their needs and improve our product and our shop to response on what they want correctly.

2.2 Four step to E-shopping success

Focusing more on E-tailing concept , Regis Mckenna (2000) wrote about the four steps to E-shopping success as a figure below.

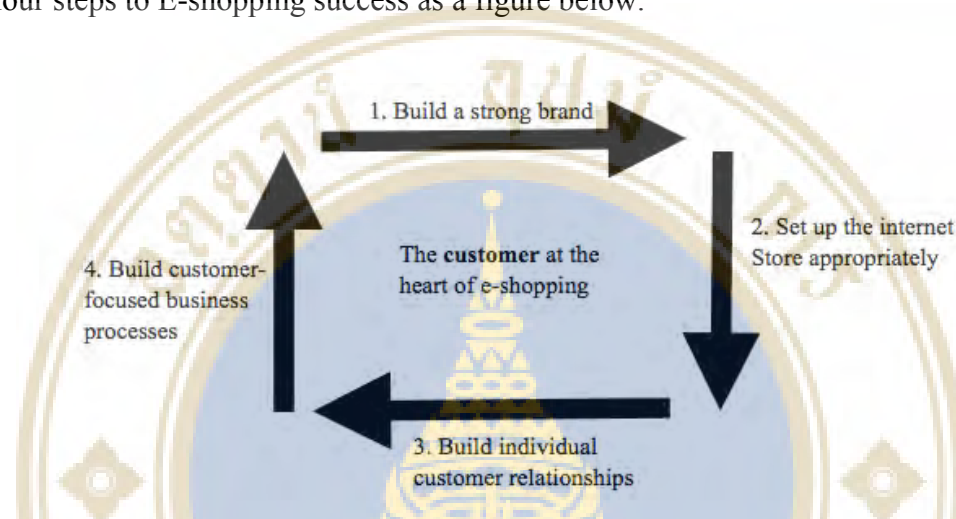


Figure 2.2 Four step to E-shopping success

It is said that customer did not focus on technology, they have to be attend on an e-tailer's attention and activities. So, marketing strategies have to lead the differentiation on the internet by having creativity. As a result, there are four customer-focused steps drive success. First step is, it needs to create superior brands to attract visitors. Second step is to set up the internet store appropriately to fire visitors with enthusiasm. For example, website needs to have a good design and content. It should create the easiest way for shopping and having user-friendliness like collecting data of customer from the first time purchasing. The third step is to build individual customer relationships by creating customer loyalty and the last step is to satisfy customers by building customer-focused business processes. Such as, set up catalogue, check credit worthiness and tracking delivery.

CHAPTER III

METHODOLOGY

In order to look deeper to know clothing shopping behavior of online shoppers, I create the mini surveys which divide to question two groups of people. The first group are men who shopping cloth online and second group are women who are also fond of to shopping online. However, the mini surveys will focus on clothing item only. All questions in the surveys also link with the consumer behavior theory about “the cause of customer satisfaction” which involve with product quality, customer service and delivery on-time. Then, I combine the four step of success e-tailing to conduct the question for getting deeper example of this concept to know which one could attract customers effectively. To reach the target group of clothing shopping online, all the interviewers will be made sure that they are definitely shopping online to get the best result of my studying. I would spread my mini survey by send it directly to people I know and having face to face informal conversation about some more interesting point to get the better result. They all have been selected by my remembering their shopping online behavior which can notice in daily life and on facebook.

CHAPTER IV

DISCUSSION OF FINDINGS

This mini survey that I conducted for one week got overall 39 respondents. All of them are online shoppers in Bangkok area and also some of them stay in rural area. Such as, Yala.

All of 39 respondents divided into 2 groups. 56% or 22 persons are females and 44% or 17 persons are males.

4.1 Basic Data Result

To know deeper into the behavior of online shopping, all respondents were asked about frequency of their shopping behavior. The results shows as follows:

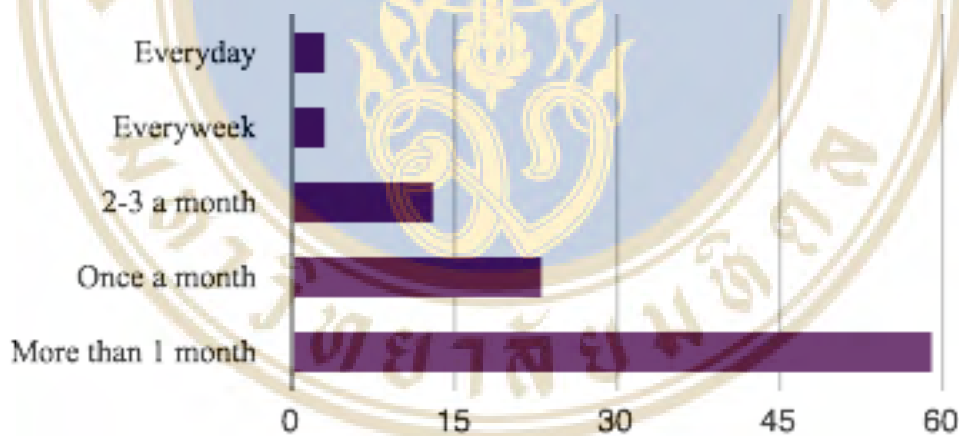


Figure 4.1 The frequency of shopping of online customers

It can be seen that most of respondents rarely shopping by using E-commerce. 58% of them said that once they shop they took time more than one month. Next, 23% of respondents said that they are shopping like once a month and following with 13% who shop 2-3 times a month. If it divided to see behavior of men

and women, they all mostly shopping once took time more than 1 month which are 11 women and 12 men.

To adapt for doing clothing online business, this information could be used as the estimate of launching collection. So, if most of people usually buy clothing once a month or more than that, the new cloth collection should be launched at least once a month following the buying behavior.

Next, to learn more about the effective channel of doing online shopping, the mini survey selected 4 tools of selling products online to know which tools are the most effective one. The result shows as below.

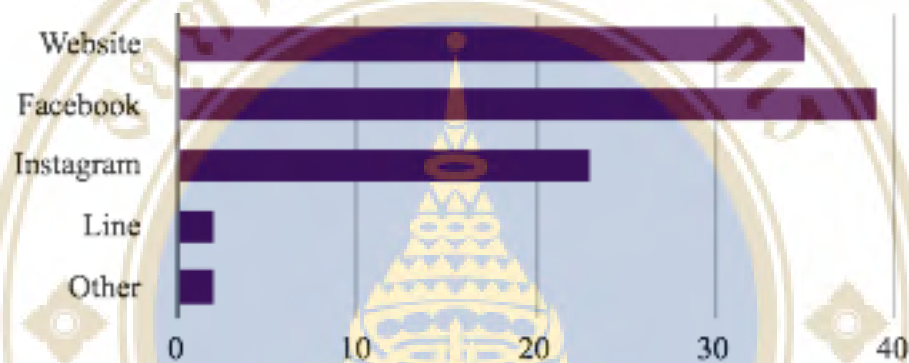


Figure 4.2 Effective tools to do E-shop

The figure demonstrates that the number one tool of online shopping is the most powerful social media in Thailand which is Facebook with 39%. Second is a website with 35%. The third tool is another social media which is Instagram with 23%. However, when dividing into men and women, it shows that 52% of men bought cloths in Website. In opposite, women mostly bought in Facebook around 43%. Moreover, women also bought from Instagram more than men.

As a result, website is still being the number one tool of online channel. From the statistic based on Wilas Chamlerwat (2012), there are 25 millions Thai who use internet and they search google for 19.2 million time per day which is a tool to get into the website. These shows that website is an effective tool for online shopping and google should be used as a tool to find the website by doing google adwords or SEO.

Moreover, it could be considered as social media has an influence on women more than men. So, women customers could be attracted by using Facebook or Instagram as a channel. To supporting this survey, it has shown a statistic of Thailand social media users by Steven Millward (2013). He said that between 2012 to 2013 , there are 18 millions Thailand social media users which all of them using Facebook. Its growth rate is 28% while Instagram has users at 600,000 persons but the growth rate is dramatically increase to 163%. Moreover, there is a statistic shows that women use Facebook more than men about 57%. All of those statistic supporting the survey and should aware that social media is one of the most powerful online marketing nowadays. Therefore, online clothing business should use both channel which are website and social media to reach the target customer.

Then, here is one of the most important question to help to make the decision to select the popular type of online shopping apparels. The result shows in a table below.

Table 4.1 The popular type of online shopping apparel.

Type of apparels	Rank	Male		Female	
		Persons	%	Persons	%
1. Fashion	1	7	35%	19	70%
2. Shirt	4	2	10%	1	4%
3. Polo	5	1	5%	0	0%
4. T-shirt	2	7	35%	4	15%
5. Sport wear	3	3	15%	1	4%
6. Others	6	0	0%	2	7%

It can be seen that the most popular type of apparels that respondents bought online is fashion clothing. There are significant 70% of female who bought Fashion and men is around 35%. Next, T-shirt is a second type of clothing which has been purchased, especially, men bought it 35% and women bought it 15%. Then, following with sportswear which knew from interviewer that it was cycling wears

they bought online. Moreover, some women said that she bought kid's clothing for her children because she had to take care of her baby. So, online shopping is her best choice. Another woman said that when she had to go to ceremony, she always search for a nice dress on the internet because she has no time to go shopping too.

To adapt with my family business, it shows that I should focus on fashion clothes if I want to expand business to E-commerce because it is a highest market share and have many customer on this segment. However, fashion market is the biggest fashion in e-commerce but we should also aware that it has a lot of competitors too. So, the product must be differentiated in some way to attract customer. The brand creation is also important. It shows that I should analyze more and focus on market strategies to become a success fashion garment business.

4.2 Depth Data Results

4.2.1 Three main reasons for online shopping

Firstly, to know deeper about online shoppers, the first thing which need to know is their 3 main reasons why respondents select to shopping online.

Table 4.2 Three main reasons for online shopping

3 Main reasons for online shopping	Rank	Total		Male		Female	
		%	Persons	%	Persons	%	Persons
Looking for specific thing.	4	12%	10	17%	5	9%	5
Just surfing and look around and then accidentally find the one you like.	1	34%	28	35%	10	34%	18
Being the fan page of some online shop	2	23%	19	21%	6	25%	13
There are updating new product and the online shop reminding you to see new collection.	5	11%	9	10%	3	11%	6

Table 4.2 Three main reason for online shopping (Cont.)

3 Main reasons for online shopping	Rank	Total		Male		Female	
		%	Persons	%	Persons	%	Persons
You don't have time to go to shopping, so you choose to shop online instead.	3	20%	16	17%	5	21%	11

From the figures above, the top reason that people choose to shopping online is they just surfing and look around. Then, they accidentally find a cloth they like which gained 34% , followed by being the fan page of the online shop because they like its style with 23% and the third is they don't have time to shopping , so online shopping is their choice with 20%.

When comparing between the answers of male and female , the result are the same with total percentage but for the third level men also interesting to shopping online because they looking for specific thing for special occasion. For example, someone said that he had a new activity which is cycling. So, he need to find cycling wear in online.

From all the reasons, it shows that people change to shopping online more because they do not have time to shopping. The face to face interviewed with Khun Mookroi Phunggrassamee, shows that she works so hard and also work at the far away province as Yala. So, online shopping is only one way to serve her need. Moreover, when I interviewed a little bit more with my acquaintance who open clothing shop in Facebook, Looksao shop, she said something more interesting is that 70% of customers are urban customer who has less change to shopping like Bangkok people. With second rank of reason , customer are shopping because they are a fan page of online shop. The Facebook shop as IcyIcy, Panicloset, SLYQ or Germinate, they all have fan page more than 200,000 persons. Moreover, like Panicloset now have a huge fan page at 1,233,670 person. As a result, when customers being a fan of any shop, the new collection will update automatic on their news feed on Facebook and open a chance for them to shopping online. For online website shop as Be-joh, they alert customers by sending e-mail to visit their website. This behavior also link with the first main reason which is people just look around and find the one they like by

chance. As a result, E-commerce business should be able to connect with customers all the time by using social media, website and also using E-mail to contact customer directly to create a chance of purchasing.

4.2.2 Three main factors to attract customers.

It is also need to know that if any shop would like to create the E-commerce channel. Which 3 main factors would be able to attract customers? After the survey, I got the answer as a following table.

Table 4.3 Three main factors to attract you from shopping clothing online

3 Mains factors to attract you from shopping clothing online :	Rank	Total		Rank	Male		Rank	Female	
		%	Person		%	Person		%	Person
Complete information about product description. (Such as , type of fabrics , textures or shapes)	3	22%	22	2	27%	11	3	18%	11
Quality of product (Such as , fabrics , cutting and sewing quality.)	4	12%	12	4	8%	3	4	15%	9
Variety of product and sizing.	5	10%	10	4	8%	3	5	12%	7
Composed of clearly picture of product.	1	33%	33	1	35%	14	1	32%	19
Reasonable prices.	2	23%	23	3	22%	9	2	23%	14

From the table above, The first factors that most respondents concern about online store is the clearly picture of product which composed of 33 persons or 33% from total respondents. Secondly, reasonable prices is also being concerned for 23% and the third one is it should have complete information about product description for 22%.

To look deeper on gender , They have the same first factors but for men's opinion , they said that the second important thing on online shop is completely information of products by 27% and then followed with reasonable prices for 22 %.

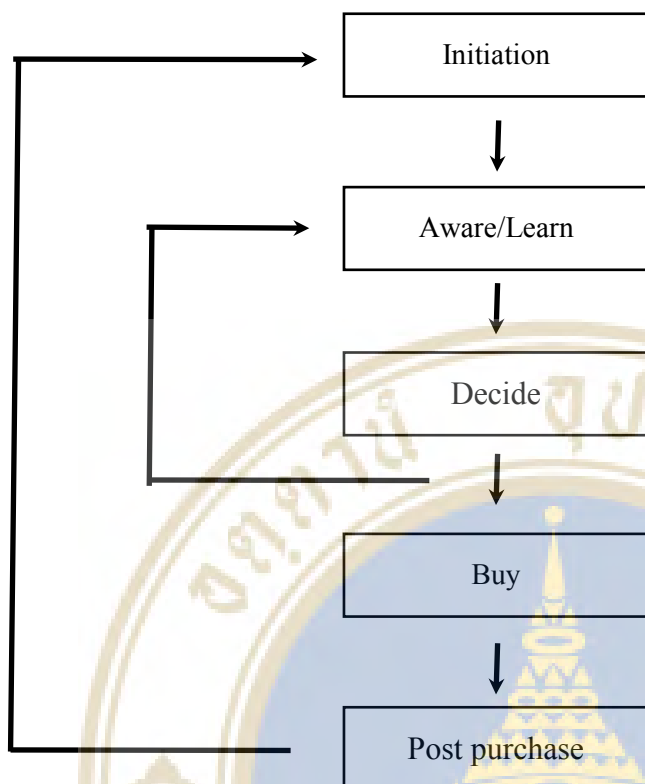


Figure 4.3 building a customer decision flow chart

Connecting with the concept of understanding needs and behavior by Glen L. Urban (2004), this is a flow chart of building a customer decision. Before customer making a decision, he or she must process that information in order to make an appropriate buying decision. At the stage aware/learn, customer will search for more information to learn about product before move to stage decide.

As a result, theory matches with the survey question and shows that the respondents mostly want the information before make a decision. This can be supported from the interviewed with one respondent, Khun Warunthorn Somkitrunroj, said that she need the trustworthiness from the online shop before buying , especially , clothing. It is because shopping online has a weak point on customers cannot see the real product. So, she need an obviously picture instead to see the total picture of product before decide to buy, such as, its color, its shape or its length. Then, the online shop also should provide completely details about product

composing with the picture. For example, she wants to know a type of fabrics and sizing for helping her decision. After that, when she knows all about the details, she judges it with the price which should be reasonable. Hence, online shop must provide completely information to help customer make a decision easier to buy product.

4.2.3 Online clothing shopping behavior

Next, this topic will focus more on online shopping behavior by asking the question about their behavior while decide to shopping online.

Table 4.4 The behavior of online clothing shopping

Did you have any behavior as a below while you are shopping online?	Rank	Total		Rank	Male		Rank	Female	
		%	Per son		%	Per son		%	Per son
After make a decision to buy an apparel , you search more information about it.	4	16%	11	4	12%	4	2	19%	6
You compare the price with other online website.	1	23%	16	1	29%	10	2	19%	6
You buy it because it has some promotion or discount.	5	13%	9	2	21%	7	3	6%	2
You ask for the opinion from your friends or your confidant about that cloth.	2	22%	15	2	21%	7	1	25%	8
You try to find the customer review about that product.	3	20%	14	3	17%	6	1	25%	8
Others	6	6%	4	5	0%	0	3	6%	2

From the overview, there are 23% or 16 respondents who said that they compared the price with other online website. Next, they also asked for comments from their friends for 22% or 15 respondents and there are 20% or 14 respondents who find customer review about that product.

When comparing answer between male and female, it is interesting that the 3 main behavior of male while shopping online are comparing a price , promotion attracting and asking opinion from friends which are 29% , 21% and 21% respectively. While most of women which is 25% ask opinion from friends and finding customer review. Then, respondents comparing a price online and find more information about product in the equal percentage at 19%.

According to figure 4.3 : building a customer decision flow chart, it said that customers will have many question to ask at the buy stage. For example, buyers want confidence to buy, require some special offers and need push to action-close sale. As a result, theory can be proved by this question because the result shows that customer need confident before buy by most of them compare a price to get the most valuable cost. Next, they push their action by asking opinion from others and find more review. However, they don't care about the discount much as theory said.

To adapt for doing E-commerce business, competitor should be studied to know their product qualification and price for helping us to make a decision for pricing our product to attract customers. Then, it should provide our own customer review which is not a fake one but let the existing customer help us reviewing to create the trust and help decision making of new customers and might give them some special discount to reward their kindness. This idea could use as a marketing strategy.

4.2.4 Important key of online service

The fourth question emphasizes more about the service. The questionnaire gives the 4 main services that online shop should have to learn more what is important to the customers

Table 4.5 The important key of online service

What is the important key of online service?	Rank	Total		Rank	Male		Rank	Female	
		%	Person		%	Person		%	Person
Be able to communicate with the shop owner easily and directly.	1	29%	23	3	19%	7	1	38%	16
Deliver on time.	2	28%	22	2	29%	10	2	29%	12
Be able to return product , in case that there are some problem.	3	27%	21	1	33%	12	3	21%	9
Easy payment method.	4	15%	12	3	19%	7	4	12%	5

The table illustrates that the key service which customers give an important the most is communication with shop owners by 29% of all respondents, following so close with on-time deliver at 28% and capability of returning product at 27%

To dig deeper about men and women, Men cares about capability of return product the most at 33%, while women concern about communication with seller the most at 38%. However, easy payment method seems to be the least one that online customers concern about.

In this topic, it is about customer service strategies. In my opinions, I think that because online business is a long-distance interaction. Buyer and seller never know each other before and they need a trust between them. So, honesty is highly valued to doing online business which means people must be able to interact and communicate sincerely. Secondly, product is also important. Customers need a

quality of product and get it on time which means seller must have a responsibility to manage a delivery and check a quality of product to serve the best to customers.

4.2.5 Marketing strategy for clothing online shop

Lastly, marketing strategy also essential to attract online customers. So, the survey want to study which marketing tool could create customer awareness.

Table 4.6 The interesting marketing strategy for online customers

Which choice would make you more interesting on the online shop?	Rank	Total		Rank	Male		Rank	Female	
		%	Person		%	Person		%	Person
There are updating news about fashion or celebrities gossip.	1	26%	16	2	29%	8	3	24%	8
It has community which customers could exchange the idea and comments about product.	1	26%	16	1	37%	10	4	17%	6
It has a membership with special discount.	1	26%	16	3	19%	5	1	32%	11
It has beautiful or smart model to attract customers.	2	21%	13	4	15%	4	2	27%	9

Surprisingly, there are the equal 26% from 3 topics which are news updating , creating community and using membership. It all can attract customers.

However, men's point of view is different. They concerned about community the most for 37%, following with 29% who consider about news updating and membership as a third point for 19%. In contrast, first and foremost , women want to be a membership for getting discount for 32% and second point is they concern about having model for 27% and following with 24% of considering on news updating.

To support this with Maslow's Hierarchy of needs theory, although clothing is a first basic needs of human, but we are able to satisfy them by fulfill other upper needs.

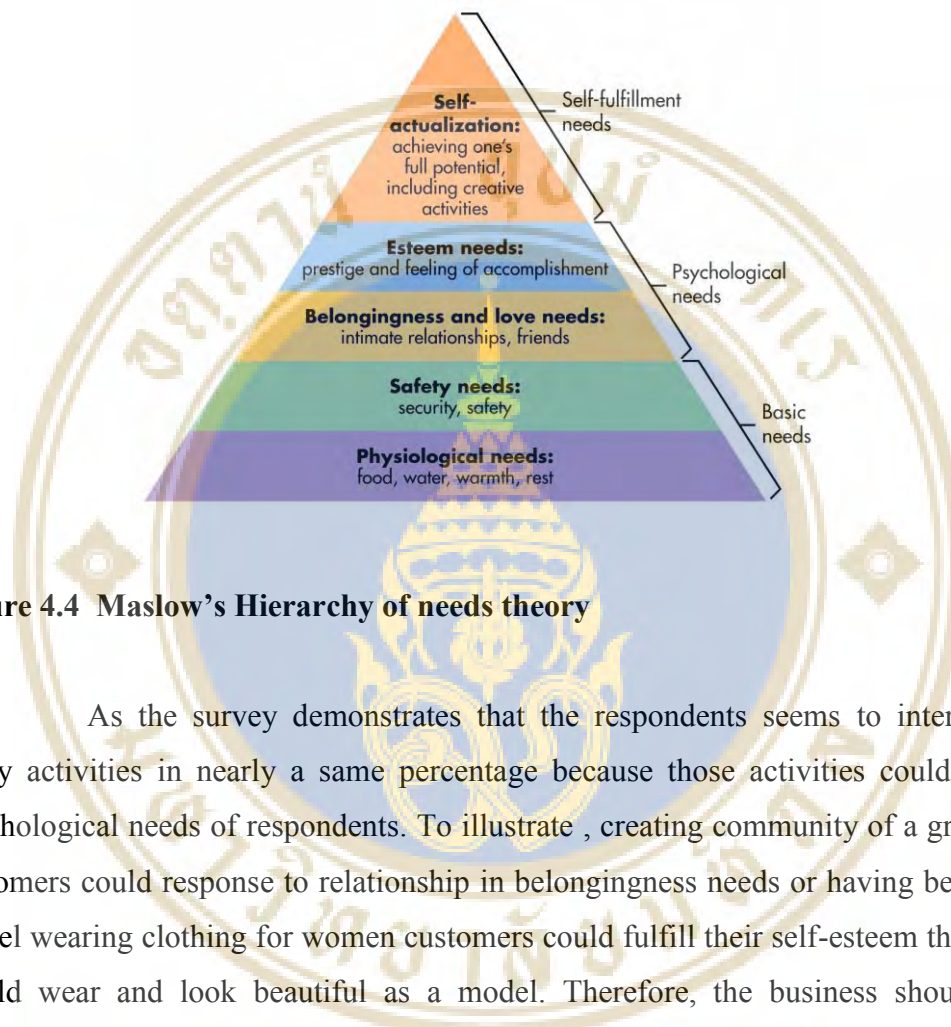


Figure 4.4 Maslow's Hierarchy of needs theory

As the survey demonstrates that the respondents seem to be interested in many activities in nearly the same percentage because those activities could fulfill psychological needs of respondents. To illustrate, creating a community of a group of customers could respond to relationship in belongingness needs or having beautiful model wearing clothing for women customers could fulfill their self-esteem that they would wear and look beautiful as a model. Therefore, the business should not respond to only basic needs but it is essential to attend to other psychological needs to create customer satisfaction and attract them to loyalty with our business.

CHAPTER V

CONCLUSION

From the survey with the online shoppers, it can summarize that fashion clothing is the most popular kind of online clothing shopping. However, to start garment online business, it must concern the customer behavior for being a composition of creating attractive online channels. Website and social media as Facebook and Instagram is a powerful online channel. The business should create both to reach customer and then make it more interesting to attract customer and reach their satisfaction. It needs to understand deeply on what customer want before decide to shopping online. The result is they need complete information and clearly picture about product. Then, it could help to be more interesting by providing a review about product to help their decision making and also the business must study about competitors to create the best choice that could attract them to buy with us. Next, it needs to attend to the service to customer by using communication and create a trust by on-time delivery. Lastly, it is not only to serve the basic needs to customers but we should find the psychological needs to satisfy customers more. As a result, to do online business is not that easy but the business could be success by clearly understanding the online customer behavior.

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Appendix A : Survey Questionnaire

Gender

- Male
- Female

How often do you shopping clothes online?

- Everyday
- Every week
- 2-3 times a month
- Once a month
- More than one month

What kind of online channel did you shopping?

- Website
- Facebook fan page
- Instagram
- Line
- Others

What kind of clothes did you always shopping online?

- Fashion cloth
- Shirt
- Polo shirt
- T- shirt
- Sportswear
- Others

What is the 3 main reason that you select to shopping clothing online?

- Look for specific thing.
- Just surfing and look around and then accidentally find the one you like.
- Being the fan page of some online shop
- There are updating new product and the online shop reminding you to see new collection.
- You don't have time to go to shopping, so you choose to shop online instead.
- Others

What is the most important 3 factors to attract you from online clothing shopping?

- Complete information about product description. (Such as , type of fabrics , textures or shapes)
- Quality of product (Such as, fabrics , cutting and sewing quality.)
- Variety of product and sizing.
- Composed of clearly picture of product.
- Having attractive model wear clothes.
- Reasonable prices.

Did you have any behavior as a below while you are shopping online?

- After make a decision to buy an apparel, you search more information about it.
- You compare the price with other online website.
- You buy it because it has some promotion or discount.
- You ask for the opinion from your friends or your couple about that cloth.
- You try to find the customer review about that product.
- Others recommending.

What is the important key of online service?

- Be able to communicate with the shop owner easily and directly.
- Deliver on time.
- Be able to return product , in case that there are some problem.
- Easy payment method.

Which choice would make you more interesting on the online shop?

- There is updating news about fashion or celebrities gossip.
- It has community which customers could exchange the idea and comments about product.
- It has a membership with special discount.
- It has beautiful or smart model to attract customers.

