



AN ABSTRACT OF THE DISSERTATION OF

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Title: Consumer Perceptions of Apparel Products in Internet Shopping.

Abstract approved: \_\_\_\_\_

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The purpose of the present study was to determine consumer perceptions of apparel products in Internet shopping. According to the existing literature, four categories of perceptions play primary roles for apparel shopping consumer decisions: apparel appearance, apparel comfort, fabric characteristics, and apparel fit. The present study aimed to observe how consumers examine apparel products and focused on the role of consumers' apparel product perceptions in making their purchase decisions within an Internet shopping environment.

Research methods resulting in qualitative data were utilized to observe how consumers navigate Web sites and search for the information needed to make purchase decisions. Participants were asked to access their favorite apparel Web site and go through their decision making process for selecting one apparel item to purchase. Observations were made regarding navigation patterns. Participants were also asked about specific product perceptions. Interviews were conducted with 26 female participants and lasted from 30 minutes to 1 hour. All interviews were audio-recorded and transcribed. Emergent themes from the interviews were identified and factors related to consumers' decision making processes were outlined.

The results of the study showed how participants shopped for apparel products on the Web site using certain information. First, participants mentioned both positive and negative

perceptions with Internet apparel shopping in general. Second, participants preferred certain Web sites based on their Internet shopping motivations. Third, based on Web site navigational patterns, five types of Internet apparel shoppers were identified: category shopper, bargain shopper, trend seeker, brand shopper, and visual shopper. Fourth, perceptions of apparel product value and quality were based on specific perceptions of image, comfort, fabric characteristics, and fit. The factors in each of these categories were examined and evaluated in relation to their importance in consumers' purchase decisions. Lastly, additional factors were used by participants in Internet apparel shopping decision making including: price, country of origin, shipping and handling fees, and return policies.

The results of this study further our understanding of consumer behavior of the apparel products in the Internet environment and can provide needed information to Internet apparel retailers as they strive to create effective and useful Internet shopping environments.

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Consumer Perceptions of Apparel Products in Internet Shopping

by

Mi-Jung Kim

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I understand that my dissertation will become part of the permanent collection of Oregon State University libraries. My signature below authorizes release of my dissertation to any reader upon request.

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Mi-Jung Kim, Author

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# **Consumer Perceptions of Apparel Products in Internet Shopping**

## **Chapter I. Introduction**

No one can argue for that the ultimate goal of companies that produce consumer goods is to make a profit by providing consumers with what they want and need. That is why consumer behavior is widely studied. According to Solomon (1983), consumers are actors who need different products to help them play their various parts on the marketplace stage. The best way for marketers to anticipate consumers' behavior is to precisely predict consumer demand.

Apparel consumer behaviors include apparel shopping orientation, purchase decision making, and post-purchase behaviors toward products and shopping environments. Within apparel shopping environments, consumers go through a decision making process in deciding whether to accept or reject (i.e., purchase or not purchase) an apparel item. According to Engel, Blackwell, and Miniard's (1995) consumer decision making model, a series of stages lead a consumer to purchase a product: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase of a product and (5) post purchase evaluation. Problem recognition occurs when the consumer becomes aware of needs or a problem. In the information search stage, the consumer uses internal memory about the product and searches the marketplace for specific information. In the evaluation of alternatives stage, evaluative criteria are used to compare different products and brands. The consumer then makes his/her final purchase decision. After purchasing and using the product, the consumer evaluates the total shopping value as satisfaction/dissatisfaction.

During the pre-purchase alternative evaluation stage consumers weigh the risks of purchasing the product. Perceived risk has two components: uncertainty (the likelihood of unfavorable outcomes), and consequences (the importance of a loss) (Bauer, 1960). These are related to consumers' confidence to make right purchase decision. Perceived risks also can be attributed to several factors: psychological risk, social risk, and economical risk. In general,

purchasing of apparel has been associated with higher levels of perceived risk than other consumer products (McCorkle, 1990; Hawes & Lumpkin, 1986). An inappropriate selection of clothing may lead to a high level of perceived risk because apparel is visible, worn in public, and subject to fluctuating fashion trends (Laurent & Kapferer, 1985).

Perceived risk may also arise from the retail venue. In non-store environments (e.g., Internet, catalog, and TV home shopping), consumers perceive more risk with apparel purchases than in in-store shopping situations. With in-store shopping environments, apparel products can be evaluated on the consumers' actual bodies, thus consumers can easily evaluate the quality of the product such as fit and comfort. However, in non-store environments, it is more difficult for consumers to make their purchase decisions based on actual apparel product evaluations. McCorkle (1990) noted that color, fabric hand, and other product attributes are important criteria in apparel purchase situations, but none of these can be fully evaluated when purchases are made in a non-store environment.

The three most popular non-store apparel shopping methods are Internet, catalog, and TV home shopping. During the past two decades, television shopping and catalog home shopping have seen huge growth in the apparel marketplace. With television shopping, QVC, for example, reported sales of \$3.9 billion for 2001 ("QVC corporate facts", 2003) and \$6.5 billion for 2005 ("QVC corporate facts," 2007). Catalog shopping also continues to grow; however, most catalog retailers also have Web sites. Because of this, the catalog users tend to use the catalogs as informants or advertisements and actual purchase activities are often performed at the company's Internet Web sites.

Television home shopping has a different operational system of selling than either Internet or catalog shopping. Particular products are broadcast during scheduled time to sell. Hosts demonstrate products and show how purchases will bring about personal values (Kline et al., 1995) and information provided by hosts lead consumers to accept or reject products (Kim & Lennon, 2000). The primary target customers' characteristics tend to be different than either

catalog or Internet shoppers. Although income and education factors have little effects on shopper characteristics, age and gender have significant differences in choosing shopping methods. TV home shopping consumers are relatively older than Internet shoppers. As compared to younger consumers, older consumers took a more positive view of television shopping (Harden, 1996). Also, many more women than men are known as television shoppers (Skumanich & Kintsfather, 1998; Stanforth, Lennon, & Moore, 2001).

Of the three, Internet shopping is the fastest growing form of non-store shopping methods. Internet sales of apparel, accessories and footwear reached \$ 18.3 billion in 2006 (Shop.org, 2007). Internet apparel shopping poses challenges for online retailers. Shim, Eastlick, and Lotz (2000) found that the attitudes of consumers toward online shopping for “sensory experiential products,” such as apparel or accessories, was not as positive as their attitudes toward “cognitive products,” such as books and computer software. Evaluation difficulty refers to consumer’s perceptions of the cognitive and behavioral difficulty and effort required to judge and discriminates among alternatives, and makes a selection decision (McDougall, 1987). Especially, apparel products can be referred as higher risk of intangibility than other types of products. To ensure positive shopping experiences in Internet shopping, Internet retailers of apparel products have to provide credibility of product information and tools for consumers to make accurate perceptions of products.

To reduce risk factors in non-store shopping environments, consumers tend to seek product information that helps to reduce the risk factors. Information seeking is a useful strategy to cope with uncertainty and risk (Sheth & Venkatesan, 1968). According to Chen and He (2003), in risk theory, when the consumers’ perceived risk of buying products through the Internet is high, they tend to search for more information to ensure their purchase decision. Therefore, product information plays a key role in the consumer purchase decision making process in non-store environments (Gaal & Burns, 2001). During the pre-purchase alternative evaluation stage, if information is inadequate (e.g., a consumer cannot evaluate the durability of a garment), a

consumer may be uncertain as to how the product will perform (Gaal & Burns, 2001). Lu and Rucker (2006) found that the primary barrier to catalog shopping was that respondents could not see how clothing looked in three dimensions; for Internet shopping, it was the difficulty in assessing clothing quality. Indeed, focus group participants stressed the importance of availability of product information when shopping online (Szymanski & Hise, 2000). Because of inability to assess quality and fit of apparel products, non-store retail environments need to provide adequate information about products details. Gaal and Burns (2001) found that providing adequate information to consumers has the potential to increase their ability to evaluate a garment and decrease risks associated with the purchase of a garment.

Research on non-store retail environments has focused on evaluating information availability on the internet, in catalog, and/or on TV home shopping networks (Gaal & Burns, 2001; Kim & Lennon, 2000; McCorkle, 1990; Park & Stoel, 2002; Szymanski & Hise, 2000). Research on non-store shoppers' personal traits, channel selection behaviors, and non-store service quality has also been studied by researchers in the apparel field (Goldsmith, 2002; Jasper & Ouellette, 1994; Kim, Kim, & Lennon, 2006; Smallwood & Wiener, 1987; Solomon, 1994; Voss, 2003). Also, the effect of information presentation on perception of apparel products has been investigated by several researchers. Kim, Fiore, and Lee (2007) found that level of image interactivity technology (IIT) is positively related to pleasure-oriented shopping experience, such as shopping enjoyment, shopping involvement, a desire to stay, and patronage intention. Li, Daugherty, and Biocca (2003) found that 3D product presentations outperformed 2D presentations to enhance perception of indirect (virtual) product experience online.

Szymanski and Hise (2000) noted that consumers have more shopping choices than ever before, with diverse retail formats such as discount stores, category killers, factory outlet stores, catalogs, television or Internet shopping. With in-store shopping, apparel consumers can actually see, feel, try on, and evaluate the product values. However, when consumers shop for apparel

products through the Internet, they cannot feel or try on the product. For this reason, other forms of product information must be used to lead to accurate product perceptions.

### Statement of Problems

The past studies about non-store apparel shopping have simply focused on either information availability or consumer characteristics with non-store shopping. The relationships between product information and consumer behavior in terms of perceptions of various aspects of apparel products and how these perceptions are associated with final purchase decision making have not previously been studied. For those reasons, the present study was designed to observe how the consumers examine the products to reduce their shopping risks before they purchase the apparel products and focused on the consumer's apparel product perceptions as making their purchase decision in Internet shopping environment.

In addition, past research has utilized quantitative survey methods or mock Web sites to examine consumer behavior. Thus, in the present study, researcher was planning to observe actual consumer decision making using real Web sites that consumers usually visit to buy apparel items. After all, this strategy of observing consumers' navigational behavior in their favorite Web site for shopping apparel products and their responses when asked about to the perceptions of apparel image, comfort, fabric characteristics, and fit would provide important insights related to Internet consumers' shopping behavior.

### Statement of Purpose

The purpose of the present research was to determine the role of consumers' perceptions of apparel image, comfort, fabric characteristics, and fit on their purchase decision for apparel within the Internet shopping environment.

Primarily, this study focused on answering the following questions:

1. In Internet shopping, how do consumers perceive appearance, comfort, fabric characteristics, and fit of apparel products?
2. What role does this information play in their purchase decision process for an apparel item?

As a result, this study would further our understanding of consumer behavior of the apparel products when they are in purchase situations in which they cannot feel the materials or try on the garments. Also, this study can provide needed information to Internet apparel retailers as they strive to create effective and useful Internet shopping environments.

### Objectives of the Study

The specific objectives of the study were:

1. to examine reasons consumers prefer to shop on certain Internet apparel Web sites in terms of brand characteristics and Web site usability.
2. to investigate what Web site navigation patterns consumers use in their purchase decision process.
3. to assess what information consumers use when formulating perception of the apparel product image, comfort, fabric characteristics, and fit aspects.
4. to discover if there are patterns for product information search when consumers are asked about specific product perceptions.

### Definitions of Variables

#### Product perception

Conceptual definition – Perception is the process by which these sensations are selected, organized, and interpreted. The study of perception, then, focuses on what we add to these raw sensations in order to give them meaning (Solomon, 2004, p. 49).

Operational definition – To assess apparel product perceptions, four categories that are apparel appearance, apparel comfort, fabric characteristics, and apparel fit will be used to investigate their weights to make purchase decisions in Internet environment.

#### Apparel appearance

Conceptual definition – Appearance refers to how the product looks an individual views it from a near distance (Kadolph, 1998).

Operational definition – The perception of apparel product appearance in Internet shopping can be evaluated by color perception, fashionability evaluation, and style perception.

#### Apparel comfort

Conceptual definition – Comfort is a positive interaction between the textile product and the body; includes aspects related to physical, physiological, and psychological factors (Kadolph, 1998).

Operational definition – The perception of apparel product comfort in Internet shopping can be determined by fabric texture identification, fabric hand evaluation, and garment wear comfort anticipation.

#### Fabric characteristics

Conceptual definition – Fabric characteristics indicate fiber content, fabric structure, laundering instructions, and fabric performance.

Operational definition – The perception of fabric characteristics of apparel products in Internet shopping will be evaluated with prefixed criteria of fiber content, fabric structure preference, clearness of care instruction, and the evaluation of fabric's drape and weight.

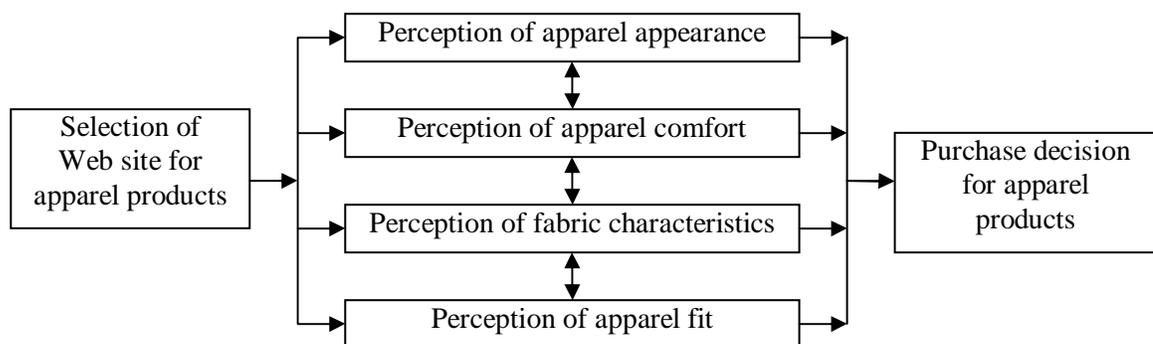
### Apparel fit

Conceptual definition – Fit is the relationship between product dimensions and the three-dimensional form, body, or other object on which the textile product is to be used, worn, or displayed (Kadolph, 1998).

Operational definition – The perception of apparel product fit in Internet shopping can be determined by size assurance, usability of provided measurement of apparel products, usage of alternative image views, and matching model fitting with the perception of expected product fit.

### Conceptual Approach

As the conceptual approach of the present study, figure 1 shows how the apparel shoppers in Internet shopping environment go through to make their purchase decision as selecting of brand's Web sites and evaluating apparel products attributes with four types of perceptions; perception of apparel appearance, comfort, fabric characteristics, and fit. Through the interview procedure, there would be various relating factors and elements expected to reveal in the selection of the Web sites, perceptions of the apparel products, and decision to purchase apparel products. With the finding factors, the present study intends to explore how the Internet apparel consumers choose the Web sites, perceive the apparel products, and make their purchase decision with the perceived product attributes.



**Figure 1.** Conceptual Approach of Consumer Perceptions of Apparel Products on Purchase Decision Making in Web Site Environment

## Chapter II. Review of Literature

The present study examined how consumers perceive apparel products within Internet shopping environment and the role of specific consumer perceptions of apparel products on their purchase decision making. In order to provide an understanding of the consumer behavior in apparel market, we need to review of apparel consumer behavior, which includes consumer behavior models, mediating variables in apparel shopping, and purchase decision, as an outcome of the apparel market system, including model of the apparel market system, apparel product development, retailing environments, and market condition analysis.

### Apparel Consumer Behavior

#### Consumer Behavior Models

A number of models have been developed to describe the consumer decision making process and consumer behavior. The study of consumer behavior is generally divided into two different approaches: the consumer processing model (CPM) and the hedonic and experiential model (HEM). With the consumer processing model, consumer behavior is highly cognitive, rational, systematic, and reasoned. With the hedonic, experiential model, consumer behavior is driven by emotions in pursuit of fun, fantasy, and feelings. Indeed, Dawson, Bloch, and Ridgway (1990) contended that consumers are motivated by three broad categories of needs that are (a) utilitarian or product-related, (b) hedonic or recreational, and (c) a combination of both utilitarian and hedonic.

Apparel consumers also have hedonic and experiential consumption behavior. Holbrook and Hirschman (1982) argued that music, art, clothing are consumed in anticipation of the pleasure they provide; they are examples of hedonic consumption. In several other studies, apparel products also have been classified as hedonic products (Crowley, Spangenberg & Hughes, 1992;

Rossiter, Percy & Donovan, 1991) because of their high experiential, symbolic and pleasing properties.

In order to explain apparel consumer behavior, Lamb & Kallal's FEA Consumer Needs Model (1992) contains both consumer processing model (CPM) and hedonic and experiential model (HEM). The FEA model (See Figure 2) incorporates functional, expressive and aesthetic consideration to assess user needs and wants. The model can be used to evaluate apparel products as part of the merchandising function, specifically planning, developing, and presenting a product line (Lamb & Kallal, 1992). These differentially diverse consumer behaviors can be affected in both channel selection and purchase decision making.



Figure 2. Lamb and Kallal's (1992) FEA Consumer Needs Model

With regards to the purchase decision making phase of consumer behavior, the Engel, Kollatt, and Blackwell's (1995) model is the most representative of consumer decision processes. EKB's model (1995) pertains to the three stages of the pre-purchase decision process: (1) problem recognition; (2) information search; and (3) alternative evaluation, followed by post-purchase stages which are (4) purchase and (5) post-purchase evaluation (see Figure 3). Consumer's purchase decision is finally formed through these stages.

Problem recognition is the consumer's realization that he/she has a purchase goal stemming from a need that requires a decision. Information search is the collecting of information about a problem from either internal or external sources. The alternative evaluation stage is the prelude to consumer choice. Engel, Blackwell, and Miniard (1995) describe the four major components that affect the alternative evaluation stage as (1) evaluative criteria; (2) beliefs; (3) attitudes; and (4) intentions. Once the pre-purchase stages are completed, the final stage, which is post-purchase assessment, occurs. This final phase of the decision process is only concerned with satisfaction and disposition of the product. The positive evaluation of the purchase, e.g., meeting or exceeding expectations, would lead to satisfaction or dissatisfaction. In other words, this phase of decision-making is seen as an opportunity to build and create long term relationships with the customers (Gray, 1991). Apparel product selection can be strongly affected in social and cultural aspects because apparel expresses consumers' social status and psychological characteristics.

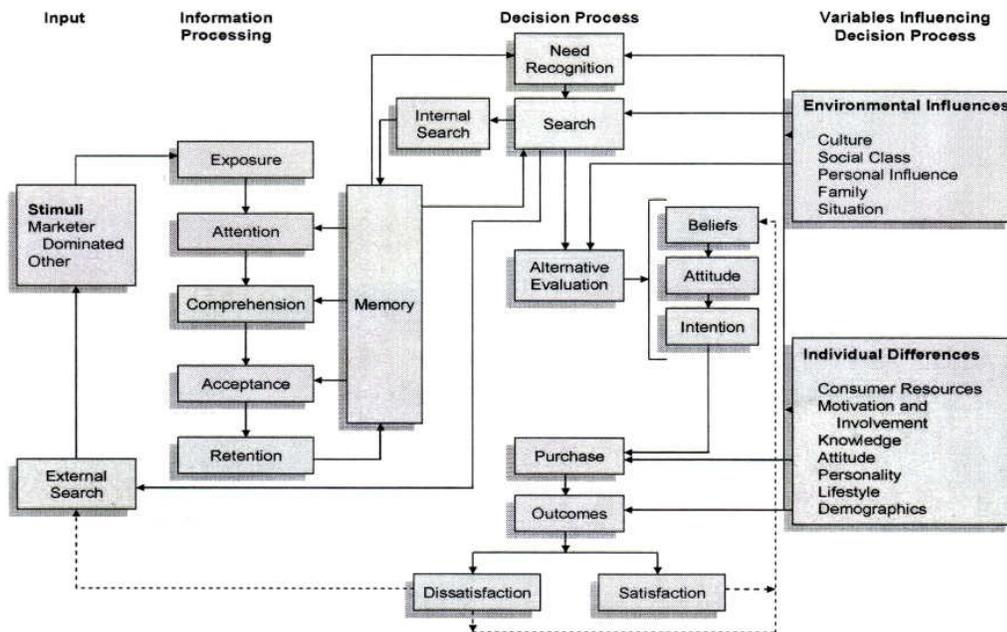
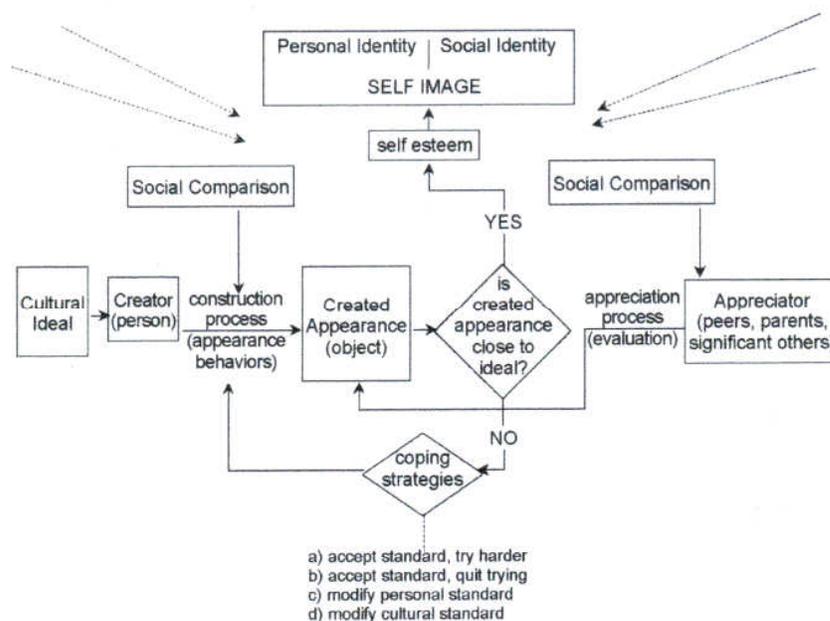


Figure 3. Consumer Decision Making Process Model (Engel et al., 1995)

In terms of adopting new products and retail environments, Rogers' (1995) innovation adoption theory provides valuable insights for understanding the decision-making process related to shopping adoption. He proposed a model describing the five-stage process of decision making for innovation adoption; knowledge, persuasion, decision, implementation, and confirmation. Rogers' innovation model can help to explain the introduction and production of new apparel products, such as new textile materials and creative designs to apparel consumers.

Rudd & Lennon's (1994) behavior model (see Figure 4) explains the effects of social comparison on the construction and evaluation of appearance as apparel consumer behavior. In the model, the researchers show that cultural factors, individual levels of self-esteem (Rudd & Lennon, 1994) and attitudes toward gender roles (Dionne, Davis, Fox, & Gurevich, 1995) are related to evaluations of one's own appearance or body image.



**Figure 4.** Model of the Effects of Social Comparison on the Construction and Evaluation of Appearance (Rudd & Lennon, 1994, p.165).

### Mediating Variables in Apparel Shopping

In selecting the brand and retail environments, personal, social, and cultural mediating variables affect decision process. Cultural contexts, channel selection, and brand selection are considered before consumers approach retail environments for apparel products. According to Engel, Blackwell, and Miniard (1995), “culture affects the specific products people buy as well as the structure of consumption, individual decision making, and communication in a society” (p. 615). Consumer’s multi-channel selection includes situational effects and channel option availability (Nicholson, Clarke, & Blakemore, 2002). Engel et al. (1995) state that internal search mainly concerns the person's memory of previous experiences with a similar type of purchase. Brand selection can be formatted from past experiences of brand purchase and use and/or brand image.

Personal traits can be the most influential mediating variables in apparel purchasing behavior. Age and gender are physical personal traits. Sociological traits include ethnic affiliation, marital status, income, and education. Other personal traits include textile knowledge, personal experience with textiles, self concept, personality, body image perception, apparel interest, shopping attitude, apparel values, shopping orientation, personal belief, and adoptability in apparel shopping. Goldsmith (2002) examined several personal characteristics of frequent clothing buyers. The frequent clothing buyers described themselves as involved, innovative, knowledgeable of clothing, and as fashion opinion leaders. Social-related attributes of apparel is also mediating sources, such as social conformity, uniqueness, social meaning of dress, appropriateness and appearance indicating social level (Damhorst, 1985; Davis & Miller, 1983; Lal, 1995; Lennon et al., 1999; Solomon, 1983; Workman & Johnson, 1989).

Personal sources of information are important sources of apparel shopping. Reference group influence, word-of-mouth effects, and significant others’ opinions are types of personal sources of information (Bearden & Etzel, 1982; Cassill & Brake, 1987; Solomon, 2004). For example, the

fashion innovators show others what is correct to wear by wearing it themselves (Lu & Rucker, 2006).

### Purchase Decision

In in-store retail environment of apparel shopping, inter-related perceptions of image, appearance, comfort, quality, value, fit, and end use are combined to form the overall impression of the apparel product. Perceptions of image are affected by personal preference, fashionability, and attractiveness. Apparel's socio-psychological role affects consumer's selection of apparel. Comfort aspects include psychological comfort, physical comfort, and physiological comfort. Textile quality, apparel construction, and care instructions are factors affecting perceived quality. Perceptions of value include perceptions of price fairness, product credibility, and brand value. The greatest benefit achieved from in-store shopping is actual fit performance including apparel fit and size.

However, in non-store retail environments, such as Internet, TV, or catalog, actual perception of apparel products cannot be performed. Therefore, in order to enhance the probability of positive product perceptions, Internet apparel shopping and Web sites use technology such as virtual model systems and TV home shopping used attractive and credible hosts and models to demonstrate the product. With catalog shopping, photos, size tables, and fabric explanations can aid consumers in their perception and evaluations of apparel products. Accurate perceptions of comfort, quality, and fit are important to non-store apparel marketers because misperceptions of product characteristics and size can result in product returns.

In the consumer decision making phase, consumer's rational and/or emotional decisions are combined to form the overall impression of the apparel product. Apparel consumers' desire to purchase can be based on both rational and emotional motivations. In most cases, shopping has been considered as providing both hedonic value through emotional responses evoked during the

experience (Bloch & Bruce, 1984) and utilitarian value that is task-related and achieved through proper product-acquisition (Bloch & Richins, 1983).

When consumers purchase apparel products, the result can be satisfaction or dissatisfaction. If consumers decide not to purchase the apparel product, the reasons can be cognitive, psychological, product itself, or inappropriate distribution channel selection. One of the difficulties in achieving high customer satisfaction is that customers are often unable to articulate the product attributes that are most important to them and customers frequently judges products while working with a limited amount of knowledge regarding the product and its set of attributes (Kadolph, 1998, p. 35). Also, customers develop their performance expectations based on previous experiences with similar products, information from family members and friends, and assumptions regarding trade names, brand names, fiber content, fabric type, and color (Kadolph, 1998). Therefore, it is varied product performance levels on situations depend on consumers' expectations.

If consumers are satisfied with their purchase, outcomes include positive emotions, perceptions of brand credibility, satisfaction with retail environments, and product satisfaction. If consumers are dissatisfied with their purchase, outcomes include negative emotions which may lead to complaints and/or product returns. When consumers decide not to purchase, consumer may reconsider the product and distribution channel selection. There are two categories of reasons for not purchasing. One is cognitive factors, including product brand, cost, fabric, size, or ineffective distribution channel selection. Another is psychological factors, including product image and appearance of the product on consumer's body and distribution channel atmosphere (Cassill & Drake, 1987; Davis, 1987; Eckman et al., 1990; Hsu & Burns, 2002).

In the post purchase evaluation phase, consumers' perceptions of their experiences with apparel shopping can be affected by distribution channel efficiency, apparel product evaluation, and brand personalization. The distribution channel efficiency refers to the advantages and disadvantages of the convenience of distribution channels (i.e., types of retailers) to consumers.

Apparel product evaluation includes evaluation of product quality and product performance. Brand and/or product personalization is formed through consumer's psychological experiences with customer service, return processes, and product value associated with particular brands (Ferguson & Hlavinka, 2006; Hess & Story, 2005; Lim et al., 2006; Pitta et al., 2004). These evaluations of apparel products affect consumers' mediating factors in the future shopping behavior.

### Apparel Market System

Apparel consumer behavior can be consisted in outcome of the apparel market system. Thus, an overview of the apparel market system and the role of consumer decision within this system are in order. Generally, the apparel market system is composed of sectors for creating apparel products by manufacturers, distributing them by retailers, and analyzing market condition by apparel marketers.

### Proposed Model of the Apparel Market System

Because there is no existing model to explain whole relationships between apparel market system and apparel consumer behaviors, based on the existing research on product development and apparel consumer behavior, the following model (see Figure 5) shows the perceptual linkages among apparel product development, distribution and consumer decision making. This model illustrates the flow of the apparel industry system including product development, retailing, and market analysis and consumer decision processes and their impact on the apparel industry system. The conceptual model outlines the relationships among factors within the apparel production and distribution industries emphasizing the importance of consumers' behavior and consumer information input at each stage of the product development and distribution system. In order to make an interactive relationship between consumer responses and apparel product development processes, the flexible information flow of consumer's precise perception from market

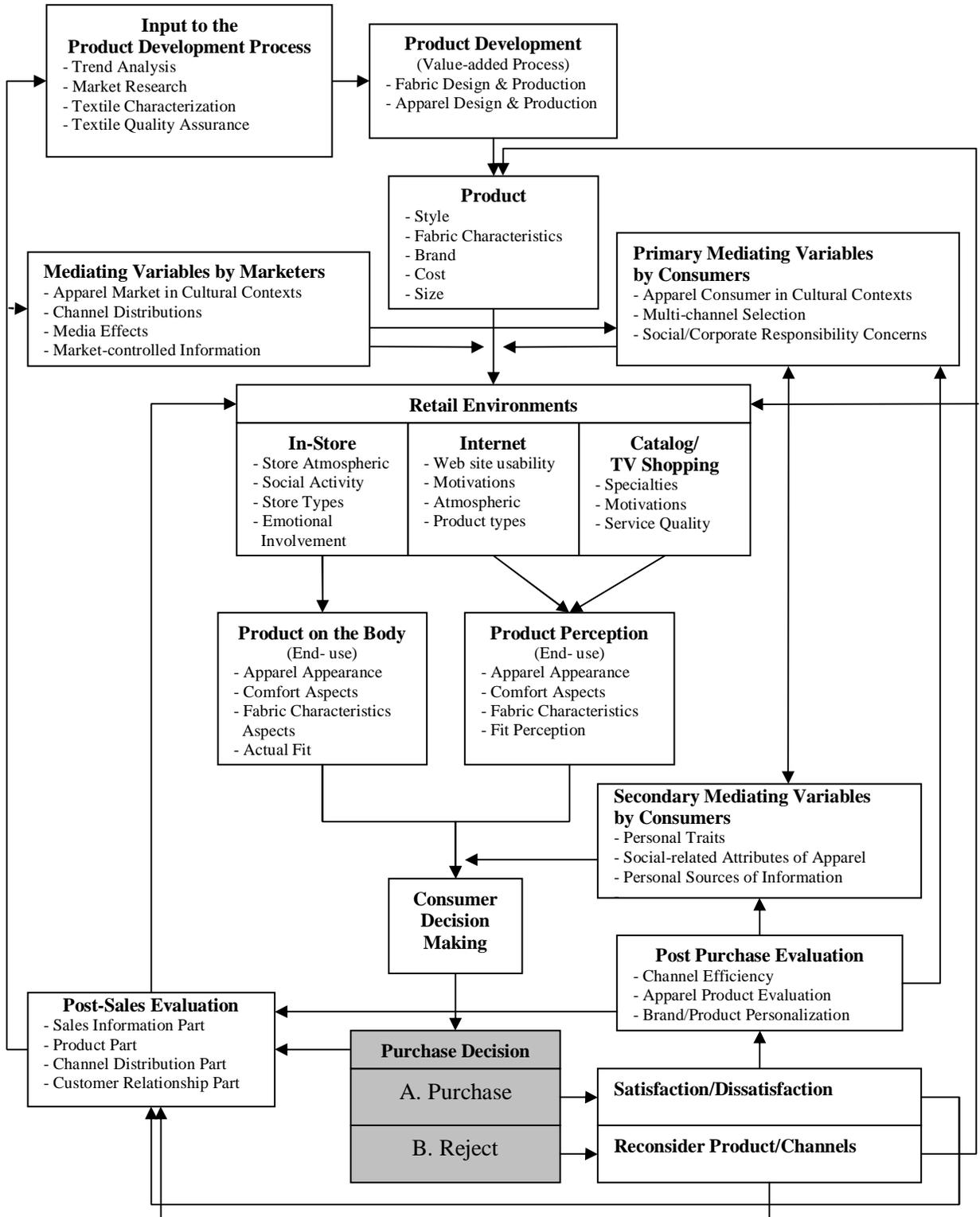


Figure 5. Proposed Conceptual Model of the Apparel Product Development and Distribution System

consequences to input to the product development is the most important part in apparel industry system. Through analysis of consumer responses in every stage of the product development and distribution processes, from raw material to post sales evaluations, consumer information can inform decision making throughout the stages.

*Input to the Product Development Process* Companies involved with the apparel product development process (textile and apparel manufacturers) take a number of factors into consideration as they turn raw material (fiber) into fabric and then into apparel products. Product development processes take a product line through “an initial in-depth trend analysis, progressing to the evolution of product, and ending with final line selection by the merchandising personnel” (Gaskill, 1992, p. 19). Input factors to the product development process include trend analysis, market research, and textile characterization and quality insurance.

*Product Development* With this input, the apparel product development process is conducted. This value-added process includes fabric design and product and apparel design and product with product line planning.

*Product Attributes* When consumer evaluates apparel product attributes, they often use apparel style, fabric characteristics, brand, cost, and size. These product attributes are major reasons whether consumer chooses the products and then they satisfy or dissatisfy in their apparel shopping.

*Mediating Variables by Marketers* After the apparel product is produced, it is available to the consumer through both store and non-store (e.g., catalogs, television, internet) retail environments. When apparel products are distributed in different retail environments, mediating variables by marketers on cultural contexts are involved. These perceptions of the apparel product

may be mediated by the cultural context of the market (within U.S or outside U.S and target customers' sub-culture), channel distributions (in-store chains or internet or TV home shopping channels or catalog distribution), media effects (multi-media channels), and marketer-controlled information (advertisements and hangtags).

*Primary Mediating Variables by Consumers* At the same time, consumer's involvement in the market place occurs. According to the process of consumer decision making, consumers first identify the need or want for a product. External search includes information from both personal sources, e.g., family, friends, experts, and impersonal sources. In the information search phase, consumers research the product through the media and relevant information sources. Cultural factor, channel selection, and social/corporate responsibility concerns can affect consumer behavior in this stage.

*Retail Environments* The product and information about the product are presented and conveyed to the consumer in a number of ways depending upon the type of retail environment. In-store retailing environments allow the consumer to examine the product and to try the product on the body (e.g., bricks-and-mortar). Store atmospheric, social activity, store types, and emotional involvement are the main sources to consumer responses. Non-store retailing environments do not allow for such product examinations but they have other advantages over store shopping advantages (e.g., convenience). Although nowadays representative non-store retailing environments are Internet, TV home shopping, and catalogue, according to Korgaonkar (1984), the non-store retailing environment also covers telephone selling, catalogue showrooms, door-to-door selling, and vending machines. Web site usability and atmospheric of Web site for Internet shopping, motivation, product types, specialties (e.g., TV shopping host), and service quality are the important traits of non-store retail environments.

*Product on the Body from Store Environment* In the case of in-store shopping, apparel products can be perceived on the consumer's body. Consumers can feel the materials and make decisions with actual facts with their own evaluative criteria about apparel. Appearance, comfort aspects, fabric characteristic aspects, and fit are considered by apparel consumers.

*Product Perception from Non-Store Environment* In non-store environments such as Internet shopping, TV home shopping channels, and catalog shopping, the apparel products cannot be physically touched or tried on by the consumer. Apparel appearance, comfort perception, fabric characteristics, and fit perception can be perceived through non-store channels. Precise perception of products leads consumer satisfactions of apparel shopping through non-store retail environments.

*Secondary Mediating Variables by Consumers* Before making actual purchase decisions, secondary mediating variables by apparel consumers come into play. Because apparel products are personal exhibitions of themselves to others, apparel consumers want to express their desirable statuses and lifestyles with their clothes. Personal traits, social-related attributes of apparel and personal source of information can play in this stage.

*Consumer Decision Making* Rational shopping behavior considers apparel information and product usability evaluation; emotional shopping behavior considers hedonic shopping mood and impulsive behavior. Shopping attitudes and values are affected by both rational and emotional behaviors.

*Purchase Decision* In the purchase decision phase, consumer's perceptions provide the basis for the decision making process which leads to a decision to purchase or not to purchase the apparel product.

*Post Purchase Evaluation* After the purchase, consumers evaluate the total purchase situation. Channel efficiency, apparel product evaluation, and brand/product personalization are the factors to evaluate total shopping steps. If consumers are satisfied with their purchase, consumers may form brand preference and/or product loyalty. Even though consumers may be dissatisfied with their purchase, consumers might end up with positive emotions in purchasing, if the company's return process is easy and effective.

*Post Sales Evaluation* Information such as sales figures (what sold last year same season and last season) as well as returns and consumer complaints are important for companies to make adjustments in future product development. Products that have been returned by individual consumers can provide much helpful information in terms of area for improvement (Kadolph, 1998, p. 68). Also, channel distribution effectiveness and customer relationship process can be counted as market evaluation.

### Apparel Product Development

Apparel product development processes contain industry pattern, marker making, spreading, cutting, sewing, finishing, packaging, and shipping to the retailer or ultimate consumer (Kadolph, 1998). In order to understand the merchandising concept related to apparel, Kunz (1995) states that "merchandising is planning, development, and presentation of product line for identified target markets with regard to prices, assortments, styling, and timing" (p. 256). Kunz's (1995) behavioral theory of the apparel firm (BTAF) model explains the roles of merchandisers, their customers, and product producers in apparel merchandising systems. Merchandise plans have a relatively high risk of error because it is impossible to exactly predict what customers want to buy three to six months or more before the point of sale (Kunz, 1998). Knowing consumers' exact wants and needs is the primary consideration in apparel product development process.

Gaskill (1992) explains that a “retail product development division is responsible for the conceptualization, planning, development, and presentation of market-oriented product lines” (p. 17). Usually, past sales figures, including purchases, returns, and/or consumer’s complaints regarding products are reported to the manufacturers on a weekly or even daily basis. These sales figures are used by manufacturers and retailers to determine consumers’ future needs and wants.

Before beginning the process of apparel manufacturing, manufacturers need information about planning apparel line. Trend analysis, market research, and textile quality assurance are the main factors of apparel development. Trend analysis includes the investigation of influences pertinent to the company’s target market (Wickett, Gaskill, & Damhorst, 1999). Trend analysis has two parts: textile trend analysis (e.g., textile popularity) and design trend analysis (e.g., fashionability). Market research includes an evaluation of price appropriateness and marketability. Market researchers also examine multi-channel environments and target market characteristics. Target market is a group of customers or a segment of the population that is interested in and likely to purchase a particular product. Defining target market segmentation is the initial consumer identification to figure out significant behavior patterns and characteristics.

Product design process includes both fabric design and production and apparel design and production. Specifically, the fabric design and production aspect includes fiber content, fabric structure, fabric pattern, fabric performance, fabric color, and fabric cost analysis. Apparel design is part of the product development process (Gaskill, 1992; Stephens-Frings, 1994). An effective apparel design process is the key to the successful launch of an apparel product (Regan, Kincade & Sheldon, 1998). Apparel product development activities include: (a) line plan, (b) line plan summary, (c) product development, (d) line preview, and (e) line release (Glock & Kunz, 1990). An apparel line is defined as “one large group or several small groups of apparel items developed with a theme that links the item together” (Burns & Bryant, 2002, p. 573). Apparel design and production includes draping, pattern making, garment specification, apparel performance, and apparel cost analysis.

Textile characterization and textile quality assurance provide information for specifying textile materials. Textile characterization includes textile fingerprinting, (e.g., Kawabata system which tests fabric hand) psychological and physical comfort associated with textiles, as well as fiber content analysis and fabric structure characterization. Textile quality assurance processes include textile durability testing, fit and wear testing, serviceability (how well a product satisfies customer needs), and textile inspection (Kadolph, 1998).

These value-added processes take the product from the raw material (fiber) to the finished product which is available to the ultimate consumer. The company can develop product lines that meet the needs of its consumers and have a better understanding of the desired target market (Johne & Snelson, 1990).

Through the product development process, particular attributes of apparel product need to be considered such as style, material characteristics, brand, cost, and size. First, style represents apparel attractiveness, aesthetic, uniqueness, fashionability, color trend, etc. Second, material characteristics represent fabric construction, fabric hand, visual impression, texture feeling and textile quality. Third, branding includes brand value, image, and brand specialties which are store brand and private label. Fourth, cost analysis has steps to set the prices; cost price, wholesale price, retail price, and net price. Lastly, apparel product has size classification such as size categorization, size evaluation, and apparel fitting (Gaskill, 1992; Glock & Kunz, 1990; Kadolph, 1998; Regan et al., 1998; Wickett et al., 1999)

### Retail Environments

Retail environments in the apparel market include in-store environment as bricks-and-mortar store and non-store environment; Internet environment, TV home shopping channels, and catalog shopping.

*Bricks-and-mortar Store Environment* Store types and store atmospheres can affect consumers' shopping attitudes and behaviors. In from apparel retailers' perspective, store types reflect important factors related to distribution of their products to target customers. Major store types of apparel product are department store, specialty store, and discount store. In-store shopping can be social activity with interpersonal relationships with shopping pals and communication with sales persons. Consumer's emotional involvement can be affected in store environment apparel shopping. Pleasure and arousal state are significant mediators of intended shopping behaviors within the store (Donovan & Rossiter, 1982). Also, hedonic, impulsive, psychological motivation, mood, and enjoyment are important emotional factors related to shopping satisfaction. Some apparel retailers have manipulated store atmospheres through layout, lighting, color, and music in efforts to create enjoyable shopping environments (Wysocki, 1979; Stevens, 1980).

*Internet Environment* Web site types are specialty store type and shopping mall type. Internet shopping has the potential to influence consumers' likelihood of purchasing if they perceive that the Internet saves time and effort; is easy to order from; provides merchandise with good value for the price and merchandise of good quality; offers privacy or financial security; offers good site design; and provides relevant and rich information (Shim et al., 2000; Supphellen & Nysveen, 2001; Szymanski & Hise, 2000). As with in-store shopping, apparel consumers' psychological attributes are affected on Internet shopping. When shopping on the Internet for clothing, consumers rated the functional attributes such as price, ease of movement and ease of return as important (Taylor & Cosenza, 2000). In addition, Kunz (1997) reported that online apparel customers valued merchandise quality, merchandise variety and customer service. Pine and Gilmore (1998) view service as an experience, where the objective of a service is to deliver memorable, personalized service. Value added services and products sold with high service

content may be linked and supported by customer relationship management (CRM) systems (Voss, 2003).

Service quality is regarded a more important issue in Internet than store environment because product information, personal information transfer, payment, delivery issue, etc. are performed in the online environment. Parasuraman et al. (1988) developed five attributes of service quality: reliability, responsiveness, assurance, empathy, and tangibles. In addition to Voss's (2003) "sand cone" model of e-Service, the e-Service is sequentially developed with three stages: foundation of service, customer centered, and value added. The first stage of customer service, foundation of customer service, includes site responsiveness, site effectiveness, and fulfillment. Then, customer centered service provides trust, information and status, and configuration and customization. The final stage in the model is value added service which includes proactive service and service as an experience (Voss, 2003). Service quality included the following specific factors: online customer help center, return policy clarity, payment method, sufficient quantity available, delivery method & time, money-back guarantee, shipping & handling charge, personal information security, and product information credibility.

*TV Shopping Environment* On TV home shopping programs, the product is presented to viewers, and the characteristics of the product, such as quality, are described in detail by a host or celebrity (Park & Lennon, 2004). Interrelation with host is the specialty of TV home shopping. The role of the host with visual explanations in television shopping is important in reducing perceived risk because shoppers cannot physically examine the merchandise (Stephens, Hill, & Bergman, 1996). Similar to internet shopping, customer service quality is also important in TV home shopping.

*Catalog Shopping Environment* The rapid growth of catalog sales has been linked to women's employment outside the home (Kim & Lee, 2000). Working women, due to time

constraints, prefer to use convenient shopping mediums such as mail or phone ordering from catalogs (Lavin, 1993; Rosenberg & Hirschman, 1980). The increase in catalog sales has been explained by several factors, such as variety and low cost of merchandise, increased credit use, specialized mailing lists, and low-cost data processing via computerization (Gordon, 1994). In catalog shopping behavior, three distinct segments of catalog users were identified: convenience seekers, product seekers, and inactive shoppers (Kim & Lee, 2000). Because of perception of high risk, catalog shopping environments need to assure consumers about service quality and provide precise product information.

### Market Condition Analysis

To fully understand consumer behavior, there are many important attributes of consumer information that manufacturers and retailers need to know. Shorter fashion cycles, increasingly sophisticated consumers, and heavy retail competition are causing apparel manufacturing and retailing companies to reevaluate their business strategy (Wickett, Gaskill, & Damhorst, 1999). Customers tend to develop expectations for a product based on a holistic perspective that includes numerous factors, such as cost, comfort, durability, fashion, end use, and perceptions of others (Kadolph, 1998). Apparel brand managers, market analysts, and retailers evaluate sales of products to determine and predict future wants and needs of customers.

The most typical consumer behavior data used are sale figures. Although sales result, such as, figures, returns, and complaints, shows consequent consumer behavior, it is just one aspect of consumer responses, not represent the entire apparel shopping behavior of consumers. Some firms keep records regarding returns, complaints, and other problems, and consult these records “when developing new products or when modifying existing products so that problems, shortcomings, other areas of concern, and wishes are addressed” (Kadolph, 1998, p. 68). Product evaluation includes trend analysis and need-to-change factors of the product itself. Channel distribution evaluation includes analysis of present channel effectiveness and improving factors

for channel efficiency. Customer relationship focuses on building consumer relationships through broad customer research and also, customer service quality evaluation (payment, delivery, and return). These analyzed factors are directly input into the appropriate section of the apparel product development processes.

The present apparel market condition is considered a combination of a *pull system* and a *push system* of supply chain management (SCM). A primary consideration of SCM is the flow of goods from the source of raw materials to the ultimate end consumer (Abuhilal, Rabadi & Sousa-Poza, 2006). The pull system and the push system are two primary methods in SCM. The pull system is a method of controlling the flow of resources by replacing only what has been consumed, whereas in the push system, resources are provided to the consumer based on forecasts or schedules. The push system is more appropriate for companies that provide many product options, frequent engineering changes and fluctuating product systems; whereas the pull system is more appropriate in environments where there are relatively few product options, engineering changes, and product mix changes, and there is less variability in demand levels (Nahmias, 1997).

In general, the apparel industry is characterized by rapidly changing products needed to fulfill consumers' demands and thus, the apparel product development system must adapt to these variable demand patterns. One way manufacturers and retailers have adapted is by simplifying the product assortment; offering styles and colors that provide the least amount of risk for the company. However, customers have become dissatisfied with shopping because of the lack of perceived variety in the products being offered (Black, 1998) while, at the same time, retailers are offering a greater number of products than ever before (Abernathy, Dunlop, Hammond, & Weil, 1999). This is because of the reliance of consumer information at the sales level and insufficient consumer information at the product level. In order to make the apparel product development and distribution system effective, communication among the various sectors, apparel product development, distribution/retailing, and market research, must be improved. Consumer information must be used and shared among all sectors: product development, retailing, and

market research. Thus a combination of the push and the pull systems can facilitate getting the right products to the right consumers. Abuhilal, Rabadi and Sousa-Poza's (2006) study shows that when information is shared across a supply chain that implements a push system, the cost reduction is significant in comparison with no information sharing. Apparel product development process needs to have greater information flowing between the manufacturing system and the retail management system.

### Internet Apparel Shopping

The purpose of the present study was to determine the function of consumers' perceptions of apparel appearance, comfort, fabric characteristics, and fit on their purchase decision for apparel within the Internet shopping environment. In order to study this, we need to look at previous researches about shopper characteristics, shopper behaviors, and apparel product perceptions in Internet shopping environment.

### Shopper Characteristics

Previous researches revealed apparel consumer' characteristics such as age, gender, and social-demographics and Internet shoppers' characteristics comparing to traditional in-store shoppers (Danaher, Mullarkey, & Essegai, 2006; Donthu and Garcia, 1999; Kotler, 1997; Paoletti & Kregloh, 1989; Solomon & Schopler, 1982). Age and gender are demographic factors which are related to the consumption behavior. Shiu and Dawson (2004) found the percentage of online users to decline as age increased. Younger respondents are more likely to purchase through Internet. Also, in terms of Web site design, older Web users seem to prefer a "keep-it-simple" Web site format and functionality, but the opposite is true of younger visitors; this seems intuitively reasonable (Danaher et al., 2006).

Gender is one of the most common demographic variables that marketers use to segment markets (Kotler, 1997). Cambell (1997) found that: 1) women are more positive about shopping

than men; 2) many men still view shopping as “effeminate”; and 3) men who shop see themselves as fulfilling an instrumental need, rather than engaging in “shopping for shopping’s sake” (pp. 169-172). Nielsen/NetRatings indicated that apparel-shopping sites were the most popular destinations for women (Greenspan, 2003). Through the process of gender socialization, girls are traditionally encouraged to be concerned with appearance; beauty, then, becomes a kind of duty (Paoletti & Kregloh, 1989). Women have a higher concern for clothing and fashion consciousness than men do (Solomon & Schopler, 1982).

As growing Internet shopping, the traditional roles of shopping between women and men or younger and older consumer’s differences are getting changed with no distinct behavioral divergences. Soopramanien and Robertson (2007) found that Internet usage and Internet shopping, respectively, provide a better explanation of destinations in each of the consumer segments than the socio-demographic variables.

In terms of non-store shopper characteristics, non-store shoppers in the US score high on measures of innovativeness and related variables (Direct Marketing, 1998; Donthu & Garcia, 1999). The time to visit the Web site also shows how much the consumers are willing to shop in online. Moe and Fader (2004) subsequently show that more frequent shoppers have a higher probability of eventual purchase. Also, in Yoh et al.’ study (2003), prior experience with the Internet had the strongest total effect on intention to buy apparel through the Internet. Therefore, Internet shopping behavior is now can be evaluated with situational factors such as innovativeness, entertainment, and prior experiences, not with simple demographic factors.

#### Internet Apparel Shopping Behavior

Unlike in-store shopping of apparel products, Internet shopping environments should provide explicit product information for fulfilling consumer shopping motivation and convincing purchase decision. Product presentation has been a prime concern, especially for e-tailers who carry apparel products (Khakimdjanova & Park, 2005). There are three dimensions of Web site

quality: site (navigation and appearance), information, and user (empathy and mobility) quality (Barnes et al., 2001). In addition, compared to in-store environments, consumer's perceived risk with shopping through Internet and the relation to information search in Web sites to reduce their uncertainty at the moment of decision making (Bhatnagar & Ghose, 2004; Gaal & Burns, 2001; Laroche, Yang, McDougall, & Bergeron, 2005; McDougall, 1987; Soopramanien & Robertson, 2007).

### Web Site Characteristics

Characteristics of Web sites and the services offered to Internet consumers can affect consumer behavior and satisfaction. Specific Web site characteristics were found to be significant predictors of e-satisfaction in the following order of strength: convenience, site design, financial security, and product information (Szymanski & Hise, 2000). WebQual assessed 12 essential components of Web site quality: informational fit-to-task, interactivity, trust, response time, design appeal, intuitiveness, visual appeal, innovativeness, flow-emotional appeal, integrated communications, business process, and viable substitute (Loiacono, 2000). In terms of Web site service quality, three significant predictors of overall customer satisfaction are informational fit-to-task, transaction capability, and response time (Kim & Stoel, 2004). These qualities lead to consumers to shop through Internet and valuable shopping experiences comparing to in-store shopping.

On the Web, marketers utilize text and icon links as cues to aid consumer navigation (Hoffman & Novak, 1996). One type of navigation cue on the Web is "next" and "previous" page links (Dailey, 2004). The "next" link takes the consumer through a sequence of Web pages predetermined by the marketer. The consumer can utilize the "previous" page link to return to previously viewed pages (Dailey, 2004). Beyond "next" and "previous" links, many marketers utilize navigation bars on the home page and subsequent Web page as navigation cues (Rajani & Rosenberg, 1999). A navigation bar is a set of links that are listed on each Web page that the user

can click in order to move to a desired section and view pages of interest (Rodriquez et al., 1997). Marketers analyze that how consumers find information with viewed pages, patterns of clickstream, and the relationship between information search behavior and purchase results from searching. Placement of multiple product images may require multiple clicks to reach the desirable information, due to individual differences in the need of information or types of information gathered (Khakimdjanova & Park, 2005). A related Web site measure is the depth of visit, which is measured by the number of pages viewed (Dreze & Zufryden, 1997). Visit duration is defined as the amount of time a user is on a Web site and is now a standard industry measure that is routinely reported by Internet audience-measurement agencies (Danaher, Mullarkey, & Essegaier, 2006). As recording consumers navigational behaviors in the Web site, marketers and Web site designers make more efficient environment to provide right information to consumers and raise their interests to shop in online.

In terms of presenting information in Web site, researchers found that simple technologies providing interactivity have positive effects on consumer responses (Klien, 2003; Schlosser, 2003). Steuer (1992) defined interactivity as the “extent to which users can participate in modifying the form and content of a mediated environment in real time (p.84).” Interactivity of a Web site may offer a wide range of benefits to customers and marketers including facilitated communications, customization of presented information, image manipulation, and entertainment (Fiore et al., 2005).

Especially apparel shopping in Internet, displaying various angles and views of produce image can give consumers accurate perceptions of products. With apparel sales growing, understanding the impact of image interactivity technology (IIT) on apparel firm takes on more significance (Kim, Fiore, & Lee, 2007). Online apparel retailers may adopt a higher level of IIT, such as a 3D virtual model, to enhance virtual product examination and improve consumer perceptions of the online store environment, which may in turn affect enjoyment from and involvement with the online shopping process leading to approach responses towards the online

retailer (Kim, Fiore, & Lee, 2007). E-businesses may need to develop better techniques to create a virtual place where shoppers can easily examine the garments as if they were at the physical store (Khakimdjanova & Park, 2005). The strategy of interactive presentation in Web site can give not only effectiveness of accurate information as leading precise product perceptions but also shopping enjoyments as forming appealing atmospheric with entertainment.

### Perceived Risk

Presentation of apparel Web sites is important to consumers in order to evaluate product information and make purchase decision since they cannot physically evaluate the apparel products. Such uncertainty may bring about a high degree of perceived risk associated with the purchase of a particular alternative; high levels of perceived risk may deter a consumer from purchasing a particular product (Cox & Rich, 1964). Intangibility and evaluation difficulty are the major problem in the phase of pre-purchase evaluation on consumer decision making, especially in Internet apparel shopping. Intangibility refers to the total lack of the good or services attribute accessibility through the senses (Laroche, Yang, McDougall, & Bergeron, 2005). Evaluation difficulty refers to consumers' perceptions of the cognitive and behavioral difficulty and effort required to judge and discriminates among alternatives, and makes a selection decision (McDougall, 1987). Evaluation difficulty increases the levels of uncertainty, which is directly related to perceived risk (Laroche, Yang, McDougall, & Bergeron, 2005).

Perceived risk is clearly founded on some form of implicit or explicit judgment (Wilkie, 1986) or calculation of probabilities of possible outcomes. When a consumer associates less risk with making a purchase, he/she is more likely to make a purchase (Engel et al., 1995). According to Park et al. (2003), the use of 3-D visual displays may help reduce risks associated with product purchase from the Internet shopping sites and increase positive e-shopping experiences. Because consumers cannot try the apparel products on at the moment of their purchase, consumers can be worried about unpleasant outcome from Internet apparel shopping. Perceived security risk of

conducting business on the Internet remains a major inhibiting factor of Internet shopping adoption (Soopramanien & Robertson, 2007). Therefore, in order to make more convincing decision making and lower the perceived risk in Internet apparel shopping, the retailers should provide more accurate and precise visuals and explanations about apparel products.

### Information Search Behavior

Perceived risk can lead more information search in Internet when consumers plan to purchase apparel products. There has been much emphasis on information search as a means of reducing risk (Dowling & Staelin, 1994). Taylor's (1974) model of perceived risk suggests that a risk reduction strategy used by consumers involves acquiring and assessing information about the products in question and basing their decisions to buy on that information. Bhatnagar & Ghose (2004) found that consumers search for the longest termination time while seeking information about apparel to assure their purchase decision. This result shows that apparel consumers in Internet spend more time to find product information than other types of products. Also, the more time consumers spend searching on the Web per episode, the more likely it is that the consumers' ultimate purchase decision would be influenced by the information gathered on the Web (Bhatnagar & Ghose, 2004).

Knowledge of how consumers seek information has always been considered vital for understanding consumer buying behavior, and has important implications for planning marketing communications (Newman & Staelin, 1972). The purchase decision is based on the information obtained in the pre-purchase stage, marketers have always been greatly interested in learning the different facets of consumers' information-collecting behavior (Bhatnagar & Ghose, 2004).

The process a consumer uses to find information on the Web site is called wayfinding or navigational behavior. Wayfinding is defined as the act of individuals determining where they are within a setting and what actions to take in order to reach a desired location within the setting (Downs & Stea, 1977; Titus & Everett, 1995). Hoffman and Novak (1996) define navigation as

the process of self-directed movement through a computer-mediated environment. According to Eroglu et al. (2001), navigation cues can be classified high task-relevant cues and low task-relevant cues. High task-relevant cues are cues that facilitate and enable the consumer's shopping goal attainment (i.e., descriptions of the merchandise, the price, delivery and return policies, pictures of the merchandise, navigation cues, etc.) (Eroglu et al., 2001). On the other hand, low task-relevant cues are defined as being inconsequential to the completion of the shopping task (i.e., the colors, borders and background patterns, typestyles and fonts, animation, music and sounds, entertainment, decorative pictures, etc.) (Eroglu et al., 2001).

Internet experience should be one of the determinants of search (Bhatnagar & Ghose, 2004). According to Rogers (1995), prior experience with an innovation is very important in the adoption process. Lohse et al. (2000) found for members of their virtual test market, people who had been using the Internet longer were more likely to make Internet purchases. The visual functions supplementing sensory experience online may create positive shopping experiences and help e-browsers to reduce perceived risk and finally become e-purchasers (Khakimdjanova & Park, 2005). Providing more effective ways of examining attributes of products (e.g., zoom-in, multiple views of products on a virtual model), may lead consumers to become more involved in the online shopping experience, resulting in a desire to stay and return to the site. Allen (2000) suggested that shoppers might look for and enjoy visuals (e.g., a virtual model and a self-coordination activity system that involves moving and marching clothing items) when browsing among Web sites. Therefore, apparel retailers who use Internet channels need to make Web site more efficient and appealing, so consumers perceive positive emotions and find information effectively as becoming e-shoppers with loyalty on brand and Web site as well.

#### Apparel Product Perceptions through Web Sites

In a traditional department store or specialty store, the merchandise physically displayed enables customers to inspect and examine items for style, silhouette, size, or color (Colborne,

1996). Eckman et al. (1990) stated that in-store shoppers physically inspect the fit, color, fabric, style, and overall appearance of the garment. In online apparel shopping, however, apparel fit, fabric feeling, and style on body are not fulfilled to consumers. Lack of sensory information, size, and fitting of apparel could be a major predictor for why online apparel sales are not as popular as books and music (Elliot & Fowell, 2000).

In terms of apparel product perceptions in Internet shopping environment, there are several factors to use as evaluative criteria. Evaluative criteria were defined as “the particular dimensions or attributes that are used in judging the choice alternatives” (Engel et al., 1995, p. 208). The most frequently used clothing criteria examined by researchers have been price, style, quality, size/fit, color, fabric, brand name, and country of origin (Cassill & Drake, 1987; Davis, 1987; Eckman, Damhorst, & Kadolph, 1990; Workman, 1990). Researchers have found the most important evaluative criteria related to clothing to be price, style or design, suitability or appropriateness for a specific situation, fiber content, cut or fit, how pleasing it was to others, coordination with other clothing, comfort, and color or pattern (Davis, 1987; Jenkins, 1973; Mclean et al., 1986). With defined evaluative criteria for apparel products, four categories of perceptions (apparel appearance, apparel comfort, fabric characteristics, and apparel fit) can be formed and used in Internet apparel shopping. Also, price and country of origin can play mediating roles on consumer decision making while shopping apparel products.

### *Apparel Appearance*

Perceived image can be related to fashion risk and social risk. Fashion risk is associated with consumers' confidence that the purchased products are fashionable (Winakor, Canton, & Wolins, 1980). Similarly, social risk, stemming from consumers' fear that products purchased would not be accepted by peers (McCorkle, 1990), may also be evident of consumers' anxiety related to apparel image with Internet shopping. With these concerns, images of apparel products and a

consumer's imagination of how the apparel items look on his/her body may affect the consumer decision making process within the Internet shopping context.

Perceptions of apparel appearance include color, fashionability, style and detailed image picture. Accuracy of apparel color on the screen is an issue causing apprehension for online shoppers (Khakimdjanova & Park, 2005). Fashionability and style need to be easily perceived in picture or fitting on model through Internet view page. Li et al. (2003) found that 3D product presentations outperformed 2D pictorial presentations to enhance perception of indirect (virtual) product experience online. Visualization features that allowed multiple presentations of the same apparel product contributed to the increased sales in e-business (News Stories, 2003).

Retailers carrying products, such as apparel, that requires careful examination available through direct experience may deliver desired product information to consumers through virtual model technology (Kim, Fiore, & Lee, 2007). Various angles of appearance presentation is essential service to be used to make consumer perceive the apparel product precisely through Internet Web site. Alternative backgrounds and poses of the models or mannequins could illustrate the various possible uses of the garment and their look (Khakimdjanova & Park, 2005).

### Apparel Comfort

Texture describes the nature of a fabric's surface as perceived by sight or touch and hand is the way a fiber feels to the sense of touch (Kadolph, 2007). Both are the factors related to apparel comfort. Fabrics that will be in direct contact with the skin tend to have a softer hand compared to fabrics that will not come in contact with the skin (Kadolph, 1998, p. 30). Heat losses and gains and static build-up are also related to apparel comfort (Kadolph, 1998). Picture enlargements focusing on fabric texture and descriptions of garment performance and fabric hand can be useful to consumers. How consumers perceive the texture of products and their interpretation of descriptions are important in their purchase decisions. Performance is the manner in which a textile, textile component, or textile product responds when something is done to it or when it is

exposed to some element in the environment that might adversely affect it (Kadolph, 2007).

Therefore, garment performance indicates that how consumers easy to move and feel comfortable when they wear the products in imaginary and it contains fabrics texture, fabric hand perceptions, thermal, and moisture management.

### *Fabric characteristics*

The perception of fabric characteristics contains fiber content, fabric structure, and laundering instructions. These factors are closely related to fabric performance and maintenance issues. Consumers tend to think these factors as apparel product quality. Then and DeLong (1999) found that consumers browsing apparel Web sites were most interested in written information about fiber content and laundering instructions. Smallwood and Wiener (1987) found that fiber content and garment care are instrumental in frequent catalog shoppers' purchase decision. Also, in terms of risk perception, performance risk is associated with consumers' inability to inspect the physical characteristics of products (McCorkle, 1990). The biggest barrier to apparel online shopping was found to be the difficulty in assessing clothing quality; people gave this as a reason for not using the Internet (Lu & Rucker, 2006). With accurately informed information about material characteristics of apparel products, consumers can make their judgment the value of product and its use with right method. And this can be major reason whether they buy the products or not.

### *Apparel fit*

Not being able to actually try on a garment is one of the most serious disadvantages of Internet shopping for apparel. Size and measurement issues are important to assess physical information of apparel products (Ha & Stoel, 2004; Bhatnagar et al., 2000; Gaal & Burns, 2001). Consumers are often confused about product sizes because sizes can be different depending on the brand. Therefore, viewing alternative angles of a garment and identifying the model size or

the body size of actual model that are presented in Web sites can assist consumers in making accurate perceptions about fit. According to Kadolph (1998), in a broad sense, fit is a part of apparel comfort because easy fit makes wearers comfortable when they move. The perception of apparel fit indicates size, measurement, alternative views, and model fitting. Size complexity among brands and apparel categories can make consumer anxious to shop in Internet Web site. Provided measurement can help to measure what size they can fit with the product in brand.

Fit is related to comfort. Size/fit and comfortable to wear were rated as the most important criteria (Hsu & Burns, 2002). Physical comfort, psychological comfort, and appearance all play a part in the consumer's perceived satisfaction with fit (Frost, 1988). When fit is evaluated using fit models, it is important for the model to walk, sit, and go through a normal range of body motions while wearing the item (Kadolph, 1998, p. 31). To better perceive the fit appearance, the alternative angles of picture (e.g., front, side, back) can be helpful. Also, model fitting helps to perceive the style and fit condition of the products and imagine being the consumers' own body. According to Then and DeLong (1999), about 89 percent of the respondents preferred a realistic human model to examine the garment silhouette among the garment presentations on a fashion model, a mannequin, and a flat surface. The features that allow customers to create their own virtual models reflecting their own body shapes and appearances (e.g., [landsend.com](http://landsend.com)) would be helpful to reduce the uncertainty for actual fit and the final look of the garment (Khakimdjanova & Park, 2005).

### Chapter III. Method

The purpose of the present research was to determine the role of consumers' perceptions of apparel appearance, comfort, fabric characteristics, and fit on their purchase decision for apparel products within the Internet shopping environment. Qualitative approaches, including participant observation, survey with interview, and free comments/opinions expressions were used to explore shopping behavior of Internet apparel shoppers. The observation of participants' behaviors was the primary source of the research data. The researcher observed the process by which the participants searched for the information that they needed to make their purchase decision. Also, the participants were asked how they used the information for the Internet apparel shopping and perceived the product aspects. The interviews were conducted with standardized instructions to assess a consistent process for all participants.

#### Interview Questionnaire Development

According to the review of literatures, four categories of perceptions of apparel products in Internet shopping were examined and the questions for each perception were generated: perceptions of apparel image, apparel comfort, fabric characteristics, and apparel fit.

First, perceptions of apparel image were assessed for Internet apparel shopping. The questions of apparel image perceptions included: *general image perception* ("What is your impression of the apparel that you've just purchased?"), *color* ("Does the apparel color in stimuli seem clear to you?"), *fashionability* ("Do you think the apparel item is fashionable and if yes, why?"), *style* ("Is the apparel style easily perceived in the picture?"), *larger view/alternative views* ("When the Web sites provide, do you always use the larger view and alternative views?"), and *model effect* ("Do you think the model affects apparel image?").

Second, perceptions of apparel comfort in Internet shopping were assessed. For the perceptions of apparel product comfort in Internet shopping, three items were asked: *fabric*

*texture* (“Can you easily see the fabric texture in the picture?”), *fabric hand* (“What do you think the fabric feels like on your skin and why do you think so?”), and *general comfort perception* (“Do you think the apparel will feel comfortable when you wear it and if yes, why?”).

Third, perceptions of fabric characteristics were assessed. The questions of fabric characteristics perceptions included: *fiber content* (“Do you always check the fiber content? Do you prefer specific fiber content?”), *fabric structure* (“Do you care of the fabric structure if it’s woven or knit?”), *care instructions* (“Do you think the care instruction is clearly described? How much do you care of the care instruction?”), *laundrying preference* (“Do you prefer specific type of care method among machine wash, hand wash or dry-clean?”), *garment performance* (“How long do you think you can wear this apparel item and why?”), and *apparel quality perception* (“What does high quality apparel product mean to you in general?”).

Fourth, perceptions of garment fit in Internet shopping were assessed as focused on: *size selection* (“How do you know this apparel item is going to fit you?”), *body size perception* (“Do you know your actual body size?”), and *size chart use* (“Do you usually check the size chart?”).

After interviewees were asked about the perceptions of apparel products, the interviewer asked additional questions related to Internet apparel shopping. The additional questions included: *easiness of information searching* (“Was it easy to find information related to the product in the Web site?”), *monitor condition* (“Do you believe that the product on the computer screen will be the same as the real apparel product (e.g., color, details)?”), *perceived risk factors* (“What do you think the risk factors of the Internet apparel shopping are?”), *the benefits of Internet apparel shopping* (“What are the good things for the Internet apparel shopping?”), *Web site reliability* (“How confident are you with the security of the Web site?”), *payment perception* (“Are you comfortable giving credit card information to the Web site? Why or why not?”), *price perception* (“Do you think the price of the apparel item is reasonable?”), *price and quality relation* (“In general, do you think the price of apparel product is related to the quality? Why or why not?”), *country of origin* (“Do you check the country of origin and how much do you care of

it?”), *shipping and handling* (“Does the shipping price seem ok to you and does the delivery time seem reasonable?”), *return policy perception* (“Do you know the return policy of this Web site?”), *return experience* (“Have you ever returned apparel product that you bought from Internet and if yes, what was the reason?”), and *other possible factors* (“If you used any other information to perceive apparel product, please tell me”).

During the final part of the interviews, each interviewee filled out the survey for the demographic information and general questions relate to Internet apparel shopping. The questions included age, Internet use, the frequency of Internet apparel shopping, average time spent on apparel shopping, and the satisfaction of Internet apparel shopping experiences.

#### Interview Procedure

Individual participants were informed of their rights as a research subject and asked to sign a statement of agreement to participate. They then were asked to access their favorite apparel Web site on a computer. There were no restrictions as to which of Web site or specific product participants choose. However, to create a consistency in purchasing situation, all participants were asked to choose the Web site for purchasing normal everyday clothes or school wear. Because this study was focusing on the process by which consumers formed perceptions of apparel products, Web site diversity did not pose a significant methodological problem.

The participants then were asked to go through the decision making process for selecting one apparel item to purchase. When the participant made her clicks to get product information such as appearance, size, cost, and color alternatives, what information she looked at and how she searched were observed and tracked. Participants were asked to “think out loud” as navigating the Web site, focused on why they clicked specific pages and what information they were looking for making their purchase decision. If the participant did not specifically address the perceptions of apparel image, comfort, fabric characteristics, and fit, the interviewer asked what information they used to perceive the apparel products and their role in making their purchase decision.

### Pretest

The interview questionnaires and procedure were pre-tested with five potential interviewees who were faculty members and graduate students from the Department of Design and Human Environment at Oregon State University. Pretest interviewees were all different ages (e.g., 20's, 30's, 40's, 50's, or 60's) and they were especially interested in Internet apparel shopping and frequently shopped apparel products through Internet. They were asked whether or not there were misunderstandings or ambiguities in the questionnaires. They were also asked to provide any additional questions related to Internet apparel shopping and asked to give the comments for the effective interview procedure to examine apparel product perceptions. In addition, the degree of relevancy between research objectives and interview questions and consistency of the interview procedure were evaluated by the pretest interviewees. Based on the feedback from the pretest, the interview protocol was revised and a few of new interview questions were created to better know apparel product perceptions.

### Sample

Interview participants consisted with the undergraduate students, graduate students, and faculty members from the Department of Design and Human Environment and the researcher's personal connections at Oregon State University during Fall term 2007. A total of 29 interviews were conducted and 26 interviews were used in the data analysis.

Dominant Internet apparel shoppers are women and relatively younger than other types of shopping channels and products. Greenspan (2003) quoted that apparel-shopping sites were the most popular destinations for women from Nielsen/NetRatings result. College students have high interest in clothing shopping (Paeth, 1982) and they are likely to use the Internet when shopping and purchasing their apparel (Greenspan, 2003; Shiu & Dawson, 2004). For those reasons, the main samples used in this study were female college students who are at least 18 years of age.

Through in-class announcement, some of the participants got extra credit points within instructor's discretion.

A purposive sample is appropriate when a research wants to identify particular types of cases for in-depth investigation (Neuman, 2006). A convenience sampling method is often considered as the most efficient way to get data if we limit the applicability of the results (Rubin & Babbie, 1997). Thus, purposive convenience samples of female participants who have experienced apparel shopping through Internet were obtained for this study.

### Data Collection

Upon each interviewee's selection of the favorite Web site for apparel shopping, the researcher asked why she chose the Web site in terms of brand characteristics, Web site design, and any other personal preference. The interviewees' shopping behaviors on the Web site were directly observed by the interviewer. Web pages which were clicked by the interviewees were tracked by using the history of Web pages and interviewer's memos. During the Internet shopping experience, the interviewees were asked about their particular motives for their shopping behaviors.

In terms of consistency of interview procedure and condition, basically the interviews were conducted with same questions, same equipment, and same situation at the same place. The interviewer asked same questions to all interviewees in same way. As the equipment, school library lap-top was used for most of the interviews and the interviews were conducted at the same research room at the school library with presenting only two persons, interviewer and interviewee. Some of the interviews were conducted at the participants' school office but the conditions were same as the interviews at the library research room. The interviews were taken approximately thirty minutes to 1 hour depending on the participants' search process. All interviews were audio-recorded and transcribed.

### Data Analysis

The qualitative data are analyzed using an iterative process of searching for recurrent patterns and themes (Miles & Huberman, 1994). In order to analyze the demographic profile and Internet apparel shopping tendency of the sample, descriptive statistics such as frequencies, percents, and means were used.

Through the initial coding (e.g., line-by-line coding) and focused coding, the interview transcriptions were carefully analyzed. Analytic comparison was used as the analytic strategy of qualitative data in this research. Analytic comparison uses two methods; the method of agreement which is comparing cases with similar outcome and the method of difference which is focusing on the differences among cases (Neuman, 2006). As observing interviewees' shopping patterns in terms of the apparel perceptions, similar patterns and experiences were important clues to form general Internet shopping behavior for apparel products. On the other hand, unfamiliar shopping behaviors and unique experience were significant findings to explain apparel product perceptions in Internet shopping compared to the apparel shopping behaviors in other types of shopping channels.

## Chapter IV. Results

The purpose of the present study was to determine the role of consumers' perceptions of apparel appearance, comfort, fabric characteristics, and fit on their purchase decision for apparel within the Internet shopping environment. Interview data were collected through an Internet apparel shopping activity whereby participants selected their favorite apparel Web site and "shopped" for a product. Shopping patterns and purchase decision making behaviors were observed. Participants were interviewed about their Internet shopping behavior. This chapter will present the results of the descriptive data analysis including sample characteristics, characteristics of the Web site visited and purchased apparel products, and the decision making factors involved in consumer decisions from selecting the Web site to the purchase decision. Other related factors in Internet apparel shopping will also be discussed.

### Descriptive Data Analysis

In this section, three categories of descriptive data will be discussed: 1) the characteristics of interview participants including age, Internet use, and Internet shopping experience, 2) characteristics of the Web sites visited by the participants, and 3) characteristics of the products "purchased" during the Internet apparel shopping session.

### Sample

Interview participants were recruited through in-class announcements, email announcements to the Department of Design and Human Environment student and faculty list serves, and the researcher's personal connections at Oregon State University during Fall term 2007. A total of 29 people volunteered to participate in the interview. The interviews of two female students could not be used because of collapsed audio recording files and one male student's interview was omitted. Thus, a total of 26 female's interviews were retained for data analysis.

### Age, Internet Use, and Internet Shopping Experience

The mean age of female participants (N=26) was 26.38 years, with a range of 20 to 63 years. Ninety-two point three percent of the participants were between 20 and 36 years of age.

With regard to Internet use, 3.8% of the participants in the study spent less than 1 hour per week online, 46.2% of the participants in the study spent between one hour to up to 10 hours per week online, 34.6 % of them spent 10 hours to up to 20 hours online, and 15.4% spent 20 hours or more online. In terms of the frequency of Internet apparel shopping, 3.8% of the participants shopped online less than once per year, 11.5% of the participants shopped online twice a year, 27.0% of the participants shopped online once a month and the same the proportion of participants shopped online once every three months. However, 19.2% of the participants shopped online once every two weeks and 11.5% of the participants shopped once a week.

The average time spent on apparel shopping per session was 62 minutes, with a range of 20 minutes to 2 hours 30 minutes (150 minutes). Thirty point eight percent of the participants spent over 1 hour and the remainder spent 20 minutes to up to one hour on Internet apparel shopping per session with regard to satisfaction of their experiences, 30.8 % of the participants are very satisfied with their Internet shopping experiences, 57.7% of the participants were satisfied, and 11.7% were not very satisfied with their Internet apparel shopping experiences. None of the participants were very dissatisfied with their Internet apparel shopping experiences. Interview participant characteristics are shown in Table 1.

### Characteristics of Web Sites Visited

#### Apparel Web Sites Visited

The interview participants visited a total of 15 apparel Web sites. The Web sites were classified as specialty sites and shopping mall sites (Jang & Burns, 2004). Among the 15 apparel

Table 1

Interview Participant Characteristics (N=26)

<b>Variables</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>
Age	20 years	63 years	26.38 years
Average time spent on apparel shopping per session	20 min	150 min	62 min
<b>Variables</b>	<b>Descriptions</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Average hour(s) used Internet per week	Less than 1 hour	1	3.8
	1 hour to up to 10 hours	12	46.2
	10 hours to up to 20 hours	9	34.6
	20 hours or more	4	15.4
Frequency of apparel shopping online	Once a week	3	11.5
	Once every two weeks	5	19.2
	Once a month	7	27.0
	Once every three months	7	27.0
	Twice a year	3	11.5
	Less than once a year	1	3.8
General Internet apparel shopping satisfaction	Very satisfied	8	30.8
	Satisfied	15	57.7
	Not very satisfied	3	11.5
	Very dissatisfied	0	0.0

Web sites, 60.0% of the Web sites were specialty stores (n=9), 20.0% of the Web sites were shopping mall type of stores (n=3), and 20.0% of the Web sites (n=3) were categorized as both specialty store and shopping mall store, including 'eBay' auction site. The shopping mall type of stores offer a variety of products and the specialty stores carry only women's wear, women and men's wear, or junior girl's wear.

As the frequency of visited Web sites, 19.2% of the participants (n=5) visited 'Nordstrom' shopping mall store and 15.4% of the participants (n=4) visited 'Urban Outfitters' specialty/shopping mall store. In the Web sites of 'Anthropologie,' 'Banana Republic,' 'Old Navy,' and 'Victoria Secret,' 7.7% of the participants (n=2) visited for each Web site. The rest of Web sites were visited by only 1 participant for each Web site (see Table 2).

Table 2

Visited Web Sites by Interview Participants (N=15)

Web Site	Web Site Address	Type of Web site	Main Products	Popularity*
American Apparel	amerianapparel.net	Specialty site	M & W wear	1
Ann Taylor	anntaylor.com	Specialty site	Women's wear	1
Anthropologie	anthropologie.com	Specialty site	Women's wear	2
Banana Republic	bananarepublic.com	Specialty site	M & W wear	2
Charlotte Russe	charlotterusse.com	Specialty site	Junior wear (for girl)	1
eBay	ebay.com	Shopping mall site/ Online auction site	A variety of products	2
Guess	guess.com	Specialty site	M & W wear	1
J.crew	jcrew.com	Specialty site	M & W wear	1
Lands' End	landsend.com	Specialty site	All age & gender	1
Nordstrom	nordstrom.com	Shopping mall site	A variety of products	5
Old Navy	oldnavy.com	Specialty site	All age & gender	2
Saks Fifth Avenue	saksfifthavenue.com	Shopping mall site	A variety of products	1
Shopbop	shopbop.com	Shopping mall site	A variety of products	1
Urban Outfitters	urbanoutfitters.com	Specialty site/ Shopping mall site	M & W wear	4
Victoria's Secret	victoriasscret.com	Specialty site/ Shopping mall site	A variety of products	2

\* visited participant number(s) (N=26)

Characteristics of Apparel Web Sites Visited

The characteristics of the apparel Web sites visited by interview participants were examined. The first set of characteristics examined was related to merchandise display. All of the Web sites displayed a visual image of the product. Sixty-six point seven percent of the Web sites (n=10) had the larger view of the apparel image and 33.3% of the Web sites (n=5) did not have the larger view. Eighty percent of the Web sites (n=12) had the alternative views such as back view or side view. Forty-six point seven percent of the Web sites (n=7) provided the zoom-in function and 53.3% of the Web sites (n=8) did not provide the zoom-in function with their image pictures. Eighty percent of the Web sites (n=12) displayed the product on a human model and 20.0% of the Web sites (n=3) displayed the product on a mannequin or as a flat form.

The next set of characteristics was related to product information. All Web sites provided a size chart except 'Shopbop.com' and all Web sites (n=15) provided the apparel product fiber content. Seventy-three point three percent of the Web sites (n=11) provided the care instruction. All of the Web sites presented the information of the country of origin, however, 66.7% of the Web sites (n=10) did not state the specific country name but simply stated that the product was 'imported.' All Web sites suggested other items with the presented item except for the 'Old Navy.com' Web site.

The shipping costs for products varied from free ground shipping to the percentage of merchandise subtotal. In addition, with the use of a store credit card, some Web sites such as 'Banana Republic' and 'Saks Fifth Avenue' provided free shipping promotions. Also, the delivery times varied from 2 business days to 10 business days. The characteristics of the visited Web sites are presented in Table 3.

#### Characteristics of the Apparel Products "Purchased"

The apparel products "purchased" as part of the interview were classified as the upperwear including tops, t-shirts, sweaters, and hoodies; bottomwear including pants, jeans, and trousers; outerwear including jackets and coats; the dresses, and the accessories such as handbags. Forty-six point two percent of the participants (n=12) purchased upperwear, bottomwear and outerwear were each purchased by 19.2% of the participants (n=5), and 11.5% (n=3) purchased dresses. One participant purchased an accessory, a handbag. The mean price of the purchased product was \$111.15, with a range from \$10.99 to \$348.00.

Descriptions of apparel products included a variety of information. In terms of the fiber content, 100% cotton and cotton blend with spandex (elastane or lycra), polyester, acrylic, and linen were purchased by 46.2% of the participants (n=12). Thirty-four point six percent of the participants (n=9) purchased 100% wool including cashmere and angora and wool blend with

Table 3

Characteristics of Web Sites Visited (N=15)

<b>Brand Name</b>	<b>Large View</b>	<b>Alternative View</b>	<b>Zoom</b>	<b>Model Use</b>	<b>Size Chart</b>	<b>Fiber Content</b>	<b>Care</b>	<b>Country of Origin</b>	<b>Other Suggestion</b>	<b>Shipping Cost<sup>2</sup></b>	<b>Delivery Time<sup>3</sup></b>
American Apparel	No	Yes	No	Yes	Yes	Yes	No	Yes	Yes	\$7, over \$50: free	2 - 5
Ann Taylor	No	No	Yes	Yes	Yes	Yes	Yes	Yes (imported)	Yes	\$5.00 to \$20.00	Not stated
Anthropologie	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes (imported)	Yes	\$5.95 to \$19.95	Not stated
Banana Republic	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes (imported)	Yes	Always \$6.00	4 - 7
Charlotte Russe	Yes	Yes	No	No	Yes	Yes	No	Yes (imported)	Yes	Always \$5.99	6 -10
eBay <sup>1</sup>	Yes	No	No	No	Yes	Yes	No	Yes	Yes (seller's other items)	Standard Int'l Shipping	Varied
Guess	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes (imported)	Yes	Always \$5.95	5 - 7
J.crew	Yes	Yes	No	Yes (main)	Yes	Yes	Yes	Yes (imported)	Yes	\$5.95 to \$17.95	4 - 7
Lands' End	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes (imported)	Yes	\$4.95 to \$16.95	3 - 5
Nordstrom	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Always \$5.00	5 - 8
Old Navy	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes (imported)	No	Always \$5.00	4 - 7
Saks Fifth Avenue	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	\$4 - \$19, over \$150 : free	4 - 6
Shopbop	Yes	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Free shipping	4 - 7
Urban Outfitters	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes (imported)	Yes	\$5.95 to \$9.95, over \$150: free	5 - 7
Victoria's Secret	Yes	No	No	Yes	Yes	Yes	No	Yes (imported)	Yes	\$5.95-\$19.95, over \$400: 5.75%	7-10

<sup>1</sup> eBay Web site characteristic was only specified with the interviewee #7's picked item, not be covered whole eBay Web site characteristics.

<sup>2</sup> Shipping cost in U.S and U. S. territories

<sup>3</sup> Business days with standard shipping

viscose, polyester, and nylon. One participant purchased silk and polyester blend and the rest of the participants (n=4) purchased polyester/polyester blend with spandex and rayon or viscose.

With regard to care instructions, 38.5% of the participants (n=10) purchased products that required dry cleaning care and 30.8% of the participants (n=8) purchased machine washable products. Two participants purchased hand washable products and one participant purchased a product which could be cleaned by both dry cleaning or hand washing. Nineteen point two percent of the products (n=5) were made in the USA and one product was made in Peru. The remainders of the products were imported. In their descriptions, all bottomwear items included the inseam specifications and outerwear and dresses included the length of the products. Skinny jeans included the opening inches and one upperwear item included the sleeve length, however, other than that, the upperwear items did not have size specifications (see Table 4).

#### Internet Apparel Shopping Interviews

The primary research questions of the present study focused on how consumers perceive appearance, comfort, fabric characteristics, and fit of apparel products in an Internet shop experience and what role this information played in their purchase decision process for an apparel item. These specific objectives of the study were 1) to examine reasons consumers prefer to shop on certain Internet apparel Web sites in terms of brand characteristics and Web site usability, 2) to investigate what Web site navigation patterns consumers use in their purchase decision process, 3) to assess what information consumers use when formulating perception of the apparel product image, comfort, fabric characteristics, and fit aspects, and 4) to discover if there are patterns for product information search when consumers are asked about specific product details. This section will discuss the results of the specific objectives based on interviewees' responses and behavior pattern observations. The quotations included in this discussion are from the interview transcriptions and indicate the interviewee number and interviewee's age.

Table 4

Characteristics of Apparel Products “Purchased” (N=26)

Inter-viewee	Web Site	Product (Brand) Name	Product Category	Price	Fiber Content	Care	Country of Origin	Size Specification
#1	Victoria's Secret	The Christie fit Bootcut corduroy pant	bottomwear	\$39.50	cotton/spandex	not stated	imported	36" inseam
#2	Nordstrom	Rock & Republic 'Kurt' stretch jean	bottomwear	\$209.00	cotton/elastane	machine wash	made in the USA	36 1/2" inseam
#3	American Apparel	RSA 6340 sheer jersey heart t-shirt	upperwear	\$26.00	100% jersey cotton	not stated	made in the USA	N/A
#4	Charlotte Russe	Babydoll short sleeve top	upperwear	\$10.99	50% polyester/50% rayon	not stated	imported	N/A
#5	Victoria's Secret	V-neck curvy jersey dress	dress	\$69.00	polyester/spandex	not stated	imported	26" from waist
#6	Urban Outfitters	Abstract stripe ribbed shirt	upperwear	\$19.99	100% cotton	machine wash	imported	28" shoulder to hem
#7	eBay	#4520 Diesel army messenger shoulder bag	accessories	\$17.50	100% cotton	not stated	imported	N/A
#8	Nordstrom	Single 'Morgan' dress	dress	\$260.00	silk/polyester	dry clean	made in the USA	37 1/2" shoulder to hem
#9	J.crew	Cashmere bateau sweater	upper wear	\$175.00	Italian cashmere	dry clean	imported	N/A
#10	Urban Outfitters	Sparkle & Fade Lulu in Hollywood slip dress	dress	\$38.00	polyester	machine wash	imported	33" shoulder to hem
#11	Guess	Karisi beaded halter	upperwear	\$89.00	100% viscose	hand wash	imported	N/A
#12	Nordstrom	Roxy 'Holly' plaid bomber	outerwear	\$84.00	cotton/polyester	machine wash	imported	23" shoulder
#13	Urban Outfitters	Lux north country coat	outerwear	\$150.00	wool/viscose/polyester	dry clean	imported	32" shoulder to hem

Table 4 (Continued)

	Web Site	Product (Brand) Name	Product Category	Price	Fiber Content	Care	Country of Origin	Size Specification
#14	Urban Outfitters	Lux basic long cardigan	upperwear	\$48.00	knit cotton/ acrylic	machine wash	imported	28" from shoulder to hem
#15	Nordstrom	Citizens of Humanity 'Ingrid' stretch jean	bottomwear	\$158.00	cotton/ elastane	machine wash	made in the USA	34 1/2" inseam
#16	Anthropologie	Innovation mockneck	upperwear	\$98.00	wool/ nylon	dry clean	imported	3/4 sleeves
#17	Anthropologie	Carbonella sweater coat	outerwear	\$228.00	boiled wool	dry clean	imported	34 1/2" length
#18	Ann Taylor	Angora wool shawl collar coat	outerwear	\$348.00	70% wool/ 30% angora	dry clean only	imported	N/A
#19	Banana Republic	Petite Harrison wool textured trouser	bottomwear	\$98.00	100% wool	dry clean	imported	30" inseam
#20	Shopbop	Siwy' Hannah slim ankle jean	bottomwear	\$196.00	98% cotton/ 2% lycra	machine wash	made in the USA	27" inseam, 10" opening
#21	Old Navy	Women's long wool-blend Peacoats	outerwear	\$88.00	80% wool/ 20% nylon	dry clean only	imported	hit just above knee
#22	Lands' End	Women's regular sleeve cashmere tee sweater	upperwear	\$89.50	100% cashmere	dry clean/ hand wash	imported	N/A
#23	Saks Fifth Avenue	Theory Liza turtleneck	upperwear	\$75.00	cotton/ spandex	dry clean	made in Peru	N/A
#24	Nordstrom	Halogen® textured stitch A-line sweater	upperwear	\$78.00	linen/ cotton	hand wash	imported	29 1/2" from shoulder
#25	Old Navy	Slub-knit hoodie	upperwear	\$29.50	100% cotton	machine wash	imported	N/A
#26	Banana Republic	Cashmere hoodie	upperwear	\$168.00	100% cashmere	dry clean	imported	N/A

### General Perception of Internet Apparel Shopping

To understand the interviewees' general perception of Internet apparel shopping, interviewees were asked what they thought regarding the benefits of Internet apparel shopping were and the risk factors of Internet apparel shopping.

### The Benefits of Internet Apparel Shopping

Several types of benefits in the Internet apparel shopping were identified by interviewees (see Table 5).

Table 5

### Benefits of Internet Apparel Shopping

<b>Types of Benefits</b>	<b>Factors</b>
Utilitarian Benefits	convenience, easiness, and accessibility comparison shopping economic benefits
Behavior Benefits	no impulsive or false buying
Psychological Benefits	no pressure and interruption it is fun pleasure to anticipate the package
Other Benefit	using the knowledge of textiles

*Convenience, Easiness, and Accessibility* Some interviewees mentioned that the Internet apparel shopping is convenient, easy, and accessible. Internet shopping is especially convenient for people who are not living near the stores accessed. Also, Internet shopping is easy to find exactly what they want to see and buy it quickly no matter where or when.

“I think it’s good for people who live in the small town or random places. It’s nice if you see something really like in magazine and you could be able to look it up on their Web sites” (Interviewee #6, 21).

“It is for convenience and you know how we are in Corvallis, so we don’t have access to like, the mall we have to drive up to Salem or Eugene or I go back up to Portland. I think

that's why online shopping is using here. When I'm back up to Portland, I don't do online shopping as much because there are more selections" (Interviewee #13, 22).

"I like that you can look through a lot of different things really quickly because sometimes like especially at 'Old Navy' store, I think a lot of times it's just really messy because they are so busy on there, so clothes are just everywhere and you might miss things. But when you are looking at them online, you can see everything, like what they have, really easily without distractions" (Interviewee #25, 23).

"The good thing about online shopping is that you can do it from anywhere and you can do anywhere. If there is a computer, you can shop online. Like eBay, if I'm bidding on something, and I want to keep track of what I'm bidding on, so I have access to do it for 24/7. I can do all business dealings online, too" (Interviewee #7, 21).

In addition, some interviewees expressed that the Internet apparel shopping is a lot better than store shopping or catalog shopping in terms of easiness and convenience.

"The good thing is that you don't have to wait to the line. You don't have to do the search things. I'm searching to order in online, but in the store, it might be hard to search the right size and right color. In online at least I know exactly what it is. You might miss that in the stores" (Interviewee #3, 21).

"I personally like going online and ordering online better than calling in with the catalog. I have never tried calling in with the catalog but it seems like it's more of hassle. I'm just familiarized with be Internet process to go through. To me, it's easy. I would have really no reason to go switch over ordering from the catalog and they usually have more things here online" (Interviewee #5, 21).

*Comparison Shopping* With accessing many different Web sites, interviewees underlined that they can do comparison shopping in terms of brand, trends, price, and so on.

"I'm always trying to compare the prices of True Religion jeans. So, if I see them online for cheaper, I might want to buy them online" (Interviewee #8, 20).

"I can buy the product which is on sale and compare them in terms of prices, trend, style, and more so" (Interviewee #20, 36).

*Economic Benefits* Saving time and gas money to drive to a big city for shopping through Internet shopping was also seen as beneficial.

"It can save the gas that you don't have to drive to Portland" (Interviewee #16, 21).

"I guess the best thing is that you can shop almost anywhere without even your home which saves you a lot of time. Sometimes, some money although the shipping is usually about the same as gag but still you end up saving time, even if you have to send it back, you really do save the time" (Interviewee #18, 49).

*No Impulsive or False Buying* Some interviewees indicated that they are likely to make wrong purchases or engage in impulsive shopping if they shop at the brick-and-mortar stores. In the Internet shopping, they make their decision to purchase the apparel products more discreetly.

“Sometimes, I’m false buying in the store and then I get home like either ‘I don’t like it really’ or ‘I shouldn’t bought this’ and I have to make the trip back. I can look at it as many times I want online. And, I can really decide that I really need or I really like it. I’m in far distant money. If I’m physically in the store and I see something that I like and I have my credit card with me, I would be like ‘oh, I can get that’” (Interviewee #1, 31).

“If I go to Portland to shop, I’m sure I’m going to do the impulsive buying a lot. I might do some impulsive shopping in the store. I could make mistakes more than Internet apparel shopping. I don’t do the impulsive shopping on the Internet. I’m a more rational shopper in Internet shopping” (Interviewee #20, 26).

*No Pressure and Interruptions* Internet shopping can give a relaxed mood to shop because there is no pressure to buy something and no sales persons around, whereas in the store, they might get annoyed by sales persons and stressed to buy something. So, with the Internet shopping, they feel much easier to look at the products as long as they want.

“There is no pressure to buy right away. I can look at it. I don’t have to pressure that someone is coming up to me asking what they can help me” (Interviewee #1, 31).

“In some stores, the sale people get may annoying because they kind of keep trying to ask things. That’s another thing that I like Internet shopping. I just kind of want to browse, not getting people to say ‘Can I help you? Can I help you?’ That’s probably it” (Interviewee #10, 21).

*It Is Fun* Many interviewees remarked that Internet apparel shopping is fun. Also, if they want self-gratification, they can engage in Internet shopping.

“Usually when I’m doing homework, I get a sidetrack so I would get online. I just shop online and it is fun because it is a window shopping. I don’t have to buy something. If I just need a break, I come to the Web site. It’s just something fun to do” (Interviewee #1, 31).

“Sometimes, it’s just nice to do, if you are in the mood and wants to treat to myself something, and then I will go online to shop” (Interviewee #2, 21).

*Pleasure to Anticipate the Package* Even though online consumers cannot get the product right away when they purchased, they think that waiting the parcel makes them a different kind of pleasure.

“It’s not instant gratification but it just kind of makes me like ‘yeah, something’s coming in this week.’ So, I would be able to patient of it” (Interviewee #8, 20).

*Using the Knowledge of Textiles* Some interviewees pointed out that their own knowledge of textiles made them more at ease with online apparel shopping. The fact that they know textiles and clothing better than others, they are more confident to shop apparel products online. Thus, the possibility to be satisfied is higher than others who shop apparel online even though they do not know the fabric well.

“I know how the clothes fit and I know the majority of their stuff would fit me. I just read the fabrics because I’m in merchandising and taking so many textile classes. I know what fabrics would be comfortable. Just by looking at it, I feel like I can tell how it is going to fit, just it’s because I’ve worn this stuff before. I’m assuming other people wouldn’t” (Interviewee #3, 21).

“I think that the more that people shop online, the more comfortable they get. I think that’s easier for me to shop online versus my dad for the online. Not only with the technology, I guess that he is not as technologically as advanced, he doesn’t use the computer as much as I do, but also he doesn’t know clothing because I know the clothing so well. So, it will be very easy for me to tell the fabric was versus he would probably have no idea what the feel and was how it would fit or anything like that. I would not probably shop for tools online because I don’t know a lot about tools. Yet, my dad could shop for tools online because he knows about them like how they feel, what they do, and look at them, and the there is me, I would shop for clothing online but he probably wouldn’t” (Interviewee #17, 25).

### *The Risk Factors of Internet Apparel Shopping*

There were several types of risk factors in the Internet apparel shopping identified by participants (see Table 6). The first type was the product-related risk factors such as fit, color, and quality including design, material, or construction. Also, there are product categories that interviewees determined that even though they do the Internet apparel shopping, they do not buy certain products because of difficulties. The second type was system-related risk factors, for

example, shipping and handling, payment, and the future return anxiety. In addition, interviewees mentioned that the impulsive buying likelihood can be the behavioral risk factor.

Table 6

Risk Factors of Internet Apparel Shopping

<b>Types of Risk Perceptions</b>	<b>Factors</b>
Product-Related Risk	fit color design material construction
Product Category-Related Risk	certain product categories (e.g., shoes, pants)
System-Related Risk	payment method shipping and handling web site security issue
Behavioral Risk	impulsive buying likelihood
Other Discontents	Internet speed no instant gratification e-mail advertisements from apparel Web sites

*Product-Related Risk Factors* Some interviewees revealed that they were not quite sure about the apparel fit because the size specifications are different depending on the brand or the garment style. They also believed the actual color might be different than what they saw on the computer screen and there was some anxiety about the quality in terms of materials and construction. In addition, they were concerned about whether they perceived the garment style and the design details correctly.

“That’s definitely fit and the quality because it could look great on the pictures and look like ‘woo, that fits really great and that looks like pretty good quality garment,’ and you could get it and seams can be off, poorly put together, and hems can be puckered. You are not entirely sure because it’s not physically in front of you, not entirely sure what you may be getting. That’s hope that they are being honest” (Interviewee #5, 21).

“When I ‘m shopping online, I think that the fit is really a big risk that you take because I’m not trying this on. Even if you go into the store and try a pair of jeans on, a lot of times if you try same pairs of jeans in the same size, just different pair, it would fit differently, like everything fits differently. I think so because someone in some warehouse is just going

to pick one this out and mail that to me. I'm not going to have any sense that how well it will fit. I think that is a big risk" (Interviewee #25, 23).

"I can get something that doesn't exactly it looks on the screen. What if it comes a little more purplish then I thought. I think the biggest factor is going to be the color" (Interviewee #8, 20).

"It could be a problem because you don't know what you are getting. It could be damaged before I even get to wear it and then I have to return it. There are the factors that I won't like, how it looks, how it feels, and color until I could see it in person" (Interviewee #1, 31).

"I'm still not quite sure about the size, color, and style that how it would fit me and how I looks on them. It can be different like the waist design or color than I expected. Fitting is the most complicating thing in the Internet shopping" (Interviewee #20, 36).

*Product Category-Related Risk Perceptions* Depending on the product categories, some interviewees underlined that they do not usually buy certain product categories over the Internet. For example, they were not sure about the fit of pants and shoes. They found it difficult to imagine how accessories would look on them. Also, interviewees avoided ordering pre-sale or back-order products because of the inconvenience. For the design and color concerns, they tended to like to order simple color and pattern.

"I never buy jeans online because I would definitely have to go to the store and try them on to see if they fit me perfectly like when I sit, the back doesn't pull out" (Interviewee #4, 24).

"I love shoes but that's another thing you can't buy on the Internet. I bought my running shoes on the Internet because I've worn the same exact running shoes; same size for 2 years from the company...Like accessories maybe not, because I don't know the necklace would be like fit like here some or earrings like huge or heavy" (Interviewee #6, 21).

"I never bought sunglasses over the Internet because my face shape definitely differs from this model. I shop all most everything over the Internet except the sunglasses. The only item I can' buy is the sunglasses" (Interviewee #20, 36).

"I don't like the pre-sale because maybe it doesn't ship for another month and you totally forget that you ordered that you don't have all that money in checking account or something, and then like 'I forgot that I ordered this'" (Interviewee #8, 20).

"If it's backordered, only if I really like it, but if I don't, I probably wouldn't buy it" (Interviewee #13, 22).

"Normally, I feel like when I buy things online, I stay with really simple colors, nothing too patterned because I'm worried that the patterns look ugly on person" (Interviewee #21, 24).

*System-Related Risk Factors* Some interviewees expressed that they sometimes worried about whether the company makes mistakes in the shipping and handling processes.

“If you need it like if you want it in certain time, just making sure that they actually mail it on time, not losing it on the mail which I always worry about that” (Interviewee #10, 21).

“For online shopping, I think sometimes there might be the problems of shipping like if you typed in let’s just say the wrong address, it might be should returned. I think sometimes that the company might make errors to sending you, the wrong sizes and wrong colors” (Interviewee #13, 22).

Some interviewees expressed concern about the payment method and giving out their credit card information. However, they felt rather safe with Web sites that were big or that presented secure notification. Also, if they accessed the Internet in a safe place, such as their home, they felt safer about giving out their credit card information.

“If I was something that I would skeptical on, but since this company is a large company and it does have the certain amount of credibility behind it. I believe they had a statement for the insurance information and so forth. I feel comfortable but if it’s another company that I don’t really know about and I would feel really skeptical giving out my information like that because who knows, like I wanted download a song and was \$5 and they said we need your credit card information and then I was like ‘woo, I don’t think I’m going to do that.’ It does not seem to be a good idea, seems a little scratch to me. Definitely, the big companies like if I shop for the Nike or Columbia sports wear and stuff like that, I definitely feel comfortable giving my credit card information” (Interviewee #5, 21).

“I trust them but it is still kind of scary. Actually I don’t really like buying things online because I get nervous like putting in my credit card information. I’m afraid of the identify theft. There are just few places that I would put my credit card information but I won’t shop at tons of places so it is going to be everywhere. I’m really out there. I think that I kind of limit where I put that information online” (Interviewee #25, 23).

“I’m not totally uncomfortable with giving it to the others because they usually have some information like how they use their information, and then I feel like ‘it’s ok.’ If you see the procedure that is secure check out; that can give a lot for difference. Or, the company has the ‘https,’ that means it is secure site address. I would feel comfortable, if it has ‘s’ there. I would work for these little things. So, I would probably be ok to do it” (Interviewee #4, 24).

“It depends when I go through, I want them to say something in lines like ‘you’re privacy is important to us’ or ‘this is controlled Web site.’ I know that doesn’t mean anything but it makes me feel better. So if they didn’t do something like that, I would get a little nervous” (Interviewee #21, 24).

“It depends on, if I’m at my own home, yes, I’m definitely comfortable for doing that. I wouldn’t necessarily do it here at school. Like on school’s computer, I wouldn’t do that. Maybe with good friend’s lap top or something I don’t mind” (Interviewee #6, 21).

A few of the interviewees mentioned that because of their age or generation, they think the risk perception of the credit card use might be different from those older or younger.

“It’s my parents they get kind of scratch when I do Internet shopping because they are like ‘you shouldn’t be giving out your credit card information’” (Interviewee #13, 22).

“Mostly yes, but not completely. I guess maybe it’s my age because I grew up without the Internet” (Interviewee #18, 49).

“I know that my dad, he asked ‘aren’t you afraid to put your credit card number?’ I’m really not” (Interviewee #26, 27).

Since they physically cannot see the product, when they made their decision to purchase, they were concern about how they could return the product if they did not like it.

“It’s irritating to me to have to have to most anything over the Internet that I have not actually seen because I’m always a little bit worried that I have to send it back that I find something unlike; I guess that is the irritating part” (Interviewee #18, 49).

“Generally, on some Web sites, maybe I’m not good at looking at it but I can’t tell the return policy. If I try this and the size is a little bit off or the texture is different from what I really looked for, and then I would want to return but I’m not sure how they change the size and send it back to me or I can get refunded and have to reorder. I don’t know the return policy on some Web sites. Sometimes, you have to have for the return and get different size. That would be a lot. It would take more time” (Interviewee #24, 25).

*Behavioral Risk Factor: Impulsive Buying Likelihood* Interviewees noted that they might splurge on shopping because they were using a credit card and getting the bill later.

“I might do this like ‘oh, I want this and this’ and I have a credit card and then I just buy it. That’s a risk but if you are really shopping at a brick-and-mortar store, it’s a different thought process. Like at the store, I might like ‘I have to get this.’ You might start thinking ‘it’s a reality’ versus this is kind of like ‘oh, this is just fun’ and you can get the bill later and then you broke. I think the online shopping makes more impulsive buying that the store shopping” (Interviewee #26, 27).

*Other Discontents of Internet Apparel Shopping* Interviewees mentioned Internet speed, discontent with waiting the delivery days, and emailing advertisements as bothersome factors in the Internet shopping. These are not necessarily risk factors but they can influence Internet shopping behavior.

“I have to admit that if I was using this Internet right now, I wouldn’t buy because the Internet speed is so slow right now. Internet speed is a huge deal for that” (Interviewee #19, 31).

“The only thing that I don’t like online shopping about is that it’s not an instant gratification because, it takes a week or so and the cost to get it for” (Interviewee #3, 21).

“I don’t like waiting for things and getting them in the mail. I like actually buy them at the store” (Interviewee #15, 20).

“I also don’t like putting like they always ask for your email address and then they send you a junk mail like every week. I don’t really like that” (Interviewee #25, 23).

### The Motivation of Internet Apparel Shopping

Interviewees were asked when they usually shop online and purchase the apparel products. Special occasion, weather, personal reference, trend search, and preparation for store shopping were the motivations of Internet apparel shopping.

*Special Occasion, Weather, and Personal Reference* Some interviewees stated that they do Internet apparel shopping when they feel like they need new clothes for the new school term or to prepare the weather. Many informants expressed that they do Internet shopping if they are shopping for special occasions or holidays in order to get more selections and avoid the crowds. Interviewees also said that they do Internet apparel shopping if there are personal references such as family or friends who introduce them to new Web sites or wear new clothes.

“If I’m looking for new outfit because it’s first Thursday of the new terms, I want to have something to look really cute for going out. Usually I decide to shop like ‘of, I don’t have jeans in this color, jeans in this length or want some blue and gray strip shirt. I look for what kind of color that I don’t have. If I find something that I feel missing, that’s when I’m going to go and search...And I’m graduating in this year, so I’m also looking for things that I can wear at working place” (Interviewee #8, 20).

“If there is a special occasion, I will...I look around Christmas time or beginning the school, like when you try to refurnish your wardrobe” (Interviewee #26, 27).

“If I’m too busy to go into the store shop, I would shop online and mostly, during the holidays, I don’t have to fight the crowd. So for holidays, it’s nice to shop online” (Interviewee #17, 25).

“The only thing the reason why I think I would something online is if I really want it to wear somewhere, like to a wedding. I’ve been looking for something to wear for this wedding and I found the top and I really like it and it would be perfect and then I would probably go in and order something online” (Interviewee #11, 22).

“When I have a special occasion to need to go to with really neat something and I would order something online” (Interviewee #9, 21).

“The weather is an important factor to shop the clothing because I don’t want to be too hot or too cold” (Interviewee #8, 20).

“I would go look at something that like if my sister told me something she thought it was cute, I would definitely go and look at that like if she found something or if my mom or like friends said ‘oh, I found this thing in online and I think it’s really cute,’ I would go look at that. That would make me want to buy more, especially my sister. We always like the same stuff so if she liked it, there is like 95% chance I would like it and we can normally wear same stuff too, like same sizes and same styles. That influence seems to me and my decision” (Interviewee #21, 24).

“I think that I tend to come across the product at first in a store or on a friend or something. I was like ‘oh, where did you get that shirt?’ and then I go looking, rather than just sort of cruise the Web and look for something. I don’t think I would just type that and then see what stores come up and try to get” (Interviewee #22, 63).

*Trend Search and Preparation for Store Shopping* Some respondents said that they visited Internet apparel Web sites because they wanted to know fashion trends to get ideas as to what products the stores have before they go to shop in the brick-and-mortar store. These motivations are not necessarily related to actual purchase behavior on the Internet but still are related to the broader process of Internet shopping.

“Sometimes, I would look on the ‘style.com’ at the new outfits that the designers make and then I would look at something on different sites and see if I think it looks similar. Because I figured that I really don’t know what I’m doing, so if I get some ideas that would be good” (Interviewee #21, 24).

“Even though I don’t have any plan to buy the apparel product, I think I have to search the information about like what’s the fashion trend right now. I just want to know that. I try to find out the information about trend” (Interviewee #20, 36).

“When I’m bored, like Fridays and Saturdays, I’d like to check online what they have. I usually go shopping and I just need to check that what the stores have before I go to the store. I want to get mental lists for shopping like I go here and get this and go there and get that if they have it in-stock” (Interviewee #4, 24).

“I usually use this Web site to see what the stores have. And then when I go, so I know if I want to shop at that store right then. Like it has what I’m looking for something that’s really cute. That’s as usually what I use it for” (Interviewee #9, 21).

### Selection of the Web site

The first objective of this study was to examine the reasons that consumers prefer to shop on certain Internet apparel Web sites in terms of the brand characteristics and the Web site usability. The interviewer asked the participants why they selected the particular Web site to shop for apparel products and what kinds of Web sites functions and services made the Web site more usable. Web site preference factors are shown in Table 7.

Table 7

### Web Site Preference Factors

<b>Web Site Preference</b>	<b>Factors</b>
Brand and Product Focused	brand preference product preference
Usability and Reliability Focused	design and organization product variety information presentation and credibility trend note and catalog page use Web site customer service other functions

### *Web Site Preference: Brand and Product Focused*

*Brand Preference* Some interviewees expressed that they chose the certain Web site because they liked the brand. They tended to demonstrate that they have brand and store loyalty. Also, they visited brick-and-mortar store counterparts and liked the store atmosphere, customer service, and their return policy.

“I’ve grown up to going Nordstrom with grandmother. I’m very familiar with it. It’s just kind of brand loyal. But now everybody goes to the Nordstrom. It’s not as special as used to be but I always have that loyalty to it” (Interviewee #15, 20).

“Whenever I go shopping for apparel products, I usually go to ‘Saks.’ I think the brand loyalty is important” (Interviewee #23, 33).

“I really like their real store because there are a lot of cool displays, just fun space to get the clothes there” (Interviewee #16, 21).

“I like the way the store is because I was at the store, I like the whole layouts of the store. I think that’s why, that’s how I got on to their online store because I went to the actual store first. I like their store. I like how it’s like it had more like industrial feel because they have the little pipes and I think it’s the way they set up their displays and garments as a visual merchandising” (Interviewee #13, 22).

“I love the company and their policy. The company has the great customer service. I’d like to support a company like that” (Interviewee #2, 21).

“They have such a good return policy...Since this Web site that I trust, then I put this in mine from and if something that I don’t like it, I know they would be able to take it back and change it. I feel more ok to buy things that I’m not even completely sure about because that I know that if the return will be fine if I’m not going to want it then I don’t have to keep it” (Interviewee #8, 20).

Moreover, some interviewees mentioned that they visited the Web sites because they liked the economic benefits from purchasing a certain brand including brand credit cards membership rewards. Some interviewees also mentioned that they like the price policy of the brand.

“The thing that keeps me coming back and standing, putting, using my ‘Victoria’s secret’ card is because you get points if you spend up to \$200, you get reward money \$10. They send you a reward card and you can use that in the physical store or on online. It’s for the more you spend, the more you can get sort of thing. You could be just stuck in” (Interviewee #1, 31).

“If you get the ‘Saks’ credit card, you can get a lot of promotion and they mail every time if they are doing some promotion events. I like that. Actually, they are doing their promotion like once a month. If I purchase more than \$250, I can get \$25 gift card. It’s like 10%. Those kinds of promotions make me keep coming their store and shop at their store” (Interviewee #23, 33).

“With the ‘Banana Republic’ credit card, it’s free shipping. It’s not just \$6 shipping. They also would reward you the point” (Interviewee #26, 27).

“It’s inexpensive. It is cheap but it doesn’t look cheap which I wouldn’t have worried to wear normal at the everyday” (Interviewee #21, 24).

Many interviewees underlined that if they do not know the brand and they do not have any experience with their product, they tend to not buy the apparel product through the Internet.

“Like these brand I’ve never bought before so I’d look at them if I like them maybe I go to the store and try them on but I never just purchase them. I need to figure out what it’s like” (Interviewee #15, 20).

*Product Preference* Some interviewees mentioned that they selected the Web sites because they like the uniqueness, style, material, and fit of the products.

“Their styles are very unique. You would know it be different in fabric, maybe shop at the more common and less expensive retailers you run that risk of having something that somebody else’s has” (Interviewee #17, 25).

“It’s really casual like mostly I just go to school and you don’t really have to dress up for anything like that. It’s really casual but also cute, not too trendy. It’s just comfortable and cute” (Interviewee #14, 21).

“I have really long legs and this brand has really long legs in their style. They just fit my body really well, but mostly it’s just the length, fairly good for the length” (Interviewee #2, 21).

“They are really comfortable fabrics...There is cotton or jersey and I like the materials they are used” (Interviewee #3, 21).

“Their clothes are good quality, so I usually can trust” (Interviewee #16, 21).

“They fit my body because I don’t have hips. They are really complimentary for petite women” (Interviewee #19, 31).

“A lot of stuff they do have is sophisticated and I like the fit. They don’t usually have the clothes that are not tailored, bagging, and so forth. They have really tailored and really nicely-fitting clothes and I’m usually more drawn to that look” (Interviewee #5, 21).

#### *Web Site Preference: Usability and Reliability Focused*

*Design and Organization* The interviewees indicated that all Web sites should be organized and categorized so consumers can easily find the information they need. The Web sites also need to use simple color and design. Most of the interviewees indicated the Web sites they visited had favorable design and organization.

“It needs to be organized. If you click the women, it gives you all the different shops. You can search for once you click and finish shop you could get more specific and more specific and then it’s just clicking like if you want jeans, and what color do you want, what inseam do you want, what do you want, and what size to be. For example, I would say like I want black skinny jeans that have 9 inch inseam, so I can go, I can navigate, and I can know the denim to find the exact thing that I’m looking for” (Interviewee #8, 20).

“They are really pretty good about breaking down to the different categories. It’s very straightforward what you go into the category. They are really narrowing down that you search for you really want to find” (Interviewee #5, 21).

“It’s very clean. It’s easy to navigate. There are so many Web sites when you log in to the first page and it says sell this and sell that, like a lots of things going on so much that I can’t concentrate. But I like this Web site, especially because half of the screen is empty space so it allows to me focused and not be too overwhelmed” (Interviewee #8, 20).

“I find they are very user friendly. I find that they can tell that how much I owe already and how much the second thing cost and then I can either keep shopping or check out, so it’s not complicating. If it is a difficult Web site, I usually just give up, especially things like ‘Travelocity,’ I hate ‘Travelocity.’ It says my color and size in shopping bag. That’s another nice thing that they change the colors on the model” (Interviewee #22, 63).

“Also, for the color of the Web site, I usually like the soft color. If they use really colorful or many colors, I don’t like that kind of stuff. If they use the soft color, I can look longer and check more products on that Web site. If they used many colors, I get easily tired. I might go to another Web site unless they have really good products” (Interviewee #24, 25).

“I think the big thing for me is the look of the Web site. The more professional it looks, the more professional it indicates to me that I tend to trust them more like the nice layout and concise but informative information. That’s generally what I look for when I really would do for big purchase. Definitely, be esthetic at all, which make a difference to me” (Interviewee #7, 21).

*Product Variety* Some interviewees stated that they like Web sites that offer a variety of product selections.

“They have the designer brand they sell and they are all different brands. They have abundance of different things. In online, they sell everything” (Interviewee #1, 31).

“I just love all the facts, the variety of everything. You can get shoes, shirts, jeans, like everything you need to put it altogether on it” (Interviewee #2, 21).

“This Web site has so many different brand names. I think here has the most various things than other Web sites” (Interviewee #20, 36).

*Information Presentation and Credibility* Some interviewees also mentioned that they like Web sites provide useful information about the products. Most of interviewees believed the information that the Web sites offer.

“It gives you so much detail about the product. The Web site gives you so many options, different views, and such a good detail of like what the product actually is. It’s so easy to maneuver” (Interviewee #9, 21).

“They are pretty good about saying what kind of fabric it is and then also usually say how to wash it and how they fit in size, product details, and availability. You can see like it is going to be back ordered or not. They have the size chart and it’s really easy to pull out because in some sites, you have to go another window to find the size chart but in this one, you can just click on the photo and it’s also there. It says all of them like how they measure which is nice...It seems like this save things in my cart, so if my computer crashes or I just want to think about a couple of days, I can go back and they are still there, so I don’t have to try to find it again. That’s nice...I believe that like that’s what I’m ordering so that’s what I should get...For the most part, I expect that that’s what I see that what they should send it to me” (Interviewee #10, 21).

“I know some Web sites like ‘Coach’ have the, if you want to try on their purses and you can see what they looks when you are holding it. So I really like that and I know features like that really help and they get fun to be on the Web site and browse the stuff” (Interviewee #11, 22).

*Trend Note and Catalog Page Use* Some interviewees said that they like the Web sites have the trend note page and their catalog page so they can check the new products periodically and learn the fashion trend from the Web sites.

“I like the features on the left part of the Web site where you can look at all the new arrivals. There are pants, shirts, shoes, and everything you can kind of look at that. A lot of times you can put together like the outfits for you. You can click on the ‘Shop by outfit.’ You can look at the whole out fit with the stuff together which is kind of nice because if you see something and it looks new trend and you don’t know how to wear it, they kind of show you that how to wear. I can learn. I think it’s cool” (Interviewee #25, 23).

“Maybe I would look at the catalog to see get some ideas of how they wear things or something. Here it is, ‘Late Fall.’ I just look at this to get the ideas about what look good together and current trends...Just to see it like on this girl, I really like this one because you just kind of roll over it and they show you and then you can click on it. It shows you the price right away. They change their catalogs a lot. I don’t know it’s just good to see all together on someone. So, I really like it. They are really up to date their styles and stuff” (Interviewees #14, 21)

*Web Site Customer Service* Some interviewees said it was useful that they can call the customer center if they have questions regarding the product they want to buy on that Web site. In the case of eBay auction, they can ask the individual sellers. Also, some Web sites offer their brand gift card which they think it is a very convenient feature because the gift card can be used in both the bricks-and-mortar store and the Web site.

“If I did want to order something, I would actually call which is very simple process. They make it very easy to call and ask about the product which I’ve done numerous times” (Interviewee #1, 31).

“I guess if anything if I had any questions, I would call the company and more talk to someone else about the product” (Interviewee #11, 22).

“I generally would like to go with the sellers have more feedbacks and how they sold more items. If it is not accurately represented or if you are not fully satisfied with them, you can have your money back. With the descriptions and features, you can ask the sellers the question, like the question about how big the pocket is or how deep the bag and the measurement. You can email them and ask those things. They would respond to it” (Interviewee #7, 21).

“My brother gets me, he gave me a gift card for Christmas like the last year, he got me one for ‘Nordstrom’s and the year before the one for ‘Saks’ and that was like electronically he sent me an email with the card coupon and then I printed out the conformation number. That was nice because I can either use it online or go on the store and use it. Gift cards are nice” (Interviewee #10, 21).

*Other Functions* Typically, apparel Web sites offer more products suggestions when the consumers look at the certain products. Some interviewees stated that suggestions are helpful but some others do not look at the suggestions information. Also, some Web sites offer that consumers can send emails to friends or family to get more opinions on their selections. In addition, as an advertising method, the Web sites periodically send emails to their customers about their update and promotions.

“Typically, I would do that. I look at them and consider them because that’s another thing I do. I’m not a really good coordinator so I need this help” (Interviewee #26, 27).

“Sometimes, it’s useful. I’m not good at choosing the clothes, like what to wear with, like the combination of them. It’s useful for me. If I couldn’t find it before, I would see more things to check, like more than I was looking for. It would be useful” (Interviewee #24, 25).

“I usually don’t do that. I’d like to look at them to see if it’s something that I like. Usually I just like see all my options because I don’t want to be distracted by the ‘try this with’” (Interviewee #3, 21).

“The thing is usually if I go shopping online, if I see something that I think my friend would like, I just email them. If I’m talking with friends on the msn, I just like type in the link to them. So it is kind of like you kind of go shopping with your friend, but if I think of the way it like. Or, if I want it to get their opinion, or if let’s just say I was talking to you on the msn I saw something like I saw this jacket I thought you would like it, I would just paste the link to you like ‘go and you should check it out.’ It is like shopping with friends” (Interviewee #13, 22).

“I get the email from ‘Old Navy’ like once a week and a lot of times like the sales; they are like ‘we’ve got a bunch of stuff in’ and then I would go look. Maybe, the advertising helps. It’s helpful. I would look at it if I have time” (Interviewee #25, 23).

On the other hand, when the interviewer asked that if there is anything good about the Web site itself, some interviewees responded that there was nothing especially good about the Web site, but they just liked the brand and that is why they chose the Web sites.

“I don’t think there is anything better or difference about this one. It’s just the brand” (Interviewee #3, 21).

“If I like the brand, I usually go to the Web site of that brand. I think the original brand loyalty is more important than the Web site itself” (Interviewee #23, 33).

### Perception of Apparel Products

To examine how interviewees perceived the apparel products and what information they used for their purchase decision, their behavioral patterns when seeking information on the Web site were observed. Also, interviewees were asked why they wanted to buy the certain item and what the key factors they used in making their purchase decisions.

### Navigational Patterns

The second objective of the present study was to investigate what Web site navigation patterns consumers use in their purchase decision making (see Table 8).

Specifically, when they decided to purchase the apparel product, how they used the product information and the role this information played in making their purchase decision were examined. For example, interviewee # 5 examined the price, quantity availability, fiber content, different colors, and other suggestions. She clicked the larger view.

“There is some jersey dress and it's \$69.00. I think that’s ok. This is in-stock. I look at the fiber content and all different colors they have. In the larger view, it’s really pretty. I like that. They have the suggestions, the boots, which I think really cute” (Interviewee #5, 21).

Table 8

Interviewees' Navigational Patterns on the Web Site (N=26)

<b>Inter-viewee</b>	<b>Web Site</b>	<b>Navigational Pattern</b>
#1	Victoria's Secret	clothing-sale & specials-shop by category-pants-view all-shoes-tops-view all-pants-colors-size-quantity-add to bag
#2	Nordstrom	juniors-hoodies and sweaters-size-color-denim-search by brand name-Paige jeans-price-Rock & Republic denim-boots-UGG-Nike-Ed Hardy-sneakers-price-denim-Rock & Republic-size-quantity-add to bag
#3	American Apparel	women-sale-dresses-price-materials-go through whole items-short sleeves & t-shirts-tights, pants, & leggings-jackets, hoodies, & sweatshirts-long sleeves-short sleeves & t-Shirts-price-color-size-quantity-add to bag
#4	Charlotte Russe	casual tops-short sleeves-view all-go through whole things-go back to main page-dresses-skirts-jewelries-color-size-quantity-add to bag
#5	Victoria's Secret	clothing-tops-sexy tops-view all-dresses-view all-larger view-color-size-quantity-add to bag
#6	Urban Outfitters	women's apparel-sale-view all-shirts-size chart-size-quantity-add to bag
#7	eBay	messenger bag-leather bags-see the bidding time/buy it now price-through all items-messenger bag-read description-seller's feedback-price-add to watch list
#8	Nordstrom	sale-women-99 per page-brand-style-color-regular price-denim shop-shop by price-cheapest to expensive-women-dresses shop-day dresses-view all-size-quantity-add to bag
#9	J.crew	skip intro-fall look book (catalog)-women-red color-dresses-sweaters-see all-cashmere-color-back view-larger view-size-quantity-add to bag
#10	Urban Outfitters	women's apparel-what's new-view all on one page-view more photos-price-materials-lingerie-camis & tanks-coats and jackets-tees-go back-woven tops-lingerie-close ups-color-price-size-quantity-add to bag
#11	Guess	women-tops-fashion tops-colors-shoes-view all-accessories-for her-jewelry-women-denim-women-accessories-women-outwear-jackets-tops-view all-color-size-quantity-add to bag
#12	Nordstrom	women-shoes-sale-shop by brand-Steve Madden-junior-b.p-coats and jackets-size-quantity-add to bag
#13	Urban Outfitters	women's apparel-coats and jackets-view all on one page-larger view-other colors-sweaters-hoodies and sweatshirts-larger view-knit tops-woven tops-dresses-tees-more colors-larger view-go back to coats and jackets-color-size-quantity-add to bag

Table 5 (Continued)

<b>Inter-viewee</b>	<b>Web Site</b>	<b>Navigational Pattern</b>
#14	Urban Outfitters	women's apparel-what's new-tees-sweaters-price-knit tops-solid-color-size-quantity-add to bag-shoes-boots-price-urban renewal-catalog 'Late Fall'-go back to shopping bag
#15	Nordstrom	women-denim shop-Citizens of Humanity-alternative views-Hoodies and Sweats-jackets-t.b.d section-juniors-shoes-sweater-women-denim shop-Citizens of Humanity-size-quantity-add to bag
#16	Anthropologie	clothes-tops-price check & description-hoodies-zoom-in-back view-view on model-sweaters-sweater coats-turtlenecks-color check-size-quantity-add to bag-pants-weekend-zoom-in-color-size-add to bag-shoes-purses-jewelry-sale-accessories-cold weather-hats-scarf-back to shopping bag-pick the turtleneck only
#17	Anthropologie	front page-dresses-fabric-size check-zoom in-back to front page-shirt-size-zoom-in-go back-dresses-sweater dresses-size-color-price-zoom-back view-wool sweater-turtlenecks-zoom-in-back-jacket and coat-sweater coats-zoom-in-back view- wraps-zoom-in-sweater costs-size-quantity-add to bag
#18	Ann Taylor	trends-new arrivals-cardigans-zoom-just arrived-outerwear-coats-zoom in-size-quantity-add to bag
#19	Banana Republic	women-denim-jeans-alternative views-trousers-back view-alternative views-sale-view all-sweaters-color-zoom-in-pants-new arrivals-trench coat-zoom-in-sweaters-color-petite-trousers-size-quantity-add to bag
#20	Shopbop	shop by category-denim-wide leg/trouser-high rise jeans-skinny jeans-colored jeans-shop by brand-Siwy-colored jeans-Habitual-color-Siwy-colored jeans-color-size-quantity-add to bag
#21	Old Navy	women-sweatshirt-turtleneck-color-more views-active wear-outerwear-coats-color-price-size-quantity-add to bag
#22	Lands' End	women-opening page advertisement- cashmere tees-different color check-size-quantity-add to bag
#23	Saks Fifth Avenue	shop by brand-Theory-sweaters-tops, shirts & blouses-color-size-quantity-add to bag
#24	Nordstrom	women-new arrivals-99 per page-sweater-price-color check-size-quantity-add to bag
#25	Old Navy	women-new arrivals-wear to work-bargains-coats-sweaters-finding fall color-hoodies-size chart-zoom-in-color-size-quantity-add to bag
#26	Banana Republic	women-boutique-new arrivals-going out-cashmere-hoodies-accessories-bags-apparel-sweaters-boutique-cashmere-hoodies-zoom in-color selection-size-quantity-add to bag

Interviewee #10 considered the description, fiber content, different colors, price, color selection, versatile performance of the item, and care instruction. She checked the image in the alternative views and larger view in different colors. She liked the item is available online only and sometimes, the designer brand name appeals to her.

“I’d like to read in the description and see what the fabric is. I usually view more photos over. I like closer over it. That’s cute. I’d like to see different colors, the colors close up...I’d like see the item in a full body. I don’t like not to see how it’s cut off and the bottom looks like and also just different patterns, in colors, and different materials. I like this. And then I’d look at the price whether to see I can afford or not. I like actually see on the persons in different colors. That’s so cool, Sparkle & Fade Lulu in Hollywood slip. I like the black one. It’s not too expensive and something like you could wear it at the cocktail party or something at night in holidays. I like one it says like online only. And it is nice when they tell you how you wash like machine wash or it should be dry-cleaned. Sometimes they can say the designers and that catch my eye and I click on it” (Interviewee #10, 21).

Interviewee #11 checked the price, description, and the different colors. She liked the big image of the front page and she thought the image of the top as sexy.

“Here we go ‘Karisi Beaded Halter.’ It’s \$89.00. I kind of like this bigger the original preview of everything. I just read in all about the description. This time I view both colors. Price which is \$ 89 is just one factor and it’s a pretty shirt, like to wear how and I like the sequence. It’s sexy” (Interviewee #11, 22).

Interviewee #14 chose the item in black as basic color and then she found that was backorder item. So, she didn’t want to buy it. And, she found the similar cardigan and she liked the color yellow. She selected the size small and added to the shopping bag.

“I really like this. This is my favorite since I’ve seen so far. That’s cute. I think I would add that in black because it’s basic. It’s all backorders. Then I won’t add it. Here is a similar one, Lux basic long cardigan. I think that it’s nice color, the yellow. I like this color. So, I’d add that one in small” (Interviewee #14, 21).

Interviewee #17 examined the style of the garment and the fiber content. She used zoom-in function to find the fabric texture. She said with the white background, she could easily see the style of the garment because the item had darker color. Even though it was backordered product, she ordered because she liked that item a lot.

“I click on the ‘Carbonella Sweater Coat.’ I can see what it looks like. Oh, that’s very cute. I really like that. That’s really cute. You can tell that is wool. It looks like it is the boiled wool, so it is kind of felted wool. I like that though. That is very cute. I really like that and you are able to see what it looks like I could tell that closer I could tell that I like the feature a lot. You can zoom, zoom, zoom and can look and magnify and it becomes clearer and you can really see how fabric looks. And it’s dark enough because I had hard time with the lighter color items in white background, but it is dark enough. So, I really like that a lot. So, I probably add it to my bag. It is to be shipped in November, like 11/01. That would be popular. So, I wouldn’t be able to get it right away but I would wait for it because I like it that much. So, small and add to bag” (Interviewee #17, 25).

Interviewee #18 checked if they have her size medium because she knew the Ann Taylor’s size specification. She used the zoom function to see the fabric texture and she liked that product looks soft.

“I wonder what the ‘Angora Wool Shawl Collar Coat’ looks like. That one looks nice. I wonder if they have my size which would probably be medium. It looks like they have all sizes. I would probably get a 6 in Ann Taylor because Ann Taylor runs a little bit larger. It’s just one color, dark chocolate. Let’s zoom in what the texture of fabric looks like. Look at how soft that looks. Yes, that’s nice one. I think I would order that one. The resolution is very good. I would go ahead and get that one” (Interviewee #18, 49).

Interviewee #21 chose the Peacoat because she has same style of the garment and she liked them. She selected the size as medium and looked at the information such as fiber content. Because the coat is fully lined, she thought it would be warm. She checked the back view of the garment and size chart, too. Then, she changed her mind to choose the size large because if it is small on her body, she can’t wear them but if it is a bit bigger, she still can wear with other clothes underneath it. She said she doesn’t have black long wool coat so she wanted to buy that. Also black color can be worn more times and longer length coat makes her warm and look better. She liked the buttons because zippers break easily.

“This is cute, Women’s Long Wool-Blend Peacoats. I like those. I have a couple of them and I like this. It’s black. So, let’s see. I probably get the medium. I want to look at the information. Wool, nylon, and dry clean only. It is fully lined. It would be warm. That’s cute. They also have in red. I would buy in black. It’s nice to see what the back looks like. Here is the size chart. I’m a bit worried about a jacket. I would probably buy a one size bigger just in case because in that way I could wear something under it, like sweatshirts. That’s what I used to be worried about if it would be too small in the chest area and when it pulls, that’s just not that cute. I would probably buy a large...I don’t have black long coat like that. I have one and that’s rain coat but not like wool coat. So that’s why I actually buy

that one...I like this particular coat because it's black. I would want it to be plain color like black because I would wear it more times. And because it's long, so I feel like it's warm and if it's wool coat then I want it the longer one. I think that's because my mom always told me if the long coats cover your butt and it's always better. I like this button. It doesn't zip because zippers break a lot" (Interviewee #21, 24).

Interviewee #26 said she likes hoodie style. Lately she has wanted to have the cashmere sweater in black. She selected the size XL to layer with it. If it is expensive item, she said she buys it in holiday and justifies it that she can afford it for the holiday. She usually considers the care instruction when she purchases the apparel product. But since the fiber content was cashmere, she recognized it needs to be dry-cleaned.

"I'm more of a hoodie girl. I've been looking on the cashmere things lately and I like black because it goes with everything. I probably buy that in XL size because I can actually layer it. If it's around the Christmas time, I might get something that expensive and be able to justify it. These are long sleeves and cashmere. I would also consider like right before I actually bought things the item it is dry clean only so it would be probably think twice go for buying it as well. But since this is cashmere, I have to. I added it to shopping bag" (Interviewee #26, 27).

### *The Factors Used in Making A Purchase Decision*

The third objective of the present study was to assess what information consumers use when formulating perceptions of the apparel product image, comfort, fabric characteristics and fit.

Interviewee #8 fully expressed that how one typical online apparel consumer shops on the Web site and what aspects she examines when Internet apparel shopping.

"I just examine really carefully how it's constructed, what it's made of, how it looks on the model, and how it fits. Those are the most important things to me...I can kind of getting more sense of market and the style. If I see the wash I like or the back pockets I like, then I always click on it...And I always see everything in larger. I can see more of the color looks like and all the details look like. They have other washes. I first check if they have my size and if they don't, I don't even look for. I always check the inseams, too because I'm really tall and it's hard to find jeans it will fit. I'd like to look at what it's made of if they have, spandex, some sort of stretch, micro material in it...I always look at how jeans look with heels like toe heels. If it looks kind of strange or funky, then I might not. I look at the extra tall. I wonder that have the inseams for extra tall. I'd like to know" (Interviewee #8, 20).

*Apparel Image* The interviewees mentioned that they examined the image of the apparel product with the color, style, and designs to make their purchase decisions.

“I’m a color person. Colors are more appealing to me” (Interviewee #7, 21).

“I chose this color because I own a lot of dark stuff and I really own anything gold or yellow so I’m trying to kind of get more colors in my wardrobe” (Interviewee #14, 21).

“Color for me is important because where we live and with the pants I won’t consider the tint or like the light grays because of the mud. I don’t want that the mud is kicked up on to the back of my pants. Any pants with strips or anything dark, I would look at” (Interviewee #19, 31).

“I wear a lot of in black because it is dry clean and I find that I can get more wear of black if I spilt something like coffee and then I can spend less money on cleaning ultimately than like these lighter colors. The black seems a little dressier than others. Other colors look like that I should be with washing TV on my couch or something compares to black, I can maybe dress that up a bit...I like this big tag zipper. With other zippers, they get snagged on things. That’s nice and it has to have the pockets which it does. It seems longer down by the hips. So if you are hippy like me, it is kind of fall normally or more so. It would be stretched out but it doesn’t look like ended up right there. There are things from like ‘Forever 21,’ they are all shortened up and being able to be the top. That’s weird. This is something I would wear” (Interviewee #26, 27).

“I like the silhouette because it looks slender. It looks like it would be flattering. I love the shawl collar because you can pull up around your neck when it gets cold” (Interviewee #18, 49).

“It looks like just basic clean cut. It’s classy. I like the off-centered buttons. It’s kind of unique. I like the shape, kind of curves out on the hips. The mockneck collar is pretty” (Interviewee #16, 21).

“I picked this one because I like the Babydoll but I need to make sure that the waist is at the right height, so I don’t want to be like pregnant one wearing. I also like the small cuff sleeves and you can dress up and down as what you wear with it. That’s a really good feature” (Interviewee #4, 24).

*Apparel Comfort* Some interviewees stated that they considered that the comfort of the apparel products is the reason that they purchase the items.

“I know how wool feels against my skin and that’s important because I don’t want to put something wrong that would be itchy or uncomfortable. I know that wool feels good” (Interviewee #5, 21).

“It just looks comfortable like I could wear under like coat or bigger sweater if it got really cold out and then take it off” (Interviewee #14, 21).

“It looks warm and cozy” (Interviewee #18, 49).

*Fabric Characteristics* Some interviewees expressed that they checked the fiber content before they buy the apparel products and that would be a big deciding factor.

“It’s made out of wool so I know that it will be warm and the wool has already been exposed to the water, so if I wear in rain, it will be ok for me to wear that in the rain. Because we live in Oregon and it rains. I wouldn’t want to wear something over that because it will probably be too hot. There are just a lot of great things about the item” (Interviewee #17, 25).

“I especially loved the fact that it has some angora in it. That would make it very soft” (Interviewee #18, 49).

“The cashmere, even though you have to dry clean it, it’s luxurious. That’s the in-thing right now” (Interviewee #26, 27).

*Apparel Fit and Size* Some interviewees mentioned that they carefully examined the fit of the apparel product, especially if it was pants or jeans. Also, when they buy accessories, they wanted to know the product’s dimensions.

“These are pants. They tell you that the inseam, what type of fit, how high or low fit on the waist, and if it’s straight leg, straight fit, or wide fit. These are a pair of pants I want. I’m 5 feet 10 inches and I have long legs. I always order the longest pair...I like that they don’t make all the pants in the extra 36 inches inseam and that’s a big selling point for me because I’ve have hard time finding long length pants” (Interviewee #1, 31).

“I like the fit. I like how it looks like it’s supposed to fit” (Interviewee #15, 20).

“I want to buy the jeans with small opening legs. For that reason, I usually see this description, ‘10 inches opening at skinny leg.’ If you see the other Web sites, even famous Web sites, they don’t have this kind of information. So, this one is ‘10 inches opening at skinny leg.’ The reason why I shop at this Web site is this, only this Web site offers this type of information. That’s why I want to buy the skinny jeans here. To me, this information is really important because last year I bought 12 inches opening one and it was so badly fitted. I have that experience” (Interviewee #20, 36).

“Something that if I would look at like, if I would order a bag or heel, I would see if there are dimensions like actually I would take measuring like how big is that” (Interviewee #11, 22).

*Other Factors: Apparel Performance, Price, Shipping and Handling, and Brand* In addition, some interviewees mentioned other deciding factors when they shop online. They cared about how they would wear the apparel product with their other clothes. Some interviewees also cared

about the price and shipping and handling costs. Some interviewees mentioned that a designer brand could be a factor in their purchase decisions.

“I would wear that a lot. You could wear it with tons of things” (Interviewee #9, 21).

“I think it would be good if you could put something under it like another slip. I think you could do a lot of different things with it. It could be pretty versatile like you can put under it or turtleneck or you could use it for fall and winter also it would be wearing in spring” (Interviewee #10, 21).

“I always look at the price, just how it looks on, and the comfort of it. It’s normally I look for it like whatever look for the price, the appearance, and comfort” (Interviewee #12, 22).

“First, I look at the price and then the materials. They show the materials right for my body because I don’t like the shirts or dresses to fit all the wrong places. That’s usually what I look at. The only information I use is usually if I like it, the cost and the materials, that’s all I care about to make sure they all work with each other” (Interviewee #3, 21).

“My main consideration in shopping is the price because I don’t really care of the quality. If something gets a tiny whole, I can always saw it up myself. I don’t really care. It’s not a big problem. I rather just buy a bunch of cheap and cute clothes. That’s why I like ‘Forever21’ as well” (Interviewee #6, 21).

“Sometimes, the designer, it’s a factor like if I found something from ‘Alexander McQueen,’ I would be ecstatic and I would want it because it’s by that designer and I love that designer. If I didn’t like the designer, maybe I’m not sure about that. But if it is something brand like it comes for something cute finally, and then I would get it. But it is more just aesthetic, if I like it. Sometimes, designer can have an affect on me if I want the product or not” (Interviewee #5, 21).

“The main thing for me is that I just go to the places that I’m familiar with and so I trust them and I trust that my credit card would be ok on using me, like when I’m online. I just trust this company like their sizing and every quality. To me, that’s the only reason I would shop online” (Interviewee #9, 21).

“When I go to the Web site, I just stay there and look at some other products. I check the delivery time and shipping cost and then buy it” (Interviewee #4, 24).

#### More In-Depth Questions about Product Perceptions

The fourth objective of the present study was to discover if there were patterns for product information search when consumers are asked about the specific product perceptions.

Interviewees were asked how they perceived the product aspects and what the perceptions affected their decision making.

### Apparel Product Image Perception

To discover how interviewees perceived the apparel image and what factors related to image affected their decision making in the Internet apparel shopping, the interviewer asked about perceptions of color and style, fashionability and design, and their use of larger and alternative views and the products on human models.

*Color and Style Perception* The interviewer asked how interviewees perceived the color and style of the apparel products in the pictures. The majority of the interviewees responded that the apparel color on the computer screen seemed clear to them. However, a few interviewees said that depending on the apparel color, background color, and design details, it was sometimes difficult to perceive the style of the garment. So, they sometimes changed the color on the picture to get a better perception of the apparel style.

“Since they have the swatches, I believe the colors would be really close to that what I see right now. So, I believe that I would get the color that I expected from the swatch...As long as they have the option of colors, if they have just the colors, it would be really hard to see the color on the products. Since this one, if I click the color, it changes the picture as the whole different color on the model. It helps me imagine like how it looks on me” (Interviewee #24, 25).

“Usually, the thing that I’m most skeptical about is color because these all color swatches can only do so much and also the lighting that she is in might make the color a little bit different and so forth. I’m usually excited to see how true the color is in the apparel. I expect to get this dress and if I don’t, if there is something is off from it and something is changed, I probably wouldn’t be too happy if it’s changed something. I would hope that the company would be responsible enough to treat their product in correct manner” (Interviewee #5, 21).

“At first I clicked on the black one. I couldn’t really see the color because it was so dark and so you have to click on, I clicked on ‘teal’ color, so it gives you more. I think since it’s brighter and it’s not as dark as, it gives you more details of the garment” (Interviewee #13, 22).

“It’s plain sweater, just very hard to see. I can’t really see enough about it, so I would maybe hesitate purchasing it...It is shown in the cream color and you can’t really get the effect. On the light background, the sweater is so light that I can’t really see what it looks like” (Interviewee #17, 25).

*Design and Fashionability Perception* The interviewer asked what the interviewees thought of the image of the product from an aesthetic perspective. Some interviewees mentioned that they thought the apparel items were fashionable because of the brand, color, or trend.

“This is in style-right-now-look. This is ‘Justin Timberlake’s brand. This looks a little more spendy but it’s more trendy side. You can find more of these on celebrities” (Interviewee #2, 21).

“I think it is fashionable. It’s not like a normal trench because you don’t usually have that collar. I think the collar probably has to do with how it’s fashionable and the color, too. Because usually when you have more like the blacks, browns, and grays. This is ‘teal” (Interviewee #13, 22).

“I go a lot of trends with every Vogue and every W and what’s going on. I especially look for what color is going to be in trends. As you see, the inky jewel tone and the deep purple color is especially because it’s fall. I could see the bright blues, pinks, and grays. Those are all deeper colors. I can get the idea to get like ‘this is what I’m looking for.’ I’m also looking for the fit and what’s going to be in fashion. The primary is what’s going on and then what I want” (Interviewee #8, 20).

*Larger and Alternative Views Use* The interviewer asked whether interviewees checked the larger view or alternative views of the product, if the Web site provided them. Some interviewees stated that they thought these functions were very useful for correctly perceiving the apparel product image. On the other hand, a few interviewees responded that they did not use the larger view because with the small picture, they could easily perceive the apparel and seeing more views took more time due to the Internet speed.

“I always look at that in larger view, definitely because you are not in the store. In the store, first thing the consumer does is they touch. I can’t touch this. I can only look. If I was able to zoom in and get a better look, you could see what the fabric looks like up close because we could actually see the corduroy looks like and imagine how it would feel. The more you can zoom in, the more you can look at the product” (Interviewee #1, 31).

“I’d like to see the alternative views. Because I know that the different brand like I come to the “Abercrombie,’ if you see ‘oh, it fits well’ but if you go to the store, they clip back the shirt on the mannequin, so by seeing in the full view, I can see that they are not clipping it. That’s how I really search the body which is necessary because I don’t want any gimmicks when I shop. I want to know exactly what I like. I like the different angles and images just to know how it would fit and there is no trick to the style” (Interviewee #3, 21).

“I always would like to see all the different pictures because sometimes one you could see, the one little photo of it, it would look different when you click on the others. Sometimes I click on something that I like it and then I look at the one with close-up and I realize I

don't. It's totally useful...I like the close up photos because if it's black, sometimes it's really hard to see like what it actually is. The close-up photos are really helpful. So, I'm getting more impression of it like what it looks like when I get it" (Interviewee #10, 21).

"If they don't provide the back view, it probably would change my decision because I don't want to buy something that had really neat in front and back, there's something really weird" (Interviewee #13, 22).

"No, I wasn't aware there is. But that's cool because you can see the yellow stitching on it. With the small view, you can get a pretty good idea. I just know what they look like in person because I tried them on before. But, that's kind of cool. You can see the stitching a lot better. But I think I'm ok with small one" (Interviewee #2, 21).

"The problem is my computer is really slow, so I usually don't click the larger view or zoom-in option. That would take time. If I use the school computer, I would use. If they have like the picture that doesn't take much time to download or something, I always check whatever I could check" (Interviewee #24, 25).

*Human Model Use* The interviewer asked if interviewees thought the use of a model usage in presenting the apparel product helped them in perceiving the apparel product. Some interviewees mentioned that they thought the kinds of models the Web sites used for displaying the apparel products were important to the image of the product.

"This one in particular, she looks pretty. She is cool. You have to have someone attractive to market the clothes. Just like in sales, you have to have someone attractive to sell the clothes. That's helping someone buying clothing from store. It's easier to sell things. If it's on someone who is chubbier, it probably does not look good. Even if I was in it, I wouldn't buy" (Interviewee #6, 21).

"I think they choose specific models because I think, depending on what seasons, they change the models. I think they have specific models to appeal to their consumers because they are more like; some of stuffs are more like fashionable, so they have girls like more like fashionable and they have more like the plain stuff here, but I think that's how they use the models to appeal their different types of consumers, for the different models for the different designs" (Interviewee #13, 22).

"When I'm especially looking in online, a model does have a lot to do with, so I mean I look more, looks like something is going to be worn by girl in my age" (Interviewee #8, 20).

The majority of interviewees preferred to see the apparel products on the human model in order to perceive the style and design of the garment.

"Jeans are pretty big deal as having a model that fits jeans nicely and makes jeans look good, so that people look at them and think how they are going to look stuff, which always

happen. If you have someone, especially in 'Rock and Republic,' the legs are really long and thin, so if someone is really short and a little bit heavier, they don't look flattering on that type of body style. So, that's very important" (Interviewee #2, 21).

"I think for some like those earrings are dangling more, it's good to see on model like how big they are. If it was not on the model, I wouldn't know how big that was. That's probably actually good idea put them on the model" (Interviewee #11, 22).

"I would not be able to buy if I didn't see it on somebody. I wouldn't buy sweater like that because I can't tell what the shape is and what it looks like everything" (Interviewee #9, 21).

"I actually like that better to seeing on somebody because if it looks bad on the model, it's not going to look good on me. If the model looks really horrible, then I think to myself like 'that's not a good sign for me wearing it.' I do feel worry about that" (Interviewee #21, 24).

"I much prefer seeing on a model, on a human than like something hanger form or the flat form. I think I'd like to see how it hangs and I have much better idea of how, I'm able to get a better idea if how it looks on me. Even if the model has different kind of body from that kind I have, if she does, I can see that and I can compensate for that in my mind" (Interviewee #18, 49).

On the other hand, a few interviewees responded that not seeing the product on the human model would be fine because they have different body shapes than the models and a standing body form shows how the product would look on a body.

"I think actually I prefer to see it without the human model. In the beginning, like the early pages, if it is on the model that would be good, but I think looking at like this makes me, if I see it on the model, I either feel like I am the same size as she is or if it is maybe not the same size as she is makes me feel like I wouldn't really know how to order the sizes as well. I would be basing more off on the model instead of the clothes or something. I think just looking at the clothes kind of helps" (Interviewee #25, 23).

"They don't have the human model but I think it does ok job because that the stand that form has human form underneath it and it gives you can see, even though it didn't have arms and legs, but it has the general shapes of person, so it hangs in a way that it would hang on a person. So, it's not just hanger, but it has an actual form underneath it" (Interviewee #17, 25).

### *Apparel Product Comfort Perception*

To understand how the interviewees perceived apparel comfort, the interviewer asked them about the comfort of the apparel product and how they determined the comfort of the product.

Comfort was closely related to perceptions of fiber content and the style of the garments.

*General Comfort Perception* Some interviewees stated that they perceived the comfort of the apparel based on the style of the garment, their own experience with the same type of apparel product, their knowledge of the fabric, and their perceptions of the garment on looking at the model. Also, a few interviewees said they do not care about comfort when they buy clothes, but focus more on the appearance of the garment.

“I tried those on and they were very comfortable, especially with a little stretch on them. You would be able to move around on them. I just know because I’ve tried them on before” (Interviewee #2, 21).

“I think it would be comfortable but it is not just by looking at, I suppose by looking at the sweater could be made of polyester double knit maybe that would hang like that. But it says it is 100% cashmere and I know I would love that. I know I would love that it feels. So, I can imagine exactly what it is going to feel like” (Interviewee #22, 63).

“It looks comfortable on her. It looks comfortable. The way the jacket is, it feels. I guess it gives you kind of like it is false leading to that. It gives you kind of like the curves because I think it’s more tight back here, it gives the model a curve or they probably may have like tucked in the back because I know in the store you know how the mannequins had pin it. It probably pin it on her because it’s tighter in the back, but when you look at here, there is a lot of room. That’s how I am. I kind of just look and I analyze it what they do” (Interviewee #13, 22).

“I think it gets easier for me to perceive what the fabrics feel like because I’m very familiar with the fabric. I do know that is why a lot of people don’t shop online. They would not be able to familiarize with the actual fabric. I have pretty good idea what fabric is because I work in retails” (Interviewee #17, 25).

“I would buy it just for appearance. I’m not sure but I don’t like to think of comfort until I get it unless I’m thinking of sweaters or shoes” (Interviewee #1, 31).

*Fabric Texture* The majority of respondents found that they were aware of the fabric texture from the description or fiber content information, not from the image of the products.

“We can see the fabric. That’s exactly what the felted wool looks like” (Interviewee #17, 25).

“The reason I can see the texture is because I know it says it is advertised as corduroy. I can picture it. You can’t really see the texture from the picture” (Interviewee #1, 36).

“I think I just assume because it’s cashmere I would know. You can kind of tell from the zoom picture but that’s probably and you can see the rib-in a little bit. To me, it looks soft but I don’t know, if it didn’t say, it’s cashmere. So I would say that’s just because I know the fabrics” (Interviewee #9, 21).

“If I just look at it, it even looks like a canvas jacket. It looks really not warm jacket. Even you can think it is cotton because it doesn’t really show you. It’s kind of deceiving or misleading” (Interviewee #13, 22).

*Fabric Hand* The interviewer asked about perceptions of the fabric hand. Interviewees explained that they perceived fabric hand based on their experience with the same fabric, experience with the brand, and descriptions of the fabric.

“I’ve had jeans before so I really like the feel. They are a bit stretchy. I like the way they feel” (Interviewee #15, 20).

“If it does close up and you can see the material. The fact that I know of this company, in the sheer jersey, it is going to be soft. It’s not going to be a stiff material” (Interviewee #3, 21).

“I think it would be soft since they are saying like ‘cozy’ and ‘snuggly’ in their description. So I imagine that it would be pretty soft with light weight, like really light weight” (Interviewee #25, 23).

“I think it would be very soft and I feel like I could tell, I feel like it’s very clear. I think so because, first, it was for the description because I saw that it was 30% angora, but then I read in that description when I looked at the picture, it also looked soft. And then when I zoomed in, it was definitely it would be soft” (Interviewee #18, 49).

### *Fabric Characteristics Perception*

*Fiber Content* Fiber content was an important factor used by the interviewees when deciding to purchase the apparel product. The interviewees were asked whether they checked the fiber content when they buy apparel product through the Internet and how much the fiber content affected on their purchase decision. Many interviewees responded that they checked the fiber content to determine how the fabric was going to feel and how it was going to perform when they wore the product.

“I always look at the fabric content. Even when I shop for furniture, I do” (Interviewee #3, 21).

“The fiber content, I think it is one of the top finding factors that I look for when I’m shopping online. Because from that I’m able to like ‘this blend is going to feel really good or this is going to a bit scratch to it and it’s going to drape nicely’” (Interviewee #5, 21).

“Yes, I do. Partly, it is because I’m in this department and people are very textile conscious but I think I always have. For example, I now like almost everything to have at least 5%

spandex and of course, the cashmere wouldn't but just yesterday, I wore that I thought it was 100% silk blouse but then when I put in on I realized it had some give so I took it off and looked at the label and it turned out it was 5% spandex and 95% silk. It makes move better and it also much better for packing and I do a lot of traveling. So, I am pretty conscious of the fiber. For example, like this brand makes all most all their clothes out of 100% polyester microfiber. As you might tell by looking at it, it cannot be wrinkled. When I pack and I probably pack this for the trip in this week and you can just pack this in suit case. It would be just fine. I know what it will feel like on your skin because it is cashmere. I used to sew almost all my clothes. That makes me more conscious of fibers I think" (Interviewee #22, 63).

On the other hand, some interviewees said they do not usually check the fiber content because they cannot know exactly how the fabric would feel or they mostly concentrate on the appearance of the garment.

"In the case of jeans, I don't know the differences. But in the case of dress or blouse, I check the fabric content very specifically. But I think I still have limited information. Like if they says it's cashmere, cashmere has many different types and silk also, there are many different types of silk. So, even if I buy some silk fabric clothes, it might be different than I expect. But I still check the fabric when I buy dress and blouse, not for the jeans. It says 98 % cotton and 2% lycra. Even though I check this, I don't know what kind of cotton they used and what the lycra feels. I don't think I'm sure of the fabric unless I can actually see it or touch it. I just can see the picture" (Interviewee #20, 36).

"I don't usually check the fiber content. I don't care. I usually think the overall quality of the fabric is more important than fiber content. If I see the garment, the appearance of the fabric looks ok, and then I just like the garment. Fiber content is not important to me" (Interviewee #23, 33).

The interviewees were also asked about their fiber content preference. Opinions varied depending on the interviewees' personal characteristics and product characteristics.

"I just tend to stay away from the materials that would shrink. I know it's going to shrink because I have such a long body and long arms along measure. Because I don't want my clothes shrink that much or if they have too much spandex or polyester, I think they would fit closer on my body and I don't necessarily like that" (Interviewee #3, 21).

"They would come a long way to polyesters and synthetics. So, before you were like 'oh, polyester, it's not going to feel good.' But now, I'm like 'oh, this feels really good. What is this?' This feels like natural fiber or some silk in but now it is polyester. They come a long way with synthetics. I know that it is not going to be really cheapie polyester; especially they were blended with spandex. I do like natural fiber like wool and silk blend. That will be really nice. I really like that a lot. But, since I already know what the feel like, it is good" (Interviewee #5, 21).

“I can’t wear wool; it’s itch and uncomfortable. I don’t like getting a cotton and polyester blend because it sometimes gets pills. I think there is some Lycra or spandex in it. I like that” (Interviewee #6, 21).

“It depends on the garment I believe. If it is t-shirt and it is cotton, then it should be fine. But if I’m looking for jacket in this winter time, of course it would be wool because it’s warm but other than that, I think it would depend on what type of garment I was looking at” (Interviewee #13, 22).

“I love wool. I’m not allergic to wool. What I do know is that wool is going to be good pants for Oregon for me. Because I’m going to be cold in this building anytime I come. I know that’s in that wool, 100% wool. I don’t really like cotton polyester blend” (Interviewee #19, 31).

“A lot of times if it would be like work type wear, I don’t really like polyester. I like natural fibers because I feel like that thing seems like the high quality to me. So, if I’m buying something that I’m going to wear to work, I want it to last long time and more willing to spend more money on it to get the better fibers” (Interviewee #25, 23).

*Fabric Structure* The majority of interviewees responded that they do not prefer a specific fabric structure because it depends on the garment.

“I like woven. It’s kind of depends what I’m looking for. I’m not close to one or the other” (Interviewee #8, 20).

“I guess it depends on what I want. That would affect me because sometimes I want something knit or more stretch because sometimes the woven won’t do that. And, sometimes if I want more structured, I want woven” (Interviewee #10, 21).

“It depends on the time of year. In the winter time, you wear usually more knit and in summer, more woven. Not really, I love all kinds of things” (Interviewee #17, 25).

*Care Instruction* Three ways of making interviewees’ purchase decisions were found by interviewees in terms of the care instruction: 1) if it’s dry clean or hand wash, they do not buy it, 2) they care about care instructions but they buy with any type of garment, and 3) they do not care about the care instructions. First examples of responses related to dry clean or hand wash avoidance.

“Nothing that needs dry cleaning only. Dry clean is pain in the butt. I won’t generally buy if it says dry clean only. I don’t like hand wash, either. I prefer to do in gentle cycle and hang dry” (Interviewee #7, 21).

“I probably wouldn’t get it if it was dry clean because I don’t have that much money for that. So, machine wash definitely makes difference” (Interviewee #14, 21).

“If I see the instruction ‘hand wash,’ that always annoys me because I hate the hand washing thing. It takes so long, so that actually might stop me from buying it” (Interviewee #21, 24).

Second, examples of interviewees’ expressions that they care about the care instruction but they buy every care type because they really like the garment.

“It’s nice like sometimes if I see it is machine washable, it could help me to decide whether I would get it or it says dry clean, I’m not. But if it is something that I really like and it’s dry clean only, I would still get it” (Interviewee #10, 21).

“I like the care instruction because it’s machine wash and that’s really easy to accomplish. For the other apparel items, I don’t like dry clean unless it’s for special occasion. I really like the convenience with washing and drying things, not \$ 13 for dry cleaning. But if it’s special item, I would probably buy the dry cleaning apparel, not for everyday school” (Interviewee #15, 20).

Third, examples of interviewees’ expressions that they do not usually check the care instruction because they assume the proper care method depends on the garment they buy.

“I don’t really think about that stuff when I’m buying it. It doesn’t matter if it’s dry-clean. That’s not a big deal because I have a lot of dry clean clothes that I’m always taking in” (Interviewee #1, 31).

“I never really look at the care because I just hang dry everything I wash. Even though I have the clothes it says it’s dry clean only but I still wash in the machine washer. If it says hand wash, I still machine wash it. I just hang dry after machine-wash it” (Interviewee #3, 21).

“Personally, I’m not as focused on that. If I really love the product, I’m going to get it. Like coat, it used to be dry cleaned. I’m just going to be really careful, so hope not getting dry cleaning too much” (Interviewee #5, 21).

“I don’t always do exactly what they say and I make sure that, if I have it’s 95% silk and 5% spandex, I intent to wash it but I’m going to treat it well. I’m sure it would say dry clean only. I’m sure it does but if I’m going to wash it carefully and treat it well, I think it will be fine. I’m sort of overriding some of those instructions” (Interviewee #22, 63).

*Apparel Product Performance Perception* Interviewees were asked how long they thought they could wear the purchased items. Responses noted that wearing time depended on how often they wore the item, how they took care of the item or how trendy the item was.

“I would have this product for probably I own it; keep it my closet, for 4 years, probably, 4 or 5 years. I wouldn’t were it like everyday obviously. I would keep this product for very

long time. I would go and get in the black and it is just sweater I would wear only in certain season” (Interviewee #9, 21).

“Once I got a pants that I really like, I tend to wear them like every the other day, which is really bad, just go attached. I know they last at least a year. If I’m wearing with the heels, and between your legs, it will be really annoying. I would maybe wear a year if I wear every the other day” (Interviewee #15, 20).

“If you take care of it, since it is a dress, I would maybe wear once in a month, 12 times a year. I think it will last for several years. I’m usually pretty good about taking care of clothes. I would hope it would last for several years for me” (Interviewee #5, 21).

“Probably, quite a few years, like 5 or so. It depends on how I wear. Now, it is calling itself it is tee shirt or tee sweater. She is wearing it with jeans and I would tend to wear it with jeans and wear the camisole something under it. Therefore, it might get a lot of wear, so I would think of the more than 5 years. On the other hand, I have some cashmere sweaters that are like 30 years old” (Interviewee #22, 63).

“I don’t know because this color is, I don’t think the color would last, I mean you can still wear it but probably, the trend, I think maybe 2 years because of the color. If you get the brown or the black one which is more of the basic color, you can probably wear for a lot longer. It’s not because of the material, but because the color. It is not basic or normal color” (Interviewee #13, 22).

“I think it seems like the pretty classic style. It’s probably something that I would just keep and I probably wear for maybe 5 years or so and it would still be in perfect condition, so and I would probably keep it for 10 years” (Interviewee #18, 49).

“I probably would wear this like 2 years. It is kind of a trendy color, so I don’t know that how long it is going to be in fashion” (Interviewee #25, 23).

Also, some interviewees mentioned that the apparel performance over the time could depend on the how much they paid for it, their experience with certain brands, and the material of the product.

“Hopefully pretty long time because it’s pretty expensive. Jeans like that, you have to pay more money, but they definitely would last a lot longer and it does stand the style for a long time” (Interviewee #2, 21).

“I spend \$170 plus like I’m probably going to spend once a month taking it to the dry cleaners and that’s what, \$12 or something. So 12 times and \$12 is like over \$140. That’s adding like twice than garment’s price. I’d better wear this for the next, a lot” (Interviewee #26, 27).

“I think this is a high quality product. I know the Anthropologie’s reputation. I bought some things from this company. It was good. I know that from my past experience. It was fine” (Interviewee #16, 21).

“Forever. As long as it stays in good shape but it looks like it would stay in good shape. Everything that I have up there, they are good qualities so I would say until it starts looking all over. I would say at least 5 years. I would wear that for I think it would stay in good condition for at least 5 years. I would probably say maybe even 10” (Interviewee #17, 25).

“Wool does pill but felted wool pills differently than other wools, so I would say that if you don’t wear it every single day, I think that last for a long time” (Interviewee #17, 25).

“Probably 5 years. Because I really have it if my body hasn’t changed so I only expect to and also it’s a jacket. I expect that only I would wear a half of the year. That’s why I would think it would last longer than the different kind of items but I’ve have a lot of my jackets for really long time. So, that’s maybe why. Like this shirt, I’ve have for 3 years. I would expect that the jacket last long” (Interviewee #21, 24).

*Apparel Product Quality Perception* Interviewees were asked what “high quality apparel” product meant to them. First, they testified that if they checked the product carefully, they could know whether or not it was of high quality. Some interviewees mentioned that the material, construction, fit, and drape were indicators of the quality of the product.

“Like something that is cashmere. That maybe makes me think that as higher quality than polyester” (Interviewee #10, 21).

“I think it depends on the material. I don’t think necessarily the brand because I think sometimes brand can be really misleading. I think sometimes the material might exactly be the same but just because if you put like ‘Abercrombie’ against like normal hoodies would have that same material. I think usually it is the material for me, not necessarily the brand” (Interviewee #13, 22).

“I can see the seams and how they do the seams on the back or just touch it to make sure it’s not like really like flimsy or cheaply made. A lot of times if you buy something at ‘Ross,’ I noticed that like the seams go like that or like one size is shorter than the others or something. By trying it on and by looking at the seams, you can really tell about the product in the end. The construction, that’s what I find and what I’ve seen mostly” (Interviewee #6, 21).

“The first thing that comes to mind is fit. Fit is extremely important and that would also definitely determine to the dress as the better quality, if the fit is really good. The fit is definitely something like for the True Religion jeans, I’ve heard that they fit amazing and they are very flattering to the body types” (Interviewee #5, 21).

“I think the first thing is just a kind of general impression which I think it has to do with how it fits and how it hangs” (Interviewee #18, 49).

“I think the cut of something that makes a high quality. Also, I think that the low quality clothing is often small, so often cut small like the small arm holes or something. So it is just that they don’t take too much care about fitting it” (Interviewee #22, 63).

In addition, some interviewees mentioned that the price of the garment, the brand name or the shopping mall Web site, the trend such as design and style, and the country of origin were also indicators of the quality of the product.

“I think that I’m looking at the price. You kind of make assumption that it is going to be more of high quality. The price tells the quality. The denim, as you see that you just know you are getting a good product, if you are going to pay that much for it” (Interviewee #2, 21).

“It depends like the actual sites I go to if I’m going to go to the ‘neimanmarcus.com,’ I would assume they are higher qualities. Brand is also an important indicator” (Interviewee #10, 21).

“If I know it came from the ‘Banana Republic,’ and then I think their stuffs seem to be high quality and if I know the price then, that would be even reinforced it more” (Interviewee #26, 27).

“I do enjoy the design of it. If it is more complex design I think of it, I think it is more high quality, a complex and a little more details. If I order to find the coat that has some great details and findings on it, I would associate that would be more high quality” (Interviewee #5, 21).

“I think in the case of fashion products, trend is more important than the quality of fabric or product. I think we believe all apparel products have some level of quality. Sometimes, one is worse than the other though. I like this brand because the design is really trendy and it’s better than the luxury brand which also is trendy but too expensive. I think people are not expecting to wear some trendy clothes for several years until the clothes are worn out. They just wear them for a season or two. So, I think this brand is good with trendy design and less expensive than luxury brands” (Interviewee #20, 36).

“I go by what I think it’s like classic style. This peacock kind of thing seems to be relatively on style for good amount of time, at least I think so. I always try to think that that’s higher quality. If it is like timeless look, because I don’t know why, but you know the really fashionable things are for one year and always really out of fashion in next year. So I always wonder that if they are made of kind of cheaper like ‘oh, I’m only going to wear a year.’ So I think that’s why I think this is nicer because of the style” (Interviewee #21, 24).

“Also where it is made, I mean if it’s Mexico vs. Italy. There is going to be different” (Interviewee #5, 21).

“If they were from Italy or France, they would say. France or Italy, they specialized in luxury goods” (Interviewee #18, 49).

### Apparel Product Fit Perception

*Size Selection* Most of the interviewees explained that they knew the garments would fit them because of their past experiences with the brand, garment materials, and the style of the clothing. Because of these reasons, they were very confident in selecting their sizes.

“I know the apparel fits me because it gives me the specific length and I ordered the specific length. It is size 8 and I’ve ordered many in size 8. It is not my first time. That’s how I know...All the sizes are pretty much the same. I don’t have any worries about ordering that the 36 inches inseam and size 8. I’ve ordered size 8 from them for a long time. I’ve ordered the corduroy from them before, so I know that just would be fine. I say probably 85% of the time; I think that’s fair estimation to say that the sizes are true to fit for my body” (Interviewee #1, 31).

“I know because I’ve tried them before. I know exactly what I wear and that’s my size for this brand. I just kind of know from trying different jeans, what fits me and what doesn’t” (Interviewee #2, 21).

“I would have gone into the regular sizes, women’s sizes first. And I would have liked to see if they have zero size because a zero regular fits me great if I wear 3 inches heels. They don’t have them, so then I might need to move up to size 2 and the fit would be pretty good but not as good as the other one but the length of them is better because the length is perfect...I did 2 petite and the size would fit. The inseam would work. It will fit really nice with heels or boots. Or, if they have had, I would have bought a zero regular” (Interviewee #19, 31).

“I might concern is because it is ‘Banana Republic’ and it seems like more focus on to their smaller clients. Sometimes, like the company, ‘J.crew,’ I have noticed that it seems like they are changing sizes to smaller persons, some Asian clients who are tinier. So, I’m thinking that the area between shoulders, that thing might be a little snag on me. That’s why I get the XL size. I structured that out” (Interviewee #26, 27).

“I’m specifically sure because of the material. I wear their clothes often enough. I know that it should fit in the range or I can adjust things if I needed to so. My size is usually small or medium. I chose the size XS/S for this one because I can see that it’s wider and I see if it’s wider, I usually go for small first, and if it’s tighter, I go for medium. I select the size as the style and the material. If the materials are spandex or polyester more blends, I would use a medium because it’s going to be tighter. The cotton or terry, I choose the small because they are bigger” (Interviewee #3, 21).

On the other hand, some of the interviewees said they just assumed the size would fit and if they were not sure about the size selection, they would order one size larger than the size they thought might fit because it was less risky to purchase a slightly larger garment than a slightly smaller garment.

“I guess I don’t. It says it’s true to size. I normally wear the small. I would just probably assume that the small would be my size. I don’t know that I would really care it was a little too big or anything” (Interviewee #14, 21).

“As my body style, I would buy one size bigger. I think that would mean it should fit... Whenever I concerned, I just buy one size bigger... If I have to buy like shirts I would buy medium but since it is a jacket I might have shirts or sweatshirts underneath the jacket. That makes me think 'oh, maybe I should buy one size bigger' and then when it runs on the small size and then I’m like really tight in this jacket. That would be sort of embarrassing. I would probably buy just big because it just looks nicer anyway, especially a jacket, you know you don’t want to be like you know how’s that in movie like fat girl with a little jacket” (Interviewee #21, 24).

*Knowledge of Own Body Measurement and the Size Chart Use* Some of the interviewees knew their own body measurements but many of the interviewees did not know their exact measurement so they did not usually use the size charts.

“I know my measurement just because I worked at Nordstrom in lingerie department so I had to measure things all the time. So, I actually know my measurement from that” (Interviewee #25, 23).

“I know my measurement. I sew and I just like to know my measurement” (Interviewee #17, 25).

“I do. I don’t know every, I mean I know the bust, waist, and hip. There might be some other measurements like that I don’t know how my shoulders would measure” (Interviewee #18, 49).

“I’ve never measured my body size. Actually if we want to know the actual body size, all body shapes are needed to be measured. Like just three parts of the body size on the size chart, I don’t think that’s very helpful to choose the right size for me. I like that some Web sites provide all detailed size chart. Like for example, if it’s the dress, they show the shoulder width, length of the dress, waist, bust, neck, sleeve length, and so on. I can refer them a lot. Anyway, I still check the size chart if they provide more detailed one that would be more useful to use that. Some Web sites, they show the size chart as referring US size, French size, and UK size. But they seldom show the detailed body size, like the shoulder, arm, middle waist or something like that. It makes me really frustrated” (Interviewee #20, 36).

But even though they did not know their body size, some interviewees checked the size to compare sizing systems of brands.

“I probably look at the size chart just to make sure. I usually fall in the medium but sometimes they would tell you like something unusual about the sizing” (Interviewee #25, 23).

“It's definitely useful. The only thing that I don't know is for that shirt, it says it's true to size but here it says 'regular fit.' It seems like there is something like super super small or super super big. In my closet, I'm generally medium but I have some shirt that is an extra small or a shirt for an extra large. Like 'forever21,' I'm like an extra large. Always it depends on the brand” (Interviewee #6, 21).

“I would check the size chart and I did the bust, waist, and hips. If you do check, you might get a different size...I always look at the fit instruction if it's Nordstrom because they have some of the lower price designers' lines and high prices lines and often the design is smaller. So I really need check the size chart if it's contemporary size chart or women's size chart or the junior one. So, I can see what kind of fit that I'm going to expect from the item” (Interviewee #8, 20).

Some interviewees also mentioned they did not check the size chart because they already know the sizing system for the brand.

“I never look at that. It's another gamble for shopping. That's confusing to me. That's not how I shop. I shop like that if I'm buying a bra” (Interviewee #1, 31).

“I usually don't look at the measurement chart. I don't even know where it is. If it's new product or new brand, I'm not going to buy those online” (Interviewee #3, 21).

“I bought this brand before and usually it fits to the size. Usually if I'm online and buy stuff that I kind of have experienced one because a lot of time you don't know what the sizes are. Even though they give you the size chart, sometimes, there is the variation in the garment” (Interviewee #13, 22).

“I guess I wouldn't bother measuring. I guess if I'm ordering jeans, which I have from here, I would pay attention to in measure myself. This is almost like the sweatshirts. So, it wouldn't matter if it is a little off” (Interviewee #22, 63).

#### Additional Factors Related to the Purchase Decision

In addition to apparel product perceptions, other factors also appear to affect consumers' purchase decisions, including perceptions of price, country of origin, shipping and handling, and return policies.

#### Price Perception

*Price Reasonability* Some interviewees mentioned that they are willing to pay a high price for apparel items depending on the brand name, country of origin, design and style, materials, and product performance.

“Actually, it is expensive but that’s what you are paying. You are paying for the brand. ‘Rock and Republic’ is really good brand. People know about it. If you are fashion people, it’s same as buying ‘7 for all mankind’s’ or a pair of ‘Citizens.’ You buy them. You are going to get a pair of jeans, but you are paying for the name” (Interviewee #2, 21).

“It’s reasonable because I know what it comes from. Other places, I don’t think their prices are very reasonable because I know where they come from and I know what they are paying” (Interviewee #3, 21).

“A lot of them, if they are made in USA, the costs here are more expensive. I know that’s one reason” (Interviewee #8, 20).

“I just kind of taking into consideration again in the fabric, the amount of fabric was used. There’s quite a bit of fabric there in dresses. Also, if I think the style is unique, I will pay a little bit more for that, if I really love it. It really depends on the design. If the design is amazing, something blows me away, I will be a little more willing to pay for it” (Interviewee #5, 21).

“It says it appeared boiled wool and you know that more work with into the crane for this garment and giving the finishing on the fabric that they want it. So, it is a little higher price point and it is also an outerwear though” (Interviewee #17, 25).

“If I’m going to spend \$ 150 or more on jeans, I want them something that could wear with everything, not just one time thing” (Interviewee #15, 20).

“This is a jacket and normally jackets seem more expensive and I would spend more on jackets because I know I would wear it more. Jacket seems to not go that as fast as you know, not get worn as much since I wear it a half of year. And I tend to spend more on them because I think it lasts longer” (Interviewee #21, 24).

However, some interviewees expressed that they do not think the original apparel price is reasonable and therefore prefer to buy apparel products on sale.

“I didn’t buy this before because it was \$49.50 originally. It’s on sale now as \$39.50. If you wait a month or so, they will almost everything go on sale unless it is a designer brand like shoes, like Ugg shoes, it’s never going on sale here but the pants, most of them goes to the sale” (Interviewee #1, 31).

“‘Guess’ is a little more expensive. That’s why I usually try to go to the outlet store. I probably wouldn’t buy the top for that price but I would buy a top like that maybe a little bit cheaper prices. So, I don’t like pay for full price. I always like to pay; I always like to find things that are on sale” (Interviewee #11, 22).

“At ‘Old Navy,’ their stuffs are on sale really quickly. A lot of times, I actually don’t buy stuffs in regular prices because I know a few weeks later; I can buy it on sale” (Interviewee #25, 23).

*Price and Quality Relation* To better understand the general perceptions of the relationship between the price and the quality, the interviewer asked informants whether they thought a high price meant high quality. The interviewees expressed that they thought the price and quality were related in general.

“Yes. That’s why I shop at ‘Nordstrom Rack’ because ‘Nordstrom’ is high quality but I buy most of time in the ‘Rack’ because it is cheaper” (Interviewee #22, 63).

“I think price is an indicator of the quality. I do because a lot of times, I would rather spend less money because I get bored on my clothes since I rather spend less money now and then change the clothes that I don’t want to wear often, instead of spending a lot of money on this thing and then you kind of feel like you have to wear this forever. If I pay a lot of money on something, I think it is going to be really high. But I’m also willing to pay less knowing that I get less quality just because I don’t want to wear that as long as I don’t want” (Interviewee #25, 23).

“I think it used to be. I think that the, with ‘Banana’ products, their slacks and their pants, they’ve capped up their quality. The prices would do feel like you are paying for the quality of the material and the cut, and the cut options. I feel like when I pay \$100, they gave me enough options to find the pants that would work out whole a lot of tailoring...But their shirts and their knit tops, they are not as good anymore and they get nibbly really fast and they are thin materials...I haven’t been happy with my ‘Banana’ products. My tops as much and my knit tops, but my sweaters, their sweater quality is still good” (Interviewee #19, 31).

On the other hand, some interviewees expressed that they do not think the price is directly related to the quality of the product. Rather, other indicators such as brand name or fashion trend were more directly related to quality.

“A lot of times in apparel, it can be not always though. I think a lot of times you pay for the name and I found really good quality accessories and items of the clothing for real cheap. Just be careful about what it is you pick. Price isn’t necessarily an indicator of quality for me” (Interviewee #7, 21).

“No. I think that the price thing I feel like they can give you really expensive things that they made out of like materials break up really easy because it’s stylish. So, I don’t really think that the price is related to the actual quality of the material. Plus I think most people have no idea anyway so they can charge whatever they think it is cool or the name is associated with the brand name or like the designer name, so they want to just make it cost a lot more because if this same jacket at ‘Old Navy’ would be somewhere in like ‘Saks’ in the similar look but a little different, maybe the detail different, and it would be the way more expensive” (Interviewee #21, 24).

“Not a lot of time. A lot of things I think on this Web site, like the price stuffs are really high and then you see that in the store in the sale rack like \$ 19.99 and it used be like \$ 89.

They are just falling apart so I think it has more to do with the style in stuff like that, that they think it is going to be desirable at that time” (Interviewee #14, 21).

“I think there is some relationship between price and quality. But I don’t think they are completely related. Look at this. They are all same jeans but the popular colored ones and the unpopular colored jeans have different prices. The three of them with raspberry, wonder, and teal, are \$ 196 and the others like snow or eclipse are 50 % off price so \$98.00. Because the three of them are right now really popular ones and the others maybe people are all have those colors if they’ve already have the skinny jeans. That’s why the prices are different. I think people would buy this one if they want to have trendier one” (Interviewee #20, 36).

### Country of Origin

The interviewer asked the informants whether they cared about the country of origin when they shopped for apparel products online. The majority of the interviewees said that they do not usually check the country of origin because they generally trust the companies they are buying from. Interestingly, country of origin was thought to be a possible indicator of social responsibility.

“I try to care but not really. It’s kind of difficult because we are not trained to look at like where the product comes from. I would hope and I know that this is all of many consumers’ hope that when you are going to stores where you frequently shop at, whether their practices are humane and they have good practices, but I wouldn’t be the first like I wouldn’t just go to of that immediately” (Interviewee #4, 24).

“I don’t think, as the consumer, I would mind because just I’m not very conscious about that and I feel like if a company is doing a lot of harm then they are going to get cut and then they are not going a lot to do what they were doing anymore. ‘Guess’ is then around for a while. It seems like a pretty reputable company” (Interviewee #11, 22).

“I know that it won’t usually mention where it’s made. I don’t much care about that. I would like if they mention the country of origin actually. But it’s not a big portion in my decision making” (Interviewee #18, 49).

“It doesn’t really cross my mind. I’m not an all USA person. That’s not very practical these days” (Interviewee #26, 27).

However, some interviewees cared about the country of origin if they know some facts about the country and they were aware of problems in terms of fair trade and business practices.

“I’d like to see that where the things were made. This is made of U.S. I like things are domestic. To find myself, I feel like you know buy some things like in China, the

production there is so cheaper so they were translated as cheaper products. I've even been noticed that might be true" (Interviewee #8, 20).

"In general, I would try for things that are made in U.S. I'm a sustainability person and I'm a green design person, so I would want them not to pay for a lot of gas and oil to put in the tank and ship it to the cross of the ocean. That's an environmental issue. The other issue, the people issue is that there are two parts of people issues. One is that I want to support a working middle class having making family salaries in the U.S. The other reason is that I don't want to support child labor or exported the labor to aboard" (Interviewee #22, 63).

"Even though I don't know of the country of origin, if I really like it, I would get it. If they are saying unknown country name, I would probably look at the other product. I care but it is the least one, not really priority. If I really like the product, I usually don't care about that. Right now the products from China are not really good. So, if I see the 'China,' I probably wait to find something different because their product, like people say it has a little bit health problem too. If I hear like that fact, I probably avoid to buy the products from that country for that" (Interviewee #24, 25).

### Shipping and Handling

*Shipping Cost Perception* Interviewees were asked about how much they cared about the shipping costs. Some interviewees expressed that the company's shipping cost policy was a concern. A policy that associates shipping costs with total amount spent seemed unreasonable.

"They actually charge by the amount you are buying, not weight. That can be a little discouraging sometimes because they have certain brackets, like \$0 to \$25 bracket. I do not really like their shipping cost method as much as in some other Web sites. That's why I usually buy one thing, just one thing" (Interviewee #5, 21).

"It was \$175, so the shipping cost would be \$14.95. That is probably the reason why I wouldn't buy something like that because of the shipping. I probably wouldn't do that. That's a lot if you buy their item for that. So, I probably go to the store" (Interviewee #9, 21).

"The thing is that they should if the more you spend; they should, the shipping cost should be less. But it is actually the opposite, it's more you spend, the more it costs to ship. But if you shop online, for convenience, I think that is the part that you have to pay for convenience. So, if they have it at the store, I would rather just go to the store" (Interviewee #13, 22).

Some interviewees responded that they do not mind paying shipping costs because shipping online saved them time and gas money.

"I don't mind paying for shipping because it saves me time and saves me gas money, otherwise I might take my car to go 'Anthropologie' store. I think that's fair trade. They have to get the items sent to us. They use boxes and they have to pay people to get it out to

us and people work hard to do that stuff. I think it will be pretty fair trade” (Interviewee #17, 25).

“It does add to the price things but so does putting gas in my car and drive in some place. I buy my books on Amazon and I buy my clothes, not too many but some in this way. It’s worth it to me” (Interviewee #22, 63).

Also, the interviewer asked them what a reasonable shipping cost would be. Many interviewees generally thought that shipping costs between \$5.00 and \$10.00 seemed reasonable but over \$10.00 seemed too much for the shipping.

“Nordstrom has \$5 shipping all the time. I like it. For standard shipping, I think \$5 is a good deal” (Interviewee #8, 20).

“Like you buy something \$200 and shipping for \$5, it really doesn’t matter. If I buy something for \$20, I wouldn’t pay that as much. It matters how much I purchase. If the shipping is like \$15 or \$20, I might be more hesitant to buy” (Interviewee #2, 21).

“I think in anywhere from \$5 to \$10, if it isn’t good anything over that. But it is just depending on how heavy obviously. If the item is heavier, it is going to cost more but \$5 to \$10 seems pretty reasonable” (Interviewee #12, 22).

“If they charge only \$3, it would be very good. If they go over \$8 or \$9 for the shipping, it would be too much. So, if I see over \$10 for shipping, I would just go to the store” (Interviewee #24, 25).

“If it goes over \$10, I think that they are ripping me off” (Interviewee #26, 27).

Also, some interviewees expressed that if the companies offered free shipping, they might shop more to get the free shipping.

“Honestly, a lot of times, when you look at the ‘home,’ it says if I order \$100 or more, it will be free shipping and handling. That’s why I don’t usually pay attention to the shipping cost. They do that on and off all year long. It has to be on the order \$100 or more and honestly that’s just 2 or 3 items. That doesn’t take long time. I don’t like to pay for the shipping in here. I really don’t” (Interviewee #1, 31).

“Like the free shipping for shoes, that might be more appealing. I might decide to get a pair of shoes on online just because of that, if I found the pair that I really like. Or like if they offer free shipping plan, like buy more than \$100, it’s a good deal” (Interviewee #2, 21).

“I would if they had like if you ordered like \$ 50 or more, it was free then I probably get something else so, it will be free, like get an accessory or something” (Interviewee #11, 22).

*Delivery Time Perception* Interviewees were asked the number of days that would be an appropriate delivery time. Many interviewees expressed that they thought 5 days to 10 days would be fine for the delivery time and they usually preferred the standard shipping method. If they were in hurry, they might use the express shipping method.

“Probably, 3 to 5 business days, or a week or so. If it takes 7 to 10 days, that is too long. I don’t like that things take that long. If I’m paying \$6 to \$8 for shipping, it should get here on time. I don’t like things take that long more than a week” (Interviewee #3, 21).

“I know many companies normally say like up to 10 days and I hate that because if you buy an item, you want it sooner. Nordstrom does great job of shipping. If your product is out, you will see in 3 to 5 days. If I order it on Sunday, I would get that on Friday. If I order it on Monday, I would get in the end of the week” (Interviewee #8, 20).

“I really won’t want it if it’s over 7 business days because 7 business days really mean like 10 days because it always makes you wait on the weekend and so if it was more than that, I would feel like ‘woo, I’m waiting forever for this stupid jacket,’ and then I would get annoyed like ‘oh, was it worth it?’” (Interviewee #21, 24)

“Standard shipping is I think it is usually like 5 to 10 business days or something. Once I buy something, I usually expect it in about a week, 7 days. Up to 10 days is fine if they tell me. If they say like this is 7 days shipping and then 3 days later, that would bother me” (Interviewee #25, 23).

“If I order the item with express shipping, I need to sign to the package. That’s very complicating because I can’t stay all day long at my home. I don’t like the express shipping. I prefer the standard shopping. But in the case of the book, if that is my textbook, I need to use as soon as possible. So, no matter how expensive the express shipping and how inconvenient to get to sign them, I need to order with express shipping” (Interviewee #20, 26).

“I usually always do the standard unless it is something that I really need and I haven’t been able to find it anywhere in town, and then I would go online and I have to do the rush shipping” (Interviewee #10, 21).

A few interviewees mentioned that they do not care about the delivery time because they do not order the apparel products over the Internet when they need it right away.

“I don’t mind. I mean I’m usually not in a hurry. Usually I get things in a week. I don’t really care about the delivery time” (Interviewee #18, 49).

“I usually use the standard shipping, maybe 3 to 5 days or 7 to 10 business days. It’s ok. There is no reason to rush” (Interviewee #23, 33).

### Return Policy Perception

*Awareness of the Return Policy* Interviewees were asked if they knew about the return policy of the visited Web sites or if they checked the return policy when purchasing apparel products online. Some interviewees knew about the return policy of the Web sites. Some interviewees did not check the return policy until they actually needed to return something.

“The return fee is \$4.95 and for exchange, they don't charge you. I think it's easy, no problem” (Interviewee #1, 31).

“They are actually pretty good about their return policy. In your ship packaging, basically if you open it up and then you are like ‘that’s not I want’ and you can send it back. You basically just send it back in and you don’t have to pay for the shipping I believe” (Interviewee #5, 21).

“Nordstrom has such a good return policy so if I purchase something online and I don’t like it, then I can take it back to exchange it” (Interviewee #8, 20).

“This is very complicating. Here is the special return policy for the celebration’s line and here is the special policy for the selection’s line. I have to say that if I read that return policy, then maybe I won’t shop this. They don’t accept the cash on delivery (C.O.D) packages. It looks like you have to pay the postages both ways. It looks like it for me. That would keep me ordering it actually” (Interviewee #18, 49).

“I don't check the return policy when I shop online. I usually read that if I get something that I need to return it” (Interviewee #10, 21).

“I wouldn’t check it, because it would be, I know it sounds really bad but, it would just take so much time to read the policy and I would only read it when I have to return it, and then I read the policy. I’m not preparing the problem whatsoever. I’m expecting it all the work out well” (Interviewee #21, 24).

*Experience with Returning Apparel Products* Interviewees were also asked if they had experience returning apparel products that they purchased over the Internet. The most frequently reason for returns was the fit followed by the construction and color of the products.

“It was the fit. It didn’t fit properly and looked different on model. For example, from the Victoria’s secret, I bought like a pajama’s there and that was full-fitting on the model and it’s like really cute and I got it. To me, it was like a weird midriff balloon type thing. That’s not exactly what I ordered and that’s not what I wanted. I sent that back. So, definitely fit and it’s not fun to get surprise colors either” (Interviewee #5, 21).

“I bought a pair of jeans and they had broken inseams so I just took them back and they sent me another pair. It was from Nordstrom Web site. It was very easy” (Interviewee #8, 20).

“I think in the last year, I returned a pair of shoes and I don’t think it was Lands’ End. I can’t remember from whom it was but shoes are very risky anyway, very risky. They just simply didn’t fit” (Interviewee #22, 63).

“I have one and it was long time ago. That was wrong size. They shipped wrong size. They shipped a bigger size than I ordered. But I don’t think that’s very common. Sometimes, that could be messed up something on their system for that one piece” (Interviewee #10, 21).

Many interviewees expressed that they preferred to return apparel products at a bricks-and-mortar store than by mail because they thought the return process by mail was more complicated.

“It would be a really long process. I’m not actually sure what the return policy is for here online. It’s just too much of the process. I never would be ok. I probably would not go with the hassle as returning it back, if I bought them online. The return process in general is not fun. I might take it back to the store instead” (Interviewee #4, 24).

“I wouldn’t ever ship anything back, but I just bring it to the store in Portland. I just go to the store and exchange it or get something else at the store” (Interviewee #3, 21).

“Usually, when I buy stuff online and they actually have their stores I can go to return stuff. I think it is hassle, return stuff from the Internet because they take it off from the credit too” (Interviewee #13, 22).

“I bought some shoes and the size wasn’t right for me, so I went to ‘Saks’ and returned them at the store. If I have to return the product by mail, oh, it would be really bothering” (Interviewee #23, 33).

### Conceptual Approach to Apparel Product Perceptions by Internet Consumers

The conceptual approach to perceptions of apparel products in the Internet apparel shopping context is outlined in Figure 6. The diagram shows consumers' general perceptions of Internet apparel shopping include both positive factors and negative factors.

The EBM model (1995) can be effectively applied to the consumer decision making processes of consumers use when shopping for apparel on the Internet. Motivations for Internet shopping can be considered the problem recognition phase of the EBM model. The next stage of the process is information search when applied to Internet shopping, participants chose certain Web sites and demonstrated a variety of navigational patterns.

In the alternative evaluation stage, consumers examined the product information and used the provided functions to evaluate the product features in order to make their purchase decision. In this phase, the apparel product perceptions factors including image, comfort, fabric characteristics, and fit were assessed as they related to product quality and value. In addition to the product perceptions, other factors that played a role in participants' decision making included price, country of origin, shipping and handling, and return policies.

Although actual post-purchase assessments were not conducted, participants noted that positive attitudes can affect their future selection of the Internet retail channel and certain Web sites. On the other hand, if they are dissatisfied with the purchase, they might return the product and change the Web sites or retail channel.

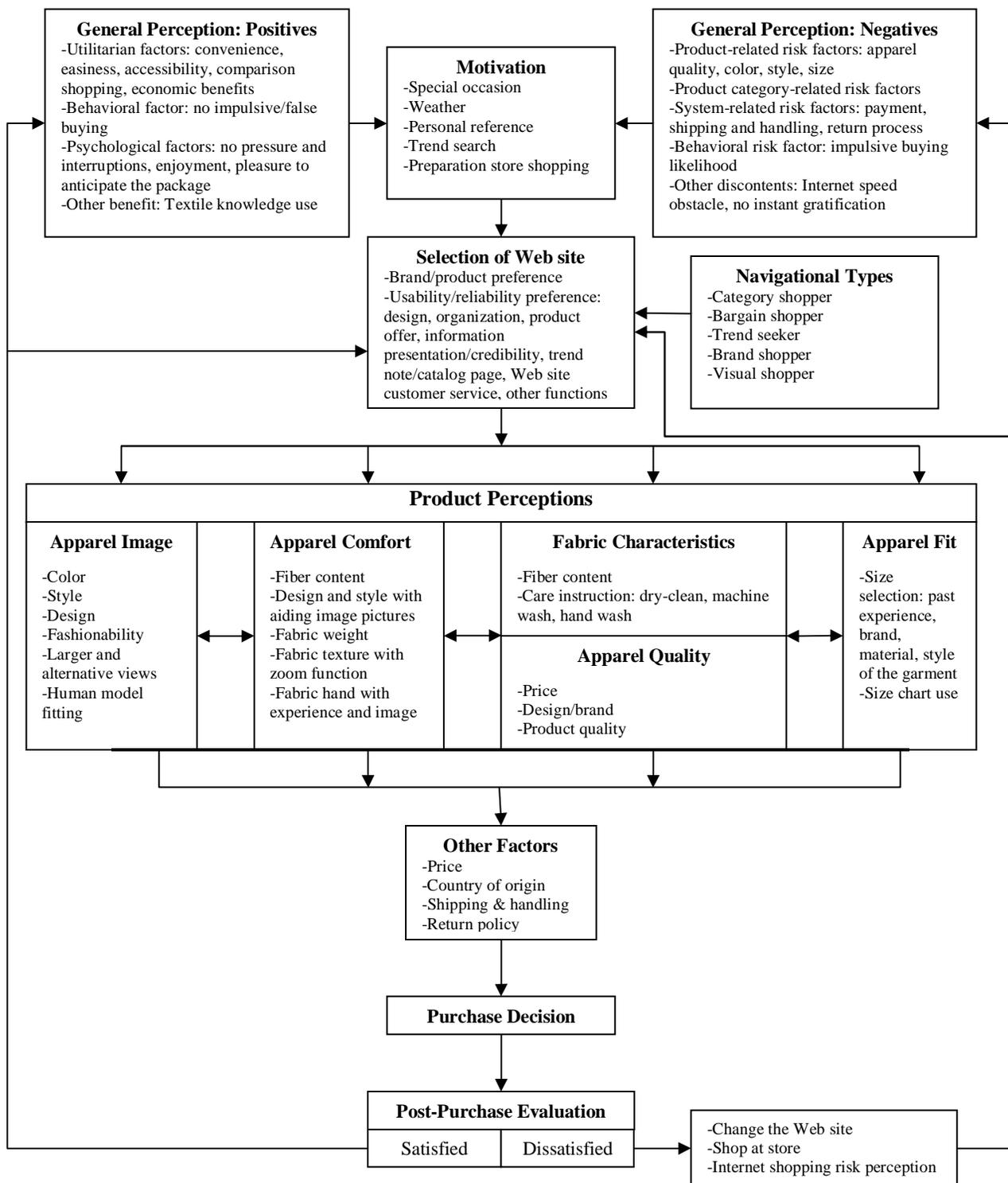


Figure 6. The Factors Used in Perceiving Apparel Products and to Making Consumer Decision in the Internet Apparel Shopping Context

## Chapter V. Discussion and Conclusions

The purpose of this study was to determine the role of consumers' perceptions of apparel image, comfort, fabric characteristics, and fit on their purchase decision for apparel within the Internet shopping environment. This study examined factors related to general perceptions of Internet apparel shopping as well as specific perceptions of image, comfort, fabric, and fit. This chapter includes the interpretation of results and conclusions. The contributions of the present study and implications for Internet apparel retailers and Web site designers are also addressed. Finally, the limitations of the study and suggestions for future research are provided.

### Interpretation of Results

Interpretation of the results of this research provides understandings of consumer behavior related to Internet apparel shopping especially with regards to perceptions of apparel products and the factors consumers use to make their purchase decisions.

### Descriptive Data Interpretation

The participants of this research were relatively young. Even though a convenient and purposive sample was used in this research, participants were frequent Internet users, spending over 10 hours online weekly and habitual online apparel shoppers, and regularly shopping once a month. These characteristics are similar to previous work on Internet shoppers (Shiu & Dawson, 2004). According to studies by Moe and Fader (2004) and Yoh et al. (2003), more frequent Internet shoppers have a higher probability of eventual purchase and prior experience with Internet shopping had the strongest effect on purchase intention. The majority of the participants in this study were satisfied with their Internet apparel shopping and positive prior experiences with Internet Web sites were related to apparel Web site selection.

In terms of the selection of the Web sites, a greater number of participants visited a specialty store type Web sites than a shopping mall type of Web site. It appears they were drawn to the brand preferences over the greater variety of the product selections. Even though the most frequently visited Web site was 'Nordstrom' (a shopping mall site), participants immediately shopped by brand on the Web site. Thus brand preference can be a significant reason why certain Web sites are chosen (Ferguson & Hlavinka, 2006; Hess & Story, 2005; Lim et al., 2006; Pitta et al., 2004).

Fiber content information, care instructions, country of origin and product information are generally offered on apparel shopping Web sites (Kim & Lennon, 2000; McCorkle, 1990; Park & Stoel, 2002; Szymanski & Hise, 2000). This was also found to be the case with the Web sites selected by participants. The majority of the Web sites selected offered the larger view and alternative view images of products. Most of the Web sites used human models to display the garment as well (DeLong, 1999). Information related to shipping cost and delivery time varied across the Web sites.

Because the study was conducted in the late Fall, many participants purchased the upperwear such as coats, sweaters, or jackets. Thus, the price average of the products selected may be higher than if the study had been conducted in the summer and summer clothes had been selected. In addition, more than half of the products selected needed to be dry cleaned. In terms of the fiber content, the majority of the participants selected products made from natural fiber such as cotton and wool or natural fiber blend with synthetic fiber. Most of the products selected were imported.

#### Interview Data Interpretation

According to the EKB model of consumer decision making (1995), the pre-purchase consumer decision processes includes three stages: (1) problem recognition; (2) information search; and (3) alternative evaluation, followed by the purchase and post-purchase evaluation.

Except for post-purchase evaluation, the present research followed these procedures from motivation to purchase decision within an Internet apparel shopping context.

### *General Perception of Internet Apparel Shopping*

Convenience, saving time and effort, ease of ordering, merchandise with good value for the price and quality, offering financial security offerings, and rich information influence consumers' likelihood of purchasing through the Internet (Shim et al., 2000; Supphellen & Nysveen, 2001; Szymanski & Hise, 2000). Three types of benefits of the Internet apparel shopping can be identified: utilitarian factors, behavior factors, and psychological factors. Convenience, easiness, accessibility, comparison shopping, and economic benefits are considered to be utilitarian benefits of Internet apparel shopping (Bloch & Richins, 1983; Szymanski & Hise, 2000). Although less impulsive buying is perceived as a behavior benefit of Internet shopping, participants in this study mentioned that impulsive buying behavior can be also the risk factor of the Internet apparel shopping. Whether perceived as a benefit or risk may depend on the consumers' personal behavior. No pressure and interruptions, enjoyment, and pleasure to anticipate the package are identified as psychological benefits (Bloch & Bruce, 1984). However, waiting the apparel product package was also mentioned by participants as a down-side of the Internet apparel shopping. This phenomenon also occurred because of the consumers' personal characteristics. Other benefits of the Internet apparel shopping identified by participants was the ability to use knowledge of the textiles which meant they could shop apparel products online more confidently. Past Internet apparel shopping experiences were also perceived as a benefit because they knew the fit or quality of the brand and they got used to the ordering and return process. This factor also allowed them to be more confident in their decision makings.

On the other hand, there are perceived risk factors in the Internet apparel shopping (Bauer, 1960; McCorkle, 1990; Hawes & Lumpkin, 1986; Laurent & Kapferer, 1985; Soopramanien & Robertson, 2007; Wilkie, 1986). From the results of the present study, the risk factors of Internet

apparel shopping can be classified as: product-related factors, product category-related factors, and system-related risks. Product-related risks included concerns about the product's quality and accuracy in terms of color, style, or size. Since consumers could not feel and see the products, these risk factors are always dominant in the Internet apparel shopping (Elliot & Fowell, 2000; Laroche, Yang, McDougall, & Bergeron, 2005). System-related risks included payment with their credit card and risks associated with shipping and handling procedure. Although Internet speed (e.g., slow speed) was not necessarily perceived as a risk factor, it can be a annoying and subsequently affect consumers' perceptions of the Web site.

#### *The Motivation of Internet Shopping*

Motivation for shopping for apparel product through Internet included finding apparel suitable for a special occasion, the weather, and personal reference (Bearden & Etzel, 1982; Cassill & Brake, 1987; Solomon, 2004). Also, the apparel consumers in this study chose the Internet retail environment because they did not want to shop in crowds, they were too busy to go to the store, or the store was at a distance. The Web sites were used to see the trends search and to prepare for store shopping.

#### *Selection of the Web Site*

Consumers in this study preferred to shop on certain Web sites because they liked the brands and their products. Web site usability and reliability were added values to the brand loyalty. Brand loyalty can come from product-related quality, store atmosphere, customer service, return policy, and store credit card benefits (Ferguson & Hlavinka, 2006; Hess & Story, 2005; Lim et al., 2006; Pitta et al., 2004).

Consumers primarily thought the Internet Web site needed to be organized and categorized so it should be easy to find the information the consumers want (Kunz, 1997; Parasuraman et al., 1988). Also consumers prefer the Web site to be designed with simple color and layout (Danaher

et al., 2006). In the case of shopping mall Web sites, the variety of product offerings was attractive to customers. Consumers believed that what they saw on the Web site was what they would get. Consumers had some level of brand loyalty but they also thought the Web sites would be reliable based on their past purchase experiences. The availability of customer service and gift cards was noted by consumers as preferences in Web sites. Allowing customers to input, providing catalog pages, providing other suggestions, and providing trend note pages were perceived as useful.

### *Perceptions of Apparel Products*

Knowledge of how consumers seek information has been considered vital for understanding consumer buying behavior (Newman & Staelin, 1972). As a result of observing the participants' navigational patterns, five types of shoppers were identified. The first type was apparel category shopper. They shopped by product category and usually used the "view all item in one page" option. They tended to use the 'back' button on the computer screen to specifically see any one product in the same category (Dailey, 2004). When they changed the category of the product, they used the side category selection tabs. The second type was the bargain shopper. Once the consumers entered the Web sites, they checked the sale products first. Then, they also shopped by category, by price, or by brand. The third type of consumer was trend seekers. When entering the Web site, they were likely to check the new arrivals and catalog page first. Then, most of the consumers shopped for the apparel product by category. The fourth type was brand shopper. These consumers selected shopping mall sites, and then selected their favorite brand. Then they shopped by category or by price. The last type was the visual shopper. Once these consumers entered the Web sites, they immediately clicked on the main product image and then they usually shopped by product category. Even though there are different general types of navigational patterns, many consumers combined multiple navigational styles in their product search and evaluation.

When making purchase decisions, the consumers carefully examined the product focusing on color, construction, fiber content, price, design details, style, fit on the model, size availability, and fit specifications by reading the descriptions and using the functions such as zoom and alternative views. These findings are consistent with the past research on clothes evaluative criteria (Cassill & Drake, 1987; Davis, 1987; Eckman, Damhorst, & Kadolph, 1990; Workman, 1990). In addition to the product perceptions, consumers used perceptions of apparel performance, price, shipping and handling costs, and brand in their purchase decisions.

Combined to perceptions of image, comfort, fabric characteristics, and fit contributed to consumers' purchase decisions of apparel products. When shopping for accessories, the consumers also wanted to know the product size, dimensions, and style on the model. When the consumers were buying jeans, they examined and compared the length, inseam, pocket design and placement, positioning waist (low or high), opening size in the case of skinny jeans, different wash types, type of fit, fiber content to see if there is some stretch in it, and the buttons. Consumers appeared to balance their perceptions of apparel quality with their perceptions of price to determine product value.

#### *More In-Depth Questions about Product Perceptions*

With the in-depth questions about product perceptions and their importance, the present research found that what specific information and factors were used in forming apparel product perceptions and how these perceptions were related to consumers' purchase decisions in Internet shopping.

*Apparel Image* When analyzing the participants' specific behavior when they made their purchase decisions, the image of the products including color, style, and design details were the most important examining factors and consumers used larger view, alternative views, zoom function and color swatches to make these assessments (Khakimdjanova & Park, 2005; Kim,

Fiore, & Lee, 2007). Color was an important factor related to apparel image. They chose the color because they wanted to get a greater variety of colors in their wardrobes. The style of apparel product was related to perceptions of comfort and fit.

Winakor, Canton, & Wolins (1980) found that consumers' confidence about product fashionability reduced their fashion risk in apparel shopping. The participants in this study, in general, had high knowledge about fashion. This characteristic was evident in navigation tools they used. For example, one way in which some participants developed image perceptions was to check different colors on the model to perceive the style of the garment better. Depending on the background color, they changed the garment colors to see style and color details more accurately. Larger views, alternative views, zoom functions, and the fit of the garment on a human model were also used (Li et al, 2003; News Stories, 003). Consumers preferred to use the zoom-in function to see garment details and to check the fabric texture and weight as a way of assessing the apparel comfort. Most of the participants preferred to see the garments on a human model (DeLong, 1999), especially when making evaluations of jean products. A few participants revealed that sometimes it is difficult to compare their size with the model's; however it did help them to perceive the fit and style of the garments.

*Apparel Comfort* The majority of the participants perceived the apparel comfort based on their knowledge of the fiber content, fabric texture, fabric weight in relation to the fiber, and style of apparel product. Fabric texture and fabric hand were simultaneously observed by the consumers to form image perception. Consumers associate certain types of fibers with certain fabric textures and fabric hand. Fiber content and the style of the garment were used to make assessments of the comfort of the garment.

*Fabric Characteristics* Fiber content was the most important factor used when forming perceptions of fabric characteristics of apparel products purchased through the Internet.

Participants checked the fiber content when forming impressions of the feel and performance of the garment. They preferred natural fibers, stretch fabrics, comfortable fabric, and the fabric that retained its appearance over time. Some participants expressed that knowing the fiber content is not always helpful because fiber characteristics vary depending on the fabric construction. To make an accurate assessment, consumers must be able to touch the fabric (McCorkle, 1990). The preferred fabric structure depended on the garment types; however, preference did not directly affect on it did not affect on the decision making. On the other hand, perceptions of care instructions appeared to directly affect consumers' purchase decision in that some consumers preferred machine washable apparel. Again, knowledge of fibers and fabrics led some participants to simply ignore the proposed care instruction as they cleaned their clothes based on this knowledge. Consumers tended to connect the product quality with the price and care instructions of the apparel products.

Perceptions of apparel product performance over time were based on frequency of wear, maintenance, and the trendiness, price, brand, and type of the garment. Consumers expected higher priced apparel products to perform over time. Perceptions of apparel quality were related to products' material, construction, style, price, brand name, design popularity, and country of origin. With the findings, apparel product price, apparel product performance, and apparel product quality were perceived with many similar factors and therefore, they were closely related to create overall apparel product perceptions.

*Apparel Fit* Selection of the product size was based on what size they bought in the past, the materials, the style, and their brand experience. When perceiving size and fit, use of physical information of apparel products has been found to be important (Ha & Stoel, 2004; Bhatnagar et al., 2000; Gaal & Burns, 2001). Consumers selected size based on past experience with the brand, garment material and the style of the apparel product. Perceptions of fit were related to style and fabric characteristics. Also, when consumers were not sure about what size to select, they tended

to purchase a size larger than their expected size. Perception of good fit for a consumer ranged from a desire for a garment to be loose on the body to a desire for a garment to conform perfectly to the body (LeBat & DeLong, 1990). However, consumers hesitated to buy new brand through the Internet Web site because they were unsure about the fit. Interestingly enough although participants were very concerned with the fit and the selection of their size, many of them did not check the size chart and did not know their body size measurements. Most of time, they simply assumed their size but noted the most frequent reason for them returning apparel products was fit problems.

#### *Additional Factors Related to the Purchase Decision*

Another factor related to apparel purchase decision on the Internet shopping was price perception (Eckman, Damhorst, & Kadolph, 1990; Workman, 1990). Consumers associated a high price with brand name, country of origin, design, material, and the garment type and performance. These factors related to the price were the same as the factors related to perceptions of apparel quality. Thus, perceptions of apparel quality are closely related to perceptions of the apparel price. Some participants testified that they do not buy the apparel products unless they are on sale because they did not believe the original price was directly related to the quality of the product. For those bargain shoppers, price was more related to the brand name or the style than the quality or value.

Another factor related to purchase decisions was country of origin. For some consumers, country of origin was related to perceptions of social responsibility and the business fairness (Dickson & Eckman, 2006).

Another factor related to purchase decisions was shipping and handling. Perception of the high cost of shipping was viewed as a disadvantage of Internet shopping. Even though consumers' time and gas cost much more than the shipping costs, they perceived shipping costs as wasteful and uneconomical. Because of these perceptions, free shipping promotions were

viewed as appealing. With regards to delivery time, as long as the Web site clearly noted the expected delivery time, consumers did not mind waiting for the product. However, they did not like waiting more than 7 business days for the product.

The last factor related to purchase decisions was perceptions of in the return policies. Surprisingly, many participants did not know how to return merchandise by mail but preferred to return merchandise to the store because they thought the mail return would be stressful and difficult. Thus, when they had to return the apparel product due to the fit or quality problem, they returned the item to the store rather than sending it back through the mail.

### Conclusions

The purpose of this study was to determine how consumers made their purchase decision using the information of apparel image, comfort, fabric characteristics, and fit in Internet apparel shopping. Using an interview procedure, the researcher learned about apparel product perceptions, shopping behaviors, and navigational patterns of consumers in the Internet apparel shopping context.

The findings of this study revealed both positive and negative perceptions of Internet shopping. To increase the competitive power of Internet shopping over the other retail channels, the positive perceptions of Internet apparel shopping should be reinforced and the negative perceptions should be lowered. As such, Internet apparel retailers should offer adequate product information and useful functions so that consumers can adequately examine the apparel products and safely purchase merchandise. Also, providing fashion trend information can promote the consumers' motivation to shop for apparel products online. In addition, researchers and marketers should be cautious about our assumptions regarding strengths and weaknesses of Internet shopping compared to bricks-and-mortar stores. For example, face-to-face customer service is generally viewed as an advantage of bricks-and-mortar stores. However, some participants shopped online to avoid face-to-face interaction with sale associates.

Using observational methods, the present research categorized five consumer types with their navigational patterns: apparel category shopper, bargain shopper, trend seeker, brand shopper, and visual shopper.

Pervious Web site navigational studies, in order to know their shopping behaviors and outcomes, found what functions shoppers used to move on the Web site (e.g., back or forward button), how many pages shoppers clicked, and how long they stayed on the Web site. However, the present research observed how consumers successively navigated specific pages and what information and functions they used to make their purchase decisions.

Knowing what information consumers use and how the information affected consumers' decision making can be useful for Internet markets in their understanding of the importance of Web site functions and information offerings. Moreover, in-depth questions on the perceptions of apparel image, comfort, fabric characteristics, apparel performance and quality, and fit provided insights into how particular information could relate to consumers' product perceptions and purchase decisions. The purchase decisions were based on information obtained in the pre-purchase stage; a stage that marketers have been greatly interested in because it includes consumers' information-collecting behavior (Bhatnagar & Ghose, 2004). Consumers in this study carefully examined apparel products on Web sites. They used a variety of Web site functions to garner accurate and informative product detail descriptions. Their search process and perception formation appeared to be mediated by their past experiences and product knowledge. In addition, perceptions of the apparel product and purchase decision were related to factors including shipping and handling and return policy. This suggests that consumers use the offering of services that streamline the shopping process in forming positive perceptions of the shopping experience.

A unique characteristic of the present research was that participants were observed using real Web sites that they actually visited for their apparel shopping. This differed from past Internet shopping behavior studies that typically used mock Web sites as a means of manipulating in Web

site functions. The present research, therefore, provided valuable insights into consumer behavior in Internet shopping and greater external validity than previous research.

Finally, the conceptual model integrating the role of consumer perceptions of apparel products in the Internet environment in consumer decision making contributes to our understanding of consumer behavior of the apparel products when they are purchased in situations in which consumers cannot feel the materials or try on the garments.

### Implications

The results from the present study provide researchers and marketers a greater understanding of consumers' behavior within the Internet shopping context. The general perception and the motivations of Internet apparel shopping can provide apparel marketers and apparel and marketing scholars the knowledge of online shopping.

Even though the primary reasons for selecting particular Web sites were because of the brand and product, the Web site usability and reliability also played roles in Web site preference. Internet apparel consumers are likely to use information provided about trends and how to wear new items. Therefore, effective Web sites may integrate catalog pages and outfit combination pages whereby complete outfits or related items are presented together. In addition, the background color of images needs to be contrasting colors to the apparel color. If the apparel color is lighter or darker than the background color, the style of the garment is difficult to perceive. Web sites should also provide either efficient zoom function or larger image function and allow for different colors or style to be checked on a model. To display the garment on the human model in the Web site was found to be the best way to perceive the apparel image, drape, and fit. For that reason, if Web sites do not use a human model, they should at least use a stuffed body form to display the garment. Also, since the model image can affect the perception of apparel image, marketers need to use the model with similar age of target customer. Accessories (e.g., handbag, jewelry, etc.) also are needed to use the human model in order to display the

product size and the way to wear the accessory. These findings may be beneficial for Internet apparel retailers and the Web site designers to make their Web site more attractive and useful.

Even though participants in this study checked the fiber content of the products, they did not assume the fabric's performance for this information. Participants in this study had relatively high textile knowledge and therefore knew about different types of fabrics may exhibit different characteristics. Thus, for this group of consumers, Internet retailers should give more exact descriptions of the product and material details. Some participants did not know their body measurement and therefore, did not check the size chart. For this group of consumers, a drawing or model wearing the product may give additional fit information. Depending on the product designs, styles, and categories, the more detailed and differentiated measurements would be good supplements to the fit guide.

Many Web sites simply described products as 'imported,' rather than mentioning the specific country of origin name. Yet, as long as the consumers cannot check the tag of the product, the Web site should offer the exact country of origin in their description. It was interesting that some participants associated country of origin with the fairness of business practice in that country.

Perceptions of relatively high shipping costs were found to be negatively related to participants' purchase decisions. Therefore, companies may want to consider reasonable shipping costs or using free shipping as a promotion to the customers.

Consumers are typically cautious when buying apparel online. Therefore, product return policies need to be easy to understand and implement. In this way, consumers will have a positive perception of the return process. Also, the payment problem is always issue in the Internet market. Based on the findings, Internet apparel marketers and designers can create Web site environments that lead to positive perceptions of the product and process of shopping for apparel through the Internet.

### Limitations

There are limitations to the present research related to participant characteristics, regional factor to conduct the research, and interview procedure.

First, since the participants were recruited through a convenience sampling design, the majority of the participants had apparel design and merchandizing coursework. As such, their knowledge of apparel and their behaviors to search the information and perceive the apparel products on the Web sites might differ from other Internet consumers. In addition, even though the only age restriction for the study was that participants must be at least 18 years old, the majority of participants' ages were in between 20 and 24. This can be limited in generalization to all age groups behavior in the Internet apparel shopping.

Second, because the place that the research was conducted was a small town with no large shopping mall or retail selections nearby, the Internet apparel shopping may have been the only way to for the participants to shop for certain apparel product without driving to shop in other cities. This fact may have resulted in motivations online shopping that may have differed from consumers in larger cities.

Third, even though the interview was set up as close to the real situation as possible to shop apparel product on the real Web site, the participants needed to talk to the interviewer about what they were doing and thinking during the shopping activity. Therefore, this aspect was not the normal behavior as shopping by themselves. Also, even though the interviewer did not push them to buy something in a hurry, since they knew the interview time was a maximum 1 hour, they might have felt time pressured to purchase something within the given time. To compare their average Internet shopping time which was about 1 hour, their purchase decisions were made in less than 30 minutes. Thus it may not be the same style that they shopped online in other settings. Also, the some of the participants expressed that their shopping style was to shop many Web sites at the same time in order to compare products. However, the present study was designed for

participants to shop on only one Web site, so it might cause different shopping style unlikely their typical shopping style.

#### Suggestions for Future Research

Several suggestions for future research emerged from the limitations and research methods of this study. First, participants who live in larger cities with alternative shopping channels should be studied to discover other motivations to shopping for apparel products through the Internet. Second, to use participants who are not majoring apparel or merchandising would be needed in order to generalize beyond the sample studied. Third, a wide distribution of participants' ages would be useful if age was related to Internet apparel shopping navigation patterns and behaviors.

In terms of future research relate to interview procedures, two recommendations are made: 1) to allow for possible longer shopping time equal to their normal shopping duration and 2) to allow for the selection of multiple Web sites.

Similarly, consumers' perception when they do TV home shopping or catalog apparel shopping could be also studied using the same methods as this Internet apparel shopping research. Then, comparisons could be made related to consumers' perceptions of products from three non-stores shopping channels. Information on the role of perceptions on consumers' purchase decisions could be evaluated and compared.

More importantly, since this research used qualitative data collection methods, the quantitative methods could be used to determine the relationships among the factors that emerged from this study (e.g., motivations, Web site functions, navigation patterns). Quantitative approach can be more efficiently used to find the Internet apparel consumers' behavior direction and apply to the Web sites design arrangement and information presentations on the Web sites by Internet apparel marketers.

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**APPENDICES**

**APPENDIX A**  
**IRB APPROVAL**



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## INFORMED CONSENT DOCUMENT

Project Title: **Consumer Perceptions of Apparel Products in Internet Shopping**  
 Principal Investigator: **Leslie Davis Burns**  
 Co-Investigator(s): **Mi Jung Kim (Design and Human Environment Department)**

### **WHAT IS THE PURPOSE OF THIS STUDY?**

You are being invited to take part in a research study designed to determine the role of consumers' perceptions of apparel appearance, comfort, fabric characteristics, and fit on their purchase decision for apparel within the Internet shopping environment. The primary research questions will be: 1) in internet shopping, how do consumers perceive appearance, comfort, fabric characteristics, and fit of apparel products and 2) what role does this information play in their purchase decision process for an apparel item? The proposed study furthers our understanding of consumer behavior of the apparel products when they are in purchase situations in which they cannot feel the materials or try on the garments. The intended use for this research is a dissertation of Mi Jung Kim, a graduate student from Design and Human Environment department.

We are studying this because it will provide needed information to Internet apparel retailers as they strive to create effective and useful Internet shopping environments. The findings may be useful to Internet apparel retailers, Web site designers, and apparel marketers as they improve information representation in an online shopping context.

### **WHAT IS THE PURPOSE OF THIS FORM?**

This consent form gives you the information you will need to help you decide whether to be in the study or not. Please read the form carefully. You may ask any questions about the research, the possible risks and benefits, your rights as a volunteer, and anything else that is not clear. When all of your questions have been answered, you can decide if you want to be in this study or not.

### **WHY AM I BEING INVITED TO TAKE PART IN THIS STUDY?**

You are being invited to take part in this study because you are female who purchases apparel products through Internet Web site. You need to be at least 18 years of age to participate.

### **WHAT WILL HAPPEN DURING THIS STUDY AND HOW LONG WILL IT TAKE?**

Participants who have experience with Internet apparel shopping will select their favorite apparel shopping Web sites. The participant will then be asked to go through the decision making process for selecting an apparel items to purchase.

Oregon State University • IRB Study #:3706 Approval Date: <u>9/4/07</u> Expiration Date: <u>9/3/08</u>
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When the participants make their clicks to get product information such as image, size, cost, and color alternatives, what they look at and how they search for information will be observed and tracked. Through this process, the interviewer will ask certain questions about their decision making process. The basic interview questions will focus on why participants click specific pages and what information they were looking for. If the participant does not specifically address the topics of image, comfort, quality, and fit, the interviewer will ask specifically about perceptions of apparel image, apparel comfort, apparel quality, and fit of apparel. All interviews will be audio-recorded and transcribed. The interview and Internet shopping session will be conducted at DHE office room (Milam 228 or 232). If you agree to take part in this study, your involvement will last for approximately thirty minutes to 1 hour depending on the search process.

### **WHAT ARE THE RISKS OF THIS STUDY?**

The possible risks and/or discomforts associated with the procedures described in this study include: fatigue (30 min. to 1 hour) and privacy (personal experience about apparel shopping through Internet). However, it is all voluntary participating and if participants do not want to talk about their specific experience and behavior, they do not need to do that. There is no serious risk involved with this research procedure. Also, there are no foreseeable risks to participating.

### **WHAT ARE THE BENEFITS OF THIS STUDY?**

You will not benefit from being in this study. However, we hope that, in the future, other people might benefit from this study because the information and finding from this research can help the apparel marketers who use Internet retail environments and it will ultimately benefit the Internet apparel shoppers in terms of making better shopping environment and tools.

### **WILL I BE PAID FOR PARTICIPATING?**

You will not be paid for being in this research study.

### **WHO WILL SEE THE INFORMATION I GIVE?**

#### **AUDIO/VIDEO RECORDING/PHOTOGRAPHS**

One aspect of this study involves making audio recordings of you. This study is a qualitative research as interviewing your perceptions of Internet shopping. During interviews, researchers assume that it will be impossible to write down all your responses. Thus, the researcher will use audio recording to analysis your verbally described behavior patterns and personal shopping style or experiences related to Internet apparel shopping. The recordings will be accessed only by researchers, Leslie Burns and Mi Jung Kim, and the recording will be stored as computer files with password setting.

The information you provide during this research study will be kept confidential to the extent permitted by law. To help protect your confidentiality, we will be using identification code numbers only on data forms, having locked filing cabinets and storage areas, using password-protected computer files. If the results of this project are published your identity will not be made public.

**DO I HAVE A CHOICE TO BE IN THE STUDY?**

If you decide to take part in the study, it should be because you really want to volunteer. You will not lose any benefits or rights you would normally have if you choose not to volunteer. You can stop at any time during the study and still keep the benefits and rights you had before volunteering.

You will not be treated differently if you decide to stop taking part in the study. During interviews and Web site apparel shopping, we are free to skip any question that you would prefer not to answer. If you choose to withdraw from this project before it ends, the researchers may keep information collected about you and this information may be included in study reports.

**WHAT IF I HAVE QUESTIONS?**

If you have any questions about this research project, please contact: Mi Jung Kim, (541)760-1779, [kimmij@onid.orst.edu](mailto:kimmij@onid.orst.edu)

If you have questions about your rights as a participant, please contact the Oregon State University Institutional Review Board (IRB) Human Protections Administrator, at (541) 737-4933 or by email at [IRB@oregonstate.edu](mailto:IRB@oregonstate.edu).

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Your signature indicates that this research study has been explained to you, that your questions have been answered, and that you agree to take part in this study. You will receive a copy of this form.

Participant's Name (printed):

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(Signature of Participant)

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(Date)

**APPENDIX B**  
**RECRUITMENT ANNOUNCEMENT**

Dear Women Internet Apparel Shoppers;

My name is Mi Jung Kim, a graduate student at Oregon State University. I'd like to ask you a favor to participate in the research. Currently, I'm working on my dissertation, a study on consumers' shopping behavior as part of requirement for Ph. D. at Oregon State University.

This study is about apparel shopping behavior in Internet environment. The purpose of the study is to determine the role of consumers' perceptions of apparel appearance, comfort, fabric characteristics, and fit on their purchase decision for apparel within the Internet shopping environment. Persons who have experience with Internet apparel shopping are being asked to participate in this research. Your participation is voluntary. While you shop apparel product through Web site, your navigational behavior will be observed and you will be interviewed focusing on product perceptions and personal experiences. The interview will be audio-recorded. All your responses are strictly confidential and will be used only for this study. Your names and responses will not be associated with your responses or reported. The results of this study will benefit consumer scientists as well as Internet retailers. In addition, you will most likely find participation fun and interesting. The process of this study was reviewed by the Institutional Review Board of Oregon State University, Dr. Leslie D. Burns, major adviser, and Dr. Hsiou-Lien Chen, co-major advisor.

I appreciate it if you would take about 30 minutes to 1 hour to participate to the interview and research procedure. If you are willing to participate in this research, please contact: Mi Jung Kim at [kimmij@onid.orst.edu](mailto:kimmij@onid.orst.edu). Thank you.

**APPENDIX C**  
**INTERVIEW INSTRUCTION AND QUESTIONNAIRES**

### **Section 1: Preparation for Interview**

1. The researcher and participant will meet in Valley Library Research Room 1172 or the place participants want (e.g., office) by appointment. A desktop/laptop computer and an audio recorder will be prepared to use in interview. Only two people (researcher and participant) will be present in the room during the interview.

2. Before starting the interview, individual participants will be informed of their rights as a research subject and asked to sign a statement of agreement to participate.

3. Researchers will give basic instruction for the interview session.

*“Welcome and thank you for taking the time to participate in this study. The interview will take approximately thirty minutes to 1 hour. The interview will be audio-recorded. What I would like you to do is to pretend to shop for your everyday clothes, for example, your school wear, your work wear, or your outdoor clothes, exactly like you would shop for apparel products through the Internet at your home. You can choose your favorite apparel Web site first. Then, while you search the information for apparel products, I will observe your navigation patterns. I would like you to tell me that what you are doing, what you are thinking about the product, and what you are looking for in making your purchase decision, like thinking out loud. You can tell me your experience of Internet apparel shopping, any episode, your personal shopping style, or anything about Internet apparel shopping while you are doing your Web searching. You can choose at least 1 item to decide to purchase in the end of this shopping session. Then, I will ask more details about how you perceived the product attributes and their effect on your purchase decision.”*

4. When the participant enters the Web site, the researcher will ask:

- *When do you usually shop for apparel products through Internet, any special reason, mood, and occasions?*
- *Why did you choose the Web site in terms of brand characteristics, Web site usability, or any special reason for this Web site?*

## Section 2: Interview Protocol

The participant will then be asked to go through the decision making process for selecting an apparel items to purchase. When the participant makes her clicks to get product information such as image, size, cost, and color alternatives, what she looks at and how she searches for information will be observed and tracked. Through this process, the interviewer will ask certain questions about her decision making process. The basic interview questions will focus on why the participant clicked specific pages and what information she was looking for. The researcher will particularly ask about the participant's perceptions of apparel product appearance, comfort, fabric characteristics, and fit of garment.

### 1. Perceptions of apparel image in Internet shopping

- *What is your impression of the apparel that you've just purchased?*
- *Does the apparel color in stimuli seem clear to you?*
- *Do you think the apparel item is fashionable and if yes, why?*
- *Is the apparel style easily perceived in the picture?*
- *When the Web sites provide, do you always use the larger view and alternative views?*
- *Do you think the model affects apparel image?*

### 2. Perceptions of apparel comfort in Internet shopping

- *Can you easily see the fabric texture in the picture?*
- *What do you think the fabric feels like on your skin and why do you think so?*
- *Do you think the apparel will feel comfortable when you wear it and if yes, why?*

### 3. Perceptions of fabric characteristics in Internet shopping

- *Do you always check the fiber content?*
- *Do you prefer specific fiber content?*
- *Do you care the fabric structure if it's woven or knit?*
- *Do you think the care instructions are described clearly?*
- *How much do you care of the care instructions?*

- *Do you prefer specific type of care method among machine wash, hand wash, and dry-clean?*
- *How long do you think you can wear this apparel item and why?*
- *What does high quality apparel product mean to you?*

#### 4. Perceptions of apparel product fit in Internet shopping

- *How do you know this apparel item is going to fit you?*
- *Do you know your actual body size?*
- *Do you usually check the size chart?*

#### 5. Additional Questions

- *Was it easy to find information related to the product in the Web site?*
- *Do you believe that the product on the computer screen will be the same as the real apparel product such as color shade or details?*
- *What do you think the risk factors of the Internet apparel shopping are?*
- *What are the good things for the Internet apparel shopping?*
- *How confident are you with the security of the Web site?*
- *Are you comfortable giving credit card information to the Web site? Why or why not?*
- *Do you think the price of the apparel item is reasonable?*
- *In general, do you think the price of apparel product is related to the quality? Why or why not?*
- *Do you check the country of origin and how much do you care of it?*
- *Does the shipping price seem ok to you?*
- *Does the delivery time seem reasonable?*
- *Do you know the return policy of this Web site?*
- *Have you ever returned apparel product that you bought from Internet and if yes, what was the reason?*
- *If you used any other information to perceive apparel product, please tell me.*
- *Is there anything else that might help me understand your shopping experience?*

**APPENDIX D**  
**DEMOGRAPHIC QUESTIONNAIRES**

1. What is your age? \_\_\_\_\_

2. On average, how many hours do you use Internet per week?

\_\_\_\_\_ less than 1 hour

\_\_\_\_\_ 1 hour to up to 10 hours

\_\_\_\_\_ 10 hours to up to 20 hours

\_\_\_\_\_ 20 hours or more

3. On the average, how often do you shop for apparel products through the Internet?

\_\_\_\_\_ once a week

\_\_\_\_\_ once every two weeks

\_\_\_\_\_ once a month

\_\_\_\_\_ once every three months

\_\_\_\_\_ twice a year

\_\_\_\_\_ less than once a year

4. How much time do you usually spend on Internet apparel shopping per event?

\_\_\_\_\_ hr(s) \_\_\_\_\_ min

5. In general, are you satisfied with your Internet apparel shopping?

\_\_\_\_\_ very satisfied

\_\_\_\_\_ satisfied

\_\_\_\_\_ not very satisfied → # 6

\_\_\_\_\_ very dissatisfied → # 6

6. If you are not satisfied with your Internet apparel shopping, please write down the main reason of your dissatisfaction.

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**APPENDIX E**  
**INTERVIEW TRANSCRIPTIONS**

## Interview #1

Interviewer: Please go to your favorite apparel Web site.

Interviewee #1: I'm going to the 'Victoria's secret' Web site. I shop at this Web site a lot and people are surprised that they don't know that the Web site sells the clothing, too. I'm going to go to 'clothing' first.

Interviewer: Ok.

Interviewee #1: When I shop on the Web site, I wait until after the thing comes out for a while because then I could find the things on sale that was at least \$10 cheaper. My favorite color is pink and what I always look at the items on sale is that color.

Interviewer: Are you interested in the color of the product?

Interviewee #1: Yes. A lot of times, they would show you the colors. I'd like to look at the colors down here and, not all the times but sometimes, when you click on the colors and it will change the color on the picture of model. Almost always, I like to get a larger view, so I can get it close up and if I don't like about that, I can zoom in at certain part. So, I'd like to do that. I just clicked to see the sweaters. If I want to look all the sweaters, I can look at all of them altogether. But, there are 15 pages. So, the other thing I like to do is, instead of how many go off through them all, if I want to look at cardigans, crew necks and V-necks, and it is shorted up and I can choose the specific category from all sweaters. Now, it's only 4 pages. The sweaters I was looking at earlier, when they sell out of the colors, like they used to be like 10 colors available but now many colors are sold out. But I do like that they do, as once the color is sold out, they don't advertise it anymore. Another thing that I like is that you can do the same thing with dresses that you can choose which type of dresses you want, so it's not the all these pages. If you know the page that the dresses on you were looking for, you can go to that page straightly. So, I don't have to go through all of these. I can choose the page. These are pants. They tell you that the inseam, what type of fit, how high or low fit on the waist, and if it's straight leg, straight fit, or wide fit. These are a pair of pants I want. I'm 5 feet 10 inches and I have long legs. I always order the longest pair. Let's see if they have this in-stock.

Interviewer: There are other item suggestions.

Interviewee #1: They always try to sell you something that there, like on the top. They are selling you the pants and besides the tops and then they show you the different colors and also shoe that you can wear with. Here is 'add to bag' and it tells me that it's in-stock and they remind me what I'm ordering, the size, and how many I ordered. Then they give me more ideas that if they think I also love. I just chose the pants, the Christie Fit Bootcut Pant in Vintage Corduroy. I generally do not look at the other items unless it catches my eye. But I would look many times at the clothing before I choose to actually buy it. I can look up here the shopping bag. The shopping bag will show me the picture which I like because a lot of Web sites you go to, it will favor you order, but if you order the number of items, you may forget like 'oh, what color did I get?' So, I really like this because it will show me the picture and everything here. It will allow me to add something more if I want and I come back and change everything.

Interviewer: When do you usually shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #1: Usually when I'm doing homework, I get a sidetrack so I would get online. I just shop online and it is fun because it is a window shopping. I don't have to buy something. If I just need a break, I come to the Web site. It's just something fun to do. A lot of times, that's why I don't do my homework at home because I will do this. There is no pressure to buy right away. I can look at it. I don't have to pressure that someone is coming up to me asking what they can help me. I shop on this Web site a lot. Actually, most of the clothing I have is from this Web site because they have abundance of different things.

Interviewer: Do you like the 'Victoria's secret' brand?

Interviewee #1: Yes, but it's not just of the brand. They have the designer brand that they sell and they are all different brands. It's not just 'Victoria's secret' products. Let's look at the shoes. Definitely, this is a really great example. If you shop by brands, there's Ugg, Skechers, Steve Madden which is one of my favorites, Jessica Simpson, not so much, Hale Bob, that's a big one, and Guess. And, if you shop by category like I want the boots and I click on boots, and then they will show me all of them. Here is the boot, Frey Pull-on Boot. With the boots, they would show me a purse. I can get a larger view of it.

Interviewer: Ok.

Interviewee #1: It looks like they have two different colors. No, just one, but it looks different though here. It looks different. No, they are different ones. But, actually, they say that they don't have different color. So, if I did want to order this, I would actually call which is very simple process. They make it very easy to call and ask about the product which I've done numerous times.

Interviewer: If you want to know more information about the product, do you call them and ask about the products?

Interviewee #1: Yes, I would call and say what I'm looking at and they would ask me for the product number, so I would give them the product number and then they would actually bring it up in front of them on their computer, so they can make sure that what I'm looking.

Interviewer: I see.

Interviewee #1: So, it's really good process. I've never had any problems in ordering or returning in this Web site. But this isn't something that I would buy right now because I don't have enough information. I just want to look at the mid-calf. I just go through all of them, as clicking the 'view all', which is generally I do, looking at all of them. I love these, Faux Fur Boot and there's pink. That's my favorite color.

Interviewer: When you shop apparel items, is the color very important factor?

Interviewee #1: Sometimes, yes. It just depends. This is good because it would show me different colors, like black and pink. It will show me another image, too.

Interviewer: Do you always click the larger view?

Interviewee #1: Yes. I always look at that in larger view. I do this a lot of times before I actually buy something. Especially, when I was at home and I don't watch TV or anything, I don't have to pressure if someone asks me if they can help me. They will show you when you buy something

and you don't know about the back of the garment looks like, and then they would show you a back view, so you can see it. I do this with the dresses because sometimes they have open back. I actually have this top and the reason I bought it was that it allowed me to see the back view.

Interviewer: Are you clicking on the sexy tops now?

Interviewee #1: I don't buy a lot of these because they are very tiny and not appropriate for school. So, here is the top, Silk Plunge Sweater. I like of the back of top but I also want to see what the front looks like. They didn't show you the front view. Actually, I already bought that one.

Interviewer: Without seeing the front view?

Interviewee #1: No. But if the top is fun to go out, I knew I wanted it. Here is good example, the Sexy Open-Back Turtleneck. Here is the back and if I wanted to see the front looks like, they will give you what the front looks like.

Interviewer: It seems with some products, they offer two views like front and back, but with some others, they don't.

Interviewee #1: Yes. It's a gamble because you do pay for shipping and handling. But I do the gamble. If I have to return something, they send you the scan tag if you want to return something that comes with the order form and you fill out the order form which is simple, and you can put it back in the box. They already give you the tag put on the top of the box, so when I go to UPS, I just hand them a box. I don't have to stand in line or anything. It's already done.

Interviewer: But don't you have to pay for it?

Interviewee #1: I pay for it but they charge me once they receive it and they process it. It will go through my 'Victoria's secret' card. At the system in exchange, a lot of times, if you see this top, \$39 and if I don't like it, like it doesn't fit or I just change my mind, I can find another sweater or any items. It can be a shoe, a purse, or any of these items. If I find something \$39, I will just mark 'exchange' on the order form and I won't not be charged for the returning fee. The return fee is \$4.95 and for exchange, they don't charge you. I think it's easy, no problem.

Interviewee: How do you examine the product style?

Interviewee #1: You can exchange the color of pants, too. A lot of times, they have a darker color on the picture. But you can change it with lighter color because you can see the better details in them. Also, I can enlarge this one as well to get a better view. There are a lot of options as far as being able to examine it. You can view it and you can turn it around. You can actually turn it like the image around, so you could see the back.

Interviewer: What so you think the good thing of this Web site?

Interviewee #1: I started shopping on here a year ago. At that time, there was something in the store with the bra-set but they didn't have it at the store but they said like 'go to our Web site and see if it is there.' And I did. I thought that was just bras and panties or something like that. I was like 'wow.' That's how I started shopping here.

Interviewer: Ok.

Interviewee #1: The thing that keeps me coming back and standing, putting, using my 'Victoria's secret' card is because you get points if you spend up to \$200, you get reward money \$10. They send you a reward card and you can use that in the physical store or on online. It's for the more you spend, the more you can get sort of thing. You could be just stuck in.

Interviewer: But in the real store, don't they have their clothing line?

Interviewee #1: No. In the store, they only have the bras and panties and sleep wears. And, they may have the beauty items, too. But they don't have as much of selection in the store. I'm only assuming that they sell in the store what they think the things for sell 'the quickest' and in online they sell everything and again they have the designer collection, too. There are the designers' and they are just always different. They also, for the special for someone getting married, have the bridal selection. It feels like more aim towards you and what you are looking for like special occasion. Also, for the younger crowd, they have 'pink.' They do sell 'pink' products in the store, too. But there are more of selections here online. They have 'sweats' and 'pants.'

Interviewer: It seems for the young customers.

Interviewee #1: Yes, they are. You can see a lot of these on campus, a lot of pink on the real. They also have 'Fall Clothing and Accessories,' but just mainly pink brand. It's just more fun stuff. I just keep going back to the store because I enjoyed so much. I've had little or no problems in returning and exchanging. I've actually had the problems with other Web sites as far as exchanging and returning. It's so much easier than going to the store.

Interviewer: What is your impression of this pant?

Interviewee #1: I like the corduroy and I like the color. I like that they don't make all the pants in the extra 36 inches inseam and that's a big selling point for me because I've have hard time finding long length pants. A lot of them, they only go up to 34 inches.

Interviewer: Why do you like the corduroy pants?

Interviewee #1: Because it's winter time coming up. It makes me think something warm. It's different than jeans. You wear jeans all the time but it's something different.

Interviewer: In this item, they only show you the back side. Is that ok to you?

Interviewee #1: I know that for this one, they just have the larger view. But, well, it is because of the magazines. I saw this one in the magazines, too. The magazines have the front view.

Interviewer: Have you bought pants from this brand?

Interviewee #1: Yes. Most of time, they are fine. There were few times I returned them because when I got them in the mail and I physically got to see them, it didn't look the same in person as that I thought I looked in online.

Interviewer: In what point?

Interviewee #1: Actually, one pair of pants I bought. I really like them online and they look great but when I got them, on the back there was zippers all up and down. I didn't see them online. So, I returned them because when I got it, I was like 'woo, it's different. It's not my style at all.'

Interviewer: Didn't you check the back view at that time?

Interviewee #1: No, I didn't. A lot of times, when you are looking at the pants, they will have a couple of different pictures of these pants. They will show you in another color in another model. She will be standing, so we can see her form the front. Here is the Boucle Cowlneck Sweater, and they show you different sweaters. Same sweater, but different color and different poses, as you can see.

Interviewer: Do you think if they change the model, does that affect on apparel image?

Interviewee #1: No, not really. Especially for something as simple like sweater, I visually would look at it and decide either if I like it or not. I don't buy a lot of their tops but a lot of their sweaters I buy, just because it is cold. Usually, if there is anything wrong with it or anything happened to it, you have up to 90 days to return something for full price, which is three month and it is long time.

Interviewer: Does the color seem clear to you?

Interviewee #1: Yes.

Interviewer: Do you think it is fashionable item?

Interviewee #1: I think so because it's coming up fall and winter. Rain is starting and it is getting cold. I personally think the corduroy is kind of fashionable for the younger crowd.

Interviewer: Why do you buy this one online?

Interviewee #1: If I was in the mall and I saw this pant, I would buy in the mall because I don't have to pay for shipping and handling money. This is the matter of convenience.

Interviewer: Can you see the fabric texture in the picture in the larger view?

Interviewee #1: The reason I can see the texture is because I know it says it is advertised as corduroy. I can picture it. You can't really see the texture from the picture.

Interviewer: What do you think the fabric feels like?

Interviewee #1: Probably what the corduroy feels. They sell two different corduroys. Here they sell the 'Plush.' It's soft like velvet. I have a pair. I know looking at this; I know what it is going to feel like. It is going to feel just like corduroy. It is going to feel thick and kind of heavy. Not coarse, but not like jeans. Here is 'plush,' the Kate Fit Straight Leg Pant in Plush Stretch Corduroy. I don't know that you can necessarily see the difference but it is softer corduroy and it is not as heavy and little more relaxed the material.

Interviewer: Which one do you like?

Interviewee #1: I like the 'plush.' It is softer look and just more relaxed fit.

Interviewer: Do you think the pants you just purchased will feel comfortable?

Interviewee #1: Yes, but I would buy it just for appearance. I'm not sure but I don't like to think of comfort until I get it unless I'm thinking of sweaters or shoes. The shoes like the pink boots that I just showed you, I would buy those because I know they are fun and they would be comfortable. They are boots. They are not heels or anything like that. The sweaters I buy based on how big or looser. The pants, I think the pants would be comfortable because they are not slack, not dress pants so I can wear it more casually. But just looking at them, I can't say that. They look like they would be comfortable because it is corduroy and they look like casual relaxed fit.

Interviewer: Do you always check the fiber content when you buy apparel product?

Interviewee #1: Yes.

Interviewer: Do you care if it's knit or woven?

Interviewee #1: No. The woven I like if I go for more winter time and I stay warm. The knit fabric is more of comfort thing for me. A lot of times the knits I wear in tank, top, or sweaters. It really just depends on the time of the year and what I'm wearing. But knits are always comfortable to wear. I can always layer it. I don't think I have necessarily preference at that.

Interviewer: Is the care instruction clearly described?

Interviewee #1: No. They have fit and fiber information, but I can't see the care instruction.

Interviewer: Do you care whether it is machine wash or dry clean?

Interviewee #1: No. Both cases are ok. I don't really think about that stuff when I'm buying it. It doesn't matter if it's dry-clean, that's not a big deal because I have a lot of dry clean clothes that I'm always taking in. Personally, I don't mind if it has to be dry-cleaned because it's not an inconvenience. I always make that trip. But, for this, I would probably wash it. I know something I can wash because it's cotton and spandex. I've washed corduroys before. If I wash them, I probably wouldn't put them in dryer. I would hang dry it. Because it is just laundry and it is a part of life. I do it anyway. I'm in school right now and I don't have the job that I have to dress professionally for right now. I'm not necessarily worried about clothing and how to take care of it.

Interviewer: How long do you think you can wear this product?

Interviewee #1: Probably a long time because it is not something I would wear everyday or all year long. This product is particularly for fall and winter. It will be worn only during that time of year.

Interviewer: What does the high quality apparel mean to you?

Interviewee #1: I believe the quality of this brand because I bought them before and very rarely have problems with the products.

Interviewer: How do you know this apparel is going to fit you?

Interviewee #1: I know the apparel fits me because it gives me the specific length and I ordered the specific length. It is size 8 and I've ordered many in size 8. It is not my first time. That's how I know.

Interviewer: How about ordering apparel on the other Web sites?

Interviewee #1: All the sizes are pretty much the same. I don't have any worries about ordering that the 36 inches inseam and size 8. I've ordered size 8 from them for a long time. And, I've ordered the corduroy from them before, so I know that just would be fine. I say probably 85% of the time; I think that's fair estimation to say that the sizes are true to fit for my body.

Interviewer: Sometimes, depends on the brand, they have a little bit different sizing system. So, if you go to the new apparel Web site, do you usually check the measurement chart?

Interviewee #1: I never look at that. That's confusing to me. I don't know my measurement. It's another gamble for shopping. That's not how I shop. I shop like that if I'm buying a bra. But that's it. That happened one time when I've ordered an item and it didn't fit. They said it was size 8 but was too big. At that time, the sizes are not the same.

Interviewer: This one didn't provide the alternative views. If they provide the alternative views, do you always click to see?

Interviewee #1: Yes. That would be definitely an added bonus.

Interviewer: Do you think that providing different angle views is important?

Interviewee #1: Definitely because you are not in the store. In the store, first thing the consumer does is they touch. I can't touch this. I can only look. If I was be able to zoom in and get a better look, you could see what the fabric looks like up close because we could actually see the corduroy looks like and imagine how it would feel. The more you can zoom in, the more you can look at the product. The larger view is great but that's sometimes not enough.

Interviewer: Was it easy to find the information related to product perception?

Interviewee #1: Yes. They have the customer service and my account. I would find it right here and if I had ordered something and I'm not sure where it is or they already shipped them off, I can track it. It tells me where it is if it is still in the warehouse or not.

Interviewer: Is there any problem?

Interviewee #1: No. If I forget about sales or something, I would just go to the homepage. Right now they are doing the free shipping and handling. It tells you about all of sales, the special that what is going on. It's enough for me. I'm not terribly picky about at the shopping experience. I mean it is not too difficult to please me at that point. I'm just trying to get away for about half hour when I was studying. I order online all the time and I haven't had any problem. If you want, there is an offer code, the free shipping and handling, you would check this. You don't actually buy it until you want to buy that.

Interviewer: Do you believe the product on the computer screen will be same as the real product such as color shade or details?

Interviewee #1: Yes, I do.

Interviewer: What made you decide not to buy some other products you just looked at?

Interviewee #1: If I have that much money, I would buy them all, but I don't. I think I chose this one because I like this color camel.

Interviewer: Is that very important to you?

Interviewee #1: Very important to me. I have long legs. The length is very important and I like this color. They don't offer this color in all the pants, only a couple of them. I chose this one because I'm excited to buy the corduroy, not just the slacks and I chose not to buy the others because I didn't like the color or I already have that those colors and I already have the plenty of slacks.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #1: It could be a problem because you don't know what you are getting. It could be damaged before I even get to wear it and then I have to return it. There are the factors that I won't like, how it looks, how it feels, and color until I could see it in person. That I won't like and that it won't fit. They could be something wrong with the shipping and handling.

Interviewer: Are you comfortable giving your credit card information to the Web site?

Interviewee #1: I'm comfortable with this site because I have a 'Victoria's secret' credit card. I've never had any issues or problems. It's quite discreet. I'm pretty comfortable. From my experience, so far, I have no issues.

Interviewer: How about the good things in Internet apparel shopping?

Interviewee #1: Sometimes, I'm false buying in the store and then I get home like either 'I don't like it really' or 'I shouldn't bought this' and I have to make the trip back. I can look at it as many times I want online. And, I can really decide that I really need or I really like it. I'm in far distant money. If I'm physically in the store and I see something that I like and I have my credit card with me, I would be like 'oh, I can get that.'

Interviewer: Do you think the price is reasonable?

Interviewee #1: Yes. I didn't buy this before because it was \$49.50 originally. It's on sale now as \$39.50. Like I said, if you wait a month or so, they will almost everything go on sale unless it is a designer brand like shoes, like Ugg shoes, it's never going on sale here but the pants, most of them goes to the sale.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #1: I think so. For \$39, I don't expect whole a lot out of it.

Interviewer: Did you check the country of origin?

Interviewee #1: No, I did not.

Interviewer: Do you care about that?

Interviewee #1: I haven't in the past. But now I'm learning more about where the clothing is made and how it's made, and by whom it's made. I think the more I learn, especially this year at school, I think I will be a little more conscious of looking at these things.

Interviewer: If you know some fact, something bad thing about the country, would you still buy it?

Interviewee #1: No, I probably would not.

Interviewer: Can you see the shipping price? How much will it be reasonable for the shipping price?

Interviewee #1: Honestly, a lot of times, when you look at the 'home,' it says if I order \$100 or more, it will be free shipping and handling. That's why I don't usually pay attention to the shipping cost. They do that on and off all year long. It has to be on the order \$100 or more and honestly that's just 2 or 3 items. That doesn't take long time. There is always something on here that I want. I don't like to pay for the shipping in here. I really don't. I know if you return something, you have to pay \$5. That's why I know that. I've had return things. But the shipping and handling, I don't pay attention because I always use this 'free shipping' promotion. That is to me a better deal then.

Interviewer: Is there any other factor that you use for your Internet apparel shopping?

Interviewee #1: Any other factor? I guess it is cost and income. There are not too many factors. My main things are to look at the cost and the fabric. Like I like the Boucle sweaters because the feel and cost. Not a lot of factors I use. I'm pretty simple and pretty easy when it comes to buying something. Maybe, it's just cost and how much I like it.

Interviewer: Thank you. I think that's all about that.

## Interview #2

Interviewer: Please go to your favorite apparel Web site.

Interviewee #2: My favorite Web site is 'Nordstrom' and first I go to the 'juniors.' Right now, it's just cold out. So, my first place would be the 'Hoodies and Sweaters' to go. It's kind of cute. It's 'Roxy Heidi Lambswool hoody' with drop string from BP. It comes in junior sizing, but it only comes in white color. That's cute. Let's see the colors. Let's go to the 'denim.' That's my favorite to shop for. It's 'Roxy 'Kalani' Stretch Trouser Jeans' from BP. Let's try women's clothes like t.b.d. My favorite is 'Paige' denim. It's 'Paige Premium Denim Organic Trousers.' I'm looking at the 'Paige Premium Denim 'Benedict Canyon' Stretch Jeans.' It's a black resin wash.

Interviewer: Why do you like this brand?

Interviewee #2: I have really long legs and this brand has really long legs in their style. They just fit my body really well, but mostly it's just the length, fairly good for the length. I'm looking at the 'Hollywood Hills' Bootcut stretch Jeans. They are a bit expensive, \$169. My another favorite is 'Rock and Republic' jeans. They are also long and really flattering. This is cute, the 'Rocks and Republic 'Kurt' Stretch Jeans.' I like jeans that how the pockets like that and how's on the button. Those are really cute.

Interviewer: When you shop at Nordstrom Web site, do you always look for the specific brands?

Interviewee #2: Usually, when I go to the juniors, if I'm looking for the tops, I'm not really picky about brand. But with jeans, I'm extremely picky about because of the fit. You want those fit good. I've worked at Nordstrom for a while, so I know what kind of jeans they are and what fits me. So, I usually go to the specific brands for those. Let's check the boots.

Interviewer: What kind of boots are you looking for?

Interviewee #2: I really like 'UGG' boots. They are really comfortable. Also, I love the heels to go out in. I really like gold color right now. It's pretty popular. Those are cute, the 'Peekaboo Metallic Leather Pump.' I'd like to go to the 'Steve Madden,' because that's my favorite brand for shoes. It has really fun design and they are comfortable. You could walk around. There are so many flat shoes. It is nice, especially being taller; you don't very need to wear heels.

Interviewer: It says free shipping for shoe shopping.

Interviewee #2: Yes, I just noticed that, like all the shoes are right now. I can't find anything special. Also, I really like some Nike tennis shoes. That's actually what I really need right now. That's good thing to walk around the campus. This is kind of cute, the 'Nike+ 'Air Pegasus 2007' Running Shoe.' It seems really comfortable. And also I always search the 'Ed Hardy' which is another favorite brand. I would like to see what they have. I like their hats.

Interviewer: What kind of brand 'Ed Hardy' is?

Interviewee #2: It has separate designers. It doesn't really show a lot of stuff at Nordstrom. Here is their Web site that I really like about, <http://donedhardy.com>. I like it because it's kind of fun. You could come and look at some of the pattern. It's kind of different. They have a lot more guy stuff though. My friend just bought a pair of shoes from this and those are really cute. It's \$225.

Wow. It's expensive for sneakers. I think my favorite thing is the jeans. I want to add 'Rock and Republic 'Kurt' Stretch Jeans.' I selected the size and quantity and added to the shopping cart.

Interviewer: When do you usually shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #2: When I just got paid and I have money to spend, but I'm not a huge online shopper because I really like to try the stuff on. But there is something that I know like the jeans that I've tried them before, then I can get and I can order them online. Especially being in Corvallis, there are not a lot of places to shop. When I go home, I go to the mall. But the down like here, you can't. Sometimes, it's just nice to do, if you are in the mood and wants to treat to myself something, and then I will go online to shop.

Interviewer: Why do you like this Web site, Nordstrom?

Interviewee #2: I just love all the facts, the variety of everything. You can get shoes, shirts, jeans, like everything you need to put it altogether on it. I've worked at Nordstrom for 2 years now. It was intern practice in the past summer. I love the company and their policy, if I got something in the mail and decided I didn't like it, even if I worn it once, they would take it back. It's awesome return policy. The company has the great customer service. I'd like to support a company like that.

Interviewer: Is there anything good for this Web site itself compare to other Web sites?

Interviewee #2: It's easy to follow. You can get right on there and you can go straightly to, if you want the 'men' or 'juniors.' If you decide to order some stuff on that, you can check out easily. It's really easy to follow for people are not computer savvy or don't understand those well.

Interviewer: What is the impression of this product?

Interviewee #2: I like the brand and I'm big on pocket when it comes to jeans. So, I think that's great that Nordstrom shows the back sight and these ones I think they are really cute. It has 'Rocks and Republic' symbol, the buttons on your pocket, and I like the color. The wash is very nice.

Interviewer: Does that color seem clear to you?

Interviewee #2: Yes. It's just basic. I don't want it too dark because I don't like my jeans to be too dark. It's just blue jeans.

Interviewer: Can you easily perceive the style of jeans?

Interviewee #2: That looks like it has a little bit of flare, kind of straight leg, and low rise. I think it's pretty good visual.

Interviewer: Do you think it's a fashionable item?

Interviewee #2: Yes. This is in style-right-now-look. This is 'Justin Timberlake's brand. This looks a little more spendy but it's more trendy side. You can find more of these on celebrities'.

Interviewer: Do you always see the larger view if the Web site provides?

Interviewee #2: No, I wasn't aware there is. But that's cool because you can see the yellow stitching on it.

Interviewer: With the small picture, did you perceive the style well?

Interviewee #2: With the small view, you can get a pretty good idea. I just know what they look like in person because I tried them on before. But, that's kind of cool. You can see the stitching a lot better. But I think I'm ok with small one. It looks ok.

Interviewer: Do you think the model is important to perceive apparel image?

Interviewee #2: Yes. Jeans are pretty big deal as having a model that fits jeans nicely and makes jeans look good, so that people look at them and think how they are going to look stuff, that always happen. If you have someone, especially in 'Rock and Republic,' the legs are really long and thin, so if someone is really short and a little bit heavier, they don't look flattering on that type of body style. So, that's very important.

Interviewer: Can you see the fabric texture in the larger view?

Interviewee #2: It is kind of no because it's jeans.

Interviewer: How do you think it will feel like on your skin?

Interviewee #2: This one has a little bit stretch on them.

Interviewer: Did you read the fiber content?

Interviewee #2: No, but it says cotton and elastane. It has a bit of elastic in it. It gives them feel really comfortable. It is just like the normal denim jean.

Interviewer: Do you think it will be comfortable when you wear it?

Interviewee #2: Yeah. I tried those on and they were very comfortable, especially with a little stretch on them. You would be able to move around on them. I just know because I've tried them on before.

Interviewer: When you shop online for apparel, do you always check the fiber content?

Interviewee #2: I usually don't. The price is important to me.

Interviewer: How about the care instruction?

Interviewee #2: I don't do if it's like dry-clean only. I tend to avoid that kind of stuff.

Interviewer: How long do you think you can wear this item?

Interviewee #2: Hopefully pretty long time because it's pretty expensive. Jeans like that, you have to pay more money, but they definitely would last a lot longer and it does stand the style for a long time. I guess it will easily get 2 or 3 years out of them, depending on that unless your body is changed like getting heavy.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #2: I know a lot about them just from working at the store, so I want more if I bought the products. I think that I'm looking at the price. You kind of make assumption that it is going to be more of high quality. The price tells the quality. The denim, as you see that you just know you are getting a good product, if you are going to pay that much for it.

Interviewer: This item is \$209. Do you think the price is reasonable for the jeans?

Interviewee #2: Yeah, for this one. Actually, it is expensive but that's what you are paying. You are paying for the brand. 'Rock and Republic' is really good brand. People know about it. If you are fashion people, it's same as buying '7 for all mankind's' or a pair of 'Citizens.' You buy them. You are going to get a pair of jeans, but you are paying for the name.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #2: Yes. Realistically and probably, the quality wasn't to be \$209 but you put that name on it. They do use on the premium denim in stuff to make them. And yes, \$209 is quite a bit but that's what you pay to get the name. It's brand name quality.

Interviewer: How do you know the apparel item is going to fit you?

Interviewee #2: Because I've tried them before. I know exactly what I wear and that's my size for this brand. I just kind of know from trying different jeans, what fits me and what doesn't.

Interviewer: Do you know your actual body size?

Interviewee #2: Not really.

Interviewer: Do you use the size chart?

Interviewee #2: No, I don't. I never used them before.

Interviewer: Which one do you prefer whether the model wears the product or just picture of the apparel item?

Interviewee #2: I don't think it matters as much but the models a little bit more appealing because you can see your jeans on actual body. But I think it won't make a huge difference to me. I would more focus on the style, color and like the pockets.

Interviewer: Was it easy to find information that you wanted to know in this Web site?

Interviewee #2: Yes. That was easy.

Interviewer: Do you believe that the apparel item on the computer screen will be same as the real product, such as color shade or details?

Interviewee #2: Yes. I hope it will be.

Interviewer: Some of the products you looked at and you decided not to buy. What are the reasons?

Interviewee #2: I'm kind of a picky shopper and I buy it when I absolutely love it. Jean or the denim is one thing that I always need and wear a lot. That's probably one thing that I'm buying online more than anything else. But with tops, I would prefer to try them on and there were a couple of cute little sweaters and stuff but nothing that I really needed or wanted.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #2: Not doing to try stuff on and you might get something that it just does not fit you. It doesn't look like you thought it would be like. That's one thing that I trust Nordstrom. If I've got something in the mail and something was not like that I thought it was and I know they would take it back and fix it for me.

Interviewer: Are you comfortable giving your credit card information to the Web site?

Interviewee #2: Yes. It's ok to, like Nordstrom that the company I trust. I never had the problem before. I try really hard not to give it out online though.

Interviewer: Did you check the country of origin? It seems they are made in U.S.A. Do you usually care about that?

Interviewee #2: I don't really look at it. It's really good by making sure their products made under safe and legal working condition though. But it's not something that I concern when I shop here. I don't really worry about it.

Interviewer: Is the shipping price ok to you?

Interviewee #2: Yes. Like you buy something \$200 and shipping for \$5, it really doesn't matter. If I buy something for \$20, I wouldn't pay that as much. It matters as how much I purchase. If the shipping is like \$15 or \$20, I might be more hesitant to buy. But in this case, \$5 seems ok.

Interviewer: Do you think the delivery time is fine?

Interviewee #2: It's about 8 business days, or 6 to 10 business days. It's ok unless I need them at night. That's fine.

Interviewer: Have you ever returned any apparel product that you bought from online?

Interviewee #2: Not yet. I've got a couple of jeans and sweaters and they worked out really well for me. But if I needed to, I could.

Interviewer: Did you use any other factors to perceive the apparel product?

Interviewee #2: My big thing is looking at the picture and the price. That's really important when it comes to online shopping. Like the free shipping for shoes, that might be more appealing. I might decide to get a pair of shoes on online just because of that, if I found the pair that I really like. Or like if they offer free shipping plan, like buy more than \$100, it's a good deal.

Interviewer: I think that's all. Thank you.

Interviewee #2: No problem.

## Interview #3

Interviewer: Please go to your favorite apparel Web site.

Interviewee #3: I start with 'Google' to search the site. That's how I always do. I'm searching 'American Apparel.' I know they have bad reputation. I heard that from people and my teachers said that the guy from that company, he is really bad to his woman employees. I know that's really bad but I still shop there. They are just basic clothes and I like basic clothes. I would get tee shirts in every color. They are really comfortable fabrics. There is cotton or jersey and I like the materials they are used. That's why I like their material. I clicked on women. I usually go to the sale because I'm a college student. Let's see what they have on sale. I like dresses. I usually look for dresses or something that I wear. This is a dress with pockets, so I clicked that, Loop Terry Tube Dress with Pockets. It's terrycloth cotton and polyester with extra thick fleece rib. Let's click the picture to look at larger. They let me do. I like the things with pockets. They only offer in two colors black and white but they don't show the black one. I want it to add because it is something that I want. It's only \$12. Do I add it to the shopping bag?

Interviewer: Yes if you want to buy that.

Interviewee #3: Actually, I'm not going to buy this right now. I just read the information only but this is something that I would like. First, I look at the price and then the materials. They show the materials right for my body because I don't like the shirts or dresses to fit all the wrong places. That's usually what I look at. This is 100% California fleece cotton for softness and comfort, California Fleece Full Skirt. Raw-edge and the sale price is only \$15. That looks like very long. I visually perceive in seeing like what it looks like in bigger size of picture and then picture it how I look in it, just understanding exactly. That would be a fun dress, Nylon Tricot Figure Skater Dress. I could wear it maybe going out to dancing or I would wear it to one of my sorority dance because we have to do that. This is something that I wouldn't wear in class. It might be too dressy. I would probably wear with leggings or with the skinny jeans or some boots.

Interviewer: That would be good.

Interviewee #3: Something like this I would wear the shirt under it. I'm going to go the 'Short Sleeves, T-Shirts.' A lot of the stuffs on here are unisex. It can be worn with cute jeans. That I like things about is their expenses for what it is because you could buy the same white t-shirt like three packs of Hands for \$15 but here there's \$30 shirt on it, but since their manufactures in California, so the costs are so expensive. That looks fun, shiny, Lame Mini Tube Dress.

Interviewer: I didn't know this brand sells these styles of products. I thought they are just casual brand.

Interviewee #3: I thought that they were casual wear too like when I was just shown it but when I went in, it's like '70 or '80 fave because, before leggings wasn't come out, they had leggings in this silver color and the metallic gold. They have unitards with one zip. It's really weird. I didn't think it fits. I'm clicking the 'Tights, Pants, and Leggings.' Look at these, the Cotton Spandex Jersey Unitard. I've seen a woman wears them before but I did not expect. She was maybe 50 years-old one with jean skirt, unexpected. I clicked on the 'Baby rib Mini Shift Dress.' It's 100% baby rib cotton and comfort/softness and scoop neck.

Interviewer: There are some reviews. Do they affect your decision making?

Interviewee #3: No, I don't usually read this because, for on this Web site, because the typical person who shops in this store, it's usually a little different than I am because I consider myself like an urbanite. A lot of people who shop here at least I know of and I've seen in or more alternative or what people call anima. I don't necessarily go to read the reviews because I know how the clothes fit and I know the majority of their stuff would fit me. I just read the fabrics because I'm in merchandising and taking so many textile classes. I know what fabrics would be comfortable. Just by looking at it, I feel like I can tell how it is going to fit, just it's because I've worn this stuff before. I'm assuming other people wouldn't. They probably use for readings maybe. But I don't necessarily believe the readings because I know other companies I've worked at, they entered their own readings and made of their own screen names and made up different screen name. So, great reviews, but it was none of them from the actual customers, only then. I really don't trust it from what I heard about this company. But I like their clothes. This is 'Polyester Micro-Fiber Cross-Front Dress,' casual and sexy with a cross-front neckline, generous sleeves and an elastic waistband.

Interviewer: There are different colors available in different models. Do you always try to see the different angles of pictures?

Interviewee #3: Yes. I'd like to see the alternative views. Because I know that the different brand like I come to the "Abercrombie," if you see 'oh, it fits well' but if you go to the store, they clip back the shirt on the mannequin, so by seeing in the full view, I can see that they are not clipping it. That's how I really search the body which is necessary because I don't want any gimmicks when I shop. I want to know exactly what I like. This is 'Unisex Flex Fleece V-neck Sweatshirt.' So, this is unisex. You can see it guy wears.

Interviewer: That would be funny.

Interviewee #3: Yes. A lot of their clothes are unisex. I see like the O.C. guys wear shirt from women's section and it is deep V like down pass where your chest would be, pass the chest, which is like women wear tank tops or something like that. I've seen guys wear those, straight down to like deep V is down here and nothing under. That's what I'm saying that all the different people use this place to shop at. I clicked the 'Short Sleeves, T-Shirts. See this, Unisex Sheer Jersey Short Sleeve Deep V-Neck. They called it unisex. Guy would wear. It also says 'with unisex size – women may prefer to order one size smaller.' That's good.

Interviewer: Some of the clothes are unisex and some others are not. How do you think about that like clothes style? Do you like it?

Interviewee #3: Yes. Just because I would even buy clothing from men's section and make it my own if it fits and sure I think it's cool or sweatshirts. Because I bought the sweatshirts from this Web site and they were men's. I just wanted them because I wear sweatshirts. If I like something and even it it's men's, I still wear it. My brothers have same zip-ups that I have from here. I clicked on the 'Jackets, Hoodies, and Sweatshirts' and then I clicked on the 'Unisex Nylon Taffeta A-way Jacket' on dark berry color. It's taken on a European classic and it is traditional wind breaker comes with a hood and folds into a pouch with an elastic loop for easy carrying. So, it is nylon taffeta and I like gray color, too.

Interviewer: It's better to see the style on different colors.

Interviewee #3: I like the image of different colors. Some of them don't always do that though. I'm going to go to 'Long Sleeves' and I clicked on 'Tri-Blend Rib Lightweight Raglan Pullover.'

It's a casual pullover. A lot of their names are weird. Like the metallic mini dress, they call it 'Lame silver or Lame gold.' I wouldn't want to call to anything like the lame, if I were the designer. But it's just the way they named. See something like this, Unisex Baby Thermal Long Sleeve Henley. I would wear it with leggings and jeans, because it's long. I think I'm done. It seems now.

Interviewer: Can you just pick one that you really like to buy?

Interviewee #3: On the 'Short Sleeves, T-Shirts,' this one looks interesting. This is 'Sheer Jersey Heart T.' The feminine sheer jersey shirt features a heart-shaped contrasting bust line. I want that color, black and white. This is 100% sheer jersey cotton, combed for softness and comfort. It had a baby rib neck binding, cap sleeves, and blind hem at sleeves and bottom.

Interviewer: Do you usually look at the 'Try this with'?

Interviewee #3: No. I usually don't do that. I'd like to look at them to see if it's something that I like. Usually I just like see all my options because I don't want to be distracted by the 'try this with.' They usually have more sizes but this one does not.

Interviewer: Do they just have two sizes, XS/S and M/L?

Interviewee #3: It is usually like an extra small, small, medium, and large, like all different sizes. It's different. Usually, it is like if you just add one item and its price and then 5 or more items and different price. They usually like that. It tells me the item and the options such as size, color, the unit, and price.

Interviewer: When do you usually shop for the apparel product through Internet, any special reason, mood, or occasion?

Interviewee #3: Usually, I would shop online during the weekend when I have free time. I use the Internet for apparel shopping because there is not very good selection in Corvallis. I usually don't shop online if I'm at home. But when I'm at school, I shop online. The only thing that I don't like online shopping about is that it's not an instant gratification because, it takes a week or so and the cost to get it for.

Interviewer: What are the good things about the Internet apparel shopping?

Interviewee #3: The good thing is that you don't have to wait to the line. You don't have to do the search things. I'm searching to order in online, but in the store, it might be hard to search the right size and right color. In online at least I know exactly what it is. You might miss that in the stores

Interviewer: Why do you like this brand?

Interviewee #3: Mostly, they are casual but fun. If there is a mixture of clothing, I can do basically anything with their items. That's why I like them.

Interviewer: How about the Web site itself?

Interviewee #3: There is nothing special for this Web site. A lot of Web sites, you can see the full views, like at 'Nordstrom,' you can do that too. I don't think there is anything better or difference about this one. It's just the brand. I chose this Web site just for the brand.

Interviewer: What is your impression of this item?

Interviewee #3: I like it because it's different. I just like the way it is. It's different that I don't think other people have it. That's why I like it. A lot of stuff you don't really see on people out here. Usually, people buy things from 'Nordstrom' or 'Abercrombie and Fit' or 'Hollister'. Not too many odds or the different things, so I like this because it's different brand.

Interviewer: Is the color clear to you?

Interviewee #3: Yes. It's clear because it's black and white. The white seems sheer.

Interviewer: Do you think it's a fashionable item?

Interviewee #3: I don't think it's necessarily fashionable or it's like the times of trendy. But I just think this would be cool item to have.

Interviewer: Can you easily perceive the style in the picture?

Interviewee #3: Yes.

Interviewer: Is this helpful to perceive the product detail with different angles of views?

Interviewee #3: I like the different angles and images just to know how it would fit and there is no trick to the style.

Interviewer: Do you think the model image affects apparel image?

Interviewee #3: The exactly what she looks like is the type of person shops here. That's why I don't look at the model. I just look at the clothes. I'm not really tending to look at the model. I just like look at the outfit to make sure that it looks good on me because I don't necessarily like it on her that much. I think I'd like look it on me.

Interviewer: Which one would be better that the apparel with model and without model, like hang or flat form?

Interviewee #3: I like it better on a model because it's on a body. I don't think hanger has great appeal to people. People want to try things on. I think they need to see on a body before they would buy it. I have to have something try on or someone tries on to show me what it looks like on the body because hangers don't show clothing just like this. That's another good thing.

Interviewer: Can you see the fabric texture in the picture?

Interviewee #3: I assume with that information of fiber content. I do because if it does close up and you can see the material. The fact that I know of this company, in the sheer jersey, it is going to be soft. It's not going to be a stiff material. But there is no visual texture added on to it. I just guess with my own knowledge of fabrics. But, in the picture, it doesn't look like rough material. It doesn't look like wool anything that would itch. Visually, it looks soft. It didn't up close to the picture of the chest but I think the material would be soft as well. It doesn't look like it would be uncomfortable.

Interviewer: Do you think it will be comfortable?

Interviewee #3: Yes.

Interviewer: Do you always check the fiber content when you shop apparel product?

Interviewee #3: Yes. I always look at the fabric content. Even when I shop for furniture, I do.

Interviewer: Do you prefer some specific fiber content?

Interviewee #3: No. I just tend to stay away from the materials that would shrink. I know it's going to shrink because I have such a long body and long arms along measure. I stay away from materials which shrink. Because I don't want my clothes shrink that much or if they have too much spandex or polyester, I think they would fit closer on my body and I don't necessarily like that. This is sheer jersey cotton, so I know it is going to be loose, not fitted, and comfortable in movement. That's I do look at the fiber material to make sure it will do on my body.

Interviewer: Do you care if it's knit or woven?

Interviewee #3: No, I don't care if it's knit or woven.

Interviewer: Did you check the care instruction?

Interviewee #3: No. They didn't mention it. But, I think since their materials are so basic, so people would know as just machine washable. Most of their stuff is machine washable. I hang dry my clothing. I never have the problems. I never really look at the care because I just hang dry everything I wash. Even though I have the clothes it says it's dry clean only but I still wash in the machine washer. I just hang dry after machine-wash it. I'm sure that makes other people frustrated if they did not know. I just really don't care. I know it's sheer jersey. It will be fine if you just washed it. But then again the people who don't have knowledge of materials, they probably wouldn't know. If it says hand wash, I still machine wash it.

Interviewer: How long do you think you can wear this item?

Interviewee #3: I could wear, periodically, depending on the activities like until summer. I go out and I could wear that going out. So, I wear that like periodically until summer because it's basic and it's black and white. That's why I buy things from here because they are basic items, not necessarily trendy. I don't believe in spending a lot of money on trends. That's why I buy basic items that I can play with basic tons. I can put jewelries that are on trend, cheaper jewelries that they are in the trend, so I can make it fashionable.

Interviewer: What does the high quality apparel mean to you?

Interviewee #3: The material would make it high quality. I wouldn't expect this went to high quality though because it's just cotton jersey.

Interviewer: How do you know this apparel item is going to fit you? This one has just 2 size categories but this one has XS/S and M/L. How do you know it will be fine?

Interviewee #3: I'm specifically sure because of the material. I wear their clothes often enough. I know that it should fit in the range or I can adjust things if I needed to so. My size is usually

small or medium. I chose the size XS/S for this one because I can see that it's wider and I see if it's wider, I usually go for small first, and if it's tighter, I go for medium. I select the size as the style and the material. If the materials are spandex or polyester more blends, I would use a medium because it's going to be tighter. The cotton or terry, I choose the small because they are bigger.

Interviewer: Do you usually click the measurement chart?

Interviewee #3: I usually don't look at the measurement chart. I don't even know where it is. If it's new product or new brand, I'm not going to buy them online.

Interviewer: If you go to new Web site, would you check?

Interviewee #3: I would look at because of my length. If the clothes are that I never worn, I probably won't shop online until I know how the clothes fit me. Just because I have such a long arm and such a long leg; the pants might fit me shorter and the sleeves are short on me.

Interviewer: Was it easy to find information that related to product perception in this Web site?

Interviewee #3: Yes. It was easy to find the information next to the picture. It was easy for me to find the information that I needed.

Interviewer: Do you believe that the product in the computer screen will be exactly same as the real product such as color shade or detail?

Interviewee #3: I believe that they should be the same just because I picked the basic colors. It says it's black and white. It's really hard to mix-up on black and white.

Interviewer: If you order red or blue one, how would you think so?

Interviewee #3: Their clothing is always pretty on mark since it's in state. They would check their products more often than other companies do.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #3: My fear in Internet shopping is my credit card number taking. The other risk thing I think is just not getting exactly what I wanted, like if it will fit right. That's the risk.

Interviewer: Do you think the price, \$26, is reasonable?

Interviewee #3: It's ok. It's reasonable because I know what it comes from. Other places, I don't think their prices are very reasonable because I know where they come from. I know what they are paying. I don't think it's fair for certain people to be charged.

Interviewer: Usually, do you think the price is related to the quality?

Interviewee #3: Yes, because they have to use better materials, so it costs more.

Interviewer: Did you check the country of origin?

Interviewee #3: Yes. It's California. All of their product, it's manufactured in California. I don't usually care about that because usually if I know the brand, and then I know where it usually made from. So, I don't look for that.

Interviewer: How much would be fine for the shipping cost you think?

Interviewee #3: The cost of shipping probably would be \$6 to \$8.

Interviewer: How many days would be fine for the standard delivery time?

Interviewee #3: Probably, 3 to 5 business days, or a week or so. If it takes 7 to 10 days, that is too long. I don't like that things take that long. If I'm paying \$6 to \$8 for shipping, it should get here on time. I don't like things take that long more than a week.

Interviewer: Have you ever returned the apparel item that you purchased online?

Interviewee #3: No, I've never had returned apparel items. But I usually make sure that they have return policy. I wouldn't ever ship anything back, but I just bring it to the store in Portland. I just go to the store and exchange it or get something else at the store.

Interviewer: Any possible factors do you use for your apparel shopping through Internet?

Interviewee #3: The only information I use is usually if I like it, the cost and the materials, that's all I care about to make sure they all work with each other.

Interviewer: That's all about that. Thank you.

Interviewee #3: You're welcome.

## Interview #4

Interviewer: Please go to your favorite apparel Web site.

Interviewee #4: I want to go to 'Charlotte Russe.' I picked this because this is basically where I do my school clothes shopping most. It's cheap enough, so I can afford to. I usually start with at the casual tops and just kind of go through the whole thing. I usually don't click on jewelry or accessories because I get them somewhere else. I just go through to the short sleeves because I get warm easily, so I can still want in jacket. I usually click 'view all items,' thus I don't have to click all the pages. Then, I just scroll through them. I'm going to click on this one. I picked this one because I like the Babydoll but I need to make sure that the waist is at the right height, so I don't want to be like pregnant one wearing. I also like the small cuff sleeves and you can dress up and down as what you wear with it. That's a really good feature. I would check it out to make sure that they have my size or something unless I've already worn the same kind of product at the store because I'd like to put them on and make sure it's nice to have it or not.

Interviewer: Are you not usually buying over the Internet for apparel product?

Interviewee #4: No, but I would for this store because I have tried on, but usually I prefer to go to the store. Ok. I added this to the shopping bag and the price is \$10.99.

Interviewer: The price is \$ 10.99 and the shipping cost is \$ 6. Is that ok?

Interviewee #4: Yes. Because if you buy other more expensive clothes, they might start at \$16 or start at \$20. Overall, I think this is a good price.

Interviewer: How about the delivery time?

Interviewee #4: It says if I bought it on Monday, it would leave the warehouse on Wednesday. At least it's probably up to for a week for delivery. I usually expect for a week depending on who ships this, like UPS ground, it's going to take longer than others. I'd say they will be delivered in 5 to 7 days which is I think typical.

Interviewer: When do you usually shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #4: Probably when I'm bored, like Fridays and Saturdays, I'd like to check what they have. I usually go shopping and I just need to check that what the stores have before I go to the store. I want to get mental lists for shopping like I go here and get this and go there and get that if they have it in-stock. Probably I go online for an hour or hour and half looking. When I'm on Web sites, I wonder what the other place has and then I would go visit another Web site. So, then if I'm going to go their mall and I can already have all pictures and all items they have.

Interviewer: Is there anything good for this Web site?

Interviewee #4: I like this because if I go there, I find great pair of jeans and they also have their great tops. But I'm not the brand loyal. I do like their brands and I like the way they fit but I would go other places to just check out. I have many other favorites.

Interviewer: What was your impression of this item?

Interviewee #4: I thought it has the interesting prints. I don't have a lot of yellow in my wardrobe and I'm trying to have it more. I like this style. It's kind of tunic and it looks silky. It's made of rayon, kind of smoother.

Interviewer: When you shop apparel products, do you always check the fiber content?

Interviewee #4: I didn't used to but since I'm in merchandising, now I do. I just would like to see 'it is polyester and rayon' and then I get some ideas about what it's going to feel like. I can't keep all the properties but I know that I want to look at what it is.

Interviewer: Do you prefer some specific fiber content?

Interviewee #4: No. I just started looking at it. I don't prefer one or the other.

Interviewer: Do you care about the country of origin?

Interviewee #4: Well, it's not that I don't care. It's kind of difficult because we are not trained to look at like where the product comes from. I'm actually in a class now, and 'ok, go through your closets and let's see where the clothes come from' and I'm like 'well?' but I wouldn't necessarily say that's not the first place I look. I kind of look through what it is like, click on this to blow it up and look at the print a little bit closer. You can generally tell if it's kind of shiny or not or what it's going to feel like when I blow it up. I would hope and I know that this is all of many consumers' hope that when you are going to stores where you frequently shop at, whether their practices are humane and they have good practices, but I wouldn't be the first like I wouldn't just go to of that immediately. I wouldn't consciously aware that it was made in the sweatshop or something.

Interviewer: Is the color clear to you?

Interviewee #4: Yeah.

Interviewer: Do you think it's a fashionable item?

Interviewee #4: It's kind of summery top. But I don't care and I would still get it like don't stick it right like I don't fall in fashion so closely. I think longer tops are still in and the v-neck is still in. I know that eventually it's coming up and I know that pants are starting to come back up to the higher level which I love. I think if I could it wear well, it would be fashionable.

Interviewer: Did you check the larger view?

Interviewee #4: Yes and I can also do a back view. Here we go.

Interviewer: Do you always check the alternative views?

Interviewee #4: I don't always check the back view. If I come back and check the back view, it would be the better, but I still like the print anyway.

Interviewer: When the Web site provides the larger view and the alternative views, do you always check them?

Interviewee #4: I usually bring up that closer when that is the option. I actually have gone through the site very often that I do shop here a lot.

Interviewer: Sometimes, they suggest the other items to look at. Do you often click to see them?

Interviewee #4: No. I never do. I always go back to the main page and look through all of them. And I usually don't shop for jeans online. I only do the tops and sweaters, dresses or skirt something like that would be better, and jewelries sometimes.

Interviewer: Why do you not buy pants online?

Interviewee #4: I think it's easier for me to find tops than jeans. For jeans, I never buy jeans online because I would definitely have to go to the store and try them on to see if they fit me perfectly like when I sit and the back doesn't pull out. That's why I don't even bother with looking at them. There is too much risk factor to buying jeans online.

Interviewer: This Web site doesn't use the human model, just picture of the item. Is this ok to perceive the style and the fit?

Interviewee #4: It doesn't affect to me. If it is on the model, you can see how it fits like 'ok, it's a little snag here' or you can also see if it has the room in the front, but it doesn't really affect to my purchase decision that much because I have something similar to the cut that I've worn and I know how it fits.

Interviewer: Can you see the fabric texture in the picture?

Interviewee #4: I'm assuming that the texture smooth from the picture. If the picture is too small, I would probably pull it off on my computer. The quality gets a little different because it's not from the Web site and they didn't tailor to being blowing up but then you can see the print more closely.

Interviewer: Yes, I see.

Interviewee #4: From this picture, it seems the material is, not like super shiny, not like silky silky shiny but that's kind of nice because the light catches in different ways. It doesn't seem like some bad type of fabric, but I can't be certain without being wearing. But by looking at it with my perspective, the different clothes over a few of times, I would seem I like it.

Interviewer: What do you think the fabric feels like on your skin?

Interviewee #4: I'm thinking that it's smooth and thin, not thick.

Interviewer: What makes you think like that either knowing the fiber content or seeing the picture?

Interviewee #4: Both of them. The first is the picture and then I see the fiber content. It is polyester and rayon. But I think it mostly, from the picture.

Interviewer: Do you think it will be comfortable when you wear this?

Interviewee #4: Yes, I hope so. I would wash it first because I never know it's from what kind of factory and where.

Interviewer: Do you always wash the clothes first when you bought it?

Interviewee #4: Yes. I usually hand wash or something. I probably hand wash for something like this. It's depending on if it's ok with machine wash or not because the machine wash is always a little too rack it in some way. So, I hand wash which I perfectly would care.

Interviewer: It doesn't give you the care instruction. Don't you care about the care instruction?

Interviewee #4: No, I don't care because it's common for the product. When I get the product, it will have a tag and I can look there. But I tend to deny them to look at those anymore unless it's a little expensive. Like silk, you know, it's definitely washed differently than anything else but I usually just put it in the washing machine with cold water and I dry it in really low or hand wash it. Even if it says put it into dryer, I still like it lowers.

Interviewer: Do you hand wash?

Interviewee #4: Yes. Sometimes, I do. For the shirts, I don't want it to get pilled on them or like I don't want to throw it to all my old clothes because they are darker and kind of rough fabrics. Like this one, I probably wouldn't but if I really like the tops, I would hand wash, so it lasts a little bit longer. It probably doesn't even matter, but for me, I just do so.

Interviewer: Do you care if the fabric is knit or woven?

Interviewee #4: No.

Interviewer: How long do you think you can wear this item?

Interviewee #4: I would wear this product probably until it doesn't fit me anymore but maybe 1 year or 2 years typically.

Interviewer: What does the high quality apparel mean to you?

Interviewee #4: Maybe, the feeling about the product.

Interviewer: How about price? In general, do you think the price is related to the quality?

Interviewee #4: No. Like there is \$ 80 a pair of jeans and \$ 20 a pair of jeans. They don't have much difference I see. If it's the store that I know that I continuously use, like the 'Anthropologie,' it's the store that I would predict that they are very high quality fabrics or yarns made of their products. Their products are the way more expensive, but their products last really longer time. I have a pair of corduroy pants from there that I've have almost three years now. I love them because they are so great with everything. They are always in style. They haven't broken down at all. Corduroy pants tend to like their fibers come out, but the quality of products, they just last really long time. They are not like stretched out or anything.

Interviewer: How about this one?

Interviewee #4: It's probably not the highest quality. It's from the retailer they consistently have lower prices so that would probably make me think that. I don't think it's the lowest quality though. My perception is skewed to that I don't know this company as well and because I guess it is marked down. I think that the higher prices aren't really marked down. They are usually a lot more expensive to begin with. So, I guess yes, price is a big factor determining whether it's of certain quality.

Interviewer: How do you know this is going to fit you?

Interviewee #4: At this particular store, I'm usually size large. I have a similar product and I tried it on in the store. That's why I think it would fit me. Also, from the back view, it looks like the stitching back. There would make me easy. It seems like stretch. It says 'shirring in back for a shapely fit.' I know that they have a little bit tight in shoulder. This might be a little snag right here the bust on me. It shows me that there is room in the front. I know it would fit me comfortably.

Interviewer: Do you know your actual body size?

Interviewee #4: No. I just know that from the particular store that I'm large. They use like small or large. They don't use actual number size. I can guess and I like this more.

Interviewer: Do you sometimes check the size chart?

Interviewee #4: No. It varies. I'm not using that. I would never go to here. I just I have to know how it fits me personally. I would never expect that the chart would be. Different brands use different size standards.

Interviewer: If you go to the new Web site or brand, how do you know your size?

Interviewee #4: That's why I have to go into the store. If I'm not familiar with the pieces, I would be like thinking 'this is not going to fit me.'

Interviewer: Was it easy to find the information that you use for your apparel shopping on this Web site?

Interviewee #4: On the top, there are the categories of the products. It's easy to find. They have email sign up which I'm probably not going to do, but it's always good if I want to get their catalog or something from them, that would be really good. They have shopping bag so if I can put a lot of things in the shopping bag and then I can see and probably get to that. I think this is pretty good. It's not my favorite Web design of Web site, but it's better than like shopping at 'Macy's.com' or something because there are just so many ads. This is just for 'Charlotte Russ's.' You can find what you want and click and see easily. That's nice.

Interviewer: Do you believe this on the computer screen is going to be exactly same as the real product, such as color shade or details?

Interviewee #4: I'm aware of that because whenever you would like to use when they take a picture of item, it could be slightly different than that what I can see in the store because store lights are going to be different and it's going to be different in outside light. But I have the general view of it.

Interviewer: What are the risk factors of Internet apparel shopping?

Interviewee #4: Giving your credit card number out. I mean that's risk because information does get out if I would buy that item. Not always that I'm comfortable to doing that, but I am. Like in Amazon.com, I do. And for iTunes, I do. I'm not totally uncomfortable with giving to the other because they usually have some information like how they use their information, and then I feel like 'it's ok.' If you see the procedure that is secure check out; that can give a lot for difference. The company has the 'https,' that means it is secure site address. I would feel comfortable, if it has 's' there. I would work for these little things. So, I would probably be ok to do it.

Interviewer: Have you ever returned the product that you bought from the Internet?

Interviewee #4: No, it would be a really long process. I'm not actually sure what the return policy is for here online. It's just too much of the process. I never would be ok. I probably would not go with the hassle as returning it back, if I bought them online. The return process in general is not fun. I might take it back to the store instead. Or if it's never working, I probably give it to the 'Goodwill.' If the store didn't take it back or my sister didn't want it, then I probably take it to 'Goodwill.'

Interviewer: Do you check the return policy?

Interviewee #4: No, actually. I just buy it. I wait a couple of days if I really want to buy it online and if I still think about it, and then I go back to the Web site and I would get it if I still want to get it. Because we never know, maybe you want it that day and the next day, you can find something cooler, something better than the other.

Interviewer: Is there anything else that you use your Internet apparel shopping?

Interviewee #4: Not really. When I go to the Web site, I just stay there and look at some other products. I check the delivery time and shipping cost and then buy it. I think that's it.

Interviewer: I think we are done here. Thank you.

Interviewee #4: You're welcome.

## Interview #5

Interviewer: Please go to your favorite apparel Web site.

Interviewee #5: I go to a lot is 'Victoria's secret.' I like it because a lot of stuff they have can be a little revealing, but a lot of stuff they do have is sophisticated and I like the fit. They don't usually have the clothes that are not tailored, bagging, and so forth. They have really tailored and really nicely-fitting clothes and I'm usually more drawn to that look. I clicked the clothing and they have all the views, different categories basically dress, sweaters, tops, pants, and jeans. I will go to tops. They'd like to use the 'sexy' word and this is little more for evening. Then, view all because I'm impatient and I don't like to go each page. I go through to see if there is anything I like. I click on whatever I think it is cute and look at the description again. I guess it's very popular so it's unavailable right now. So, that's also a deciding factor like if I'm looking for something now and if I want, instant gratification basically, it's like something 'boomer' and then I go and then I look for something else. It will also depend how much I want the top. They usually appeal the things like if you like this top; you might also like this pants and shoes, and then give you all of these different options.

Interviewer: Do you usually click their suggestions?

Interviewee #5: Yes, sometimes. I'd like to see what they also suggest. Like this whole outfits, that would be really great with the little boots and jeans. I have looked in mind that would be nice. I think it is a good tool for them because the consumers think that does really look good and think 'maybe, I should buy it,' so then they have a whole outfit.

Interviewer: Yes, that might be.

Interviewee #5: Let's go back and keep looking. Sometimes, the season is a factor what I'm looking for. Since it's fall, I'm more into looking for fall oriented design such as turtlenecks. This one is temperately unavailable, too. I'm picking really popular things.

Interviewer: So, is that ok that they didn't mention 'unavailable' in the front page and then you clicked the product, then you found it's unavailable?

Interviewee #5: It would be nice if they had preps the pictures and the little reds say 'temperately out of stock.' I would know that I can just keep going on, instead of waiting for the page to load and popping up saying 'by the way, out of stock.' That can be a little bit of wasting of time. So, it's maybe something that they could improve on their Web site. I will look at dresses. View all again. There is some jersey dress and \$69.00. I think that's ok. This is in-stock. I look at the fiber content and all different colors they have. In the larger view, it's really pretty. I like that. And then they have the suggestions, the boots, which I think really cute. The color that I want is navy and I go to the size and I go to size small. Quantity is just one. It shows what you've added it in your shopping bag and the description and all information which is navy and the size and quantity that you have. They give you some other options. I don't really know why they are showing me the swimming suit when I'm picked a long jersey dress but the first third, I can understand like the boots.

Interviewer: When do you usually shop for apparel products through Internet, any special reasons, mood, or occasions?

Interviewee #5: Sometimes, I have just nothing to do and if I'm bored, if I'm just in the middle of the work, I'm going to look at clothes. Internet is great place to go because you can just look for hours and hours with all of these different products and there is whole instant gratification things you can find right there. Also, for the special occasions, if I have something really specific that I didn't find in the stores, I will go to the Internet.

Interviewer: Actually, for this brand, the brick-and-mortar store doesn't have apparel. They only have their apparel on the Internet.

Interviewee #5: Correct. To get this specific brand, you either have to go online or you have to have the catalog sent to you. I personally like going online and ordering online better than calling in with the catalog. I have never tried calling in with the catalog but it seems like it's more of hassle. I'm just familiarized with the Internet process to go through. To me, it's easy. I would have really no reason to go switch over ordering from the catalog and they usually have more things here online.

Interviewer: Compare to the other Web sites, is there anything special or good thing for this Web site?

Interviewee #5: They are really pretty good about breaking down the different categories. It's very straightforward what you go into the category. They are really narrowing down that you search for you really want to find. In clothing, if I want to find a pair of black dress pants, then I would be going the dress pants. That's really convenient, nice, and also the check out process is easy. You don't have to go through all of the other stuff before you get to be rebind. I think they have a lot of organized looks.

Interviewer: What is the impression of this item?

Interviewee #5: I know that it will just feel good like I know how wool feels against my skin and that's important because I don't want to put something wrong that would be itch or uncomfortable. I know that wool feels good. I know pretty much how the fit will be.

Interviewer: How do you know?

Interviewee #5: Just because the uphill waist is right here and that's very flattering comes in like small parts in your waist and I also know just I try to be flattering to my body type. Something I looked at and I was like 'that would look good on me.' That's I do know it will look good because waist design and neck line and the sleeves, I had sleeves like that before and that looked good. So, I basically know that would fit me right. That's another thing that really makes, that's a big deciding factor. This is really I think that will be flattering and a good color, too. Colors are important.

Interviewer: Does the color seem clear to you?

Interviewee #5: Yes. It has the bigger colors and it's nice because they have larger view that you can go to and actually they have size chart. You can click on and if you know your measurement and go in there, like 'ok, I'm going to be.'

Interviewer: Do you usually check the measurement chart?

Interviewee #5: Sometimes, I do depending on the clothes because sometimes, the swim suits are differently than a dress does. For this, I would probably get the size 'small' or maybe the even the medium, so just according to what their sizes are.

Interviewer: This Web site provided the larger view. Do you always click the larger view?

Interviewee #5: If the picture isn't very clear, like sometimes I was like 'what is that?' and especially if it's a darker color and I can't see the details, I definitely click on the larger view so I can see the details a bit clearly.

Interviewer: Do you think it's useful?

Interviewee #5: Yes, definitely useful.

Interviewer: Do you think it is fashionable item?

Interviewee #5: I think it's fashionable. The cut and the uphill waist are very. It is not something that it is really trendy. It is a little more sophisticated. The length of dress hit the knee and it's very kind of classic look not like the mini skirt or really long, down to ankles or anything. That's not necessarily always in, but for me, it's more just what I love. I think this dress is beautiful. So even if it was out of style or not in the moment, I would still wear because it's still complement for my body and it still looks good.

Interviewer: Can you easily see the style in the picture?

Interviewee #5: Yes. If they have larger views, I definitely click on it. Just make sure I know exactly that I love the gathering. You can see the gathering really clearly right there and the V-neck. It's pretty simple dress. There is not a whole lot of detailing right but if they have some coops here and buckles and details, I would definitely click on the larger view to make sure. Some things look good in far away like in the small picture but when you click on it, if you get the detail picture then like 'woo, I'm not sure about that.' It is always good to have the larger view and different pictures.

Interviewer: Do you think the model affect apparel image?

Interviewee #5: It actually kind of does. For me, if I look at a product and if it doesn't complement on the model's body, if it looks like it doesn't fit her, and then I like 'wow, if it doesn't look good in the model, it doesn't look good on me.' If it's just not working in the model and then 'ok, it doesn't I think portray the garment in a good way. It's important that the fit on this garment does fit her very well and she wears it very well. I like the way she look how it's like candied picture and also if the model looks a little too done up, I guess you could say or a little too provocative and I'm like 'hum...' It's like a little much and it's not as much as rank point at to me.

Interviewer: Some Web site use the model and some are not. Which one do you like better?

Interviewee #5: I do like to see on a model to see how it fits but everybody is different. Everybody's body type is different. So, to be seen definitely no matter what and also when these Web sites she could have pins on her back to make it look like she fits just perfectly. I've actually had that experience. When I get it like 'it doesn't fit like showed on there,' it's all bagging stuff.

It can be a factor, just again depends on the brand, because if you know the brand, you know how the fit is.

Interviewer: So, do you have experience from that brand so you know that is going to fit you?

Interviewee #5: Yes. That is the brand loyalty comes from because something that I know these are going to fit and I come back more often and know it fits me right.

Interviewer: This is Victoria's secret dress. Do you think the brand image affects apparel image?

Interviewee #5: Definitely Victoria's secret goes along with sexy. When you think of, you can think of sexy.

Interviewer: These sleeves are great.

Interviewee #5: That one is my favorite part actually and the sleeves are really cute. If I would see this in somewhere else and if I know, I couldn't just look at it and say 'oh, that's Victoria's secret dresses because something gives it away. I'm not sure Victoria's secret has distinct style. Like 'True Religion' jeans, a little horse shoe shape on back pockets and you know that's True Religion. But with the Victoria's secret, they don't have really specific thing. And not to mention that they do have like different designers and brands, all kind of match together. It's a little bit more of melting pot of designs.

Interviewer: Can you see the fabric texture in the picture and do you check the fiber content?

Interviewee #5: The fiber content, I think it is one of the top finding factors that I look for when I'm shopping online. Because from that I'm able to like 'this blend is going to feel really good or this is going to a bit scratch to it and it's going to drape nicely' and you can also tell it's very fine fabric in the picture. It will be really nice, floaty, light, and soft.

Interviewer: Do you think the apparel feels comfortable when you wear it?

Interviewee #5: I think it would be. As looking at the fiber, polyester and spandex blend and it's matte jersey. It's nice and stretch. It's almost like really nice t-shirt. I know that would feel really good.

Interviewer: Do you prefer some specific fiber contents?

Interviewee #5: Usually. They would come a long way to polyesters and synthetics. So, before you were like 'oh, polyester, it's not going to feel good.' But now, I'm like 'oh, this feels really good. What is this?' This feels like natural fiber or some silk in but now it is polyester. They come a long way with synthetics. I know that it is not going to be really cheapie polyester; especially they were blended with spandex. I do like natural fiber like wool and silk blend. That will be really nice. I really like that a lot. But, since I already know what the feel like, it is good.

Interviewer: Did they mention the care instructions?

Interviewee #5: I'm not sure if they mention that on the description. It comes back to the fiber content because I know this probably have to be hand washed, just deal with a little bit delicate. Or, even you could put it to really delicate wash in the washing machine. But it would be nice if they had the care, how to care for on here because, for a lot of people, that's a major factor. They

won't buy dry cleaning, the stuff like only requires dry clean. Personally, I'm not as focused on that. If I really love the product, I'm going to get it. Like coat, it used to be dry cleaned. I'm just going to be really careful, so hope not getting dry cleaning too much.

Interviewer: How long do you think you can wear this product?

Interviewee #5: If you take care of it, since it is a dress, I would maybe wear once in a month, 12 times a year. I think it will last for several years. I'm usually pretty good about taking care of clothes. I would hope it would last for several years for me.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #5: I'm looking at the construction. When I get the product, and look at it, that is when I can tell the quality of it. Because I look how it is sewn and how it is constructed. I do enjoy the design of it. If it is more complex design I think of it, I think it is more high quality, a complex and a little more details. If I order to find the coat that has some great details and findings on it, I would associate that would be more high quality.

Interviewer: For example, the True Religion jeans, what makes do you think that jeans premium and high quality jeans?

Interviewee #5: The first thing that comes to mind is fit. Fit is extremely important and that would also definitely determine to the dress as the better quality, if the fit is really good. The fit is definitely something like for the True Religion jeans, I've heard that they fit amazing and they are very flattering to the body types.

Interviewer: So, do you mean that the design makes high quality product?

Interviewee #5: Yes. If this dress has silk in it and that would bump it up. So, materials and construction, and also where it is made, I mean if it's Mexico vs. Italy. There is going to be different. So, this is probably made in China or Bangladesh or something.

Interviewer: How about the country of origin?

Interviewee #5: They didn't mention where it was made.

Interviewer: Don't you care of the country of origin?

Interviewee #5: Not that I don't care. Honestly I don't think about it as much as if I'm really excited about the design, and I would like 'woo, it's great and wonderful.' But I think probably I would be more impress like if it was from Italy.

Interviewer: How do you know this apparel item is going to fit you?

Interviewee #5: Actually I usually use this size in online because I know my measurement and I know what approximately it is.

Interviewer: Do you know your actual body size?

Interviewee #5: Yes. But on here, it might be a little different. I always make sure if I go to new site and go to check out their size chart because I may be size 6 or 8 and another or size 4 in

somewhere else. It really just depends and also the experience I had it and ordered before. This is big issue because once when I first started getting things with Victoria's secret; I had to some things back because I didn't quite know how they did fit and the different things like swim suit and different dresses and pants, and so forth.

Interviewer: Do you believe the apparel product on the computer screen will be same as the real product such as color shade and details? Do you believe that?

Interviewee #5: Usually, the thing that I'm most skeptical about is color because these all color swatches can only do so much and also the lighting that she is in might make the color a little bit different and so forth. I'm usually excited to see how true the color is in the apparel. But overall, I expect to get this dress and if I don't, if there is something is off from it and something is changed, I probably wouldn't be too happy if it's changed something. But overall, I would hope that the company would be responsible enough to treat their product in correct manner.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #5: Definitely, fit. That's like the main thing. That's definitely fit and the quality because it could look great on the pictures and look like 'woo, that fits really great and that looks like pretty good quality garment,' and you could get it and seams can be off, poorly put together, and hems can be puckered. You are not entirely sure because it's not physically in front of you, not entirely sure what you maybe getting. That's hope that they are being honest.

Interviewer: On the other hand, what are the good things about Internet apparel shopping?

Interviewee #5: You can find a lot of things on the Internet versus just being in the store, you have what the store offers you. But this is you can be like 'ok, this is exactly what I want, you can go online, and you can type what you want. You have all these options for you. Also, it's pretty easy if you don't want to go out, if you don't want to spend the time being in the crowd people, and if you don't want to spend gas because that's a big factor. If you just want to be comfortable in your home and you can just go on here and do your shopping and get it done, not have to walk around everywhere like walk around the mall and all the stores and see if they have what you want, if they have your size, and everything. But 'I don't want to go the stores and go online' and go through and just kind of do things. I think it's a lot more a lot quicker in some ways.

Interviewer: Are you comfortable to give your credit card information to the Web site?

Interviewee #5: If I was something that I would skeptical on, but since this company is a large company and it does have the certain amount of credibility behind it. I believe they had a statement for the insurance information and so forth. I feel comfortable if it's another company that I don't really know about and I would feel really skeptical giving out my information like that because who knows, like I wanted download a song and was \$5 and they said we need your credit card information and then I was like 'woo, I don't think I'm going to do that.' It does not seem to be a good idea, seems a little sketch to me. Definitely, the big companies like if I shop for the Nike or Columbia sports wear and stuff like that, I definitely feel comfortable giving my credit card information.

Interviewer: Have you ever returned any apparel products that you bought from online? If yes, what was the reason?

Interviewee #5: Yes, I have. It was the fit. It didn't fit properly and looked different on model. For example, from the Victoria's secret, I bought like a pajama's there and that was full-fitting on the model and it's like really cute and I got it. To me, it was like a weird midriff balloon type thing. That's not exactly what I ordered and that's not what I wanted. I sent that back. So, definitely fit and it's not fun to get surprise colors either.

Interviewer: Do you know the return process of Victoria's secret?

Interviewee #5: They are actually pretty good about their return policy. In your ship packaging, basically if you open it up and then you are like 'woo, that's not I want' and you can send it back. You basically just send it back in and you don't have to pay for the shipping I believe. That's actually one thing my favorite Web site is 'Zappos,' shoes and accessories and just like everything. You don't pay for shipping. If you return something, they are not going to charge for it. That's something that I really, that's really good.

Interviewer: Do you think it is reasonable price?

Interviewee #5: I think it is. It's I guess it's special for \$69. I just kind of taking into consideration again in the fabric, the amount of fabric was used. There's quite a bit of fabric there in dresses. Also, if I think the style is unique, I will pay a little bit more for that, if I really love it. It really depends on the design. If the design is amazing, something blows me away, I will be a little more willing to pay for it.

Interviewer: How much would be the reasonable price for standard shipping?

Interviewee #5: They actually charge by the amount you are buying, not weight. That can be a little discouraging sometimes because they have certain brackets, you know, it's like \$0 to \$25 bracket. I do not really like their shipping cost method as much as in some other Web sites. That's why I usually buy one thing, just one thing.

Interviewer: If do you buy more, do you have to pay more on the shipping?

Interviewee #5: Yes. But the thing they do is usually they have special like 'if you buy over \$50 for the merchandize, and then we will be going to cut your shipping down or you don't have to pay for shipping at all. It's almost like that 'woo, if I spend that much money, I don't have to pay for shipping' as supposed to if I paid \$150 for shipping, it will be a big shipping cost. So, I like just get something actually out of it and bump it up to that price range so I don't have to pay for it.

Interviewer: How many days do you think would be fine as standard delivery time?

Interviewee #5: Usually, just for some reason in my mind I will give a week. A week is to me appropriate but they are usually pretty good within a few days. Also, it is depending on the product. If it is the back ordered, once they do get it in and ship it to you. But, you know, they can be like 'back order for a month.' You order it now but you can't get it for a long time. It can be a big turn off.

Interviewer: Is there any other factor that you used for Internet apparel shopping to perceive the product that I didn't ask you about or you didn't tell me?

Interviewee #5: The fiber content and sometimes, the designer. It's a factor like if I found something from 'Alexander McQueen,' I would be ecstatic and I would want it because it's by

that designer and I love that designer. If I didn't like the designer, I maybe like 'woo, I'm not sure about that.' But if it is something brand like it comes for something cute finally, and then I would get it. But it is more just aesthetic, if I like it. Sometimes, designer can have an affect on me if I want the product or not. I just keep reiterating that the fiber content and fit are very important. Those are some main ones.

Interviewer: I think those are all about the interview. Thank you for taking your time.

## Interview #6

Interviewer: Please go to your favorite apparel Web site.

Interviewee #6: I'm going to go to the Urban Outfitters. I go to women's apparel and my favorite is to go to the sale. I don't really want a tank top or dress because it's winter. But I could put it underneath of the jacket. I would do view all of them in one page. I click on the shirt, Abstract Stripe Ribbed, because it is something I would wear. I need a long sleeve shirt for fall. I don't need skirt. This is the shirt that I just looked at. I go to the size chart. I'm about a medium. It's \$19.99. I like that price. I'm buying this one.

Interviewer: When do you usually shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #6: When I'm bored or before I'm going to go shopping, I really like to see and look at their Web sites what they have before I go there, but I'd like to shop online for at Urban Outfitters because, from a small town, we didn't have a lot.

Interviewer: Why do you like this brand?

Interviewee #6: I like it because it's just different. It's pretty unique like the clothing as unique. It's not something you will see on everyone in Corvallis. It's not horribly over priced. It's kind of over priced but it's cute.

Interviewer: What is your impression of this item?

Interviewee #6: I like the color. I really like yellow. I'm a big fan.

Interviewer: Usually when you shop, is the color the big factor?

Interviewee #6: Color, definitely and the fit. It's like a normal shirt. If I bought this online, I'm pretty sure it would fit me, whereas if I bought something crazy online, asymmetrical or things that might look really terrible on me when I got it. But it's just a shirt, just knit shirt. I would be safe of that.

Interviewer: Do you think the color seems clear?

Interviewee #6: Yes.

Interviewer: Do you think it's fashionable item?

Interviewee #6: Yes, because it's just normal long sleeve shirt and pretty much always going to the style. It's always in style. I could wear it with other things. I could wear it with jeans, skirt, or something under it.

Interviewer: Can you easily perceive the style in the picture?

Interviewee #6: Yes. That's cool.

Interviewer: Do you usually click the larger view and alternative views if the Web site provide?

Interviewee #6: Sometimes I do and sometimes I don't. I forget. But that's cool. It has all different colors of it. With the small picture, it was fine but it's good to see that you can actually see like it is a knit and painted on there.

Interviewer: Do you think the model affect apparel image?

Interviewee #6: Yes. I think so. This one in particular, she looks pretty. She is cool. You have to have someone attractive to market the clothes. Just like in sales, you have to have someone attractive to sell the clothes. That's helping someone buying clothing from store. It's easier to sell things. If it's on someone who is chubbier, it probably does not look good. Or, even if I was in it, I wouldn't buy.

Interviewer: Some Web sites they don't use the human model, just look form. Which one do you prefer to perceive the apparel product?

Interviewee #6: Definitely, human model is much better. Because there are some things that are on a hanger and then they look just the ugliest things in the world, but when you put it on it, it looks great. I have a dress that I like. It's just hideous on a hanger, but when I put it on, it just fits perfectly. It helps on a model. But for the t-shirt, it doesn't matter I guess, but you can tell that it's a long shirt. I like longer shirt. I don't want the shirt that when my hand up in class, my stomach is going to pull out of it.

Interviewer: Can you see the fabric texture in the picture?

Interviewee #6: Yes.

Interviewer: How do you think the fabric feels like on your skin?

Interviewee #6: I believe it's painted. It's the print all over and that might be scratch in the inside. But it looks really soft. It says 'soft waffle knit.' If they are saying it's soft, it should be soft.

Interviewer: Do you think the apparel item will be comfortable when you wear it?

Interviewee #6: Yes. It looks soft and good quality.

Interviewer: Why do you think it looks good quality?

Interviewee #6: By looking at it, you can tell that it looks like it could be good quality. But it's \$19.99; I don't need something going to last until I'm 30. My main consideration in shopping is the price because I don't really care of the quality. I mean if something gets a tiny whole, I can always saw it up myself. I don't really care. It's not a big problem. I rather just buy a bunch of cheap and cute clothes. That's why I like 'Forever21' as well.

Interviewer: Do you always check the fiber content?

Interviewee #6: Yes, I do. It's cotton. I can't wear wool; it's itch and uncomfortable. I don't like getting a cotton and polyester blend because it sometimes gets pills. I think there is some Lycra or spandex in it. I like that.

Interviewer: Do you care that the fabric is knit or woven?

Interviewee #6: On a t-shirt, obviously I would prefer knit but I like woven because they don't turn to stretch out as much on me. I've noticed that these if I don't wear like under shirt, something under stretch out and it will be huge. Or, I like knit stuff, like this one that I'm wearing, it doesn't stretch out that much.

Interviewer: Did you check the care instruction?

Interviewee #6: I didn't even check. It says it's machine wash. I kind of figured it could be machine wash because it's a shirt. If I was getting a dress and it says dry clean only, I might think twice of getting it unless it was really cheap. If it was really cheap, then I probably get it. But, if it's like \$40, and it says it's dry clean only, I won't buy it. Like I have dress and it's like this fabric, I bought it at 'Forever21' and it was \$15. I got home and I found that it says dry clean only on the tag. I didn't even check at the store because this is \$15 dress, I never need to do dry cleaning this. And, I don't really buy very much expensive clothing. But, if I had money, I would buy very expensive one but it depends on if there is an occasion. Like I have to go to the ball next month, I'm probably going to buy dress for that and obviously that would be dry cleaning only.

Interviewer: How long do you think you can wear this item?

Interviewee #6: Until it just doesn't fit me or if it pulls apart. It seems the style is always being in style pretty much. I've been wearing this kind of style since I was in high school. I usually get rid of my stuff before I get sick of or after I get sick of it before it pulls apart something. I would assume from the price, about for 3 years. Or I might give it to my friend or something.

Interviewer: What does high quality apparel product mean to you?

Interviewee #6: I can see the seams and how they do the seams on the back or just touch it to make sure it's not like really like flimsy or cheaply made. A lot of times if you buy something at 'Ross,' I noticed that like the seams go like that or like one size is shorter than the others or something. By trying it on and by looking at the seams, you can really tell about the product in the end. The construction, that's what I find and what I've seen mostly.

Interviewer: How do you know this item is going to fit you?

Interviewee #6: I looked at the size chart.

Interviewer: Do you always check the size chart?

Interviewee #6: Yes. I always do. I always about medium though. Like the pants size, I wear in 5 or 6. I wouldn't buy small because I'm bigger up here than I'm down here. I just always get a medium.

Interviewer: Do you think the size chart is useful?

Interviewee #6: It's definitely useful. The only thing that I don't know is for that shirt, you know, it says it's true to size but here it says 'regular fit.' It seems like there is something like super super small or super super big. In my closet, I'm generally medium but I have some shirt that is an extra small or a shirt for an extra large, you know. Like 'forever21,' I'm like an extra large. Always it depends on the brand.

Interviewer: Do you know your actual body size?

Interviewee #6: Yes.

Interviewer: They suggest some other ideas like other products. Do you see them?

Interviewee #6: I usually look at it, definitely. I thought that's really cute but that's an example something that I would have to try on. See this tunic puff sleeves. I couldn't just buy that on the Internet. I hope they fit me but it probably wouldn't fit me. I love these jeans and I love those but the skinny jeans, you have to try it on. I have bigger calves. Jeans are very hard. I would never buy jeans over the Internet. I usually buy tee-shirt and tops, or sweaters and sweatshirts. Even a skirt, but I could never buy jeans over the Internet because of the fit. I have a two pair of citizens, one is 27 and my other pair is 29, and they fit me exact same. Like lengthwise, I'm 5 feet and 9 inches, I need longer jeans. I might look stupid with the wrong fit. I love shoes but it's another thing you can't buy on the Internet. I bought my running shoes on the Internet because I've worn the same exact running shoes; same size for 2 years from the company. Or like accessories I could buy those on the Internet. Maybe not, because I don't know the necklace would be like fit like here some or earring like huge or heavy.

Interviewer: Was that easy to find the information on this Web site?

Interviewee #6: Yes. It was really easy. You can see that it has collections already so you just can click on the women's apparel or I click on shoes. It's really easy. They also have their sale things down here, if you don't see sale here. It's clean sort.

Interviewer: Do you believe the product on the computer screen will be same as the real product, such as color shade or details?

Interviewee #6: Yes. We looked it up close in very bright color which looked good. And the print looks it is good quality. Because it was ribbed, it would probably break. It might be kind of pill of the shirt or the variation. But I think it looks like good enough. I'm young so I don't need to like be wearing an expensive shirt.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #6: It might be if it doesn't fit. That's what I think. It would be really annoying to wait 5 days to come to use. I don't want to 5 days send it back and get a different size.

Interviewer: Are you comfortable giving your credit card information to the Web site?

Interviewee #6: It depends on, if I'm at my own home, yes, I'm definitely comfortable for doing that. I wouldn't necessarily do it here at school. Like on school's computer, I wouldn't do that. Maybe with good friend's lap top or something I don't mind. Also what kind of Web site, like this seems, Urban Outfitters, I have a lot of friends who shop at the Urban Outfitters. It's a bigger company. I don't know if I ever shop on eBay. That kind of scares me. I've never shop on eBay. I've just looked of eBay to see if they have something for cheap. I would feel really awkward shopping on eBay. I shop Amazon a lot.

Interviewer: Do you think it's reasonable price?

Interviewee #6: Yes. I know it's on sale. I wouldn't pay \$28, the original price for it. It's just t-shirt. I could buy that t-shirt for 'forever 21,' and it really might be \$10.

Interviewer: The shipping price is \$6. Is that ok?

Interviewee #6: Yes. \$6 is about what you are going to get for anything. I bought a CD from Amazon and my shipping was like \$5. That's pretty much like what you are going to get. The total is like \$26. It was \$28 to being with. If you had to pay \$5 on the top of that, it will be \$33. I don't want to pay for \$33 to that shirt.

Interviewer: How many days would be ok with the standard delivery time?

Interviewee #6: I think it's like 3 to 5 business days. I think that's fine. They didn't say that though here. Maybe you can go to check out.

Interviewer: Ok. Have you ever return the apparel product that you bought from Internet?

Interviewee #6: No. I haven't bought a lot of things from the Internet. I have bought a shirt from, where was it, oh; I bought a pair of shoes from Nine West when I worked at the Nine West. I just went back it into my store and returned it. Then, I didn't have to wait. I've never return anything. I buy running shoes. That's basically what I buy.

Interviewer: What are the good things for the Internet apparel shopping?

Interviewee #6: If you are in small town, like a middle of nowhere and not having your car when you were kid and you can't really go to Portland for shopping. I think it's good for people who live in the small town or random places. It's nice if you see something really like in magazine and you could be able to look it up on their Web sites. A lot of people wouldn't be able to do, like kind of, for me, you could buy clothing at H&M on their Web site because we don't have one in Oregon and the closest one is in San Francisco. I go every once in a while and I always buy something. It will be nice to be able to shop from the Internet. I love that store, H&M. It's cheap and it's really good quality though. It's better quality than 'Forever21' by far. I remember my family used to go to France. H&M was there. It was just so big and the clothes were so cheap like my outfit costs like \$40 in H&M in France. It's really good quality. That would be nice if I have to have the Web site. That would be good thing. The store like that has to have Web site because they can't really like get to everyone.

Interviewer: Any other possible factors to use for apparel shopping?

Interviewee #6: If I have something to like it, I would like to be able to know where they were made. I can't find it where it was made. It just says 'exclusive to Urban Outfitters and imported.' I do care about where things are made. I know that like, it's hard to say like it's being built or made in sweatshop not for using fair trade or fair labors stuff because it's so controversial. There some places and so many things to say that they are or not or, you know, maybe it was created or it was put together using fair labors, but it wasn't manufactured using fair labors. That's just that in my opinion. I mean it's really hard to see where like how things are created. You never really know because if you go to Nordstrom and you buy something and then next month it's huge scandal about Nordstrom. Nordstrom is so expensive think so you would think they wouldn't use slavery labors but they do. I mean just keep that in mind.

Interviewer: I think that's about it. Thank you.

Interviewee #6: Ok. Thanks.

## Interview # 7

Interviewer: Please go to your favorite apparel Web site.

Interviewee #7: I don't generally shop for clothes online just because I like to have the fit and the feel everything. I'm definitely a bargain shopper. That's for sure. So, I usually go to the 'eBay.' Not necessarily for clothes but I would like to buy bags or accessories. I'm looking for 'a messenger bag,' so I typed. I'd like to go a vintage look. I don't necessarily like the city look per se. I do shop eBay a lot. You never know which one you are going to get. That's pretty good size. \$21.99 for shipping, are you kidding me? That's the other problem with eBay is that their shipping cost is sometimes outrageous. I'd like to have more pictures only two pictures presented, like the inside.

Interviewer: What is the good thing of eBay Web site?

Interviewee #7: I like the fact that I hunt for bargains. I'd like to dig in what I find the best deal. There are so many selections. If you go to a regular store, they have maybe 5, 10, or 15 items. It has hundreds and thousands items that I can look for. It's a little small, cute though. I would buy this if it would \$10 or under. I think. I usually go down here (price search window), the price \$0 to \$10. I have a lot of these. What is this? I could have a cow (the fur looks cows'). It's horrible.

Interviewer: What do you usually do, 'buy it now' or start bidding?

Interviewee #7: It depends on how good the bid is. This has many pictures which I like. Let's view of these. I would buy it now because it's good price.

Interviewer: Are you comfortable to use the paypal?

Interviewee #7: Yes, I use paypal. I found that I used US Bank a few years ago and when I made the payment for paypal, it would go through right away. But now I'm with Wells Fargo, and it takes like 5 days for the payment to clear before they even registered the sellers get paid. It adds on 5 extra days which is 10 days.

Interviewer: Are you looking for some brand?

Interviewee #7: I don't really specific thing that I have in mind. I'd like to read the all information about it but it's almost distracting how they do with all the different colors. I'm a color person. Colors are more appealing to me. I like Orange and emerald green right now. It's changed a yearly basis. It used to be red for a while.

Interviewer: Do you have any favorite brand?

Interviewee #7: I don't not care about brand almost whatsoever. I really do like this one, #4520 Diesel Green Cotton Army Messenger Shoulder Bag a lot. So, I'm going to sign in and put that in watch list. They are giving me a trouble because they sent me an email and said there's an unauthorized activity on my email account. So they resent my password altogether. I'm kind of want to know what is going on about that.

Interviewer: How often do you visit on this Web site?

Interviewee #7: I would visit 2 or 3 or 4 times of a day, just to watch my list. For like two weeks until everything is processed, and then I won't visit again for 3 or 4 months. I want this something.

Interviewer: Do you care of seller's creditability?

Interviewee #7: Yes. Generally, unless something is really wrong, people don't leave negative comments. I had to, a year ago, I bought a barbell and the second I opened it up and put it in and it pulled apart. It was bad. There's no return policy.

Interviewer: Do you have any bad experience with eBay?

Interviewee #7: Just like the shipping times. A book I got once took a month to get to me and I needed it for school. I mean it was really a good deal but it took a month to get to me. There's not much you can do about that.

Interviewer: Ok.

Interviewee #7: That's neat, neat. A camel leather, it's real leather. It's a small family business which I really like. I'd like to support small businesses because I know I'm in that position in someday.

Interviewer: What kinds of products you bought from eBay?

Interviewee #7: I buy electronics, accessories for that, thin jewelries, and a couple of bags on here. They all worked out pretty good. I mean for what it is and how cheap it is. The description is stressing! I can't look stop looking at the stars. Red background is really hard to read. Sometimes, sellers do that, what pages and designs. It's pretty but distracting. I feel like I have to read through and pull my stuff through the line to trying to find what I need. I feel like that I'd be a little misread. Like I'm reading along, and I miss something because of the distracting. I feel like I'd be misread because of that. It's strategically appealing though.

Interviewer: Don't you care about that the seller is selling this from Australia, I mean other country?

Interviewee #7: No, I don't really care if the exchange rate is really bad. Like anything from Europe, it's really deceptive in pricing.

Interviewer: Since you are looking for bag, what does good quality bag mean to you?

Interviewee #7: Good quality bag is that won't pull apart because I carry it around with a lot of things in daily basis because I can't always go home and be showing the classes.

Interviewer: Is the construction of bag the most important?

Interviewee #7: Yeah but definitely the look is the most important. Construction is the second most important that I would think. And, I really like leather and I like canvas. I need things they won't pill or fray when it rubs because it will be rubbed against me all day.

Interviewer: Have you ever returned the product that you bought from here?

Interviewee #7: Each seller has a different return policy. It's depending on what they were selling and how much they were selling at for. I originally ordered cell phone and it just didn't work at all. So, I returned it. A lot of times, they stick with their return policy which is no returns or doing exchange thing. A lot of times, they won't give you the money back.

Interviewer: Do you think in general the price is related to the quality?

Interviewee #7: A lot of times in apparel, it can be not always though. I think a lot of times you pay for the name and I found really good quality accessories and items of the clothing for real cheap. Just be careful about what it is you pick. Price isn't necessarily an indicator of quality for me. Denim, Diesel, they make much good stuff.

Interviewer: How did you get that idea that Diesel makes good quality stuff?

Interviewee #7: Not exactly good quality, but cool looking. I mean the design. Look is as I said the most important factor. It's from Shanghai. I hope it's not something knock-off which is fine. Like somebody says 'hey, your Diesel bag is knock-off' and then I'm like 'ok.' When I get a bunch of stuff together, certain things that I like and I usually go back to my eBay and compare them just side by side.

Interviewer: When do you usually shop from Internet?

Interviewee #7: If I'm looking for something that I can't find in town, I would generally get on eBay or that I can't find anywhere so ever, I would get on the eBay and try to look for it. That doesn't mean I necessarily buy it. It's also good for me to get ideas about what's out there. Usually, it would be kind of cycle. I look at my one item that I'm looking for and then I find this cool thing over here and then I look for all the products they are over here and I would find that in the mean time. It just branches off. Once I find the item that I like, I usually go more in-depth to read it and closely look the details. If I closely look, I won't get screwed. They don't have a lot of information. Their description is really minimal. I would like to see more about the features of it. I guess the pocket with the size, maybe I just can think what I do with the pockets. I really see the back views but they don't have the back view or the size view at all.

Interviewer: Do you think it's important that they provide different angle views?

Interviewee #7: Yes. I was on the 'Coach' Web site. We were doing assignment comparing them like the luxury or not brand. I found that their products were great views. They had view larger picture and different angles. It was number one site for me just because of the layout of it and it had the description all cross and the top and the different views of it. I really do appreciate that. Also, if I'm going to buy a shirt or something, I look for it on a mannequin or on the model. I don't like to see just on a background because I have no idea how it is suppose to be worn. That's a big deciding factor whether I buy or not. How big it is. I would like to see them next to human and I can image how big it is and how it fits on the body.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #7: For me, I'm a color person and a tactile person. I need to feel it to be 100% certain that I want it. That's why I never buy clothes online. I have no idea that would fit me. Also, I won't be happy with the extra shipping to get it.

Interviewer: What about the good things of Internet apparel shopping?

Interviewee #7: The good thing about online shopping is that you can do it from anywhere and you can do anywhere there is a computer, you can shop online. Like eBay, if I'm bidding on something, and I want to keep track of what I'm bidding on, so I have access to do it for 24/7. I can do all business dealings online, too. Paypal is really safe. I haven't heard a whole lot of bad things, I mean I've heard obviously few bad things about it because what online paying service would have problems.

Interviewer: Do you think it's better than giving your credit card number to them?

Interviewee #7: Absolutely. It's a little slower and I'm not sure that's because of Wells Fargo or what but generally I don't like giving out my credit card number, so I give them to paypal. So I'm definitely comfortable with paypal.

Interviewer: What is the impression of this bag?

Interviewee #7: This is really utilitarian. It looks useful.

Interviewer: Do you believe the description and information that they are showing this Web site?

Interviewee #7: Yeah. I generally would like to go with the sellers have more feedbacks and how they sold more items. If it is not accurately represented or if you are not fully satisfied with them, you can have your money back. With the descriptions and features, you can ask the sellers the question, like the question about how big the pocket is or how deep the bag and the measurement. You can email them and ask those things. They would respond to it.

Interviewer: Do you care about country of origin?

Interviewee #7: No, not at all. Probably I should but I don't. I just don't care.

Interviewer: Do you prefer some specific type of care instruction?

Interviewee #7: Nothing that needs dry cleaning only. Dry clean is pain in the butt. I won't generally buy if it says dry clean only. I don't like hand wash, either. I prefer to do in gentle cycle and hang dry. It will be fine and I know that. But I generally don't buy that because I don't like hand wash and it would be probably too expensive if it's pull apart in gentle cycle. If I buy some suits, I would do dry cleaning because those are special items. I guess it depends on the item. For everyday clothes, no but things like suits or work wear or dressier things up, I would get dry clean only because I would wear those just few times. I'm a student right now so I want the clothes altogether in the washing machine and in the dryer.

Interviewer: Is there any other factor of Internet shopping?

Interviewee #7: I think the big thing for me is the look of the Web site. The more professional it looks, the more professional it indicates to me that I tend to trust them more like the nice layout and concise but informative information. That's generally what I look for when I really would do for big purchase. Definitely, be esthetic at all, that make a difference to me.

Interviewer: I think that's all about it. Thank you.

Interviewee #7: Ok.

## Interview # 8

Interviewer: Please go to your favorite apparel Web site.

Interviewee #8: When I look for like the everyday clothes, I probably go to Nordstrom because they have a variety of things and they have such a good return policy so if I purchase something online and I don't like it, then I can take it back to exchange it. I probably go to look at sale things first. I clicked the sale first and then women. I'm clicking that the '99 per page.' If you mark this, it's easier than viewing 20 items. This is kind of depending on if I need something or if I want certain color in my wardrobe. I want for certain details that I like something that it's like ribbon or tie or flower; kind of a little details, just something different that I can wear. And I see the brand too in case if I find some great deal. I usually use the search page to, and then I'm going to narrow down looking for like jeans. If it's not working, I click on color. If there is nothing that I like, I just go back to women for regular price. I look at the more jeans, going to 'denim shop'. I'm really picky about jeans. I always want to select kind of style that I want. I want the straight leg. The internet is getting slow. Sometimes, it's bothering.

Interviewer: Now, it's working.

Interviewee #8: I will shop by price. They are always like the cheapest jeans; I probably go to the bottom. So, I start with bottom to the more expensive one. I can kind of getting more sense of market and the style. I can see what's going on before I purchase. If I see the wash I like or the back pockets I like, then I always click on it. I clicked on the Paige Premium Denim 'Melrose' Straight Leg Stretch Jeans.' The pocket looks interesting. And I always see everything in larger. I can see more of the color looks like and all the details look like. They have other washes. I first check if they have my size and if they don't, I don't even look for. I always check the inseams, too because I'm really tall and it's hard to find jeans it will fit. I'd like to look at what it's made of if they have, spandex, some sort of stretch, micro material in it.

Interviewer: Do you always check the fiber contents?

Interviewee #8: Yes because I hate buying jeans which don't have any stretch in them because they are too uncomfortable. Especially when you are buying online, you can't touch it or you can't feel and I would like to touch and feel things. I'm just picking about the color. I like darker color but not necessarily black. And, I like especially Nordstrom because I know what department is going to be, in case they want to go store and trying to find the jeans. I'm always trying to compare the prices of True Religion jeans. If I see them online for cheaper then I might want to buy them online. I always look at how jeans look with heels like toe heels. If it looks kind of strange or funky, then I might not. I look at the extra tall. I wonder that have the inseams for extra tall. I'd like to know. And, I'd like to compare to with like I have a pair of 'Citizens of Humanity' jeans, so if they have any new style or new washed it. I'd like to look at out if I like it.

Interviewer: Ok.

Interviewee #8: These are mom jeans, Habitual Maternity Stretch Jeans. And I go back to women and like, I like dresses. I kind like to shop by event because then you can find more that what kind of sleeves that you have, what kind of length the specially, what kind of fabric is going to be used, and just the way in a normal dress or I go for day dress. I just want to look at all of them. So, I'm all in one page. I need to make sure to look at the how sometimes the item how the bow ties straight on its neck or how they have belts with it. It's added sort of extra accessories because if it doesn't come up with the dress then you can look kind of funky if they had to the pieces get

together. When I'm especially looking in online, a model does have a lot to do with, so I mean I look more, looks like something is going to be worn by girl my age.

Interviewer: I see.

Interviewee #8: I look for the designers, Diane von Furstenberg 'Camelita' Wrap Dress that I just one time I saw this designer's work over the summer and I loved the designer's works but I haven't seen in many places. And I'm more drawn to the items that have the certain little details like this, Diane von Furstenberg 'Bund' Knit Dress have the, it has the buttons of the back and up the sleeves. If I click on an item, in especially Nordstrom, they have the 'you might also like.' They have usually something to buy to different designers or the same designer that kind of thing in some shoes they sell. If you really like something from them, you don't have to go to their categories, just click and check more if they have it to offer, like they have matching a pair of shoes. I try to find when I shop online that the things have delicate be treated if you have like this, Diane von Furstenberg 'Baila' Dress. I'm really not going to buy something that I rather know of that they can pull out very easy or they are really cheap or flimsy. But since this Web site that I trust, then I put this in mine from and if something that I don't like it, I know they would be able to take it back and change it. I feel more ok to buy things that I'm not even completely sure about because that I know that if the return will be fine if I'm not going to want it then I don't have to keep it. I like this dress but when it comes with the wool, I can never wear wool. I don't like wool. It makes me too itchy. So, I have to wear with long sleeves then I would look kind of funky so. I also look at the cleaning section if it's going to be dry-cleaned.

Interviewer: Do you prefer some care instruction?

Interviewee #8: I don't prefer for nothing. When I have some like it says dry clean and I always make me think it might be expensive and you have to take care of. Also, I look at sleeve length because I have really long arms. I need to make sure that if I got it then it can't cover my whole arms then I might look kind of funny and I always look at the fit instruction if it's Nordstrom because they have some of the lower price designers' lines and high prices lines and often the design is smaller. So I really need check the size chart if it's contemporary size chart or women's size chart or the junior one. So, I can see what kind of fit that I'm going to expect from the item. I kind of know what kind of trend right now. Like this ruffle dress, Juicy Couture Ruffle Silk Chiffon Shirdress I like the color pinky jewel tone what other colors they have in. Oh, it looks different in black. I stay from the patterns. I like more like plain thing. But I do like this one right here Free people 'Homestead' Keyhole Knit Dress and it's on sale too. It was \$108 and now \$71.90. It's even better. And usually if something is on sale, I check if they have my size and the color I want before I look at it because I have my heart set on and I don't get it. It's bummer.

Interviewer: Yes.

Interviewee #8: They come with the jeans. When I'm trying things online, I could think of that what accessories I have, so I can go with it, or shoes, or can maybe picture it go for the class, or work or branch with my parents. I definitely look at that the length, especially because I am tall so kinds of thing that look shorten on me to. So if it has a little longer length, especially if I get skirt or dress, I like that. That doesn't make me appeal like I'm trying to be too hot or hotter evocatively.

Interviewer: You look the different color, black.

Interviewee #8: I like white, BCBGMAXAZRIA Rib Knit Sweater Dress but it's kind of hard to maintain to be white. I'm just looking at especially at Nordstrom because here things are more expensive. I would go and see if something in my wardrobe that I can cut off myself, like if I have certain dress has long sleeves, if the short sleeve is in trends, to see if I can interpret to me my own things. So all the time, I shop online just to see what's going on. That's a lot cheap that way.

Interviewer: Yes, of course.

Interviewee #8: I look for what kind of color that I don't have, like I don't have a lot of blue. That's why I clicked on this one, Jones New York Dress Silk Charmeuse Shift Dress. And, if they have some strange stuff, like the pre-order style, they don't charge right away but, I don't like the pre-sale because maybe it doesn't ship for another month and you totally forget that you ordered that you don't have all that money in checking account or something, and then like 'woo, I forgot that I ordered this.' I just like to look at this, BCBGMAXAZRIA Leaf Appliqué Shift Dress, the fibers and fabrics like if it's really delicate; it might pull apart before I use it.

Interviewer: Like silk, yes.

Interviewee #8: I like this dress, French Connection 'Juliet' Jersey Dress. I mean it's coming up fall and winter now, so I'm going to wear with ankle boots or my fall wardrobe and what kind of sweater that I can go over it and the tanks go underneath it. If I find something that I really like and then I take the brand name and type in the search engine with like shopping.com or something other Web sites, if the Web sites have that one. Sometimes, it's cheaper. If something is like \$280, it could be \$180 in other places. Then, I can keep my \$100 extra dollars.

Interviewer: Why do you think the prices are different?

Interviewee #8: The price thing is kind of funny because I was buying a pair of shoes once I found them in one Web site and that was \$100 and I found them another Web site and it was \$75.

Interviewer: Do you mean the exactly same thing?

Interviewee #8: Yes. They are exactly same thing but such a huge price difference. I know it's very yellow, Tufi Duek Silk Satin Dress. I don't know if I can wear that much yellow. I like to view all alternative views. I want to know what it looks like. I also like to see the back and see that. I don't know why the one color is darker than the other but.

Interviewer: Also, the model's skin color looks different.

Interviewee #8: I know. That's funny. This is confusing to me that what kind of color I would be getting like it's going to be a lighter color or a darker color. If I like something like that and if I don't really know about it's going to be a little bit darker or lighter, I might not want to order that anyway. And I'm graduating in this year, so I'm also looking for things that I can wear at working place. I might go to the grey or black things. I mean you need to dress modestly but it will be the fashion industry so I can do kind of funky and fun. That's important to buy clothes that where I go with the clothes, like going to work, play, movie, and so on. So I find the item is transitable and different access that I look for. I'd like to see that where the things were made. This is made of U.S. I like things are domestic. To find myself, I feel like you know buy some things like in China, the production there is so cheaper so they were translated as cheaper products. I've even been noticed that might be true. I like this Adrianna Papell Lace Party Dress

but it has laces in the back so when you think about what undergarment you can wear with that and it's so low cut into the deep, and how you wear bra with that dress. I need something that I can picture being fully covered or not, so it's probably not a good dress for work. The weather is important factor to shop the clothing because I don't want to be too hot or too cold. Technically, I'm not very pattern person but I like this one, Single Dress 'Morgan' Dress.

Interviewer: Do you usually click the other suggestions?

Interviewee #8: I might. I have certain place that I am I'm not going to buy or like 'Victoria's secret' that I like. I think it's the idea of what I can go and search for. I probably go to the sizing chart and check the measurement just in case especially shops in online, I don't want to something that's not going to fit.

Interviewer: Do you know your actual body size?

Interviewee #8: Yes. I thought that I would be getting a medium.

Interviewer: When do you shop apparel product through Internet, any special reason, mood, or occasion?

Interviewee #8: If I get bored, I just like to shop online. If I'm looking for new outfit because it's first Thursday of the new terms, I want to have something to look really cute for going out. Usually I decided to shop like 'of, I don't have jeans in this color, jeans in this length or want some blue and gray strip shirt. If I find something that I feel missing, that's when I'm going to go and search.

Interviewer: Why do you like the Nordstrom Web site?

Interviewee #8: It's very clean. It's easy to navigate. There are so many Web sites, I mean when you log in to the first page and it says sell this and sell that, like a lots of things going on so much that I can't concentrate. But I like this Web site, especially because half of the screen is empty space so it allows to me focused and not be too overwhelmed.

Interviewer: What makes the Web site more functional, attractive, and practical do you think?

Interviewee #8: It needs to be organized. If you click the women, it gives you all the different shops. You can search for once you click and finish shop you could get more specific and more specific and then it's just clicking like if you want jeans, and what color do you want, what inseam do you want, what do you want, and what size to be. For example, I would say like I want black skinny jeans that have 9 inch inseam, so I can go, I can navigate, and I can know the denim to find the exact thing that I'm looking for.

Interviewer: Does the color seem clear to you?

Interviewee #8: Yes.

Interviewer: Can you easily perceive the style?

Interviewee #8: Yes. I think it seems pretty basic. There are not a lot of things going on. There are not too many ties. I'm not going to be confused of the style.

Interviewer: Do you think it's fashionable item?

Interviewee #8: Yes. I go a lot of trends with every Vogue and every W and what's going on. I especially look for what color is going to be in trends. As you see, the inky jewel tone and the deep purple color is especially because it's fall. I could see the bright blues, pinks, and grays. Those are all deeper colors. I can kind of get the idea to get like 'this is what I'm looking for.' I'm also looking for the fit and what's going to be in fashion. The primary is what's going on and then what I want.

Interviewer: Some Web sites, they use human models like this and some other Web sites don't use the model, just the picture of apparel. How do you think of the difference?

Interviewee #8: I would like to see on someone because it gives you an idea of how to wear and look how she is wearing in her hair. You can see she is wearing hoop earrings or she is not wearing anything on her wrist. I can see how it fits on the body. Sometimes, it's on the mannequin. But I would like to see on the real human being just to see how it falls and how it drapes. It's important to me because I don't want to get something that it looks drapy and then it will be huge. That must be really awkward.

Interviewer: Can you see the fabric texture in the picture?

Interviewee #8: They say it's silk. I know what silk is going to look like. It's going to be shiny and smooth looking. So, in the picture, I really do feel communicate with it's silk.

Interviewer: Do you care about the fabric is knit or woven?

Interviewee #8: I like woven. It's kind of depends what I'm looking for. I'm not close to one or the other.

Interviewer: How long can you think you can wear this item?

Interviewee #8: It's definitely I think the color tone especially for this trends so maybe it's probably falling down in next year. I wouldn't wear in the summer. I hate giving them away so I would like keep that for many years.

Interviewer: What does the good quality apparel product mean to you?

Interviewee #8: The price. Especially in Nordstrom, I'm not going to pay \$280 for not very good quality item. I've never purchased the dress from this brand but because it comes from Nordstrom, I do trust the company and I trust there is something makes that expensive and that it would be something in value and quality. And the way that drapes. If you see the cheaper fabrics, they would drape a little funnier. They don't use silk like in this item. They are not going to fit the same and look the same. The way it's on the body, I can tell.

Interviewer: How do you know this apparel item is going to fit you?

Interviewee #8: I would check the size chart and I did, the bust, waist, and hips. If you do check, you might get a different size.

Interviewer: Do you like the return policy of this Web site?

Interviewee #8: Yes. I purchased a pair of jeans and it came in with the inseams were broken and I took it back and at that time, the price of jeans was gone out they didn't charge me anymore to return it and get a new pair. So, I'm very confident.

Interviewer: What are the risk factors of Internet apparel shopping do you think?

Interviewee #8: I can get something that doesn't exactly it looks on the screen. What if it comes a little more purplish then I thought. I think the biggest factor is going to be the color. Also, it might not fit. This might be a small medium opposed to a large medium. They don't always fit the same. Sometimes you can't try things on like jeans; what they have in 1 inch different but in the same size.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #8: I don't have to go to Salem to Nordstrom that you have to pick it up. I don't have to deal with people. It's not instant gratification but it just kind of makes me like 'yeah, something's coming in this week.' So, I kind of would be able to patient of it. I like the convenience of shopping from my own home in my pajamas.

Interviewer: Are you comfortable giving your credit card number in any time to the Web site?

Interviewee #8: Yes. I've never had a problem. I usually make sure that I only shop for the Web site that I'm familiar with. I did have a problem one time. One company charged on 4 times of a pair of shoes and then I called the company then they solved the problem for me. I'm confident with that.

Interviewer: Do you think the price \$260 is reasonable?

Interviewee #8: A lot of them, if they are made in USA, the costs here are more expensive. I know that's one reason. It's silk and it's high quality from Nordstrom. They are probably as reasonable price for this item. I mean if I was buying this from 'forever21,' then I would pay \$30 in max. because I know that it wouldn't be silk and a brand name.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #8: Yes.

Interviewer: How about the shipping cost?

Interviewee #8: Nordstrom has \$5 shipping all the time. I like it. For standard shipping, I think \$5 is a good deal. If it's \$10 or \$20, I don't want to but if I want it next day, then yes. If I want that right away, \$20 is the maximum.

Interviewer: How about the delivery time?

Interviewee #8: I know many companies normally say like up to 10 days and I hate that because if you buy an item, you want it sooner. Nordstrom does great job of shipping. If your product is out, you will see in 3 to 5 days. If I order it on Sunday, I would get that on Friday. If I order it on Monday, I would get in the end of the week.

Interviewer: Have you ever returned apparel item that you bought over the Internet?

Interviewee #8: I bought a pair of jeans and they had broken inseams so I just took them back and they sent me another pair. It was from Nordstrom Web site. It was very easy.

Interviewer: Do you use any different things in your apparel shopping?

Interviewee #8: I just examine really carefully how it's constructed, what it's made of, how it looks on the model, and how it fits. Those are the most important things to me.

Interviewer: Thank you so much.

Interviewee #8: Thank you.

## Interview #9

Interviewer: Please go to your favorite apparel Web site.

Interviewee #9: I will go to J.crew Web site. What I usually do is I go to the 'Fall Lookbook.' I usually go to see what they got it in new. I don't like the all of the intro stuff so I always skip it. I go to women's. You could just overview of everything and what they has, the new-in, so I just get to see all of the pictures and if I really like something, like I really love 'red,' I always surf for red. I clicked the small picture and then, it is shown actually in the bigger picture, you can see the details better and they put look together for you see, so you can buy all of this in the J.crew store. If you want to buy entire looks, you can add the 'buy this entire looks' on you shopping cart. They also put the price over here on the right side so it's very helpful. They put the outfits together for you because I don't like to do that in the stores. I'm not a huge shopper. That's what I do.

Interviewer: Ok.

Interviewee #9: And if I think that's cute, I just click on attract and neat. You can just go through all of them. That's sweater dress. I wonder if I click to see. I just overview to see everything, and then I probably go to women's section. If I'm specifically looking for shirts and tops, I would click on the category on the left. Actually, I would do the some sweaters because it's cold outside. It will show all of the sweaters, so you can get if you like one, then you can click on it. This one is cute. It has cute buttons. It gives you more details about it. If you put your mouse on the small alternative pictures, it automatically shows the bigger picture on the main. There is the description on the right, over here, and then it gives different views and you can see in different colors, but the only main color was on the model and the others are just flat forms of the item. You can view a larger image of it. I wish it came in different colors. I will keep looking. I will go to see what cashmere sweaters they have. That's cute. I don't like that sleeve part though. That's why I really do like this Web site just because you get to look the detail about it. If I don't see, I would probably, before I bought this, go into the store. This Cashmere Bateau Sweater one is cute and they have lots of different colors. The back is really cute, too. I would probably get something like this and buy this. I usually wear an extra small in J.crew because I know that I go here so often. I would get that black and just 1 quantity and I'm going to add that.

Interviewer: Do you usually click their suggestions?

Interviewee #9: Sometimes I do. At this point, if I'm not looking for it, I would probably not. I would probably get it in some real cases if I'm looking for an outfit that I need, but it's kind of rare that I buy whole bunch on online. I usually would do that at the store just to be, so I can try it on which I really like it. But like I would buy sweater like this, it's kind of basic, I might look at and see.

Interviewer: Where is the shipping price? It looks depends on how much you buy, you pay more or less. Is that ok to you?

Interviewee #9: It was \$175, so the shipping cost would be \$14.95. That is probably the reason why I wouldn't buy something like that because of the shipping. I probably wouldn't do that. That's a lot if you buy their item for that. So, I probably go to the store.

Interviewer: After you get the information from the Web site, would you buy it at the store?

Interviewee #9: That's what I usually do. But I sometimes go to the Web, if I'm looking for something cool and I go to the sale, sometimes they have deals. They don't have right now.

Interviewer: When do you usually shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #9: I usually shop when I'm bored; I look online and see what's out there. Or when I have a special occasion to need to go to with really neat something and I would order something online. But I usually use this Web site to see what the stores have. And then when I go, so I know if I want to shop at that store right then. Like it has what I'm looking for something that's really cute. That's as usually what I use it for.

Interviewer: What do you like this Web site about?

Interviewee #9: It's my favorite because it gives you so much detail about the product. The Web site gives you so many options, different views, and such a good detail of like what the product actually is. It's so easy to maneuver. If I did need to order of this, if I was at school and if I really worried it, I would feel comfortable buying because I'm familiar with this store. I shop there a lot when I'm at home like I go to the store a lot. I know my sizes and how things would fit. There is not a lot of stuff going on. It's easy to use.

Interviewer: Is that easy to find the information that what you exactly want to find?

Interviewee #9: Yes.

Interviewer: What is your impression of this product, or image of the product, or something?

Interviewee #9: I like this style. It's very classy and very practical. I would wear that a lot. You could wear it with ton of things. Even though it is expensive, it is cashmere which is really nice and it's just practical. I would get a lot of use out of it, so I wouldn't mind paying so much money on it. I love the little detail and it has cuffs and hem. I like the collar like the buttons up the back and a lot of nice detail.

Interviewer: In the picture, can you easily perceive the color and style?

Interviewee #9: I like the color. It's easy to see what it looks like in person and I like how it's on the model and how you can see on the model, not too hang in there.

Interviewer: Do you think it's fashionable item?

Interviewee #9: Yes, I do. I personally, it's my style. I don't know if it's trendy but I think it's very fashionable.

Interviewer: When the Web site provides the larger view and alternative views, do you always use those?

Interviewee #9: Yes. I always do. I go as big as they. If it has the zoom, I usually zoom in. It's useful.

Interviewer: This one used human model. So, do you think the model affects apparel image?

Interviewee #9: Yes. I think the girls are very cute. I know it probably won't look, it looks like that on me, but it really helps to see on somebody. I would not be able to buy if I didn't see it on somebody. Like how when you can click on the different color in flat form of apparel, not hanging or on the model, I wouldn't buy sweater like that because I can't tell what the shape is and what it looks like everything. It's easy to perceive the apparel item.

Interviewer: What do you like about J.crew brand?

Interviewee #9: I like how classy it is. I always love everything in the stores, the only way that they are just classy. It's really good quality clothes, too. Sometimes, things are unreasonably over-priced but I usually buy their nice things like sweaters or coats, things are I'm willing to spend more money on.

Interviewer: Can you see the fabric texture in the picture?

Interviewee #9: Yes. I think I just assume because it's cashmere I would know. You can kind of tell from the zoom picture but that's probably and you can see the rib-in a little bit. To me, it looks soft but I don't know, if it didn't say, it's cashmere. So I would say that's just because I know the fabrics, too. I could tell that will be a nice fabric.

Interviewer: Do you think the apparel item would be comfortable when you wear it?

Interviewee #9: I think it would by looking at that. It says 'Lightweight Italian Cashmere.'

Interviewer: Do you think it's going to be soft?

Interviewee #9: Yes, definitely. I've had cashmere things from there before, so I know for the experience, it's very nice.

Interviewer: When you shop online for apparel product, do you always check the fiber content?

Interviewee #9: Yes. I always do.

Interviewer: How about the care instruction?

Interviewee #9: I looked at it. I don't care if I have to dry clean or not.

Interviewer: Do you prefer some specific fiber content?

Interviewee #9: I love cashmere because it's soft. I usually like, but it depends what it is, for sweater I would like the cotton or wool. I don't really like a lot of stretch thing. I like cotton; it just feels better, smells better and more comfortable.

Interviewer: How long do you think you can wear this product?

Interviewee #9: I would have this product for probably I own it; keep it my closet, for 4 years, probably, 4 or 5 years. I wouldn't wear it like everyday obviously. I don't think it will go out of style and so I would be able to keep it for a long time, depending on how it wears if it stays in good condition. I would keep this product for very long time. I would go and get in the black and it is just sweater I would wear only in certain season.

Interviewer: What does the apparel high quality apparel mean to you?

Interviewee #9: It says it is cashmere, like reading in the fiber content and, also, just because I know the brand. Brand to me makes high quality because I trust them and I've had good luck before. So, the brand probably is the most.

Interviewer: How do you know the apparel item is going to fit you?

Interviewee #9: I just assume it would because I own the items of theirs previously. I'm usually a small, always small.

Interviewer: If you go to new Web site, do you usually check the size chart?

Interviewee #9: No. I don't use the size chart. I would have to guess about my body measurement because I don't know them. But I would buy it and if it doesn't fit and return it. I don't usually shop that I don't know. If I haven't been to the store, I won't usually go on that Web site.

Interviewer: Was it easy to find information that related to the product perception?

Interviewee #9: I think so.

Interviewer: What makes do you think the apparel Web site more attractive and functional?

Interviewee #9: Like clear labeling, like how, all of it's top, so you can just easily find and click on what you are looking for and how it spreads in the different categories. Just by being detailed about what you find and just click on it, and then easily all come up. It needs not too flash and has good pictures.

Interviewer: Do you believe that the product on the computer screen will be exactly same as the real product in terms of the color shade and details?

Interviewee #9: I think the color might be a little different just because it's always different in different light and in different minium in stuff. But I think it would be the same.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #9: I think the main thing is fit. For me, it's always just fit because it's usually clear about what it's going to look like so it's just fit if you like on yourself.

Interviewer: How about good things of Internet apparel shopping?

Interviewee #9: It's fast and you can see a whole bunch of stuff in a very short amount of time. I saw 20 sweaters in a minute and easy to decide for what I like it or what I don't like from them.

Interviewer: Are you comfortable to give your credit card information to the Web site?

Interviewee #9: Yes. I don't worry about that.

Interviewer: Do you think the cost is reasonable at the \$175?

Interviewee #9: Yeah. For cashmere, I do.

Interviewer: In general, do you think the price is always related to the quality?

Interviewee #9: No. I think a lot of things has to do with brand. It might be a little better quality but I don't think it's like \$200 more, like if for a pair of jeans, for example.

Interviewer: Do you care about the country of origin?

Interviewee #9: I don't usually care.

Interviewer: How about the delivery time? How many days would be fine for standard shipping?

Interviewee #9: Like a business week, 4 or 5 days, if you don't have to pay as much. If it's 7 to 10 days, it's too long.

Interviewer: Ok. Have you ever returned apparel product that you bought from Internet?

Interviewee #9: No, I have not.

Interviewer: Do you check the return policy when you shop online?

Interviewee #9: Yes. I do. If I don't like it, then I need to make sure that I can return it.

Interviewer: Any other factors that you used for Internet apparel shopping that you didn't tell me or I didn't ask you?

Interviewee #9: The main thing for me is that I just go to the places that I'm familiar with and so I trust them and I trust that my credit card would be ok on using me, like when I'm online. I just trust this company like their sizing and every quality. To me, that's the only reason I would shop online.

Interviewer: I think that's all about it. Thank you so much.

Interviewee #9: You're welcome.

## Interviewee # 10

Interviewer: Please go to your favorite apparel Web site.

Interviewee #10: I'm going to Urban Outfitters Web site. I would go to women's apparel. I see 'what's new' and view all on one page. I'm looking for stuff for fall, jackets and sweaters. I'd like to read in the description and see what the fabric is. I usually view more photos over. I like closer over it. That's cute. I'd like to see different colors, the colors close up. I'd like see the item in a full body. I don't like not to see how it's cut off and the bottom looks like and also just different patterns, in colors, and different materials. I like this. And then I'd look at the price whether to see I can afford or not. I like actually see on the persons in different colors. That's so cool, Sparkle & Fade Lulu in Hollywood Slip. I like the black one. It's not too expensive and something like you could wear it at the cocktail party or something at night in holidays. Let's go back. I'm on the woven tops. I like the color but not the pattern as much. It probably be came in different patterns or something else maybe get. I couldn't bear there's too many there. I like this jacket. I like one it says like online only. And it is nice when they tell you how you wash like machine wash or it should be dry-cleaned. Sometimes they can say the designers and that catches my eye and I click on it.

Interviewer: When do you shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #10: If I need something and I don't have time to go to Portland and go shopping, I can just order it. Also, if there is a certain store that isn't nearby, I can order it online. What else? Sometimes, it is just for fun to see if it's on sale and what's out there. It's easier sometimes to be able to order at home and get it.

Interviewer: Why do you like this brand 'Urban Outfitters'?

Interviewee #10: I guess because they have, they carry a lot of different brands which I like and it's pretty like young and urban obviously. It's more like contemporary and a little bit trendy but they also have the casual stuff that you can wear. They also have shoes and accessories and then they also have home furnishing which is kind of fun to browse sometimes.

Interviewer: How about this Web site itself?

Interviewee #10: It is pretty standard I think. I guess maybe like in this Web site, they are still a lot more doing that like 'more ideas,' that's good. For the most part, pretty standard. There isn't anything special about it.

Interviewer: If they suggest some more ideas, do you click to see them?

Interviewee #10: Usually, I ignore but sometimes there is something that would catch my eye, I would be like 'oh, that is cool.' So, sometimes, I guess and it actually helps or works but usually I just don't even notice it.

Interviewer: Do you think it's easy to navigate the information in this Web site?

Interviewee #10: I think so. They are pretty good about saying what kind of fabric it is and then also usually say how to wash it and how they fit in size, product details, and availability. You can see like it is going to be back ordered or not. They have the size chart and it's really easy to pull

out because in some sites, you have to go another window to find the size chart but in this one, you can just click on the photo and it's also there. It says all of them like how they measure which is nice.

Interviewer: Do you usually check to see the size chart?

Interviewee #10: Not really because I pretty much know what size I am and how to measure all that. When I was younger, it was really helpful.

Interviewer: If you go to the new Web site that you've never been there before, how do you know your size is going to be?

Interviewee #10: I guess if I were in the Web site that I really don't know their size, then I might check out the size chart if I'm really going to order something. I like that they have measurement.

Interviewer: What is your impression of this item, slip or dress?

Interviewee #10: I think it's pretty cute and it would be good if you could put something under it like another slip or but I think you could do a lot of different things with it. It could be pretty versatile like you can put under it or turtleneck or you could use it for fall and winter also it would be wearing in spring. It just goes for like evening going out, a little more casual. It's not really fancy but it still has some cute details like lace which I like.

Interviewer: Can you see the color clearly?

Interviewee #10: Yes.

Interviewer: Did you perceive the style easily?

Interviewee #10: Yes. That's why I like the close up photos because if it's black, sometimes it's really hard to see like what it actually is. The close-up photos are really helpful. So, I'm getting more impression of it like what it looks like when I get it. I always would like to see all the different pictures because sometimes one you could see, the one little photo of it, it would look different when you click on the others. Sometimes I click on something that I like it and then I look at the one with close-up and I realize I don't. It's totally useful.

Interviewer: Do you think this item is fashionable?

Interviewee #10: I think it's pretty fashionable. I think it's probably a little trendy like it seems the pleats everywhere right now I've been noticing. I think it's fashionable but lace and pleats are not the classic but you see in everyone summer season.

Interviewer: Do you think the model affect to the apparel image?

Interviewee #10: I think it can. For me, I would like to see the clothes on a person better than just seen on the flat or even on the some kind of body form whatever but I'd like to see them on a person because I think it gives you more real view and helpful to see the drape.

Interviewer: In the large picture, can you see the fabric texture?

Interviewee #10: Yes, somewhat. It looks like synthetic skirt. It looks like maybe chiffon or something, something sheer. That's why I think it was chiffon dress with the lace. Usually it's synthetic and cotton or something. I think it gives you pretty good idea.

Interviewer: What do you think it feels like on your skin?

Interviewee #10: Chiffons are not really scratchy. They are pretty comfortable but the lace could be scratchy but I would wear something under it. That wouldn't probably affect on my purchase decision or anything like that because I know how to put another layer before that one touches my skin. Chiffon doesn't feel bad. It's comfortable fabric for most part.

Interviewer: Do you think it will be comfortable when you wear this?

Interviewee #10: I think so. It looks like pretty light weight.

Interviewer: When you shop apparel online, do you always check the fiber content?

Interviewee #10: Yeah, usually.

Interviewer: Do you care of that the fabric is knit or woven?

Interviewee #10: I guess it depends on what I want, but yes, sometimes. That would affect me because sometimes I want something knit or more stretch because sometimes the woven won't do that. And, sometimes if I want more structured, I want woven.

Interviewer: Do you prefer some specific fiber content?

Interviewee #10: I like more natural fibers but usually they are more expensive. It depends like wool is more expensive. I prefer something but if it is the synthetic, like polyester, I still look at other factors like the price or the colors other than that.

Interviewer: When you shop, do you check the care instruction?

Interviewee #10: Yes. It's nice like sometimes if I see it is machine washable, it could help me to decide whether I would get it or it says dry clean, I'm not. But if it is something that I really really like and it's dry clean only, I would still get it.

Interviewer: How long do you think you can wear this item?

Interviewee #10: Maybe a year or two and then it would start looking, I don't know it's probably a year or maybe or two. I don't think it is something it would stay up to date to throw it out. I guess it is a little trendier than classic. I guess it just depends how you wear.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #10: For this one, I don't think it is high quality. It's just only \$38 and polyester. Like something it is cashmere. That maybe makes me think that as higher quality than polyester. Also, it depends like the actual sites I go to if I'm going to go to the 'neimanmarcus.com,' I would assume they are higher qualities. Brand is also an important indicator.

Interviewer: How do you know it will fit you?

Interviewee #10: I probably would like to check to be sure the size chart before. Also, the medium is 7 or 8, so it is about my size.

Interviewer: Do you know your actual body size?

Interviewee #10: Yes, because I used to dance a lot so, we had to measure every year.

Interviewer: Do you believe that the product on the computer screen will be exactly same as the real product?

Interviewee #10: I would hope so. I believe that like that's what I'm ordering so that's what I should get. If it is completely different, then I would probably return it. But if it is something a little different, like the hem finish or something, then I would keep it. For the most part, I expect that that's what I see that what they should send it to me.

Interviewer: What are the risk factors of Internet apparel shopping?

Interviewee #10: I think that I can't try it on. Also if you need it like if you want it in certain time, just making sure that they actually mail it on time, not losing it on the mail which I always worry about that. They are probably like main two things I think.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #10: It's easier. You don't have to drive and ready to go, especially someone like us, live in small town like in Corvallis. It gives you a lot more choices like I guess just being able to see what you want and what you don't want in different categories. If you just want to look at the dresses, you don't have to go through the entire stores trying to find them. You can just click the dresses category and they are right there. In some stores, the sale people get may annoying because they kind of keep trying to ask things. That's another thing that I like Internet shopping. I just kind of want to browse, not getting people to say 'Can I help you? Can I help you?' That's probably it. I think it is also the downside because you are not being able to feel the fabric because I like to see the texture and see up close.

Interviewer: Do you think the cost is reasonable?

Interviewee #10: I think it's pretty reasonable. I think it is reasonable price. I mean they are sheer and it may be cheaper but if it was \$ 40 or over \$ 50, I wouldn't purchase it. I think it's pretty ok.

Interviewer: Do you care about the country of origin?

Interviewee #10: I kind of do. I was noticing that where they were from. This one doesn't have where they were imported from. I'm going to assume that probably obviously Asia or somewhere over there. But I would like if they say where it is from. That hopes.

Interviewer: How about the shipping price?

Interviewee #10: It's \$ 5.95. It's pretty standard. Usually I think the shipping cost is \$6 or \$7 a bit higher or something like that. That's kind of more expensive. I like the store offers some free shipping on orders, that's always nice.

Interviewer: How many days would be fine for the delivery time?

Interviewee #10: I usually always do the standard unless it is something that I really need and I haven't been able to find it anywhere in town, and then I would go online and I have to do the rush shipping but for the most part, when I work, it's sometimes ok but like this one is backordered, so it would be 12 days which is fine because I don't want it right away. If there is something I want sooner then I might keep looking but for this, it's just a slip and I don't need it super important. It will be fine for the standard shipping.

Interviewer: Are you comfortable giving your credit card information to the Web site?

Interviewee #10: Yeah. For bigger companies like this, and then it is ok. When if it is like eBay or the company I don't know, and then I would be a little bit worried but for the most part. If it also says like the security sign, I kind of extremely feel better, too.

Interviewer: Have you ever shop at eBay?

Interviewee #10: Yes, a couple of times. I usually get electronic stuff but I never have ordered clothes over there. I don't trust clothes on eBay as much as like the real apparel Web sites like the real store.

Interviewer: Have you ever returned apparel item that you bought from Internet?

Interviewee #10: I have one and it was long time ago. That was wrong size. They shipped wrong size. They shipped a bigger size than I ordered. But I don't think that's very common. Sometimes, that could be messed up something on their system for that one piece.

Interviewer: Was the return process easy?

Interviewee #10: I can't remember but I'm sure I can find that on here if I want it. I think they have their returns or exchange policies, so you can click on that. I think it is usually in 30 or 60 days, they can return it. I don't check the return policy when I shop online. I usually read that if I get something that I need to return it.

Interviewer: Is there any other factor you use for your Internet apparel shopping?

Interviewee #10: It seems like this save things in my cart, so if my computer crashes or I just want to think about a couple of days, I can go back and they are still there, so I don't have to try to find it again. That's nice. The wish list thing is like an emailing, so you can email it to your friend like if it's the Christmas time, I could email this to my mom or someone. This is good idea. Like I can put my mom's address here and put it mine and I can send the Christmas message saying like 'look what I found and what do you think of this?' and ask their opinion, so it's good to get the birthday ideas or Christmas those kind of things but I don't use that very often, every once in a while when getting the holiday I will. They can also go to the Web site and they can buy or say something that they like it or not. You can also find that what other people want. I can search for them. So, if I found that my friend wants something and I can give it in her birthday. That's helpful I guess. I guess it is kind of like gift registration for the brides.

Interviewer: Have you ever used the gift card on the Internet shopping?

Interviewee #10: I never used for 'Urban Outfitters' but my brother gets me, he gave me a gift card for Christmas like the last year, he got me one for 'Nordstrom's and the year before the one

for 'Saks' and that was like electronically he sent me an email with the card coupon and then I printed out the conformation number. That was nice because I can either use it online or go on the store and use it. Gift cards are nice.

Interviewer: I think that's all about it. Thank you.

Interviewee #10: Ok.

## Interview #11

Interviewer: Please go to your favorite apparel Web site.

Interviewee #11: I don't really do a lot of purchasing online but 'Guess' I only do like in certain sort of things that they have fun products. Since I like the brand, I'd like to go to this Web site to see everything that they have for their collection because stores don't carry all of the collections. I like their advertisement, too. They look young and they do black and white a lot. Sometimes, they are really expensive but sometimes, they are not. I clicked the 'Women' and I like the fashion tops. I think I click on tops before I like to go to the fashion tops. I'd like look at all the pages. I think the pictures are kind of nice because they don't have the whole body. They just focus on what they are selling.

Interviewer: Don't you like to see the whole body picture?

Interviewee #11: I like this one for the tops because it's centered. I have to see in bigger. That's cool. It has the back view now. They only have in large. It's cute but it is \$50. It's pretty much just for the t-shirt. Let's see if they have the size small. It's \$ 5.95 for the shipping. Here we go 'Karisi Beaded Halter.' It's \$89.00. I kind of like this bigger the original preview of everything. I just read in all about the description. This time I view both colors. Price which is \$ 89 is just one factor and it's a pretty shirt, like to wear how and I like the sequence. It's sexy. I like their shoes. They are just fun to look at even if I'm not purchasing something; I still like to look at them to see if I may order a pair of shoes look kind of like the summer it would be cheaper, I would be like 'oh, I remember these from 'Guess' and I really liked those' and hopefully you know someday I would buy the shoes are even more expensive. It's kind of like inspirational to look at things in like out of my price range.

Interviewer: These are just the picture of earrings and these are on the model, human model. Which one do you think better to see?

Interviewee #11: For those two pictures, I like just picture one. I think for some like those earrings are dangling more, it's good to see on model like how big they are. That's good because I have a pair of earrings and actually two of items that I don't wear them. They were gifts. If it was not on the model, I wouldn't know how big that was. That's probably actually good idea put them on the model. I don't feel like she looks good though. That's kind of weird because it was square, I thought this is like a wallet, but it is a ring. It's square shape's ring, but it just faces this way.

Interviewer: How do you know that how big it is?

Interviewee #11: You don't know. Let's see. That's 2 inches.

Interviewer: Have you ever purchased the jewelry over the Internet?

Interviewee #11: No. I haven't done a lot purchasing from the Internet, just looking and sometimes I look and go to the store to buy it. But I don't.

Interviewer: Why are you not usually purchasing apparel from Internet?

Interviewee #11: Because of fit. Whenever I go to store and then I pick some things to try on, like the one that I liked most, like my favorite items, and when I'm going into the fitting room, it

usually doesn't fit. So, I can't order anything over the Internet, even if I absolutely love it because I have that experiences so many times. For example, I just wanted to buy something, I thought I was Macy's, and I saw the 'Guess' jacket that I really liked and I haven't any money to buy it at the time. But if I tried it on in like small and it fits then I would go online to buy it, like if I have money. But then it actually just happened, I can't find it on their Web site, so I went to Macy's just to find that jacket, they didn't have either. I don't know why 'Guess' doesn't have it on their Web site. Maybe you don't have everything here.

Interviewer: Do you always see the larger view and different angles views?

Interviewee #11: Yes. I prefer, like every time pretty much. You can definitely see the details and like the material something.

Interviewer: Do you always want to see the back?

Interviewee #11: Yes. I always do that.

Interviewer: Do you believe this color is exactly same as the real product color like the color shade?

Interviewee #11: Yes. It depends what it says. If it gives a pretty good word to describe the colors, I would know pretty much what color I'm going to get. This one doesn't say. Oh, color is milk. I'm thinking just like this color is really light cream color like the off light. I guess I would be disappointed if it came it was like dark, darker cream.

Interviewer: This one has the back view. So, if you can't see the back view, is that may changing your decision making to buy or not to buy?

Interviewee #11: That would just mean that like you would be assuming that there is nothing in the back out of the ordinary. But I would like to see the back. I don't know if I would be able to order it if I don't see it because maybe if there is some stitching on the back and I wouldn't like it. But, because my shopping is like I don't spend a lot on clothes, I want to make sure that the one that I do buy is exactly what I want. I'm sure if I have more disposable income, then I would be like 'oh, that's fun,' but I can't.

Interviewer: In this small picture, can you easily perceive the style?

Interviewee #11: Yes.

Interviewer: Do you want just to see it closer?

Interviewee #11: Yes. I like to see the alternative view, too. I think that one 'Bon Bon Jacket', since the pants are matched, they could have showed the whole girl because if you want to buy the jacket, you might want to buy the pants that you can see on her. There is a free shipping promotion right there.

Interviewer: When they show you the 'recommended items,' do you check them?

Interviewee #11: Sometimes. When I see the one a little jacket here (main), they have another cute jacket here. I've seen some Web sites show the way things that go with this item. They have a shoe or accessories, and I like that better than this because I don't really think that someone

necessarily like this. They want to see something that goes with it, or actually match it. Or, I like that one like I was in dress and the other two are the dresses. That makes more sense. They have denim department. I really see the denim fit guide. Jeans are probably the hardest thing to buy online. That's why I was curious to see their denim fit guide but it seems like the left things are all. I was hoping something like inseam and how it looks. Usually, when I'm just browsing, I would probably just popped out in a couple of different Web sites to through out, if I have, sometimes.

Interviewer: Let's try to buy one thing.

Interviewee #11: I like that one, so let's see per more items in one page instead of just 6 items on page. Here we go 'view all.' I want to buy Karisi Beaded Halter.

Interviewer: Do you think it's fashionable?

Interviewee #11: Yes. I like it. I like the cut of it. I like how it scoops in the center and look like the halter top and how it's longer. I like the shirt a little longer and hang like free flowing like that. So, I'd like to wear it.

Interviewer: Is the color clear to you like the shade?

Interviewee #11: I think it's black but a little bit lighter than the black. I'd try to see this again. It looks like dark gray. That's nice because black is kind of boring sometimes. I have a lot of black.

Interviewer: Can you easily perceive the style of this item?

Interviewee #11: Yes. I would hope the back will not be too open.

Interviewer: Did you check the fiber content?

Interviewee #11: Yes, 100% viscous.

Interviewer: What do you think the fabric feels like on your skin?

Interviewee #11: That would be like the silky material, like a kind of scratch silky. I might not be right. I don't remember that feels like.

Interviewer: Do you care of the fiber content?

Interviewee #11: I care of fiber content but I don't have some specific. But I don't like to buy shirt that is 100% cotton because I don't feel like they are washed and dried well in maintain their shape. I don't ever buy the shirts those are 100% cotton. I don't buy a lot of shirts they are hand wash only, if they are really pretty, I will. They need more work of washing.

Interviewer: How about the country of origin?

Interviewee #11: I don't think as the consumer, I would mind because just I'm not very conscious about that and I feel like if a company is doing a lot of harm then they are going to get cut and then they are not going a lot to do what they were doing anymore. 'Guess' is then around for a while. It seems like a pretty reputable company.

Interviewer: How long do you think you can wear this item?

Interviewee #11: I think that I could wear it for a couple of years. Sometimes, when I buy shirts, it's like I can wear for two events if I would be going with different people and I feel like you can wear it with some kind of cardigan over that and you can look like a little bit dressier or not as casual. So, I can probably wear like maybe four times a year. I would probably wear it 3 years.

Interviewer: What does the high quality apparel mean to you?

Interviewee #11: Usually like whom it's made by, the designer and when it says the material with hand wash only in sequence. You can see it on the model if it fits really nice. Basically, mainly it's just company.

Interviewer: Why do you like this brand 'Guess'?

Interviewee #11: I feel like I like 'Guess' because it is not as mainstream as a lot of things even though there are a lot of people like even though they are huge, I don't feel like people that I hang out with really wear it and it makes me feel unique to find my own company to wear. I shopped at 'Guess' a couple of times in like their stores and bought stuff, I always have been happy with the everything. Whenever I was at outlet, I always try to their outlet store and I usually like something in there. Overall, they are good quality and style.

Interviewer: How do you know it will fit you?

Interviewee #11: I usually wear small in tops. I probably wouldn't order, I wouldn't order a top online for \$ 90 unless I knew I could return it for free. I probably wouldn't keep eye unless they had free shipping. Like here, it will be somewhere, the only thing the reason why I think I would something online is if I really want it to wear somewhere, like to a wedding. I've been looking for something to wear for this wedding and I found the top and I really like it. It would be perfect, and then I would probably go in and order something online. But other than that, I just go to stores and try to find something.

Interviewer: Do you use the size chart?

Interviewee #11: No.

Interviewer: Do you know your actual body size?

Interviewee #11: No. But if it had the things for certain sizes that I have the measuring tape to measure myself to check. I think that really would help me to buy.

Interviewer: Do you think it's easy to find the information on this Web site?

Interviewee #11: Yes. I think it's organized pretty nice. I don't really like how everything is so small. Like this right here, it's small. I feel like their images could be larger.

Interviewer: What are the risk factors of Internet apparel shopping? You told me the fit, and, is there anything else?

Interviewee #11: I think the color if I was really partial to it. Like if I'm buying this shirt, and if it was dark gray I would like or if it was black I would like it. So, I don't have my heart to set on it

being dark gray or black but I think I have a pretty good idea of what kind of color is going to be if it's true because that color that I'm see on my screen and I think if I ordered something in the color is a little bit different then what it looked like in the picture that I would not like that because that has a lot to do with. There are a lot of shade of purple that I like and shades of purple I don't like. I feel like it was computers they can portray a color pretty well. So, I don't know if it's really true or not.

Interviewer: How about good things of Internet apparel shopping?

Interviewee #11: It's very nice to look at styles and look at what people are selling them for. I could go on to another Web site and try to find the things the top cheaper. I think the best thing is like just get an idea before I do go to shopping, because when I go shopping, I usually do all day to it. So, maybe the day before I go, I can come online and look at some stores and look at something that I kind of like and then like the jacket that I was talking about, I want to get a jacket and I really like that one. So I would hope that I would find online and get it when I have the money to purchase it. It's kind of exciting to get something that I want to I guess.

Interviewer: Do you think the price is reasonable?

Interviewee #11: 'Guess' is a little more expensive. That's why I usually try to go to the outlet store. I probably wouldn't buy the top for that price but I would buy a top like that maybe a little bit cheaper prices. So, I don't like pay for full price. I always like to pay; I always like to find things that are on sale.

Interviewer: The shipping cost is \$ 5.95. Do you think it would be ok?

Interviewee #11: I would if they had like if you ordered like \$ 50 or more, it was free then I probably get something else so, it will be free, like get an accessory or something. It's free shipping with no minimum. It's due today. Today is the last day of offering free shipping. That's nice.

Interviewer: Is this promotion appealing you?

Interviewee #11: Yes.

Interviewer: How many days would be the reasonable for the standard shipping?

Interviewee #11: Like less then 2 weeks because it's including the weekends, so less then 14 days.

Interviewer: Have you returned apparel product that you bought from Internet?

Interviewee #11: Yes, when I was in high school, I used to order some stuff from dELiA's like magazine company, and I remember something not fitting. I think I got a pair of shoes and they didn't fit and I had to return them.

Interviewer: Is there any other factor you use for apparel shopping?

Interviewee #11: I think I'd like to do a lot more comparing instead of just going on 'oh, I love 'Guess', even though I really do like them. I go another Web site. Something that if I would look at like, if I would order a bag or heel, I would see if there are dimensions like actually I would take measuring like how big is that. I know some Web sites like 'Coach' have the, if you want to

try on their purses and you can see what they looks when you are holding it. So I really like that and I know features like that really help and they get fun to be on the Web site and browse the stuff. I guess if anything if I had any questions, I would call the company and more talk to someone else about the product.

Interviewer: I think that's all. Thank you.

Interviewee #11: Ok.

## Interview #12

Interviewer: Please go to your favorite apparel Web site.

Interviewee #12: I'm going to nordstrom.com. I'm going to women's department. I don't usually shop online. I mean not a lot, I've done before. Things I purchase in online would be probably shoes because I know what size I am. So, go to shoes. Probably shop what was on sale. See if something sells on sale, sometimes I do. I look for something that I could actually wear.

Interviewer: Is there any reason that you don't usually shop for apparel products from Internet?

Interviewee #12: I just find that when you go in, you can get a better feel of the product fit fits too good and you don't have to paying shipping and handling. I have bought for a few things that didn't fit right and that could be why I don't do it as often as any others. I want to purchase these and look and see. I was looking at these on because they appeal to me, the color and the heel height. It's not too tall and they are half off. I would probably purchase these.

Interviewer: Why did you choose this Web site?

Interviewee #12: I chose Nordstrom because I shop there frequently at the real store. They offer so many different brands and departments at their store. I feel like their customer service and return policy are really good.

Interviewer: Is this brand 'Steve Madden'?

Interviewee #12: Yes. I bought 'Steve Madden' shoes before. They are comfortable and they look seem to last for a while, don't pull apart, really. Many purchase 'Steve Madden.' I like the brand. And the price seems reasonable, \$44.90; it was marked down from \$89. I probably wouldn't pay full price because I don't really pay full price for anything. Usually, I always try things some sales because I don't have a lot of money. So, I probably wouldn't buy these if I would have to pay \$90.

Interviewer: Do you think the price is related to the quality?

Interviewee #12: I think it might be a little over priced but maybe that's just because of my income. I don't know if I were to be making more money; it wouldn't seem like a quite big deal. I feel like maybe \$89 for a pair of heel is a little, 'Steve Madden' heels are high, but \$45 seems pretty reasonable to me but that's because on sale.

Interviewer: How about to find apparel item that you'd like to buy?

Interviewee #12: Ok. I'm going to the juniors. This is BP section. Coats and jackets. I like this Roxy 'Holly' plaid jacket so I clicked on it.

Interviewer: They are always showing some ideas like 'you might also like' things. Do you usually try to click those or ignore it?

Interviewee #12: I tend to not really pay attention to that very much.

Interviewer: When do you usually shop for the apparel product through Internet, any special reasons, occasions, or anything?

Interviewee #12: Usually if I need something like for seasons, you really need to go shopping for the weather, just the weather that kind of thing. Not really special occasion that kind of thing. If I get paid, I want to go shopping.

Interviewer: Let's see the larger view. Can you see the fabric texture?

Interviewee #12: I can't really see what it would be made out of, but it says cotton and polyester.

Interviewer: What do you think the fabric feels like, the fabric hand on your skin?

Interviewee #12: I think it would be comfortable.

Interviewer: Generally thinking that when you shop apparel products, do the models affect the apparel image you think?

Interviewee #12: Yes, definitely. I think I like it better when they have human models because you can get the better feel and how it drapes on skin and how looks on someone.

Interviewer: When you buy apparel products, do you always check the fiber contents and the care instructions?

Interviewee #12: I do usually, not all the time. A lot of times I do just because it's like polyester seems it gets not very comfortable. I like cotton. If it's dry cleaned, sometimes I don't, you know, in fact that if I want to purchase it and I don't want to go to the dry clean all the time to take it cleaned.

Interviewer: How do you know it's going to fit you?

Interviewee #12: I will purchase a medium. I always seem to wear medium whatever it is. It says medium equals 5-7 that falls in my size.

Interviewer: Don't you usually click the size chart?

Interviewee #12: Yes, sometimes. Usually, I actually do click the size chart that does help to determine if it would help or if it would fit me and what it looks like. Like I would the measurement and I'm medium.

Interviewer: How long do you think you can wear this item?

Interviewee #12: It looks like something you only wear it in fall and winter. So, I would say a couple, you know, two or three years in the fall and winter.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #12: It is probably construction, like the stitching in the seam and if they are like tighter. And the material it's made out of and the craftsmanship of the garment.

Interviewer: Do you know your actual body size?

Interviewee #12: No, not really. I don't know my actual measurements. Medium just seems to fit.

Interviewer: Was it easy to find the information that you exactly wanted to find?

Interviewee #12: It seems like it is pretty good. Sub-category gives you a lot of options to shop around.

Interviewer: Do you believe that the product on the computer screen will be the same as the real product such as color shade or details?

Interviewee #12: Yes. I think so, since you can zoom in and can get really closer to the garment. I think it's really good. The quality of the Web site, you can kind of see like the stitching right here. Some of them I know of is you could like do a back view of the product as well.

Interviewer: If the Web site provides different angles of views, do you always use?

Interviewee #12: I think that's important to provide different angles so you can see the all around like there are actually in the store. I think that's very important.

Interviewer: What are the risk factors of Internet apparel shopping you think?

Interviewee #12: Probably, the fit. I don't think there are too many risks. Just you don't know about the fit.

Interviewer: On the other hand, what are the good things about Internet apparel shopping?

Interviewee #12: It's very convenient. You don't have to go anywhere. You don't have to wait in line. You can just go on and click on what you want in and have it delivers, too.

Interviewer: Are you comfortable to give your credit card information to the Web site?

Interviewee #12: Yes. I feel like a lot of the places they offer pretty secure sites dealing with the credit card. I never had problems after purchasing anything online.

Interviewer: Do you check the country of origin when you shop apparel items?

Interviewee #12: That's really not something I care a lot. Maybe that's not a good thing but. I don't really care too much about it.

Interviewer: How much will be fine as the price for shipping to you?

Interviewee #12: I think in anywhere from \$5 to \$10, if it isn't good anything over that. But it is just depending on how heavy obviously. If the item is heavier, it is going to cost more but \$5 to \$10 seems pretty reasonable. I was thinking that normally if you purchase one thing but you can purchase like 5 things for the same shipping price. So, it seems pretty reasonable the shipping. It says it's \$5 still if I ordered the jacket and shoes at \$5.

Interviewer: In some Web sites, if you buy more, you have to pay more for shipping price.

Interviewee #12: I don't like that.

Interviewer: How many days would be ok for delivery time?

Interviewee #12: I think five to ten days seem reasonable. This one's standard shipping, it says usually arrives 5 to 7 business days. That seems pretty standard I think.

Interviewer: Is there any other factor that you think it's important when you shop apparel online?

Interviewee #12: I always look at the price, just how it looks on, and the comfort of it. It's normally I look for it like whatever look for the price, the appearance, and comfort.

Interviewer: Do you still think that shop at the store is better idea for apparel products?

Interviewee #12: Yes and no. Because living in Corvallis, there isn't Nordstrom close by. I guess the closest is in Salem. It would be the easier than, if I wanted to buy something, from the store. I just get on my computer at home and do it. And I know that they have if it doesn't fit or work out, they would return it. But if I'm living close to the Nordstrom, I probably just go into the store.

Interviewer: I think we're done.

Interviewee #12: Good.

## Interview #13

Interviewer: Let's start shopping for apparel.

Interviewee #13: I'm going to urbanoutfitters.com. I'm clicking on women's apparel and I will be clicking under coats and jackets because it's getting cold. And, I'm clicking on 'view all on one page' because I think it's easy and accessible. I'm just browsing all. I'm clicking on the Ben Sherman Lauren Coat, but I'm just going to scroll down. And I click on the Lux North Country Coat, too. Now, I'm looking at the Ben Sherman Lauren Coat and then enlarging it, so I can see the details. Then, I clicked on the Lux North Country Coat and enlarging the image. Now, I'm clicking on different color swatches. I clicked on the teal enlarge. I think the thing is bad with when you click on the black coats, a lot of times you can't see the details that they have unless you see the lighter color swatches. But I keep that open. Now, I'm going to click on the sweaters. I'm going to scroll down. I click on the Free People Cozy Hoodie and then I click on the Hoodies and Sweatshirts. I'm going to look at the Free People cozy Hoodie and I'm enlarging it. I closed that one. There is nothing I picked from. So, I'm going to look at knit tops. I'm more of the quick shopper. I just like to scroll out and if anything catches my eyes, and then I just click. There isn't anything that I like. I'm in the under woven tops. Let's look at dresses. I didn't see any that popped up. Let's look at pants. I didn't see anything here. I'm going to click on tees. Now I'm going to click on the Les Boys Tee and I'm going to see the different colors of swatches. And then I enlarged it to view more garments. I close that one and let's look at the Lux Super Soft Tee and then clicking on the different color swatches to view. I'm clicking on view more photos and I'm closing that one. Not any tee that I like. I probably pull it, the Lux North Country Coat, into my shopping bag. Now it's added to my cart. Apparently, this is online exclusive.

Interviewer: When do you usually shop for apparel products, any special reasons, mood, or occasions?

Interviewee #13: It is for convenience and you know how we are in Corvallis, so we don't have access to like, the mall we have to drive up to Salem or Eugene or I go back up to Portland but. I think that why online shopping is using here. When I'm back up to Portland, I don't do online shopping as much because there are more selections.

Interviewer: Why do you like this brand, Urban Outfitters?

Interviewee #13: I think because they have, once a lot of their shoppers, I guess it's unique. They don't have any in, I think it's the way the brand is the different styles and stuff they have. I like their, well I guess it's kind of irrelevant in the Internet, but I like the way the store is because I was at the store, I like the whole layouts of the store. I think that's why, that's how I got on to their online store because I went to the actual store first. I like their store. I like how it's like it had more like industrial feel because they have the little pipes and I think it's the way they set up their displays and garments as a visual merchandising. It scrolls you in. And, I like their furnishing which is nothing to do with apparel but their furnishing is nice.

Interviewer: Is there any good thing for this particular Web site itself?

Interviewee #13: I think they actually have actual model's wearing, the clothes and a lot of them because I know a lot of online Web site; they just have the layout of the garments. But I know now it is though there's a lot more online stores are having, they actually have model's wearing it. But compare to others, they actually have pretty good. I guess how it's actually worn on actual person and not on the mannequin.

Interviewer: They use different models for same garment. So, do you think that how she looks or depending on the models can affect on apparel image?

Interviewee #13: Yes. I think they choose specific models because I know, I think, depending on what season, they change the models. I think there are four models actually. And I know before there were other models. I think they have specific models to appeal to their consumers because they are more like; some of stuffs are more like fashionable, so they have girls like more like fashionable and they have more of the, you know, like the plain stuff here, but I think that's how they use the models to appeal their different types of consumers, for the different models for the different designs.

Interviewer: What is the impression of this item?

Interviewee #13: I like the color, the color of the coat because it's different but at first I clicked on the black one. I couldn't really see the color because it was so dark and so you have to click on, I clicked on 'teal' color, so it gives you more. I think since it's brighter and it's not as dark as, it gives you more details of the garment.

Interviewer: Does the color seem clear to you?

Interviewee #13: Yes. The color is clear. It was clear to me.

Interviewer: Do you believe that this color on the screen will be same as the real product's color?

Interviewee #13: Usually, I think, actually all the times, I get stuff from that the colors matched with what it's shown on the site, so it's pretty accurate on colors.

Interviewer: Can you easily perceive the style of the garment?

Interviewee #13: Yes. There is wider at the back sight of the view and I like the bold. They give you more of the close up of the colors. That was nice. And, I always click on the different angles of it to see because I want to know what's on the back because sometimes you see at the front, if you look at the back, it might be something; there might be not printed or maybe there's something else print on it. I think I always did that they have different views of the garment.

Interviewer: If they don't have the back view, will that change your decision?

Interviewee #13: Yes. It probably would because I don't want to buy something that had really neat in front and back, there's something really weird.

Interviewer: Do you think it is fashionable item?

Interviewee #13: I think it is fashionable. It's not like a normal trench because you don't usually have that collar. I think the collar probably has to do with how it's fashionable and the color, too. Because usually when you have more like the blacks, browns, and grays. This is 'teal' and then they have yellow and hot orange. The color is nice, too.

Interviewer: Did you check the fiber content?

Interviewee #13: Yes. It is wool, polyester, and viscose. And they have it; I think there are here, the good thing is like with in the additional screen, they give you the size chart for the garment, the product details, and they also give you the availability. Those are how you know that what is backordered or what's in-stock. That's the good thing.

Interviewer: If you really like this product and it says it is backordered, do you still buy this?

Interviewee #13: Only if I really really like it, but if I don't, I probably wouldn't buy it. Or, if it wasn't online exclusive, I will probably see if the store would have it.

Interviewer: Do you tend to check the size chart?

Interviewee #13: Usually, I bought this brand before and usually it fits to the size. Usually if I'm online and buy stuff that I kind of have experienced one because a lot of time you don't know what the sizes are. Even though they give you the size chart, sometimes, there is the variation in the garment.

Interviewer: How do you think the fabric feels like on your skin?

Interviewee #13: Probably it feels like one of my wool jacket. Probably it will be flossy, kind of soft, but not really soft because there is wool. But there is polyester something; they might be, maybe, the inner lining or something. I would probably how wool it feels like I think. The fabric you look at it kind of reminds you wool.

Interviewer: Can you see the fabric texture?

Interviewee #13: I think, if I just look at it, it even looks like a canvas jacket. It's really not warm jacket. Even you can think it is cotton because it doesn't really show you. It's kind of deceiving, misleading.

Interviewer: Do you think this item will feel comfortable when you wear it?

Interviewee #13: It looks comfortable on her. It looks comfortable. The way the jacket is, it feels. I guess it gives you kind of like it is false leading to that. It gives you kind of like the curves because I think it's more tight back here, it gives the model a curve or they probably may have like tucked in the back because I know in the store you know how the mannequins had pin it. It probably pin it on her because it's tighter in the back, but when you look at here, there is a lot of room. That's how I am. I kind of just look and I analyze it what they do.

Interviewer: Do you prefer some specific fiber content?

Interviewee #13: It depends on the garment I believe. If it is t-shirt and it is cotton, then it should be fine. But if I'm looking for jacket in this winter time, of course it would be wool because it's warm but other than that, I think it would depend on what type of garment I was looking at.

Interviewer: Did you check the care instruction of this item?

Interviewee #13: It's dry-cleaning. The thing is my mom takes care. If it's dry-cleaned, she would care it cry cleaned on her own. But I do my laundry but a lot of times when I buy like jackets, usually my mom looked at it and then she would tell me like this one has to be dry-cleaned and she would get it taking care of, which is bad but. But other times I usually if it's normal clothes, I

just wash it, if it says wash by hands, I usually wash by hands. And then I just hang in the bathroom and the water is dripping down because at home, I just take out to the backyard but in my apartment, there is no way you could put, so the only you can do it is on the rack and bathroom to dry it.

Interviewer: How long do you think you can wear this one?

Interviewee #13: I think this should last for, I don't know because this color is, I don't think the color would last, I mean you can still wear it but probably, the trend, I think maybe 2 years because of the color. If you get the brown or the black one which is more of the basic color, you can probably wear for a lot longer. It's not because of the material, but because the color. It is not basic or normal color. I know usually wool, you can wear for a long time if you take good care of it, so, the content of the materials I think. Depending on the person, it is relevant and irrelevant because I mean usually when people buy coat and stuff, some people would look at the material and content and they would say 'oh, it will last for a long time,' but then to some other people I think it would depend on the style of the jacket or the color of the jacket.

Interviewer: What does the high quality apparel mean to you?

Interviewee #13: I think it depends on the material. I don't think necessarily the brand because I think sometimes brand can be really misleading. I think sometimes the material might exactly be the same but just because if you put like 'Abercrombie' against like normal hoodies would have that same material. I think usually it is the material for me, not necessarily the brand.

Interviewer: Do you think it is a reasonable price for this coat?

Interviewee #13: I know usually wool coat would probably around, especially it is fall and winter time and it is in season, it is pretty ok. I think usually wool coats are \$100 or more.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #13: I think the price has to do with A/S kind of the quality but also how the style is and the site it is on. Let's just say if you have this exact same coat on K-mart, the price would be completely different. I think it has to do with the site that it is on. The brand and store are the big factors.

Interviewer: How do you know it is going to fit you?

Interviewee #13: Because of my experience with this brand. I know there is different brand variation. Sometimes, you can be like a large but then for other brand, you might be a medium or a small. I think it really depends on the brand because I know how within each brand they have their own sizing.

Interviewer: Do you know your actual body size?

Interviewee #13: I don't actually know what my body size is. I haven't measured my body.

Interviewer: Was that easy to find the information that you exactly wanted to find in this Web site? How do you think the organization of this one?

Interviewee #13: It is pretty easy to navigate because they have like the collection for women's apparel and you have like information that you needed.

Interviewer: I think you clicked many other things and then you decided not to buy them. What was the reason?

Interviewee #13: They didn't pop out at me. Usually I just surf around and then if I see something that looks interesting I would click on it, but then after I look at the views and the product details like the design or style of the item and if I don't want it, then I just close it. That is how I'm shopping.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #13: For online shopping, I think sometimes there might be the problems of shipping like if you typed in let's just say the wrong address, it might be should returned. I think privacy issue, too. I know there are the big security issues with the apparel and I think sometimes that the company might make errors to sending you, the wrong sizes and wrong colors.

Interviewer: So, are you not 100% sure to give your credit card information to the Web site?

Interviewee #13: I have the 'city card' and they have the program it gives you a generated random number so I just do that but I'm more comfortable. It's my parents they get kind of sketch when I do Internet shopping because they are like 'you shouldn't be giving out your information' something like that.

Interviewer: What are the good things for the Internet apparel shopping?

Interviewee #13: You can do it whenever like you can awake 4 in the morning and it is like I like this. You can be wearing your PJs.

Interviewer: For this one, they don't charge you the shipping cost.

Interviewee #13: Yes. It was free standard shipping over \$150. The thing is with Internet shopping; you can always look for coupon code and promote code like you type in. Just like in the 'American Eagles,' and then all pop up whole bunch of codes like 'oh, if you use this code and you are 15% off.'

Interviewer: In general, how much do you think it would be fine for the shipping cost?

Interviewee #13: For shipping cost, I think all the sites it depends on how much you spend. That depends on how much you, except for the Nordstrom and Old Navy and I know Gap now? I think in Nordstrom is \$5 or \$6. But other sites it depends on how much you spend. The thing is they should if the more you spend; they should, the shipping cost should be less. But it is actually the opposite, it's more you spend, the more it costs to ship. That kind of dampers. But if you shop online, for convenience, I think that is the part that you have to pay for convenience. So, if they have it at the store, I would rather just go to the store.

Interviewer: How many days would be fine for the standard delivery time?

Interviewee #13: I think 'urbanoutfitters' is actually quite quick. You probably get it within 5 days of shipping.

Interviewer: How about the country of origin?

Interviewee #13: It just says 'imported.' A lot of times they just say 'imported.' It doesn't tell you unless until you actually get the garment. But I don't care. Which I should do but I don't.

Interviewer: Have you ever returned the apparel products that you bought from Internet?

Interviewee #13: Yes. Like, I buy some shirt and if they don't fit, you can return it by their mail but I know some Internet places, like I know 'Macy's,' they charge you like \$7 for returning it like they take it out of your credit. But I don't know they do because when I bought something from here and I didn't like, I just went to the store and returned it. Usually, when I buy stuff online and they actually have their stores I can go to return stuff. I think it is hassle, return stuff from the Internet because they take it off from the credit too.

Interviewer: Is there anything else that you might use for your Internet apparel shopping?

Interviewee #13: The thing is usually if I go shopping online, if I see something that I think my friend would like, I just email them. If I'm talking with friends on the msn, I just like type in the link to them. So it is kind of like you kind of go shopping with your friend, but if I think of the way it like. Or, if I want it to get their opinion, or if let's just say I was talking to you on the msn I saw something like I saw this jacket I thought you would like it, I would just paste the link to you like 'go and you should check it out.' It is like shopping with friends.

Interviewer: I think that's all about it. Thank you.

Interviewee #13: You're welcome.

## Interview #14

Interviewer: Please go to your favorite apparel Web site.

Interviewee #14: I'm going to go to the 'urbanoutfitters.com.' I shop here a lot. I mostly shop on this Web site to see like what's in the store rather than like actually buying in online because there is one close to my house, so that's better than paying shipping. I go under women's apparel. That's normally what I look at first. I normally just go to 'what's new' and brow what's new since I last look and then I view all one page. When I do this I usually don't look for anything in particular, I just kind of look at everything to see if anything jumps out at me. I like hoodies and I like it looks warm. I'm going to 'Tees.' That's pretty cute. It's kind of expensive. That's cute but that's kind of too expensive, so I won't even click on it. I saw this, Truly Madly Deeply Peacock Tee in the store and I really liked it. I like peacocks. Nothing I'm excited there. So, then I probably go, look at the sweaters because it's getting cold. That's pretty cute. I like that color but it fits big and weird fitting. It wouldn't look good on me. I'm going to go 'Knit Tops.' I really like this. This is my favorite since I've seen so far. That's cute. I think I would add that in black because it's basic. It's all backorders. Then I won't add it. Here is a similar one, Lux Basic Long Cardigan. I think that it's nice color, the yellow. I like this color. So, I'd add that one in small. Then, I probably look at shoes. I'm looking for some boots. I wear boots just like everyday. A lot of their boots are too expensive for me though. I don't really like the heel. They make a lot of noise. I think I like flat boots better. I really like these. These are cute. They are very practical and they aren't expensive and I probably wear them a lot and I like how it has zip in the back. Ok, then I'd like to go 'Urban Renewal' stuff. They are not very practical for the winter though. Maybe I would look at the catalog to see get some ideas of how they wear things or something. Here it is, 'Late Fall.' I just look at this to get the ideas about what look good together and current trends. Those are really cute. It's too expensive though. They are also great on the people. I would never wear that but it looks fine on her. Those look comfortable. It's too expensive.

Interviewer: When do you usually shop for apparel through Internet, any special reason, mood, or occasion?

Interviewee #14: If I'm going to special event and I wanted to dress or something, I look online probably like the stores that I know that I could actually buy in that store just see what's in the store and then if I didn't find anything, I look at other online stores they you can buy online, just because I live in Corvallis, there is not really a lot of stores up here so I probably look at like this Web site and then actually go to store in Portland when I up there and if there's something that I liked and buy it there. That's why.

Interviewer: Why do you like this brand?

Interviewee #14: Because it's really casual like mostly I just go to school and you don't really have to dress up for anything like that. It's really casual but also cute but not too trendy. It's just comfortable and cute.

Interviewer: How about the Web site itself?

Interviewee #14: It's pretty easy to navigate, like this side navigation bar, and they change it often like their like these things pop up, like every two weeks or something. They change different pictures and the special things what they have going on. I think that's nice.

Interviewer: Why did you decide to purchase this one Lux Basic Long Cardigan?

Interviewee #14: It just looks comfortable like I could wear under like coat or bigger sweater if it got really cold out and then take it off and I was like cute cardigan underneath it and I chose the color because I own a lot of dark stuff and I really own anything gold or yellow so I'm trying to kind of get more colors in my wardrobe.

Interviewer: Do you think it's a fashionable item?

Interviewee #14: Yes. I think it's fashionable that I don't think it's too trendy or anything. I think I could have it a long time.

Interviewer: How about the color? There are so many different shades of yellow. Do you believe this color on the computer screen will be exactly same as the real color?

Interviewee #14: Yes. I think it would be about same. I think so.

Interviewer: Ok. I saw you clicked more view photos. So, if the Web site provides larger view and alternative views, do you always click to see it?

Interviewee #14: Yes. I'd say so. I think it is useful. Actually when there's a lot of different views like close up, I think that's always good. Yes. I like it.

Interviewer: This Web site used human models and some other Web sites don't use the human model, mannequin or hanger or flat form. Which one do you prefer?

Interviewee #14: Definitely a person. I think we would probably be same size but she might probably a little bit smaller than me. So I can tell kind of what it would look like on me. That helps.

Interviewer: Do you think the model affect apparel image?

Interviewee #14: No. I don't think that has anything to do with like why I like it.

Interviewer: Did you check the fiber content?

Interviewee #14: No. I didn't even look. From looking at it, I can tell like what it feels like. I don't really pay attention to that

Interviewer: In the larger view, can you see the fabric texture?

Interviewee #14: Yes. I can tell what it will be like.

Interviewer: How do you think the fabric feels like?

Interviewee #14: Probably kind of soft. You can kind of see through it. I don't think it would be itchy or anything like that. I think it will be like nicer than cardigan.

Interviewer: Do you think it will be comfortable when you wear it?

Interviewee #14: I think so because it is not really tight or something. It kind of loosely fit and would be comfortable.

Interviewer: Do you care that the fabric is knit or woven?

Interviewee #14: No, I don't really care. It doesn't really make difference.

Interviewer: How about the care instructions?

Interviewee #14: I didn't. It says machine wash. I probably wouldn't get it if it was dry clean because I don't have that much money for that. So, machine wash definitely makes difference.

Interviewer: How long do you think you can wear this item?

Interviewee #14: It's depending on how long it will last; like I don't expect it lasts forever. I don't know how long I would actually want to keep it around.

Interviewer: In general, how do you perceive the apparel's quality?

Interviewee #14: I think I have to feel it and put it on the stuff then look at the fabric. I look at it and if there is anything that I own it similar then see. Maybe if I want to go get sweatshirts or something, then I had one and it started pilling or something, then I might think twice about getting it, a similar one or something like that.

Interviewer: How do you know this item is going to fit you?

Interviewee #14: I guess I don't. It says it's true to size. I normally wear the small. It has like the measurement and I don't know my measurement, but I would just probably assume that the small would be my size. I don't know that I would really care it was a little too big or anything.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #14: Like the size or something that you want to fit really well then it might be not fitting and you also have to pay for shipping and if you want to return it you have to pay for that also. So, depending on how much do you want to spend, it could probably add up and I'm not really worried about giving my credit card out online but some people could call out of the risk but I don't really think about that. I think that's about all.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #14: It's really fast. I didn't have to drive to the store and like park in a parking lot. It shows on a real life model, so you can see what it looks instead of hanging or hanger on the store. It's really fast and they put all on different sections for you like shirts, skirts, pants, and so on. I think that's about it.

Interviewer: Do you check the country of origin?

Interviewee #14: No, I usually don't look. If it's advertised being made in U.S, I like American Apparel. It offers from L.A. I mean I think that's good thing but I wouldn't necessarily buy because of that.

Interviewer: How about the shipping cost?

Interviewee #14: That will be \$ 5.95. I don't like that having to pay \$ 6 to buy this. It looks like if I buy more, I have to pay more for it. I don't like that thing. That's like my number one thing about shopping online. Even if they did delivery to me in like a few days or a week or something, but I have to pay \$ 6, I won't like that. I just rather wait a little longer to like up to Portland and just buy in the store for free. If they offer free shipping, then I would do it. I would buy it online. But it says if you spend over \$150, you can get the free shipping. I'm not going to spend that much.

Interviewer: Have you ever returned the apparel item that you bought from Internet?

Interviewee #14: Yes, but they offered free shipping and free returns. It didn't fit right. I mostly just bought because I want to try it on and I knew I could return it for free. There was not very risk involved.

Interviewer: Is there anything else to tell me about your apparel shopping behavior or tendency?

Interviewee #14: Not really. I think all good ones; they have like really good visuals start pulling you in. They change the pictures a lot, especially with this Web site, they have they do really good job of like showing the cute things first and then you look others which likes gets me excited to look at more stuff. And I think that's about it. It's all good to have like update from looking Web site to shop there.

Interviewer: You just clicked the 'Urban Renewal.' What is that about?

Interviewee #14: It's like vintage clothes that they rework. This is made of old vintage material; like that they collected, like it's probably from old sweaters or something. I think they are some kind of secondhand clothes but they kind of remake it. So it's new design. See you can buy all the different kind of all vintage materials. I think they came out of the a few years ago when they first came out, it was super expensive and then now it's like \$ 98. I think that wasn't really working with them and it looks like reduced their sale price on this line.

Interviewer: Is the price an important factor in your decision making?

Interviewee #14: Yes, for me.

Interviewer: How much is reasonable for the t-shirt to you?

Interviewee #14: It just depends on maybe if it has something cute on it, I would spend like \$ 28 for the plain t-shirt or I could spend \$ 20 or so, not just it's like really comfortable on.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #14: Not a lot of time, no. A lot of things I think on this Web site, like the price stuffs are really high and then you see that in the store in the sale rack like \$ 19.99 and it used be like \$ 89. They are just falling apart so I think it has more to do with the style in stuff like that, that they think it is going to be desirable at that time.

Interviewer: You check the catalog tap in this Web site. Why would you like to see them?

Interviewee #14: Just to see it like on this girl, I really like this one because you just kind of roll over it and they show you and then you can click on it. It shows you the price right away. They

change their catalogs a lot. I don't know it's just good to see all together on someone. So, I really like it. They are really up to date their styles and stuff.

Interviewer: Do you like the real store's layout, too?

Interviewee #14: Yeah. I like it. It is good atmosphere and good music. I'd like to try things on too. I like it. I think if I wanted to buy clothes and wanted to go shopping, in general, I would go to their store first. I just like the store and like their clothes. They are cute stuff. I always find something in there.

Interviewer: I think that's all about it. Thank you.

Interviewee #14: Ok.

## Interview #15

Interviewer: Please go to your favorite apparel Web site.

Interviewee #15: I'm going to the 'Nordstrom.com' because they have a lot of stuff that I like. I'm clicking the women. I look everything because I get ideas of a lot of things, so I can buy cheaper. I have to look at what I could wear for school or something. I look for everyday things. I go to see the pants. I usually choose certain brands because I know how they fit me and I like how they fit me. I really like this brand, Da Nang.

Interviewer: Why do you like that brand?

Interviewee #15: I like it because it's really soft and it's not stuff that I wear out for school or anything, it's just the stuff I like to wear at home. It's all kind of same material, at least what I have; it's all kind of silky. They have very nice fit on you. I'm searching for jeans, 'Citizens of Humanity.' I don't like stuffs from this brand because everybody has it and it's really annoying. But they fit really well and they are all kind of different. Those would make my butt huge. I kind of like this, Citizens of Humanity 'Cadet' Wide Leg Stretch Denim Trousers (Gold Rush Wash). I added to my bag but I'm not done. I will come back.

Interviewer: Why do you like it?

Interviewee #15: I like it because it's a little bit different then all other jeans that I have and I really like the detail on the front here. They don't have some pockets. That's kind of silly. I think I don't like this anymore. They are really small pockets.

Interviewer: Do you always click the different views and larger view?

Interviewee #15: Yes, because I want to see what it looks like in the butt like if it looks kind of silly, I wouldn't want to buy as much. I look on them a lot. I wouldn't buy them online if they didn't give me that. I always go to look what kind of sweats they have for fall. I'd like to have all of them in one page. I'm going to go to 'Hoodies and Sweats.' Now, I'm looking at jackets.

Interviewer: When you buy jacket, not to see the back affect your decision making or something?

Interviewee #15: Usually yes but I really like the front. I think the back would be simple. Jeans are more detailed so you have to more pay attention to. I really like this though without back picture. I wonder somebody is walking down the street with this thing, Jones New York Signature Plaid Wool Cape. I can't picture anybody wearing them. I guess. It looks like a tent. Oh, it's kind of good on her, now I think it's not bad.

Interviewer: How about the brand effect on your shopping behavior?

Interviewee #15: I really like different brands. If it is something that I already like then I find out some from the brand that's varnish but I don't just go look for the brands. You don't get the entire effect as doing computer but I'm pretty sure. I kind of believe that because I go often. I put trust on them.

Interviewer: Do you think the model affects the apparel image?

Interviewee #15: I never pay attention to before but now it's kind of irritating. I already know just it's not going to look like on me and I buy jeans from the Internet that I've already bought before. I know some styles. I want to go back to jeans if I find them again. I go back to 'women' and the 'denim shop.' Like these brand I've never bought before so I'd look at them if I like them maybe I go to the store and try them on but I never just purchase them. I need to figure out what it's like. Sometimes, they show some 'other suggestions' and sometimes, I look at that but I don't want to look at with jeans that much if they are other jeans. If it's shirts, I'd look at them, but not that one because I don't like that shirt. I like that they can switch the colors for sure versus like the block of the colors. There's some on sale. I think it's easier to look at the model versus just a pair of jeans.

Interviewer: How about the price?

Interviewee #15: I used to be worn 'Citizens of Humanity.' They fit perfectly and they are last forever and then I bought two pairs of jeans but then they don't last forever. Now I'm more hesitant purchase them, but I still would love to and that's something I might buy. Oh, these are only \$64. If I'm going to spend \$150 or more on jeans, I want them something that could wear with everything, not just one time thing.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #15: I used to but not as much anymore. I think the price is related to the brand name you get. I'd like to think it's partly related to the quality. But there are like some different jeans in target, because they actually fit me better and I know this brand fits me well so I guess I'm paying for the fit. That's about people say like 'I pay for the fit, not the brand.' I really like these jeans because they are everyday jeans. I'm looking at the Citizens of Humanity Maternity 'Ingrid' Stretch Jeans. I always look at the hem and I wish they wouldn't shrink up. Oh, that's the maternity jeans. They don't look like, oh, that's not the t-shirt. I thought that's the shirt. Those are cute too. That's embarrassing. They look really cute though. Now I'm worried about everything I click on. Those are cute. I like the back seam. Those are cool. I don't think I'm not going to pay \$ 175 for a pair of maternity pants. These look same but not maternity, Citizens of Humanity 'Ingrid' Stretch Jeans (Blue Hawaiian Wash). I really like the darker wash because they look skinnier. Now, I want exactly what I want. I think that would fit better. It says with wear, they will stretch and conform to your body. It's kind of true with jeans. And it says order one size up. That's true. That's what they told me when I was trying them in the fitting room. This t.b.d is my dream section. Sometimes, I log in and I'm always here. I wear them all the time. I'd like spend more money on things I wear a lot. And I dress kind of like the grandma. I spend too much time when I do shopping on the Internet because I just keep looking. I wish it were summer. Sometimes, I look for the color. I'm looking for the blue sweater. I'm really into the blue right now. But none of these blues, I like navy blue. And now I probably go to 'juniors' because they sell stuff like this but cheaper. I used to go to juniors then just left because I don't just like this part as much. I think that's another thing like I want to have versus I can afford to have. And I've never heard of any of these brands. I've heard some of these brands. The main stuffs on the junior section are meant to be for the season and the other stuffs are kind of the wear in whenever you want to wear. It's just more like casual. They have free shipping. I could buy shoes. I probably do this because it's good excuse to buy shoes. You have to buy thing for free shipping.

Interviewer: For only shoes, can you get the free shipping?

Interviewee #15: I think that's what it says, but when you buy the shoes with regular price shoes. I think it's cool because if I don't like the shoes, I can return them to the Nordstrom the store. I

don't have to deal with all online stuff. I really like this guy, Franco Sarto. I only have their summer shoes and that was a couple of year ago and it was really dainty. I don't know they last long time and they are comfortable, so comfortable. I really like these. They are nice shoes and not too expensive. They are moderate prices. If I want to get free shipping, I probably get these, Franco Sarto 'Morea' Ankle Boot. And then I deal with if it fits right later because I can go to Nordstrom. I really like that I can all different angles.

Interviewer: Let's talk about the jeans that you've just bought. When do you usually shop apparel item through Internet, any special reason, mood, or occasion?

Interviewee #15: I do because I'm kind of addicted to being online looking and I'm looking at clothes. Or, if I'm not in a mood or when I'm shopping around people, I always use the Internet. It's convenient. I don't have to go.

Interviewer: What do you like about the Nordstrom Web site?

Interviewee #15: It's organized and categorized. You can find that they have many different types of search engines. I like the wish list thing. I think it's really well organized, also the free shipping for the shoes.

Interviewer: Why do you like Nordstrom?

Interviewee #15: I've grown up to going Nordstrom with grandmother. I'm very familiar with it. It's just kind of brand loyalty. But now everybody goes to the Nordstrom. It's not as special as used to be but I always have that loyalty to it.

Interviewer: What is the impression of this item?

Interviewee #15: I like it because it's very simple. I really like the dark wash and the pockets aren't too extravagant because today it's getting crazy. I like the fit. I like how it looks like it's supposed to fit. This is something I could wear with whatever I want to.

Interviewer: How do you think the fabric feels like on your skin?

Interviewee #15: I've had jeans before so I really like the feel. They are a bit stretchy. I like the way feel.

Interviewer: Do you think it will be comfortable?

Interviewee #15: I think they are comfortable. They move with you. All pants move with you but they are better.

Interviewer: Did you check the fiber content?

Interviewee #15: I didn't check them. It says it is cotton/polyurethane or cotton/elastane. Oh, machine wash, that's good. I don't really ever look at the fiber content unless about the sweater because it shrink.

Interviewer: How about the care instruction?

Interviewee #15: I like the care instruction because it's machine wash and that's really easy to accomplish. For the other apparel items, I don't like dry clean unless it's for special occasion. I really like the convenience with washing and drying things, not \$13 for dry cleaning. But if it's special item, I would probably buy the dry cleaning apparel, not for everyday school.

Interviewer: How long do you think you can wear this item?

Interviewee #15: Once I got a pants that I really like, I tend to wear them like every the other day, which is really bad, just go attached. I know they last at least a year. If I'm wearing with the heels, and between your legs, it will be really annoying. I would maybe wear a year if I wear every the other day.

Interviewer: With this price \$ 158?

Interviewee #15: I didn't check the price but I know the price range of them. I probably buy this because \$160 is kind of expensive but I know this brand goes to \$220. If I think of that like maybe like a quarter or 50 cents a day, I want to negotiate with myself why it is a good purchase. I would find the reason to make it that one.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #15: Because it's name associated with it. I realized it's kind of stupid thing to think like that but I'm still falling to the trap. I believe what they say in the description. I consider them as high quality. They come from high quality store, too. I see the details in the stitches and the pockets and the fabric itself. It feels different to me. It has more detail and artistic things in high quality a pair of jeans.

Interviewer: How do you know it will be fit me?

Interviewee #15: Because I've had them before and I know how they fit me. And if I really worry, I would look at the inseam. I won't buy a pair of jeans if I have never worn them before online at least. So, I just hope the best because I don't want to return them.

Interviewer: Do you usually check the size chart?

Interviewee #15: I don't check the size chart. I just go for my size. I don't usually check it.

Interviewer: What are the risk factors of Internet apparel shopping?

Interviewee #15: I think it would be the 'when it arrives me.' I don't like waiting for things and getting them in the mail. I like actually buy them at the store. With Nordstrom, I feel safe. Credit card information in being online, not knowing how it fits, not knowing how they feel, touches it, and trying it on.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #15: You can do wherever you want and can. You can go a lot of store at the time without aloud music.

Interviewer: Did you check the country of origin?

Interviewee #15: Yes. I think it's cool that it says made in U.S. Generally, I care about it but I can't afford to care it enough, like stop me buying certain things. I don't care about it that much right now.

Interviewer: How about the shipping price? I know always \$ 5 shipping for the Nordstrom.

Interviewee #15: I like it but in other Web sites, it depends on what I like and how much I want it. It depends on how much the shipping price is. If the shipping price is outrageous, I probably get away there. But \$ 5 is not that bad.

Interviewer: How about the delivery time?

Interviewee #15: 5 days, I think it says. 8 days. If I really want to get them soon, I do the express but that's not I usually do. A week anyway, so I think that's reasonable.

Interviewer: Have you ever returned apparel product that you bought from Internet?

Interviewee #15: I've returned them but once I ordered something, they were out of stock and they didn't refund me right away. That's why I called them and get it all worked out. But actually it was pretty easy because I just got to talk to somebody immediately but I think the bigger company versus if it's a little company then the smaller company's customer service could be the weaker one.

Interviewer: Is there anything else you want to tell me about your Internet apparel shopping?

Interviewee #15: When I shop apparel, when I buy things online, I know what I'm buying and I go online to buy it. But if I'm just browsing all, just taking my consideration like what I see in the magazines or like 'oh I saw this in a once, so I would look at that.' I'm just like looking at them and browsing all then come up with my conclusions of why I liked it and what came from later. Usually it's just kind of like only Internet worthwhile shopping.

Interviewer: I think we are done.

Interviewee #15: Ok. I hope it's helpful.

## Interview #16

Interviewer: Please go to your favorite apparel Web site.

Interviewee #16: I would go to the 'anthrologie.com.' I would go to 'clothes.' I will start with the tops. I'm just browsing each one, looking at the price and the descriptions. That's usually one page or more. I think it's not too much going on the tops. This turtleneck is cute but I think too expensive for what it is, \$ 88 for just basic turtleneck. I want go back. This one is cute, Antique Sparkle Babydoll. It is rayon and silk. It's cute but not practical enough. I go to 'Hoodies' and these are cute. I like this one, New Girl Hoodie. It's good price point. Let's zoom in and the back image. Sometimes, it's important back also. This one is a possibility. But I will just keep looking. I would go to 'Sweaters' because they always have cute sweaters. I want to look at 'Sweater Coats.' That's cute, Lantern Mile Sweater Coat. I can also look at this on actual person. I like that features. I saw this dress at the store. It's usually cute on the mannequin. Ok, the 'Turtlenecks.' This one is really cute, Innovation Mockneck. I will put this in my shopping bag. Size small and quantity one and it just comes in one color, polar. I added it to bag. Now, I would keep looking. Let's look at the 'Pants.' I will go the 'Weekend.' It's cute and comfortable. I'm trying to zoom in. I guess it also comes in one color. That's available only size 8. It's too bad. This one, Harbormaster Trousers is cute. All size is available and it come different colors. I want black one and look at the back. I think it's really cute. Let's see on the model. In their store, I'm always usually size 4 in pants. I think I'm size 4. Two front, two back pockets, and cotton and spandex. That would be kind of stretch. Machine wash. 33 inches, they are long for me. It's pretty good price, pants for \$ 88. I add them to my bag. I would get 'Shoes.' A campus flats. I also would go purses. That's cute, Penmanship Shoulder Bag. It's \$ 548. No way. I would go 'Jewelry.' They don't have a bigger selection, pretty basic. I don't like any of them. Ok, let's go to 'Sale.' I have not bought jewelry over the Internet. Those are really hard to tell how it looks in person. I would go to 'Accessories' and I'm going to look at 'Cold Weather.' Usually I just like cross the top of menu and click to the next. It's just kind of browsing. These are hats and scarves. It's Through-The-Woods Cap and acrylic which I don't like. Let's go back. Let's see the 'Scarves.' I want to see what I have my shopping cart so far. They are a sweater and pants. It's \$13.95 for shipping.

Interviewer: When do you usually shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #16: Usually, if it's more of nicer occasion, if I've gone shopping already at different stores and I didn't find any what I was looking for. Then, I usually go online if there's more selection. Sometimes, I'm just bored and I go to online and find the things. It's kind of just fun.

Interviewer: Why do you like this brand?

Interviewee #16: I like their styles and they are more unique. First of all, I really like their real store because there are a lot of cool displays, just fun space to get the clothes there. Their clothes are good quality, so I usually can trust.

Interviewer: How about this Web site itself?

Interviewee #16: It's pretty basic. I like how the menus are on the top and each one has the different categories and sub-categories. When you click on it, it shows sub-categories. It's really basic. I like that how you actually see it on the model, what it looks in actual person. It's basic and very straightforward.

Interviewer: How about something you think they should have or change things?

Interviewee #16: I wish the frame would be larger because the letters are kind of hard to see. And, they can make the letters bolder. The price color can be changed as brighter or bold to easily see. It will be nice if they have 'sale' on the menu. If you want to see the sale, you have to click all menus then find the last one of each menu. It will be nice if you go to just one link to see all the sale items.

Interviewer: What is the impression of this item?

Interviewee #16: It looks like just basic clean cut. It's classy. I like the off-centered buttons. It's kind of unique. I like the color and the shape, kind of curves out on the hips. The Mockneck collar is pretty. I like it.

Interviewer: Does the color seem clear to you?

Interviewee #16: Yes.

Interviewer: There are many different color shades. Do you believe that this color that you are looking at is exactly same color as the real color?

Interviewee #16: Generally. It might be a little bit different. This might be a little muted.

Interviewer: Can you easily perceive the style?

Interviewee #16: Yeah.

Interviewer: Do you think it's a fashionable item?

Interviewee #16: I think so. I think it's kind of classy. There is nothing like too different. You can look at the pattern in the front and it's stylish.

Interviewer: Do you always use the zoom in?

Interviewee #16: I tried but this one is not very good right now. There we go. I tried to look at the zoom. I always can do that. That's cool. I like that.

Interviewer: Can you see the fabric texture?

Interviewee #16: Yes. I like that.

Interviewer: Which one do you think better with mannequin or human model?

Interviewee #16: I would say it's better when the clothes are worn by actual model. You can see how it looks like that on the body. I probably would like to, because I have the Anthropologie store near my house, so first I go to store and then I try things on and if I'm not sure at the time, I can think about more, then I can buy over the Internet.

Interviewer: What do you think the fabric feels like on your skin?

Interviewee #16: It's wool and nylon. It will try a little itch. So, I usually wear a longer sleeve shirt underneath it. It's quarter length sleeves. It's probably itch.

Interviewer: Do you think it will be comfortable when you wear it?

Interviewee #16: I think so. It doesn't find any uncomfortable, like the waist looks loose. I might get annoyed with the neck, might be itchy.

Interviewer: Do you always check the fiber content when you buy apparel item?

Interviewee #16: Yes. I kind of hate the acrylic because it becomes balls up, the pills, if it's not very expensive. It's dry clean. I always check that too. Usually, wool need dry clean, so it is fine.

Interviewer: Do you care the fabric is knit or woven?

Interviewee #16: I don't care.

Interviewer: How long do you think you can wear this item?

Interviewee #16: I think I would wear this for 3 years. I don't wear wool sweaters like over the times. I think this is a high quality product. I know the Anthropologie's reputation. I bought some things from this company. It was good. I know that from my past experience. It was fine.

Interviewer: In general, what does the high quality apparel product mean to you?

Interviewee #16: I look for the material to see the quality. I can see closely to check the stitches. The construction, usually, that's what I look at.

Interviewer: How do you know it will fit you?

Interviewee #16: I know that my shoulders are really narrow and I usually get tops with small. It's kind of assuming.

Interviewer: Do you know your actual body size?

Interviewee #16: No, I don't.

Interviewer: Do you usually check the size chart?

Interviewee #16: I have pretty small bust and my waist, it says 26-27. But no, I don't normally click on the size chart. I've just kind of known now. I assume.

Interviewer: Was it easy to find the information that you wanted to know?

Interviewee #16: Yes. I think so. They are just all here.

Interviewer: How about their 'suggestions'?

Interviewee #16: Sometimes, I click on that, just if I like them. It's kind of nice.

Interviewer: What are the risk factors of Internet apparel shopping do you think?

Interviewee #16: If it doesn't fit, you have to return it, or if it's already broken or damaged. If I just don't like it or if it's totally different color that I thought. That's kind of risky.

Interviewer: What about the good things of Internet apparel shopping?

Interviewee #16: It's convenient and easy. You can do wherever like your house, wherever you are. It's fun. It can save the gas that you don't have to drive to Portland.

Interviewer: Do you care about the country of origin?

Interviewee #16: I kind of do. It's not a huge problem to me.

Interviewer: Do you think it's a reasonable price?

Interviewee #16: Yes because I'm assuming it's high quality.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #16: Yes.

Interviewer: It says the shipping price is \$13.95.

Interviewee #16: It's for the two items. So, let's see that if I moved one. It's \$10.95.

Interviewer: How much do you care of the shipping price?

Interviewee #16: In this case, I probably wouldn't care I would pay it. But shipping price does matter to me.

Interviewer: How about the delivery time?

Interviewee #16: Those are available by 10/20. I guess it is some kind of back order.

Interviewer: How about the delivery days normally?

Interviewee #16: I think 8 days at most. A week will be fine. I want something soon not to wait long time.

Interviewer: Any other factors that you use for apparel shopping do you have?

Interviewee #16: It's about fall. The season is important. They should have good return policy. They should send you the smart label that if you want to return it, you can use it.

Interviewer: Are you comfortable to give your credit card information to the Web site?

Interviewee #16: I am if it's the store that I know. If it's some random Web site, I usually won't do it.

Interviewer: Have you ever purchased the shoe over the Internet?

Interviewee #16: I haven't. I think that's something that I should try them on. Actually, no, I have. I purchased a pair of shoes from the Target. It took a long time to get to my house like 3 weeks. That was some kind of back order. And then I was nervous that wouldn't fit. In the end, it was ok. It took a while to get.

Interviewer: What types of products you would buy over the Internet?

Interviewee #16: Usually more tops because pants I have more hard time actually to get in the fit. Tops, I can usually fit me better. I can't do that with pants. I usually get the sweaters and tops in online.

Interviewer: I think that's all about it.

Interviewee #16: Good.

## Interview #17

Interviewer: Please go to your favorite apparel Web site.

Interviewee #17: I'm going to go to 'anthropologie.com.' I'm going to click on the just front page because I really like it. I like the fabric, the way the fabric looks. I do like green, although I don't really wear green. I'm going to see if there come other colors. First I have to select my size, select the size 0. It looks like just comes in green. But I'm going to see what it looks like with larger, I will zoom on it, so I can get a better idea what the fabric looks like. The fabric looks like more delicate and drapy, silk maybe. I do like that one. It's pretty but I don't wear a lot of greens. I probably wouldn't wear it very often, even though I wear green jacket right now. Let's go back to the previous page. I do love this. I love blue. This is 'Talmadge Tieback.' I'm sure it's shirt that's inspiring by the twenties. It's kind of flopper looking and I really love this shirt. I click on my size to see if it's available and it is. Let's zoom in. It's really pretty. It has really pretty beading detail on it. Let's zoom out to get a different view on the back. I love that it has tie. I do work in retail. I've worked in retail very long time, so it's just a little easier for me to tell what types of fabric is used and how it would feel on and what it looks like if it's good quality. And I do like 'anthropologie' because they generally, all recordings as good quality. I'm going to go back and continue looking, maybe the dresses. Now, I'm clicking on the dresses. Actually, I wear a lot of dresses, so I'd like to look and see their dresses. Preferably sweater dresses because it's cool outside. I click on sweater dresses. I will click on this Bernice Sweater Dress. I'm going to click on the zoom so I can see what the dress looks like. It looks it is a cotton dress, dry clean only. That has the wraps on it. I like that. That's neat. It's not like the dress I've seen before definitely. It has the waving. Sometimes, black one hardly can see the details. So, I click on, it looks like white maybe, the cream. I like the black one, how I would wear that more. It looks like it is thick fabric. It is a little more expensive, \$148 but it looks like good quality. I will see the back view. I like it. It has tie on it and the neat detailing at the bottom of dresses. It looks like it would be flattering on any figure. Actually, this dress, I would consider buying. I like that enough to purchase. And I'm going to keep looking at dresses, the sweater dresses. I love to wear dresses, even in winter time, because they are very comfortable. I'm clicking on the 'Dandelion Sweater Dress.' First I also look their sizes. It only comes in 'dark forest.' I do not like that color. I don't think I would wear that dress. I click on the 'Layered Sweater Dress' for \$148. Let's zoom in to look at the color. I think the fabric is nice but I don't like the dress has bubbles at the bottom. That type of design does not good on me. We will go back to sweater dresses. The color was nice in grey color but I don't like style on me. Let's look at the 'Layered Minidress.' It's too short for me. That has a layering underneath. No, that is part of the dress. It's hard to tell because the background is so light, so it would be helpful if it is a little darker. You can't really see very well. But, again, it's not really my style and I would have long sleeves. So, that isn't really for the dresses that I think I like. I will look at sweaters.

Interviewer: Ok.

Interviewee #17: I would like to look at the wool sweaters that I can wear on campus when I'm in school. This is really cute but a little hard to see, like the color of 'Softly Stated Sweater.' It is shown in the cream color and you can't really get the effect. It looks like it all comes in ivory and you can't really see. I can't really see enough look at this sweater on the light background. On the light background, the sweater is so light that I can't really see what it looks like. And, there are no smalls or extra-smalls. It is kind of hurt my eyes when I look at on this light. This Ice Skating Sweater is very cute but it still comes in ivory. I like the detail. Let's zoom in and out. It's cute but you can't really tell because the color is so light. I will click on the 'Turtlenecks' under the sweaters. Let's look at those. Here we go the color. I click on the 'Ready-Steady Mock

Turtleneck.’ I like that. It looks like it has the yoking around the neck and I really like that. And it says it is pointelle. You can see the pointelle at the top. I do really like that and I like how it’s shown in the dark color against the white background, so you can see how it looks and how it would hang. We will go back to see the other options. I click on the ‘Ayah Turtleneck.’ Let’s see it closer. It’s very pretty. I do like that. It looks like it has floral detail at the neck. I kind of like that. It looks like just comes in grey color. You can’t really tell by looking at it. It looks like I would have assumed that it was cotton, but it looks and it says it is wool, nylon, and cashmere, which is very nice but you can’t, I wouldn’t have thought that by just looking at it. Because it looks like just cotton, you know. You can’t really tell but it looks very nice. I don’t know if I would buy for \$88 though. I don’t know if I love that much. This is kind of interesting. This is not something that I would necessarily buy the ‘Petunia Swing Turtleneck’ but I do like the colors on it. So, I probably click on it to look at it. It’s a good advertising. It’s really pretty actually when you want to look at it close and you can zoom in. Like this, in far away, I don’t really like it very much but when I zoomed in, because you could see the detailing and how the lines go down on it, it is actually kind of pretty. It looks like just those are just the way the shirt drapes, but then you zoom in you can see that has the little lines go down. I think, the pleat, that’s kind of neat. It’s pretty.

Interviewer: Do you always look for the details in the larger view or zoom in photo?

Interviewee #17: Yes. I always zoom on something to look at the fabric just so, I can get as familiar as possible it would be the item because like this is a great example. It looks one way from far way, and then when you zoom in, you might actually really like if it is something that you would like or it’s something that you wouldn’t like. So, it looks like very delicate and it says dry clean only. I will go back to look at more sweaters. All of turtleneck sweaters I really like. So, let’s look at sweater coats. They always have really neat sweater coats. I’ll click on the ‘Gingerroot Sweater’ which is longer sweater. Again, it’s kind of hard to see because the background is still light so I would zoom in on it. It’s pretty and has some wool and angora. Angora, is that rabbit?

Interviewer: It is a kind of wool.

Interviewee #17: Ok, it’s wool. It’s wool in it. It just comes in lighter but it is really pretty. I would click on the back view. It’s plain sweater, just very hard to see. I can’t really see enough about it, so I would maybe hesitate purchasing it. So, go back to sweater coats. I click on the ‘Carbonella Sweater Coat.’ I like this looks a lot like it. I can see what it looks like. Oh, that’s very cute. I really like that. That’s really very cute. You can tell that is wool. It looks like it is the boiled wool, so it is kind of felted. I like that though. That is very very cute. You would not want to wear that in the rain. It’s like felted I think, the felted wool. I really like that and you are able to see what it looks like I could tell that but, you know, that closer I could tell that I like the feature a lot. You can zoom, zoom, zoom and can look and magnify and it becomes clearer and you can really see how fabric looks. And it’s dark enough because I had hard time with the lighter color items, but it is dark enough. So, I really like that a lot. So, I probably add it to my bag. It is to be shipped in November it looks like, you know, 11/01. That would be popular. So, I wouldn’t be able to get it right away but I would wait for it because I like it that much. So, small and add to bag and back to sweater coats. And then I go back to sweaters. I would probably click on this. I’m not quite sure about it, but that picks my interest that ‘Walking Trails Overcoat.’ We will zoom in and we can see. It looks like the Asian inspired. I clicked the color and design. It’s very pretty. The details are very pretty on that. Again, that would probably something I would wear. I’m not really finding anything I can’t, in my self-warning. I mean, this Web site, I really like this Web site. It’s very easy to navigate through and, with the zoom option, it’s perfect. If the fabric is

sticking up, you can really see the details. I do like that. I can go back. It makes me look at some Wraps. I don't really care for any of these that the ways they look but I would like to click on this, just to see how it looks. Because not that I would wear it, it is just very interesting, so I would like to see how the design looks like on it. This is interesting, Stars Planina Cape. I wouldn't wear that but it is pretty. I would look at it. And I think that if there is something that somebody would wear, this would give them the opportunity to really look up and close to look at the design. Pretty much with the features that what you see it what you get. You really be able to. Now I will see the back what it looks like. This is so neat. I love being able to do that. You can actually see their weaving, the little tiny weaving here. I will keep out.

Interviewer: When do you usually shop for apparel through Internet, any special reason, mood, or occasion?

Interviewee #17: I shop online a lot of times, if I don't have time to go shopping and very busy. I live in Portland and I commute to Corvallis two days a week. So I'm very busy. So I actually do shop online quite a bit. I would probably say and if I'm too busy to go into the store shop, I would shop online and mostly, during the holidays, I don't have to fight the crowd. So for holidays, it's nice to shop online. I do go online just look to and maybe I do want to go into the store, but I would look online if their Web site to see if what they have on their Web site and I know it is worth it or not. You know, like what's cute and if I see anything cute, maybe I will go down and try it on.

Interviewer: Why do you like this brand?

Interviewee #17: I love 'Anthropologie' because it's different. Their clothes don't really look like clothes from other stores. They have very good quality and everything that I purchased from this, they had the qualities. It's a little more expensive but I'm ok with paying for the quality and, you know, the fabric wasn't just cotton or some together, it says it appeared boiled wool and you know that more work with into the crane for this garment and giving the finishing on the fabric that they want it. It is a little higher price point and it is also an outerwear though. Usually, it's more expensive. But I really do and I don't mind spending extra money because I'm going to get the comfort and it's very unique. Their styles are very unique. You would know it be different in fabric, maybe shop at the more common and less expensive retailers you run that risk of having something that somebody else's has. And I like the shop online at the Web site because it is very easy to navigate. They are very straightforward.

Interviewer: What is your impression of this item?

Interviewee #17: I would like to buy this item because I'm currently looking for a winter coat and it looks it's longer so, it looks cover more of me. It's made out of wool so I know that it will be warm and the wool has already been exposed to the water, so if I wear in rain, it will be ok for me to wear that in the rain. Because we live in Oregon and it rains. I wouldn't want to wear over that because it will probably be too hot. So, but I like the item being able to look up close to see what it looks like and it gives the length, so you know, what it is going to whether it's too short or too long. There are just a lot of great things about the item.

Interviewer: They just hang the apparel in the torso body. Is that ok to perceive the style of item or not?

Interviewee #17: They didn't use the human model but I think it does ok job because that, I don't know what they call those but, the stand that form has human form underneath it and it gives you

can see, didn't have arms and legs, but it has the general shapes of person, so it hangs in a way that it would hang on a person. So, it's not just hanger, but it has an actual form underneath it.

Interviewer: I think you can also actually see the item on model here.

Interviewee #17: I will click and I would show you what it looks like on person. I didn't even notice but now you can see that what it looks like on the form and on the person, which looks very similar on her as it did on the form. But I am on this Web site because usually it is pretty true to it looks like on and I think they make sure of that. They don't show you the garment on the flat so you can see how it hangs.

Interviewer: Can you see the fabric texture?

Interviewee #17: Yes. We can see the fabric. That's exactly what the felted wool looks like.

Interviewer: What do you think the fabric feels like on your skin?

Interviewee #17: It's wool. I'm assuming that this probably a little bit itch. Not too itch but the felted wool tends to be a little itch. I would never wear it next to my skin so that would be ok. I would wear something underneath it.

Interviewer: Do you think this item feels comfortable when you wear it?

Interviewee #17: I think so. I think it gets easier for me to perceive what the fabrics feel like because I'm very familiar with the fabric. I do know that is why a lot of people don't shop online. They would not be able to familiarize with the actual fabric. I have pretty good idea what fabric is because I work in retails.

Interviewer: When you shop apparel items, do you always check the fiber content?

Interviewee #17: Yes.

Interviewer: Do you prefer some specific fiber content?

Interviewee #17: It depends on what I'm shopping for but I like soft things that are very soft. I would prefer to with the item that was softer. But with the outer wear, it's a little bit different. It's never really directly on your skin and you don't wear it tank top under wool coat in winter time. For otherwise, it's a little bit different but if you look what I have on, this is very soft, this is very soft I like soft things. I would tend to gravity toward things that were softer.

Interviewer: Do you care the fabric is knit or woven?

Interviewee #17: No not really. It depends on the time of year. In the winter time, you wear usually more knit and in summer, more woven. Not really, I love all kinds of things.

Interviewer: Do you always check the care instruction?

Interviewee #17: Yes. I prefer not to have dry-cleaned.

Interviewer: How long do you think you can wear this item?

Interviewee #17: Forever. As long as it stays in good shape but it looks like it would stay in good shape. Everything that I have up there, they are good qualities so I would say until it starts looking all over. I would say at least 5 years. I would wear that for I think it would stay in good condition for at least 5 years. I would probably say maybe even 10. Wool does pill but felted wool pills differently than other wools, so I would say that if you don't wear it every single day, I think that last for a long time.

Interviewer: In general, what does the high quality apparel product mean to you?

Interviewee #17: How it's sewn. I think there's a lot of parts add on to like the detailing on the pockets. You can even look at it closely and see if the seams are sewn really securely or there is just one little thread, then the seams are coming out so I usually look at that. If I ever shop at the lower price point retailer, I always look at the seams. For the most part, I look at the lines or seeing if it's sewn symmetrically seeing if anything bowed and skewed or anything like that. I just look at the line of the item and I look at the seams if they are symmetric. So, the construction, exactly, the construction of the item also, the quality of the fabric.

Interviewer: How do you know it will fit you?

Interviewee #17: I chose size small. If you are unsure, you could click on the size guide here. It shows you the measurement and then you can pick your size. I'm usually an extra small in the clothing but because this is something I would be wear over my clothing so I picked it small. I don't exactly know it will fit but just I was saying before I'm usually in extra small so I would probably wear a clothing underneath this so I go up the size that I want to wear like sweater underneath it so I would want it still fit comfortably. I do own some other clothing and that's normally what size so I wear so I would go off for that.

Interviewer: Do you always check the size chart?

Interviewee #17: If I'm not familiar with the way that the company's clothes' mean, yes, I will. Because I might be a small in something or that might be medium in another one.

Interviewer: Do you know your actual body size?

Interviewee #17: I do. I know my measurement. I sew and I just like to know my measurement.

Interviewer: Generally, do you believe that the product on the computer screen will be exactly same as the real product?

Interviewee #17: Yes, I do pretty much thing of that. I'd never experienced with in clothing.

Interviewer: Have you ever returned the apparel product that you bought from Internet?

Interviewee #17: No.

Interviewer: What are the risk factors of Internet apparel shopping might be?

Interviewee #17: I think that they could definitely be hidied. I think of that. People don't put the time to doing the research on the unfamiliar with the product and their fit or the quality that goes into the clothing. I think that it could be a risk but I think for the most part, people are ordering clothes for themselves; usually they put a little more research into it versus if they are ordering

for somebody else, they probably don't put as much as into it, not that they don't care but, it just it's for something else and if they might not know the exact measurement and they just might guess. I think that the risk can be pretty high if they are not familiar with the items that company makes. But with the features like these, you are able to do that they show you the fiber content, they show you where it came from, they show you that you are able to zoom it and you are able to look at it more closely then I think that makes less of the risk but there is still the risk involved because you don't have the actual item in your hands.

Interviewer: In this Web site, they just say that it's 'imported.' Is that ok?

Interviewee #17: I guess that's ok. Some people, it's ok to some people they don't really care. I generally do like to know where my clothes come from that something that I'm familiar to, like just I'd like to know. I might call the company or ask the company. You could always do that. They should be, if you call to directly, they should be able to tell you where they are come from. I'd like to know.

Interviewer: Once you know the country of origin, is there any possibility to change your decision making because of that?

Interviewee #17: It might be if I know something about where it came from that I don't agree with or I know that they don't practice as an ethical job practice. If I know some facts about where it came from that I don't agree with, then it might be change. For the most part, this company is very good about their, they try to be as sustainable as possible. They work with fair trade and things like that so I pretty much do trust this company. For instance, if I was going to order this jacket, I might still order it even if I don't know exactly where it came from. I know that I could call them and I could ask them but as whole I pretty much do trust that company they do great things for their environment. I would trust them. But if I'm ordering it on the Web site that I didn't have any idea and I might think 'oh, ok, where did it come from? Who do they work with over seas,' because I know that they happen to not obey in the law and things like that you might want to know as always.

Interviewer: This brand seems high price brand. Is this fine with you?

Interviewee #17: Yes.

Interviewer: In general, do you think that the price is always related to the quality?

Interviewee #17: Yes.

Interviewer: Are you comfortable giving your credit card information to the Web site?

Interviewee #17: Yes. I never had a problem. No, I have not. I'm comfortable doing that in this Web site but I probably would not do at the other places than at my home or some you know home or somewhere it feels safe. Overall, I definitely would be comfortable giving my credit card information.

Interviewer: The shipping cost is about \$19.95. Is that ok?

Interviewee #17: I think so. For over \$200, the shipping price is \$15.95 and over \$400, it's \$19.95. It looks like it maxes out on the \$20. It's never going to be more than \$20. I'm ok with paying for shipping because it saves me the trip. I don't mind paying for shipping because it saves me time

and saves me gas money, otherwise I might take my car to go 'Anthropologie' store. I think that's fair trade. They have to get the items sent to us. They use boxes and they have to pay people to get it out to us and people work hard to do that stuff. I think it will be pretty fair trade. Usually, the places are pretty fair about the shipping I would think. If their shipping is outrageous, then it might be more benefit to me that it would worth it for me to just go to the store and get it, if it's like \$50 for shipping. But I wonder if we remove these two items and, let's see if the shipping goes down. \$15.95, just a little bit. It looks like with two extra items are only added \$3. It wasn't bad.

Interviewer: How many days would be ok for the standard shipping?

Interviewee #17: Well, I think it depends on how much I needed it in time for something. A week maybe. They don't mention that but 7 to 10 business days will be ok probably. If I really really need the item and they say you pay for it, I've done. I've had do that before. It was worth it to get me the item and also I've done express shipping on something and I haven't got in it before, but I've gotten my money back, so that's good.

Interviewer: Is there anything else that might help me understand your shopping behavior or experience?

Interviewee #17: Especially, I think that the more that people shop online, the more comfortable they get. I think that's easier for me to shop online versus my dad for the online. Not only with the technology, I guess that he is not as technologically as advanced, he doesn't use the computer as much as I do, but also he doesn't know clothing because I know the clothing so well. So, it will be very easy for me to tell the fabric was versus he would probably have no idea what the feel and was how it would fit or anything like that. He would be to be more of the hands on person, a lot of people who do like that. Also I do know a lot of man who do only online shopping because they don't like to go into the stores. I think that it's just easier for some people versus others. Definitely, it's depending upon their experience with clothing. I would not probably shop for tools online because I don't know a lot about tools. Yet, my dad could shop for tools online because he knows about them like how they feel, what they do, and look at them, and the there is me, I would shop for clothing online but he probably wouldn't. That's just different for everybody.

Interviewer: I think that's all about it. Thank you.

Interviewee #17: Thanks.

## Interview # 18

Interviewer: Please go to your favorite apparel Web site.

Interviewee #18: I would go to the Ann Taylor Web site. I might go to 'Trends' to see what they have that page, just to see what's new. I wonder what's under 'New Arrivals.' Maybe I go back to 'A shade of grey.' I see what's in the here, and then if there is nothing they had, I will look at the coats. That's kind of cute. This 'Merino Textured Trim Tie Front Cardigan' looks interesting. I like that. Ok, I wonder that I go to zoom-in. It seems there is no other view. Let's zoom in it. I wonder if I can see the texture. That's good zoom. That one looks nice. It looks like that's the only color comes in. That will be something I would get because that looks very practical and comfortable. Maybe I would try on 'Just Arrived: Outerwear.' I wonder what the 'Angora Wool Shawl Collar Coat' looks like. That one looks nice. I wonder if they have my size which would probably be medium. It looks like they have all sizes. It looks like they have; I would probably get a 6 in Ann Taylor because Ann Taylor runs a little bit larger. It's just one color, dark chocolate. Let's zoom in what the texture of fabric looks like. Look at how soft that looks. Yes, that's nice one. I think I would order that one. The resolution is very good. I would go ahead and get that one. I really like Ann Taylor. I used to buy this Ann Taylor when I worked in Portland.

Interviewer: When do you usually shop for apparel products through Internet, any reason, special reason, mood, or occasions?

Interviewee #18: I shop for the clothes over the Internet because there aren't, when I'm looking for something that I can't find in Corvallis, which is a lot of times.

Interviewer: Why do you like this brand?

Interviewee #18: I'm familiar with Ann Taylor brand and I know that it's well-made. It usually fits me pretty well. I like the style, kind of simple and elegant.

Interviewer: How about this Web site itself?

Interviewee #18: It's pretty easy to use and it gives good information. It gives fairly complete information about item. I specially like the way that I can zoom in very closely to see the texture of the fabric.

Interviewer: What is your impression of this coat, angora shawl collar coat?

Interviewee #18: I like the silhouette because it looks slender and it looks warm and cozy. It looks like it would be flattering. I love the shawl collar because you can pull up around your neck when it gets cold and then I specially loved the fact that it has some angora in it. That would make it very soft. And, when I zoomed in, the fabric did look very soft.

Interviewer: Did you clearly see the color?

Interviewee #18: Yes. I think so.

Interviewer: Did you easily perceive the style?

Interviewee #18: Yes. It did not have the back view. So, I would be liked to if it had back view but I think it doesn't matter so much with the style because there is nothing I need to know about the back really. I can assume what it looks like.

Interviewer: When you shop apparel over the Internet, do you always check the zoom and alternative views?

Interviewee #18: Yes, before I ordered something. I would always use that.

Interviewer: How about the model? Do you think the model affects apparel image?

Interviewee #18: This model is; I haven't even really noticed the model. It seems like the models on this Web site are just kind of basic slender women. They are not necessarily; they don't necessarily look like super models. I guess I like that. She seems like kind of average, just slender woman. I much prefer seeing on a model, on a human than like something hanger form or the flat form. I think I'd like to see how it hangs and I have much better idea of how, I'm able to get a better idea if how it looks on me. Even if the model has different kind of body from that kind I have, if she does, I can see that and I can compensate for that in my mind.

Interviewer: Did you see the fabric texture clearly?

Interviewee #18: Yes.

Interviewer: How do you think the fabric feels like on your skin?

Interviewee #18: I think it would be very soft and I feel like I could tell, I feel like it's very clear. I think so because, first, it was for the description because I saw that it was 30% angora, but then I read in that description when I looked at the picture, it also looked soft. And then when I zoomed in, it was definitely it would be soft.

Interviewer: Do you think it is going to be comfortable when you wear this?

Interviewee #18: Yes, I do. First of all, I guess because I had good luck with Ann Taylor clothing. It tends to fit me pretty well. Secondly, it's a coat. So, coats don't have to fit. I don't have much trouble to finding the fit than I do finding, pants, shoes, for example, for the fit. Thirdly, it just looks comfortable.

Interviewer: When do you shop apparel, do you always check the fiber content?

Interviewee #18: I do. I do like to know what the fiber content is.

Interviewer: Do you prefer some specific fiber content?

Interviewee #18: I usually have an opinion about what fiber content I want. Because when I was younger, I used to saw my own clothing, so I have an idea of what different fibers like. I prefer soft, usually soft and drapy fabric except, unless they are pants. I prefer something comfortable.

Interviewer: Did you check the care instruction?

Interviewee #18: Yes. It's dry cleaning. That's expected in a coat. I don't like to have too many clothes that I have to dry clean. And, I also don't like to hand wash anything. I like when it says

machine wash. I buy something if it says hand wash but I don't usually hand wash things. I think, especially, over the Internet, the way I can't actually see the item of clothing that I would, if it says to hand wash. That would determine more than if I were in a store and I was looking at it and I could see that it would probably be ok in the gently cycle.

Interviewer: How long do you think you can wear this item?

Interviewee #18: I think it seems like the pretty classic style. It's probably something that I would just keep and I probably wear for maybe 5 years or so and it would still be in perfect condition, so and I would probably keep it for 10 years. I do that with clothes sometimes if they are good quality. If I love it and if it's pretty classic style, then I would sometimes keep it.

Interviewer: What does the high quality apparel mean to you?

Interviewee #18: I think the first thing is just a kind of general impression which I think it has to do with how it fits and how it hangs. It's also the fabric content. It is the details.

Interviewer: You selected size 6. How do you know it will fit?

Interviewee #18: I chose the size that I normally wear in Ann Taylor clothing. I mean, I can't know for sure unless I would try it on, but I would guess it would fit because that's the size I usually take in Ann Taylor clothing.

Interviewer: Do you sometimes check the size chart to see the measurement?

Interviewee #18: Yes. I do. Also, if I were buying that has something to fit more exactly like pants, I would probably have gone to the size chart this time, too but, maybe I should have anyway. But a coat, I kind of know.

Interviewer: Do you know your actual body measurement?

Interviewee #18: Yes, I do. I don't know every, I mean I know the bust, waist, and hip. But you know, there might be some other measurements like that I don't know how my shoulders would measure. Yeah, I guess I should have checked the size chart. I wonder what the information up above was. I click for the detail and measurement instructions. That's just in general. Let's see if it matches what I think. So, my actual measurements are 4. But I would, because it's a coat, I would rather it on the, and I should because my shoulders are broad for the rest of my body with the coat. That's so much important area to fit for a coat.

Interviewer: Which one do you prefer to see that like number size method like 0, 2, 4, or like small, medium or large type of method?

Interviewee #18: Well, frankly, with women's clothing, unless you know that the company how they cut the clothing, you can't know because everybody, you know, what is the size 4 in Ann Taylor would might be a size 8 in another company. I would be size 8 or something. It doesn't, whether it goes by small, medium, large or whether goes by the numbers, if you are in women's clothing, you can't know what it means. You have to know how that company sizes their clothing

Interviewer: Do you think it's easy to navigate information in this Web site or organized well?

Interviewee #18: Yes, I think so.

Interviewer: Do you believe that the product on the computer screen will be exactly same as the real product in terms of color shade or details?

Interviewee #18: I think so.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #18: I think it's kind of risking and irritating actually. It's irritating to me to have to have to most anything over the Internet that I have not actually seen because I'm always a little bit worried that I have to send it back that I find something unlike; I guess that is the irritating part. It doesn't make sense really because before Internet shopping, I would drive up to Portland for clothes shopping in whole day. That takes a lot more time. Then mailing something back, but it's just mailing something back when it doesn't fit when you are hoping. It's just something about that just feel that does make me irritated by shopping in all day.

Interviewer: What about the good things of Internet apparel shopping?

Interviewee #18: I guess the best thing is that you can shop almost anywhere without even your home which saves you a lot of time. Sometimes, some money although the shipping is usually about the same as gag but still you end up saving time, even if you have to send it back, you really do save the time. Even though you can't exactly sure what you are getting, it's much easier to order it.

Interviewer: Are you comfortable giving your credit card information to the Web site?

Interviewee #18: Mostly yes, not completely. I guess maybe it's my age because I grew up without the Internet. I mean I do give my credit card to Web sites that I've known. I guess that's one reason that I don't shop for more unsecured Web sites that I'm not comfortable with. I don't want to give my credit card, even though I know people do it all the time.

Interviewer: The price is \$348. Do you think it is reasonable price?

Interviewee #18: Yes. Actually I think the shipping is a little high, \$17.50. But I guess it's probably doing it with its percentage of the total price which is. For good quality coat, this product, angora, that doesn't seem unreasonable price although I think the shipping is a bit high.

Interviewer: Let's see the shipping chart. The maximum is \$20 if you buy over \$500. How about this one? If you buy clothing for \$25, you have to pay \$5 for shipping. Do you think it's ok?

Interviewee #18: That's ok. I just think that they shouldn't have to charge, I believe they shouldn't have to charge 3 times as much as because you're paying more for the coat. Sometimes, I think that if you buy more, you can pay less. That is the point and I think that would cause people to buy more, if the companies did that. People would buy more because they perceive that they're getting better deal. Actually, if people find the free shipping over like \$100, they just buy something more up to \$100 because of the free shipping. I guess that's one thing, another thing that I don't like about the Internet shopping when they charge you shipping as the percentage of what you buy. But I still do the Internet shopping since the alternative would be to drive to Portland. I don't think they are in Eugene.

Interviewer: How about the delivery time?

Interviewee #18: I don't mind. I mean I'm usually not in a hurry. Usually I get things in a week. I don't really care about the delivery time.

Interviewer: Have you ever returned the apparel product that you bought over the Internet?

Interviewee #18: No, actually I haven't because I don't actually buy a lot of clothes, so I'm very careful about what I buy.

Interviewer: Once you decide to buy this, would you check their return policy just in case of returning this?

Interviewee #18: I would because if I did pay the same amount of shipping again, that won't be good. Let's see their return policy. Here, easy return. That's not very good. Not at the LOFT or the factory store return available. I have to go to main store in Portland if I want to return to the store. Look. For the further detail, please refer the complete return policy. Where is that? That's not very good. This is very complicating. Here is the special return policy for the celebration's line and here is the special policy for the selection's line. I have to say that if I read that return policy, then maybe I won't shop this. They don't accept the cash on delivery (C.O.D) packages. It looks like you have to pay the postages both ways. It looks like it for me. That would keep me ordering it actually. It looks like, maybe not, maybe I'm misleading it. So, I would actually call them to find out because it looks to me like it would have to pay shipping in both ways which would be over \$20 if you got the wrong thing. You have to pay to receive it and you have to pay shipping send it back to get a size and then you have to pay shipping again with the right size. It's not very clear.

Interviewer: If they say 'yes, you have to pay all,' and then you?

Interviewee #18: I wouldn't get it. I guess that it is important to me to know that I would be able to send it back, I mean, so if they have good return policy. For example, when I ordered this coat, it was from Lands' End, and I would not if I have to pay the return shipping on it. It is important to me that there's a human model that I always like about that. I like to know the company before I order something over the Internet.

Interviewer: Did you check the country of origin?

Interviewee #18: I saw that I guess. I know that in most of cases from both catalogs and on the Internet, I know it doesn't usually say where it's from. It does not usually say that. It would have tag on it when it's arrived, usually says 'Made in China.' I know that it won't usually mention where it's made. I don't much care about that. I would like if they mention the country of origin actually. But it's not a big portion in my decision making. I guess it's not. And, it's especially since they don't usually tell you where it is from, because I feel like, it can't be, and I'm not sure if in business perspective, that is really smart thing than to be putting on them anyway because, you know, I have to say I believe the prejudice when I see some things made in China, I assume it might be cheaply made and I might be less likely to get it. If that is imported from Italy, they would say that. If they were from Italy or France, they would say. France or Italy, they specialized in luxury goods.

Interviewer: I think that's all about it. Thank you so much.

Interviewee #18: Thank you.

## Interview #19

Interviewer: Please go to your favorite apparel Web site.

Interviewee #19: I'm going to go to 'Banana Republic.com.' I know all of my sizes at 'Banana Republic,' so I can shop now successfully online. This is the only site that I can shop at successfully because I have invested years of figuring out what my sizes are with them because I hate going and shopping.

Interviewer: Why do you like this brand, 'Banana Republic'?

Interviewee #19: I live in Eugene and we have our mall, basically like casual but somewhat professional, I mean both are everything I'm wearing 'Banana's' even down to my shirt and my socks right now and not because I want it, represent the brand, but because I think I could shop either at our mall at Ann Taylor LOFT but the clothes are cheaply made there. They pull apart or Banana and I don't have the patience to go the Macy's, all the clothes there are crap and I came from having a Nordstrom's, so to have to shop at Macy's when you shopped at Nordstrom's, it's a nightmare. So, I think 'Banana' became the best option in town and then what happen, I got really good at running in and figuring out what sizes I needed, they fit my body because I don't have hips. They are really complimentary for petite women. I think if I have lived in another city or I had more shopping, this would never happen. Because like, I know I can shop anywhere online but I don't have the time to buy things and send them back; they are always not fitting and nothing worth than trying to buy jeans online and they don't fit.

Interviewer: I see.

Interviewee #19: So, we are at the 'Banana' site. I would go to women's. I don't shop at petite until I know what it is I'm interested in buying. I do just cruise a lot. The first place I go is denim. The reason I go to denim is at 'Banana' every season would make new trouser jeans and usually and I'm always looking for that new pairs of trouser jeans because you could with the trouser jeans to teaching and an equal amount of dinner and you could make you look nice. I don't look at price until I'm interested because I know everything at 'Banana' either is going to be \$ 80 or \$ 120 usually. I'm not worried about price. That's new feature, the roll on to zoom in. That's brand new. Those are cute. The next thing I want is I'm looking at jeans; obviously I want to look at the back sight. I want to see the pockets because the problem with the 'Banana' and any of their trousers, the pockets are on their jeans, these would ride up, so unless I take them to someone who can fix that even and have sawn them down, the jeans are going to fail. I always look at the pockets' seam and then I look at the back because I think that the back of the pants is still really important for the way of their look. Because I don't want them make me cheap like these I'm wearing when I'm teaching. They actually got cute jeans. I'm happy that I can see the back. I look at that what kind of shoes they have and I always go back to all of the pictures. And the page 2, it's not going to be anything that you want usually. I don't go multiple pages, and even though they give me the 'see all' option; I'm not going to click again to see all, other than on the sale page. When you go to the sale page, because they are so many and you would want to see all and I would want to see all. I'm not going to buy dresses and I don't wear skirt. They are too complicated because of two pieces, so either dresses or slacks, when I look at the clothes. They have this neat thing to click with but I know it's supposed to be really attractive but it doesn't really do whole a lot for me. That's the problem with sale at 'Banana.' They just have the extreme sizes, so just I never would get excited it. I'm not really stunned with their sale whole a lot. After I go to the denim, I always go to the sweaters because every season I buy my new turtleneck with in blacks and creams. I always go to sweaters. I wear turtlenecks all the time and I know I

shouldn't but I do because I'm always cold and then the only turtlenecks are the best but I won't look at any of them. Let's see here. The clothes are the same in every season. In every year, I just replace them, basically the same wardrobe. But with like the 'Banana,' you always want to get the cuff on their entire sweaters because, see how this one doesn't have like a weaving down here. You can already see on her, you know, her belt and the pocket. I wear because I do business casual a lot for dress. I never wear suit jackets or anything obviously. When you wear the thin neat, like here you can't see as much as on her but I bought the sweater and wore with these pants, you are going to perfectly be able to see the whole middle. I've got some extra weight here. So if they have the sweaters with the band, oh, they are like heaven. When I go to sweater, that's what I'm looking for. I'm looking for that. I like cowlnecks. Cowlnecks are good. I don't do cardigans, so I just go through that. I look at the crew sweaters. This is cute. I would click on that. And obviously we can see what the colors. Last year, there were a lot of pinks. Every year, 'Banana' introduces really good burgundy color and blue, so the two color that I primarily wear then of course they are going to, not that this, like this blue, so those would be the two, my two colors that I wear and I do my grays and blacks.

Interviewer: Ok.

Interviewee #19: I like that one. See I'm not going to buy because of waist band but I think that's cute sweater. I don't really look at the cashmere just because I can't really afford it right now. I would look at cashmere blends. What's the funny about that I haven't figured out yet that they never made their cashmere sweaters in classic pieces which doesn't make any sense because someone like me, I would buy that turtleneck in a classic without up the weaving or anything, I would buy cashmere. I would spend \$ 200 or \$ 300 on it, but if it is going to be like the sweaters would last for multiple seasons. What I've noticed with them is their cashmeres for some reason; they are not usually timeless pieces like this. I'm not going to spend \$ 148 in the fall on the sweater with puffy sleeves. But what they are doing and why they do that is because every year they know I have to come back because my sweaters would get nibbly. They know that. I'm really excited what their sweater dresses are in, so just casually I would look, but I'm not going to buy a dress because I'm not like planning to go outfit. I need just like two pieces. Next, I'm going to go to pants. Always I'm looking for a cute little pants but I usually wear the Harrison cut because they just fit my figure well. They are straight. They are not like, see like these. See how these pants are curved out in the side. They give you more room and 'Banana' what they do is they make in kind of pants that have more material like right here hip, so that women with more womanly hips and can sit, like this fit. The martin fit, it doesn't look that good on me.

Interviewer: Ok.

Interviewee #19: Color for me is important because where we live and with the pants I won't consider the tint or like the light grays because of the mud. I don't want that the mud is kicked up on to the back of my pants. Any pants with strips or anything dark, I would look at. But I'm not in the market for slacks, but I always look for a pair of good slack though. I'm always in the market for any pair of the trouser jeans. I think that I would probably to see what outfits are in for the season. But that would come later. That's more like pleasure shopping for me because obviously you look to see how to wear the clothes and I get that from new arrivals. They should be entertained. I would have tried to buy 'Banana' slack jacket because I thought I would be needed them because I was going to be a Ph D and needed to wear the jackets or everything and then I found out that was stupid. I don't need to do that. So I've tried to develop enough knits and a good outside jacket so that I don't have to wear suit jackets because I feel like a little kid in the suit jacket, even though I'm in 30s. What I am in market for is I need to get a new trench coat, a good trench coat because I've wearing a vintage one for a long time but I've gone out of my

vintage coat and now I'd like to move up in to a good coat. I bought a couple of coats on the Internet, but I always returned them because they've never fit. Nothing looks good to me right now. I used to wear cowlnecks all the time but I don't wear them anymore because they are trying to bring them back but I don't think the cowlnecks back yet. I only have a couple of blouses. I don't like blouses. They need too much maintenance.

Interviewer: Yes. You are right.

Interviewee #19: I like knit. I'd like to see because a great blouse with either the gray trouser jeans or slacks I think it looks sharp and it fits really well with heels. The 'Banana' clothes are perfect because I can walk in and I can teach in the morning and then I can go sit in the classroom and be a student. I don't look like when I'm teaching, I don't look like I'm trying to pretend like I'm a professor and also taking the class. I know that I have to put something in my cart. I'm sure that you should have noticed it that I'm always go back. I do that all the time. Even though it's all over here and I use this area every time. Here is the funny thing that I know I do that. I would like to buy a pair of jeans. I'm looking at jeans. I don't know. Those are kind of cute. But if they are light washed, I can't wear them. And then I would go to the larger image if the computer well ever works and I would look at the back sight and the pockets in the back area first.

Interviewer: Do you always use the different angle views?

Interviewee #19: Yes, I always use them because I check them, the materials so like on the denim a lot of time, because you can't tell if it's like thick or thin denim but you can tell if you look at it close, so I would do that. I have to admit that if I was using this Internet right now, I wouldn't buy because the Internet speed is so slow right now. Internet speed is a huge deal for that. I don't like this, 'the roll out to zoom' in is new and I do not like it. I don't like having my mouse become active. I don't even consider this, in the denim and the non-developed pockets. It's like having a flat butt which I already have. I'm clearly not finding the pants today apparently. So, we go back to sweaters. I don't do v-necks because I have to put something underneath them. I don't do it because it's martin. They don't have my size. If I have to buy something, now I would go to petite. For some reason, I have to do everything looking at the regular sizes because for some reason, I seem to think the petite is going to be very small little section. When you go into the store, petite is always small section but online that doesn't pertain that petite is just equal to the women's but because for years I had go to the small section in the stores, I won't search petite online until it's time to buy. You need to know that because they really need to program us differently for that because when I look and they don't have it in women in my size or in the size that I think it would fit like zero, I a lot of times won't go to the petite because I forget that I haven't got to petite. So, it's working against me basically. They are cool, the chocolate color. I like those. They are Harrison and petite wool textured trouser. I'm going to buy this because they would fit a little bit differently on me. I'm going to go and look and see. Here's the whole thing. Here's what I have done. I would have gone into the regular sizes, women's sizes first. And I would have liked to see if they have zero size because a zero regular fits me great if I wear 3 inches heels. They don't have them, so then I might need to move up to size 2 and the fit would be pretty good but not as good as the other one but the length of them is better because the length is perfect. That's what I would buy.

Interviewer: Can we see the shipping price on this page?

Interviewee #19: Yes, \$ 6 for standard. I can return them at the store if it doesn't fit. I think that's common but I think that's the cool feature. It's \$ 98. That's fine. I don't care because I would wear for a couple of season. It's wool. I don't have any brown one.

Interviewer: Is there anything you like about this Web site?

Interviewee #19: They really don't change it. This is neat and I probably I search their site every season. If I go to the 'Banana' site once every two months if I have time, like if I'm bored or have time to watching TV or whatever. In the site, it's always the same and I know how to use it and where to go. They don't change it except the roll zoom option and I don't like that. In the whole feature like this, you can actually see the texture and seams. I love that. I do every time I buy something. I think it's really functional and simple. It's not complicated. They have not very many clothes. I think I'm probably a pretty standard customer for them. I mean I'm stale and I have no fashion really but their clothes are cute enough like you get to buy some decent style and you have style because you put the style together. I just have to kind of buy it and hope it kind of looks ok. I like that. They don't mess around. They are not having problem with that. That's all I would do that. And I use my bag. I put things on that and then I'm considering buying.

Interviewer: Do you believe this color is going to be exactly same as the real color?

Interviewee #19: Yes. That's what I'm saying here. With 'Banana', we get what you see. When you know their products, you know for sure. I mean I feel like if you are going to spend \$ 100 on pants, they may not be the best pants in any means but they are going to have nice fit and the colors are going to be good. They also have the lining. All of their slacks have the linings. A lot of times the linings work that out of the stuff. They have some other good qualities. They are coming without having the problem with the products.

Interviewer: Do you always check the fiber content when you buy apparel product?

Interviewee #19: What I would look at, oh, this is 100% wool obviously. Like here, the fiber and care, I've never looked at the fiber and care. Like this, I never like that. I love wool. I'm not allergic to wool. What I do know is that wool is going to be good pants for Oregon for me. Because I'm going to be cold in this building anytime I come. I know that in that wool 100% wool. They don't really do like cotton poly blend. Let's look at. The thin ones, they are wool and polyester, so then they do the blend. But, they are mostly 100% wool. It's important to me what the fabric is but I don't think I fully look at the content. If I'm looking dress slacks, I would separately like the thin slacks; I won't even consider those for winter because they are just not going to be right.

Interviewer: How about the care instruction?

Interviewee #19: No, just have to dry clean. My whole wardrobe is dry clean only. When you wear knit and it says dry clean and I don't do laundry. I mean I don't know how to it successfully. I have to do dry cleaning and I think so because it's wool.

Interviewer: How do you think this feels like on your skin?

Interviewee #19: Their wool is nice and soft.

Interviewer: Will it be comfortable?

Interviewee #19: Very, yes. And with the lining, it never touches me. So like with wool pants, I would wear the sweaters, always it seems to be with obviously others something underneath but I

would wear a wool turtleneck. So, that's fine. I'm a huge fan of wool, just because I'm always cold.

Interviewer: How about the size? How do you know it would fit you?

Interviewee #19: I did 2 petite and the size would fit. The inseam would work. It will fit really nice with heels or boots. Or, if they have had, I would have bought a zero regular.

Interviewer: Because you know your exact fit size, are you not going to check the measurement chart?

Interviewee #19: No. That's the reason why I don't shop other places. It's because I'm too impatient. I can find one pants and I can buy two different sizes and I know exactly how they are going to fit me differently. If I buy them in women's regular size, they are going to be longer. If I buy petite, they are going to be fit better in lengthwise but they are going to be a little bit more shorten. I know their products so well. If they don't have in one, I can go look at the other. So, why would I go anywhere else? But I'm going to be a total rut. I'm look for same things all the time. My wardrobe is exactly same and I'm so proud of that.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #19: I think it used to be. I think that the, with 'Banana' products, their slacks and their pants, they've capped up their quality. The prices would do feel like you are paying for the quality of the material and the cut, and the cut options. I feel like when I pay \$ 100, they gave me enough options to find the pants that would work out whole a lot of tailoring. But I would tailor if I have to. For any reason, I have no problems with that. But their shirts and their knit tops, they are not as good anymore and they get nibbly really fast and they are thin materials, so you have to like you need to have to make sure that you've got 100% right bra on underneath, like smooth seamless bra or camisoles. That's being hard for me. I haven't been happy with my 'Banana' products. My tops as much and my knit tops, but my sweaters, their sweater quality is still good. Their sweater quality for \$ 68 tastes great. They are 'Banana.' The 'Banana' sweaters, you can wear fall season. And you can wear that with black turtlenecks all winter which would be my winter one and then I would probably wear some up to spring and everything. \$ 75 for a decent warm and it doesn't get nibbly and the color doesn't fade, oh, yeah. That to me is not very much money at all, not too many dollars if you could wear it.

Interviewer: Do you mean the quality is depending on the product?

Interviewee #19: Very much. I won't spend \$ 58 on the knit tops at 'Banana Republic' because they don't wear well. They are gone after one or two times. Their casual wear isn't as good but their actual like structure for wear, two thumbs up.

Interviewer: What do you think about the risk factors of Internet apparel shopping?

Interviewee #19: I have no worries. I would use my credit card in anywhere on the Internet. I used to have a card that I used just for the Internet in back a couple of years ago and it had a lower limit on it. But now the credit cards are so good. Only when you've got a scam on it, my credit cards has hit a couple of times on my Capital One and they call you right away and then 'oh, you've got the mirror scam and blah blah blah.' The credit card company has compensated for buying things online. And I know that now and I trust them and I'm not worrying about it anymore. Risk factor with that is none. Obviously for me, there is low risk factor because I know

the brand so well. But it's embarrassing to on me wear one brand really. That I don't like the fact that you can tell I have routine like you can tell that I've been here a time or two. I don't like that. That doesn't make me feel good sometimes. But it would be easy because I know any pants whatever but I don't feel very stylish.

Interviewer: But they fit you perfectly. That's the most important thing.

Interviewee #19: I'm kind of stuck in my body, but no risk. I don't have any risk. And the fact that I can return it at the store and for some reason, it does work. Apparently you said that's common thing. I think that's the greatest thing ever.

Interviewer: Do you care about the country of origin?

Interviewee #19: No, sorry, never. I don't even know anything about like ethic and the sweatshop. There is one more thing that you should know is the 'Banana' started the piperlime. Piperlime shoes. Because 'Banana' is doing that, I now move the way from the 'Zippo's' buying shoes, I've gone to Piperlime. Because 'Banana' promoted the products, so I think it's probably important you note that somebody shopped on that you've talked to someone and because they trust of the Web site, they would be willing to go look at the brand and trust it. Piperlime is completely different brand and it's part of the Gap products. Because I trust 'Banana,' I move to the Piperlime and then I completely changed my shoe shopping because of it. It's huge. Marketers really need to know that. Just one and they've never done this before and they've never been associated with anyone else. For me, for a consistent shopper like me, it was a really smart move. But now, if they've listed by 5 or 10 other Web sites, I would never respond it, because what it seems like a junk. But the fact, 'Banana' was actually, they wanted me to look at the site and I trust them, and then I did. It's swayed me over as like I said I stop shopping at 'Zippo's' and now I would buy my shoe at the Piperlime. That does really big deal. I don't know if anyone else told you but. These are other brand than 'Banana.' So, let's see. Yes. This is Piperlime and there are all shoes.

Interviewer: So, they have their own Web site but they promoted the brand name and products on the 'Banana' Web site.

Interviewee #19: Yes. It's set up exactly like 'Banana's.' No wonder I like it. That's so smart. It's part of the Gap brand. Look at that. I didn't realize that until I'm sitting here and look with you and talking with you. See these all headings are all same. That's impressive. That's good marketing.

Interviewer: Ok. I think you've talked enough about your shopping behavior. Thank you.

Interviewee #19: Yes. Thanks.

## Interview #20

Interviewer: Please go to your favorite apparel Web site.

Interviewee #20: I shop at 'Shopbop.com' because this Web site sells various kinds of casual wears. The prices are a little bit expensive than the prices of Gap or Old Navy but the products are very fashionable and especially I like the jeans here. I can do the comparison shopping with various kinds of denim brands. Mostly I buy denim products in this Web site. Even though I can buy similar jeans from other Web sites, I can get free shipping here. Sometimes, if I want to get it fast, I also pay extra money for express shipping. No matter how much I buy, it's all free shipping. That is the reason I like this Web site.

Interviewer: Now, please start shopping.

Interviewee #20: I would like to buy denim jean. I've bought some skinny denims in last year because it was the trend. The baggy style jeans like wide legs and high waist are new trend I heard. But in fact my body shape doesn't fit that baggy style. I don't like it. I want to wear the clothes as covering my hip area. If I wear the baggy pants, I look so fat and seem not very fashionable. I want to buy some skinny pants because when I wear the full over sweaters or long length upper wear, I look more slender I think. I would like choose the skinny pants. The Web site is divided by shop by brand, category, trend, and the designer boutique. Currently, I don't have enough information of the designers' name, because here are so many brands, I don't know which one is good or not very good. However, because I believe this Web site, I think the most of brands would be good. If I choose some kind of blouse or dress or something, I just go to the shop by category. I clicked the category shopping option. There is 'sale' option in first here. Usually I choose 'sale' at the end of the shopping session because before that, I want to know the trends like what's the new trend, what kinds of style this Web site have, so the 'sale' would be the last thing I can do. At first, I need to know what the trend of denim. I click on the denim. There are various kinds of denim here. I already searched the skinny jeans many times. I don't want to see the skinny jeans right now, even though I want to buy them. I saw many wide leg/trouser in the magazine before; I just want to know what kinds of wide trousers they have. The other thing I want to see is the high rise one. It might be the new trend. I don't want to buy them, just want to see them. I think this one is too trendy for me. I want the pants fit me like tight at my thigh and wide at my calf. I like the boot cut design. I usually look at these all things. This bid wide pants, if this is getting more popular, I might buy them later. I'm not going to buy any of the wide ones, but I just want to look at them. Also, I want to look at the high rise jeans. Even though this one is skinny jeans, they also have the high rise style. I've got this kind of skinny pants, so I don't want to buy the same color or same style. If I buy the skinny jeans again, I want them have some different color and style, like the high rise. For the jeans, I don't want to buy same style. I saw this kind of jeans in the magazine and other Web site, so if I have to buy, I'm going to try to buy some colored and different jean style. First I want to see the skinny jeans. I already have the blue one and black one. So this time, I would buy the colored one. That's what I want. The gray color makes me look fat. The lighter color makes me look fat. But I heard that the brighter colors are the trend right now. I like this color because I don't have this color. I would like to buy one of these. I'm going to look at them if they have more different colors. It seems they just have these two. In this case, this jean is a little bit short. To buy this is too dangerous. If I want to buy the colored skinny pants, I have to remember this one. After that, I would like to choose this one. The colored one or I go back to the first style, first page. So, I click that and I can see some colored pants. Now I start comparison. This one is, brand name is 'Habitual' and this one is 'Rich and Skinny' and this is 'Siwy.' Then I have to remember these brand names and I can click the brand name navigation tap.

Interviewer: Oh, so first you look for the trend, then the brand name.

Interviewee #20: I have to remember the brand names to check. I go shop by brand. I'm looking for the 'Siwy.' I need to remember a few brand names and then just browsing them. I found the 'Siwy.' I want to buy the jeans with small opening legs. For that reason, I usually see this description, '10 inches opening at skinny leg.' If you see the other Web sites, even famous Web sites, they don't have this kind of information. So, this one is '10 inches opening at skinny leg.' The reason why I shop at this Web site is this, only this Web site offers this type of information. That's why I want to buy the skinny jeans here. To me, this information is really important because last year I bought 12 inches opening one and it was so badly fitted. I have that experience.

Interviewer: What does that mean, 10 inches or 12 inches opening?

Interviewee #20: Here, the ankle area opening. You can see this one. It's 14 inches opening. It looks similar in the picture, but if you wear them, such a huge difference. When I bought the skinny jeans before, I made mistakes a few times because of the openings. The skinny jeans need to be very tight in the ankle area. I bought just one size bigger, it looked very ugly. In the case of buying wide baggy pants, it doesn't matter at all but in the skinny jeans, 2 inches difference is big difference. I have to buy this 12 inches one. My size is 26. This is sari pink color. The length is good, long enough to me. I think the shorter one is also fine but because of the weather, so cold, getting colder, so I prefer to buy this longer one. If I buy the shorter one, I can wear them with boots. With this longer one, it's kind of hard to wear with boots but it will be good to wear with pretty shoes. Unfortunately, they are all out of stock. I can't buy other size because once I bought size 27, it looked ugly. I don't want to buy this one. I have to choose the other option. This one has 14 inches opening, so it might be not good. The pictures look all same but in real product, big difference. So, now I have to go back to 'Siwy.' This one seems only option that I can buy. I can also buy the 'Habitual' one. This color is raspberry and I like it. I just want to buy some different color than I've already got.

Interviewer: It says '10 inches opening.' Is that ok?

Interviewee #20: In this case, the length is shorter so it's going to be fine. If the length is longer than this one, since it should cover the ankle areas, 10 opening might be too tight. Also, since the model should be much taller than me, the length on me will be ok. I want to go back to 'Habitual.' This is also the similar style. This is 13 opening. This opening is very important. I don't want to buy. Since I wear the upper wear with longer length, people can't see my hip area and they just can see my lower leg so the skinny jeans should fit me more tightly. That's why the opening is very important to buy the skinny jeans. Again, I have to go back to 'Siwy.'

Interviewer: So, in the case of skinny jeans, don't you care of the design of back or waist, but only the leg length and the opening?

Interviewee #20: In the case of back design, if you see this additional view, I also check the additional view when I buy the jeans anyway, the pocket shape and design are very important. In my case, as I said, nobody see my hip area, so it's not very important. It used to be really embroidered back design and so detailed pockets, like in last season skinny jeans. At that time, that was the trend. Lately, the simpler is the better. Also, the colored skinny jeans are better than simple colors, like black or dark blue one. Since the color is really standing out, very unique, it doesn't have to be detailed and busy designs. That will be not very good. Skinny itself is kind of hard-to-wear item because it's just so skinny. So, they are not very many detailed needed. Simple

design is better. But I used to only see the pockets when I buy the skinny jeans. I didn't even care of the opening; the pocket is the most important one at that time. Now, the opening and color are the most important things and the pocket is less important now. Trend changes all the time. I sometimes see the country of origin, but usually that's not very important to me because I kind of see the brand name. I've never heard about this brand 'Siwy,' before. So, if I have some curious about that brand like this one is really that good, I can check other famous Web site if they have this brand and if they have, I'm more confident on that brand quality.. Especially, the denim brands are very fast changing, like today, so in, then tomorrow, just gone to nowhere. Denim trend is I think the fastest fashion trend. So, like the other Web sites have this same product, I rather buy them here because of the free shipping. This Web site has so many different brand names. I think here has the most various things than other Web sites. I can easily compare all different types of products and brands everything. That's why I'd like to shop here.

Interviewer: Is this not the department store?

Interviewee #20: I kind of think so. It's kind of multi-shop site. I started shopping here several years ago but this Web site changed a lot and gets better and better and last year I saw that this Web site was in Top 100 apparel Web site in U.S. I think this Web site is getting more popular so I like it. Usually, I shop apparel products with brand names. I don't have time to read all different magazines and get some information of the brand popularity. The only way that I can find brand credibility is to find this same brand on another good Web site and if it has the brand is kind of in right now. Actually, I'm not quite sure that this 'Siwy' brand is good or not but I believe this Web site. Last time, I bought 'J' brand skinny jeans here and the description was fine, then I got them and very satisfied. So I kind of more having confident of this Web site. I think the prices are all very similar from all different Web sites. I'm going to select my size. My size is 26. I'd like to buy the teal color or the raspberry color. I think teal color is a bit similar with blue so I want to buy this raspberry one. I added to my bag and they don't charge the shipping cost. That's very good.

Interviewer: When do you usually shop for apparel products through Internet, any special reason, mood, or occasion?

Interviewee #20: There is not very special reason but actually, my major is fashion design and merchandising. Even though I don't have any plan to buy the apparel product, I think I have to search the information about like what's the fashion trend right now. I just want to know that. Even though I don't have enough time to do Web surfing, I try to find out the information about trend. I also subscribed many fashion magazines. When they arrive, I just flop through them and get some ideas. And, when I'm studying and if I'm getting tired and want something to do different things for fun, first I search the Web sites to see apparel. In that time, if the products are not on sale, I'm not buying except shoes and jeans, because shoe and jeans, if their sizes are sold out, I can't buy them later. I just try to think what kinds of items I can wear with them like if I want to buy shoes and jeans, and then I think do they match well or not. Other items, if I like them, I just add them to my cart, and don't buy right at the time without sale. Like dress, sweaters, or jackets, if they are not my exact size, a bit bigger or smaller than my size, it would be fine. They fit me anyway. So I wait until they are on the sale section. But shoes and pants, you are willing to buy with full prices because of the size. The size is very important for pants and shoes. So, I buy them in full price. But like shirt, dress, or jacket, if they don't quite fit, people might think that's just style. If I find some nice clothes, I just put them in my shopping cart and then think about them later. The thing is that for this Web site, it doesn't keep my shopping list for a long time. If I shut down this computer now, it's just gone, and disappeared. But other Web sites, if I add some clothes to the shopping cart, no matter how long I keep, they are still there unless

they are already sold out. So, this is my shopping style. If the new products just came out, I put some of my favorites to the shopping cart, and then I could forget about them for 1 month or 2 months, and after I check them if they are still there without selling, they are going to be mine. Sometimes, different Web sites sell same products with different sale percentages. I can compare that which one is the cheapest one. I also think their matches if they would be goes well and fit well. After all, I purchase them. If the sale percentage is extremely good like 60 % sale or 50 % sale, at that time, I rather do not the comparison and just see my shopping cart, and then I buy it.

Interviewer: What is your impression of this item?

Interviewee #20: I like this color and size. I would be really good to match with other items. If I wear this, I can show you my pretty shoes. The skinny jeans are good for me because other types of jeans' lengths are too long for me. I used to stress out. With skinny jeans, because it's short, I don't have to worry about the length and I can walk without worrying about my pants' hem. That's the reason I like this. Also, this one is really skinny; I can wear this one with black sweaters and shirts, so that will be good match.

Interviewer: As you know, there are so many different color shades like a little bit darker or brighter. How do you think about that?

Interviewee #20: I think that's the biggest issue for my in Internet apparel shopping. I can't see the exact color of this one. That's one of the problems of Internet shopping. I already experience it. For example, my jacket, when I ordered this one, I thought it's almost black, and then I got this and found that it was not black, it's gray color. Fortunately, gray is trend color right now, so I didn't return this. I think even though I don't like the color, sometimes, I think the designers know the trend better than me. I tend to think like that. Currently, the online shopping is the only way I can buy apparel products. I don't have any different option right now. I don't have time to go to Portland or other cities. The other problem is I might do some impulsive shopping in the store. I could make mistakes more than Internet apparel shopping. I think that way like it's good that at least I can buy some trendy, fashionable apparel products that I can't buy here in Corvallis. If the size is a little bit different than my size and the color is something not that I expected, I think I'm ok and think like it might be the trend or more pretty maybe. That is only way I can be relieved from the frustration.

Interviewer: Do you use the zoom option and the bigger size view?

Interviewee #20: Yes. I see the zoom a lot. In the case of shoe shopping, if they provide the zoom option, I always use to see all over the shoe details. In this Web site, it says zoom here, but it's not working. That's a little bit inconvenient. Like other Web sites, they have zoom options these days. I like it. I definitely like it.

Interviewer: Did you check the fiber content?

Interviewee #20: Usually, when I buy some blouse or dress, I check the fiber content. I check the description of the fabric. But in the case of jeans, I don't know what's what, the differences. But in the case of dress or blouse, I check the fabric content very specifically. But I think I still have limited information. Like if they says it's cashmere, cashmere has many different types and silk also, there are many different types of silk. So, even if I buy some silk fabric clothes, it might be different than I expect. But I still check the fabric when I buy dress, not for the jeans. It says 98 % cotton and 2% lycra. Even though I check this, I don't know what kind of cotton they used and

what the lycra feels. I don't think I'm sure of the fabric unless I can actually see it or touch it. I just can see the picture.

Interviewer: Do you think it will be comfortable when you wear this?

Interviewee #20: When I wear skinny pants, I don't expect it would be comfortable.

Interviewer: How about the care instruction?

Interviewee #20: I think I don't want to get something needs to be dry cleaned. But if I buy some dresses or sweaters, I can expect that I need to dry clean them even though there is no instruction in the Web site. But when I buy jeans, I don't even see that. I just think it should be machine washed.

Interviewer: How long do you think you can wear this item?

Interviewee #20: At least one year and until this trend is gone out, I would wear this.

Interviewer: What does high quality apparel product mean to you?

Interviewee #20: I think in the case of fashion products, trend is more important than the quality of fabric or product. I think we believe all apparel products have some level of quality. Sometimes, one is worse than the other. I like this brand because the price line is moderate, not so expensive and I think it is not so cheap but the design is really trendy and it's better than the luxury brand which also is trendy but too expensive. I think people are not expecting to wear some trendy clothes for several years until the clothes are worn out. They just wear them for a season or two. So, I think this brand is good with trendy design and less expensive than luxury brands. I think the durability of the apparel is not so important to me.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #20: I'm not sure about that. I'm actually very confused about that. I think there is some relationship between price and quality. But I don't think they are completely related. Look at this. They are all same jeans but the popular colored ones and the unpopular colored jeans have different prices. The three of them with raspberry, wonder, and teal, are \$ 196 and the others like snow or eclipse are 50 % off price so \$ 98. Because the three of them are right now really popular ones and the others maybe people are all have those colors if they've already have the skinny jeans. That's why the prices are different. I think people would buy this one if they want to have trendier one.

Interviewer: Do you know your actual body measurement?

Interviewee #20: No. I've never measured my body size. Actually if we want to know the actual body size, all body shapes are needed to be measured. Like just three parts of the body size, I don't think that's very helpful to choose the right size. I like that some Web sites provide all detailed size chart. Like for example, if it's the dress, they show the shoulder width, length of the dress, waist, bust, neck, sleeve length, and so on. I can refer them a lot. Anyway, I still check the size chart and if they provide more detailed one that would be more useful to use that. Some Web sites, they show the size chart as referring US size, French size, and UK size. But they seldom show the detailed body size, like the shoulder, arm, middle waist or something like that. It makes me really frustrated. I have a niece and a nephew. When I buy their clothes for the presents, I

check the size chart a lot. But I was really confused because I don't have any ideas of their size measurement.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #20: I think I'm very comfortable in security issue of the Web site. Giving my credit card information doesn't bother me because I believe this Web site, which is very popular. A few days ago, I talked to my friend about the eBay security issue. In fact, some eBay sellers sold some counterfeit products as if those are all genuine things. She said that's really big issue right now. So, after I talked to my friend about that, I read newspaper and it said the eBay profit keep going down because of that reason. Sometimes, eBay is useful to the people who like the old things, and used things with cheap prices. But in the case of the apparel products, they are selling some counterfeit products in eBay. I don't think I'm going to buy some apparel product from there. I just go to the popular site having well-known brands where I can believe to buy the products. I used to worry about the security issue I remember but now I don't worry about that. Another thing is that I'm still not quite sure about the size, color, and style that how it would fit me and how I looks on them. It can be different like the waist design or color than I expected. Fitting is the most complicating thing in the Internet shopping. But I think I have more benefits from Internet apparel shopping over the risk factors. For example, I can buy some products that I can't buy in Corvallis. I think in my case, the Internet shopping is just better to do than not to do.

Interviewer: Do you think the Internet shopping is much better thing to do for you?

Interviewee #20: I can buy the product which is on sale and compare them in terms of prices, trend, style, and more so. There are a lot of benefits for me. So, I shop over the Internet. I don't have time to go to Portland anyway and if I go there, I'm sure I'm going to do the impulse buying a lot. I don't do the impulsive shopping on the Internet. I'm more rational shopping in Internet shopping.

Interviewer: Sometimes, they show some other products as their suggestion. Do you usually pay attention to them?

Interviewee #20: Sometimes, I see. But in this case, I understand the shoe suggestion but I don't think the sunglasses are related to this skinny jeans. I don't think so. In my opinion, if they show some shirt or upper wear in trend and go to well with these skinny jeans, it will be much better to catch my attention. If they do so, I would see them. I never bought sunglasses over the Internet because my face shape definitely differs from this model. I shop all most everything over the Internet except the sunglasses. The only item I can' buy is the sunglasses.

Interviewer: How many days would be good for the standard shipping?

Interviewee #20: I don't care about that. If I order the item with express shipping, I need to sign to the package. That's very complicating because I can't stay all day long at my home. I don't like the express shipping and I prefer the standard shipping. In the case of the book, if that is my textbook, I need to use as soon as possible. So, no matter how expensive the express shipping and how inconvenient to get to sign them, I need to order with express shipping. However, in the case of clothes, it doesn't matter and don't need to hurry to get them at all. It's not important how fast or not.

Interviewer: Is there anything to tell me about your apparel shopping behavior?

Interviewee #20: I think all people have all different concerns about their apparel shopping and they all differently do the shopping activity. Even someone in this department who is majoring apparel shopping and study Internet apparel shopping behavior, she doesn't shop her clothes over the Internet. Like my mom, she shops all kinds of products like groceries, medicine, jewelry, or anything over the Internet except apparel products. She had really bad return experience with apparel shopping. In my case, I just live in rural area and that's why I do the Internet shopping. But my sister, she lives in big city but she shop a lot from Internet. People have all different shopping style and characteristics.

Interviewer: Ok. I think we are all done. Thank you.

Interviewee #20: Thank you.

## Interview #21

Interviewer: Please go to your favorite apparel Web site.

Interviewee #21: Ok. Let's go to 'Old Navy.' I would go to cheaper one. I would buy a sweatshirt and a jacket because those are sort of bigger and universally ok. But if like shirt, it needs to be fitted. I don't really like this color. I would want something clean like this. See it is \$ 12. You can get better than that. That's cool, the roll on to zoom in. How tacky. This is ugly. I guess it is not that bad. It doesn't have a zipper. I want to see all. Turtlenecks, I wonder why they make me feel like choky. Turtlenecks do that. Let's see 'Active wear'. They may be the fleeces. 'Outerwear,' maybe there it is. This is different. This is cute, Women's Long Wool-Blend Peacoats. I like those. I have a couple of them and I like this. It's black. So, let' see. I probably get the medium. I want to look at the information. Wool, nylon, and dry clean only. It is fully lined. It would be warm. That's cute. They also have in red. I would buy in black. It's nice to see what the back looks like. Here is the size chart. I'm a bit worried about a jacket. I would probably buy a one size bigger just in case because in that way I could wear something under it, like sweatshirts. That's what I used to be worried about, it would be too small in the chest area and when it pulls, that's just not that cute. I would probably buy a large. Let's go here. That all seem fine so, check out. Let's go check out. There are a lot of colors on the check out page. Shipping is \$ 5. \$ 5 is the way cheaper than \$ 15.

Interviewer: When do you usually shop for apparel products through Internet, any special reason, mood, or occasion?

Interviewee #21: I would say that I normally do in the evening, like after dinner because I'd like to watch TV or look on the Internet kind of stopping around, so I would probably do it then and probably maybe in the weekend. I never do during the day or during the week. I think when I do it when I think I don't have something that I might want it like I don't have black long coat like that. I have one and that's rain coat but not like wool coat. So that's why I actually buy that one. And when I just feel like 'woo, I want to look at things or sometimes, I would look on the 'style.com' at the new outfits that the designers make and then I would look at something on different sites and see if I think it looks similar. Because I figured that I really don't know what I'm doing, so if I get some ideas that would be good. Normally, I feel like when I buy things online, I stay with really simple colors, you know, nothing too patterned because I'm worried that the patterns look ugly on person.

Interviewer: Why do you like this brand, 'Old Navy'?

Interviewee #21: Because it's inexpensive. That's definitely why I like it. Well, I think it doesn't look inexpensive so I maybe like it because it is cheap but it doesn't look cheap which I wouldn't have worried to wear normal at the everyday. I would probably say that's why. And I like this particular coat because it's black. I would want it to be plain color like black because I would wear it more times. And because it's long, so I feel like it's warm and if it's wool coat then I want it the longer one. I think that's because my mom always told me if the long coats cover your butt and it's always better. I like this button. It doesn't zip because zippers break a lot.

Interviewer: How about the Web site itself?

Interviewee #21: I don't like the colors. Blue and yellow, I don't really like. It seems easier to find stuff than the Nordstrom site though. I did like this zooming because I would want to see like what the lining looks like and I want to see like how the buttons are. Sometimes, in far away, you

can't tell like where exactly the buttons are. They seem to be kind of like right here and the center which would be nice. That seems pretty cool.

Interviewer: Can you see the fabric texture?

Interviewee #21: Yes. It's hard to see the texture in black and I don't really think you can. Maybe you can in the red. Yes, you can in the red. I like that. That's nice. The seams look nice. I also like that it said what it was like wool. This is that we only have the front view in the black and the back view in the red. Who knows why.

Interviewer: Do you think it is a fashionable item?

Interviewee #21: Yes, I do. Mostly because I think it is fashionable and I like that because I think it would be fashionable in next year too. I think that's why I always would buy black because I think black is pretty much always fashionable.

Interviewer: If they don't provide the back view of this coat, would you still buy this?

Interviewee #21: That would be fine. I'm fine with it. It wouldn't affect to my choice. I would never get the red one because I just like black coat better. That doesn't bother me.

Interviewer: This Web site doesn't use the human model. Is that ok?

Interviewee #21: I actually like that better to seeing on somebody because if it looks bad on the model, it's not going to look good on me. If the model looks really horrible, then I think to myself like that is not a good sign for me wearing it. So, I do feel worry about that but since it is a jacket and not like a fitted shirt, I would feel less worried which is why I would get it.

Interviewer: What do you think the fabric feels like on your skin?

Interviewee #21: It's probably a little bit itchy. But I think since it is lined, that would be ok with me. Plus wool is really warm and this seems like a winter coat. So, I would be ok like being a bit itchy on the outside if it is lined on the inside. But if it was lined, I wouldn't buy it.

Interviewer: Do you think it will be comfortable when you wear it?

Interviewee #21: Yes, because I have a jacket the similar one to this in cream, a shorter one. I think that's maybe why I looked at this jacket at first because I know I like this style of jacket on me.

Interviewer: Do you always check the fiber content when you buy apparel product?

Interviewee #21: Yes, I do. I think mostly because I've taking the classes and now I want to know what it is but to be honest, I don't know that was the determiner or I just sort of curious.

Interviewer: Do you prefer some specific fiber content?

Interviewee #21: No.

Interviewer: So, in general, with other types of clothes, do you care about the care instruction?

Interviewee #21: I always look at that. I do want to know like they have to some dry clean. I guess I'm just more curious like 'do I have to dry clean it or not.' But I do look at that. I don't know why because it doesn't change my opinion. But I definitely look like you know how I have to clean it because I feel like that it's going to affect to my daily life. If I see the instruction 'hand wash,' that always sort of annoys me because I hate the hand washing thing. Because it takes so long, so that actually might stop me from buying it.

Interviewer: Do you care of the country of origin?

Interviewee #21: No. No opinion. I'm ok if it's imported. That doesn't bother me.

Interviewer: How long do you think you can wear this item?

Interviewee #21: Probably 5 years. Because I really have it if my body hasn't changed so I only expect to and also it's a jacket. I expect that only I would wear a half of the year. That's why I would think it would last longer than the different kind of items but I've have a lot of my jackets for really long time. So, that's maybe why. Like this shirt, I've have for 3 years. I would expect that the jacket last long.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #21: I think I go by what I think it's like classic style. This peacock kind of thing seems to be relatively on style for good amount of time, at least I think so. I always try to think that that's higher quality. If it is like timeless look, because I don't know why, but you know the really fashionable things are for one year and always really out of fashion in next year. So I always wonder that if they are made of kind of cheaper like 'oh, I'm only going to wear a year.' So I think that's why I think this is nicer because of the style.

Interviewer: How do you know that this is going to fit you?

Interviewee #21: As my body style, I would buy a size bigger. I think that would mean it should fit. My only concern about the size would be around like the chest area. I might go back and look one more time like at the size of it, but whenever I concerned I just buy one size bigger.

Interviewer: So, do you always check the size chart?

Interviewee #21: Yes, because if I have to buy like shirts I would buy medium but since it is a jacket I might have shirts or sweatshirts underneath the jacket. That makes me think 'oh, maybe I should buy one size bigger and then when it runs on the small size and then I'm like you know really tight in this jacket. That would be sort of embarrassing. I would probably buy just big because it just looks nicer anyway, especially a jacket, you know you don't want to be like you know how's that in movie like fat girl with a little jacket.

Interviewer: What do you think of the risk factors of Internet apparel shopping?

Interviewee #21: Getting like bad quality like the there is already ripped it or a hole or hasn't been sewn together really well like the construction of it is bad in somewhat, so like the bad material. I think it would be the worst thing because if it really doesn't fit, I would just send it back or see like if my sister wants it. I would say that the construction would be the worst and number two would be that it doesn't fit me.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #21: When I feel like I look good enough. That's the best because normally in the day if I think I look good, that gives me more confidence but if I look bad, then I fall on whatever I'm wearing or just not having as good of day. I call them fat days, the days that you feel fat in your outfit. So, the best part is when you find a jacket or this little jacket, you always feel cute in.

Interviewer: Are you comfortable giving your credit card information to the Web site?

Interviewee #21: Yes. It's 'Old Navy' and I don't feel that worry about it. In other Web sites, it depends when I go through, I want them to say something in lines like 'you're privacy is important to us' or 'this is controlled Web site.' I know that doesn't mean anything but it makes me feel better. So if they didn't do something like that, I don't know, I would feel like I would get a little nervous. I kind of tend to think the places like there are bigger shopping places like 'Old Navy' or 'Nordstrom,' the places have the physical buildings associated with them; I tend to think it's more safe. The fact is that's nothing to do with that I'm sure that but I think that.

Interviewer: This is \$ 5 shipping and do you think it's ok?

Interviewee #21: Yes.

Interviewer: How much do you think the price range for the shipping cost is reasonable?

Interviewee #21: I would be ok with \$ 15.

Interviewer: How about the delivery time?

Interviewee #21: I really won't want it if it's over 7 business days because 7 business days really mean like 10 days because it always makes you wait on the weekend and so if it was more than that, I would feel like 'woo, I'm waiting forever for this stupid jacket,' and then I would get annoyed like 'oh, was it worth it?' But I would spend \$ 10 more on shipping because it's already \$ 80, or almost \$ 90, so I would think 'ok, that's actually \$ 5 is kind of cheap.' So I would spend maybe \$ 15, but I would be more annoyed the shipping time.

Interviewer: This jacket is \$ 88. Do you think it is reasonable price?

Interviewee #21: Yeah, definitely, because this is a jacket and normally jackets seem more expensive and I would spend more on jackets because I know I would wear it more. Jacket seems to not go that as fast as you know, not get worn as much since I wear it a half of year. And I tend to spend more on them because I think it lasts longer.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #21: No. I think that the price thing I mean I feel like they can give you really expensive things that they made out of like materials break up really easy because it's stylish. So, I don't really think that the price is related to the actual quality of the material. Plus I think most people have no idea anyway so they can charge whatever they think it is cool or the name is associated with the brand name or like the designer name, so they want to just make it cost a lot more because if this same jacket at 'Old Navy' would be somewhere in like 'Saks' in the similar look but a little different, maybe the detail different, and it would be the way more expensive.

Interviewer: When you shop online, do you check the return policy just in case?

Interviewee #21: No. I would definitely not try it.

Interviewer: Have you ever returned?

Interviewee #21: No. I never actually have returned anything that I bought online. And, no, I wouldn't check it, because it would be, I know it sounds really bad but, it would just take so much time to read the policy and I would only read it when I have to return it, and then I read the policy. I'm not preparing the problem whatsoever. I'm expecting it all the work out well.

Interviewer: Is there anything you use in your Internet apparel shopping, your shopping style, or experiences?

Interviewee #21: I would go look at something that like if my sister told me something she thought it was cute, I would definitely go and look at that like if she found something or if my mom or like friends said 'oh, I found this thing in online and I think it's really cute,' I would go look at that. That would make me want to buy more, especially my sister. My sister and I have same style. We always like the same stuff so if she liked it, there is like 95% chance I would like it and we can normally wear same stuff too, like same sizes and same styles. That influence seems to me and my decision. Other than that, I don't really think anything to change my shopping patterns.

Interviewer: All right. I think we are done. Thank you.

Interviewee #21: No problem.

## Interview #22

Interviewer: Please go to your favorite apparel Web site.

Interviewee #22: I'm going to the 'Lands' End' Web site and I would find the women. Then, I want to look at the cashmere tees. That looks cool. I clicked on the shop cashmere tees in regular. And I just keep going to choose the color. Let's see. I like that one, camel, and regular. The size is probably medium. Ship gift box, no and ship to me and then add to bag. I added to my shopping bag. It's \$89.50.

Interviewer: Here are some general questions. When do you usually shop for apparel products through Internet, any special reason, mood, or occasion?

Interviewee #22: I sometimes come in to work in weekends and I feel like I don't want to spend the entire weekend to work, so I might, if I need something, I might shop online over the weekend.

Interviewer: Why do you like this brand, 'Lands' End'?

Interviewee #22: I like this brand. They are really reliable. Lands' End clothes that I have, they are lasting a long time. They are very durable and they tend to fit right. I'm like in their Web site, I look at something and would be pretty sure that it is going to be right size and that they say it is color and the colors are well reproduced too. I don't think I ever return the Lands' End things.

Interviewer: How about this Web site itself, anything special or you like it about?

Interviewee #22: I find they are very user friendly. I find that they can tell that that's how much I owe already and that's how much the second thing cost but I have two totals and then I can either keep shopping or check out, so it's not complicating. If it is a difficult Web site, I usually just give up, especially things like 'Travelocity,' I hate 'Travelocity.' It says my color and size in shopping bag. That's another nice thing that they change the colors on the model.

Interviewer: What is your impression of this item?

Interviewee #22: I think I love cashmere. I wouldn't tell you that it looks soft but I know it's soft because I love cashmere. So, I interpreted it that it's soft. I can pretty much tell how it is going to fit. It looks the sleeves are relatively long so, it might be too long for me but I like that amount of neck line, not really high like turtleneck. I think it is pretty accurate picture of what I'm going to get.

Interviewer: Is the color clear to you?

Interviewee #22: Yes, I think so because we can only tell when we buy it but I think it's probably pretty close. Let's zoom in. I see and the full image.

Interviewer: With the zoom in option, can you see the fabric texture?

Interviewee #22: Not much but then cashmere doesn't have much texture. I don't think this one does.

Interviewer: This Web site uses human model and some other Web sites; they don't use the model, just picture of the apparel items. How do you think about that?

Interviewee #22: Yes, I think it helps. I would rather to see it on the person because if it is just sitting the item, like that muffler, I don't really know how long if it is just sitting there.

Interviewer: When the Web site provides larger view or alternative views, do you always click to see them?

Interviewee #22: Not usually, I mean I just noticed that this is zoom-in. I bought something from here and that day they emailed me that I bought some fleece pants and I didn't zoom-in and I didn't know you could. I don't think I typically do that. Maybe, unless I was ordering a cable knit sweater and I wanted to see what the cable knit looks like because I know what cashmere looks like and it is not going to photograph well.

Interviewer: When you buy apparel product, do you check the fiber content?

Interviewee #22: Yes, I do. Partly, it is because I'm in this department and people are very textile conscious but I think I always have. For example, I now like almost everything to have at least 5% spandex and of course, the cashmere wouldn't but just yesterday, I wore that I thought it was 100% silk blouse but then when I put in on I realized it had some give so I took it off and looked at the label and it turned out it was 5% spandex and 95% silk. It makes move better and it also much better for packing and I do a lot of traveling. So, I am pretty conscious of the fiber. This brand makes all most all their clothes out of 100% polyester microfiber. As you might tell by looking at it, it cannot be wrinkled. When I pack and I probably pack this for the trip in this week and you can just pack this in suit case. It would be just fine. I know what it will feel like on your skin because it is cashmere. I used to sew almost all my clothes. That makes me more conscious of fibers I think.

Interviewer: Do you think this will be comfortable when you wear this?

Interviewee #22: Yes. I think it would be comfortable but it is not just by looking at. I suppose by looking at the sweater could be made of polyester double knit maybe that would hang like that. But it says it is 100% cashmere and I know I would love that. I know I would love that it feels. So, I can imagine exactly what it is going to feel like.

Interviewer: Do you care about the care instruction?

Interviewee #22: No, I don't. Here's 'how to care' for your cashmere. I know how to care for my cashmere but I would open it just to see. Ok, it says dry clean or hand wash. That's good. I am aware of how to care for silk or for polyester or for wool, so I wouldn't buy something if I find it is going to cost me too much to dry clean it in every month or so. So in a sense, it's not because I paid attention to that if it's because if I look at like wool suit, you would say dry clean but. Let's see, how do I do? I don't always do exactly what they say and I make sure that I have it's 95% silk and 5% spandex, I intent to wash it but I'm going to treat it well. I'm sure it would say dry clean only. I'm sure it does but if I'm going to wash it carefully and treat it well, I think it will be fine. So, it is sort of, I'm sort of overriding some of those instructions.

Interviewer: How long do you think you can wear this item?

Interviewee #22: Probably, quite a few years, like 5 or so. It depends on how I wear. Now, it is calling itself it is tee shirt or tee sweater. She is wearing it with jeans and I would tend to wear it with jeans and wear the camisole something under it. Therefore, it might get a lot of wear, so I would think of the more than 5 years. On the other hand, I have some cashmere sweaters that are like 30 years old.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #22: I think the cut of something that makes a high quality. Also, I think that the low quality clothing is often small, so often cut small like the small arm holes or something. So it is just that they don't take too much care about fitting it. Also, if they paid attention to the care whether it is supposed to be dry-cleaned or machine washed like this one has specific instruction for washing. I think the thing that made very quickly and made not very well are often that they don't take the time to tell you about the how to take care of them.

Interviewer: Do you think this is the reasonable price?

Interviewee #22: \$89.50. Yes. For cashmere, sure because cashmere with long sleeves for men or women is often about \$150 but this company, Lands' End, buys its own cashmere from Mongolia and knit its own cashmere, so they make it a little bit less expensive.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #22: Yes. That's why I shop at 'Nordstrom Rack' because 'Nordstrom' is high quality but I buy most of time in the 'Rack' because it is cheaper.

Interviewer: How do you know this size is going to fit you?

Interviewee #22: I think it tells me some place, yes 'get a size recommendation.' So, let's see what it says. I guess I know because I've ordered things before. It's very interesting and I never done this. So if I put in my measurement I guess and then they tell me what size I should wear.

Interviewer: I think they also have the size chart.

Interviewee #22: Let's see. I said I wanted it medium. So, it tends to be 12 and I wear the dress size 10 so that might be bigger. I can't remember my measurement. I don't know of like that. That's for the regular size. I was about the medium regular. I guess I wouldn't bother measuring. I guess if I'm ordering jeans, which I have from here, I would pay attention to in measure myself. This is almost like the sweatshirts. So, it wouldn't matter if it is a little off.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #22: Of course, not seeing it. It's the opposite of the risk but in advantage, it just arrives at my house in 7days and then I don't have to go, get in the car, and drive some places, so that doesn't damage. But the risks would be that the color might be off and the size, it might be not good fit. But I think Lands' End has guaranteed that if you sent it back, you just don't pay for that. I think when I get a box from Lands' End and it has a piece of paper that says, if it doesn't work, you send it back and you use this label and we pay the return postage. So, they pay the return fee. In fact, there isn't much risk. I believe that's correct.

Interviewer: Can we check the delivery time?

Interviewee #22: I usually choose the standard shipping. It says it takes 5 days. They process 2 days and they ship to the customer in 3 more days. That's faster.

Interviewer: How about the shipping price? Is that ok?

Interviewee #22: Yes. It does add to the price things but so does putting gas in my car and drive in some place. I buy my books on Amazon and I buy my clothes, not too many but some in this way. It's worth it to me.

Interviewer: Do you usually care about the country of origin?

Interviewee #22: I haven't given it too much thought until recently. Again because I'm in this department, I start thinking about where the things were made. In general, I would try for things that are made in U.S. I'm a sustainability person and I'm a green design person, so I would want them not to pay for a lot of gas and oil to put in the tank and ship it to the cross of the ocean. That's an environmental issue. The other issue, the people issue is that there are two parts of people issues. One is that I want to support a working middle class having making family salaries in the U.S. The other reason is that I don't want to support child labor or exported the labor to aboard.

Interviewer: Have you ever returned the apparel product that you bought from Internet?

Interviewee #22: Yes, but very rarely. I think in the last year, I returned a pair of shoes and I don't think it was Lands' End. I can't remember from whom it was but shoes are very risky anyway, very risky. They just simple didn't fit.

Interviewer: Is there any other factor that you use for your Internet apparel shopping?

Interviewee #22: I think that I tend to come across the product at first in a store or on a friend or something. I was like 'oh, where did you get that shirt?' and then I go looking, rather than just sort of cruise the Web and look for something. I know I want the camel color cashmere sweater. I don't think I would just type that and then see what stores come up and try to get. I think I start the other way. I start with more concrete thing. That's probably just my age that I used to shop that way so even if I do this, I want to have seen-evidence that it is trustworthy.

Interviewer: I think that's it. Thank you.

Interviewee #22: You're welcome.

## Interview #23

Interviewer: Please go to your favorite apparel Web site.

Interviewee #23: I go to the 'Saksfifthavenue.com.' I like 'Theory' brand and I think I have brand loyalty with 'Theory.' That's why I usually select 'Theory,' when I shop at Saks. So I just go to the 'Theory' right now. I choose some styles that I would like to buy. Just for now, I click the 'sweaters.' I would click the sweaters if I think that looks good but right now, nothing looks good. I would go to 'Tops, Shirts & Blouses.'

Interviewer: Why do you like this brand, 'Theory'?

Interviewee #23: I like it because this is very similar to the brand I used to wear in Korea. The price range is not really high end and the quality of the product is not that bad. I clicked on the 'Liza Turtleneck.' This is very basic item so I don't need to worry about the size. So, I just choose the small for my size and then I choose the quantity. I chose the size small and I like the color, light heather. I added it to bag.

Interviewer: What is your impression of this item?

Interviewee #23: This one is so basic item and style. I don't need to worry about the trend and fashion for this.

Interviewer: Is the color clear to you?

Interviewee #23: Yes.

Interviewer: Do you believe that the color in this computer screen will be exactly same as the real color of this product?

Interviewee #23: I think so.

Interviewer: Can you easily perceive the style?

Interviewee #23: This is just turtleneck, just tee shirt.

Interviewer: This Web site uses the human model and some other Web sites don't use the model, like the picture of the product. So, which one do you prefer?

Interviewee #23: I would like to see the clothes on the human model because I can guess how this tee shirt is fitted to the body. That's why and if the Web site uses the human model, then I can compare to me also. So I can imagine that how the tee shirt looks like on me.

Interviewer: When the Web site provides larger views and alternative views, do you often use them?

Interviewee #23: Yes. We can see some kind of fabric texture.

Interviewer: Can you see the fabric texture for this one?

Interviewee #23: Yes. Saks didn't have any zoom functions like this one and then last year they changed so now they have. At that time, it was not really clear when I clicked the picture. It was not very clear but now it is really clear to see the item like fabric and texture. It's useful to use.

Interviewer: What do you think it will feel like on your skin?

Interviewee #23: This one is cotton, so it probably is soft.

Interviewer: Do you think it will be comfortable when you wear this?

Interviewee #23: Yes. It looks like the fabric is a little bit stretched.

Interviewer: Did you check the fiber content?

Interviewee #23: I don't usually check the fiber content. I don't care. I usually think the overall quality of the fabric is more important than fiber content. So, if I see the garment, the appearance of the fabric looks ok, and then I just like the garment. Fiber content is not important to me.

Interviewer: How about care instruction? It's cotton and spandex but it's dry clean.

Interviewee #23: It's ok. I don't usually check the care instruction.

Interviewer: How about the country of origin?

Interviewee #23: No, not at all. It is very hard to find some garment that is made in U.S. these days. I kind of assume that the garment should be imported from somewhere else.

Interviewer: How long do you think you can wear this item?

Interviewee #23: Maybe, at least 3 years because this is not really fashion sensitive item.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #23: Probably from the haptical information. I usually see that how the garments fit the body. Like drape and usually the high quality garments fit better on the body.

Interviewer: How do you know that will fit you?

Interviewee #23: Usually I wear size small. But in this case, I may order the size medium too because it seems stretchy and the small might be going to fit a little bit tight.

Interviewer: Do you know your actual body measurement?

Interviewee #23: No.

Interviewer: Don't you check the size chart at all?

Interviewee #23: No. I didn't notice that we have the size chart here.

Interviewer: You choose your size from your experience that you usually wear small. Was it easy to find the information on this Web site?

Interviewee #23: Yes, because I often visit this Web site so I know everything.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #23: Maybe the size. If I want to purchase some sweaters, I would think that the fabrics are also important. Sometimes, the garment is very expensive but after I got the product, it doesn't really look good quality. So, the fabric quality might be risky in online shopping.

Interviewer: Are you comfortable giving out your credit card information to the Web site?

Interviewee #23: Yes, and I didn't have any problem but I'm a little bit hesitant if I go the unknown Web site. It depends on the how much I know about the company like the bigger company like 'Saks.'

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #23: We can save a lot of time since we live in Corvallis, so if I want to go to the 'Saks' store, I have to drive 2 hours to go to the store. That is the biggest reason.

Interviewer: How about the price? Do you think it is a reasonable price?

Interviewee #23: It's \$75. I think it's a reasonable price because when comparing to other garments in 'Theory,' usually the sweaters are more than \$300 and like the coats and winter jackets are more than \$500. As comparing those item categories, this one seems much cheaper.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #23: Yes, I think so.

Interviewer: Can we check the shipping cost?

Interviewee #23: I have the 'Saks' credit card and in that case, I don't need to pay for the shipping price. I think there are several types of their credit cards and because I'm not a lower level user of the credit card, so I don't have to but I think the lower lever users need to pay some of the shipping cost, not all but.

Interviewer: If you have to pay, is \$9 for shipping cost ok to you?

Interviewee #23: It is not ok but if I really need that garment, and then I can pay \$9 for shipping.

Interviewer: It says if you buy over \$150, you can get the free shipping. Does this kind of promotion affect to your shopping behavior?

Interviewee #23: Yes. It was not for this Web site but last month, J.crew had some free shipping promotion. It was like if I buy more than \$150, I can get free shipping. I was trying to buy something because of that, but I couldn't find any so I just gave up but it was appealing promotion I think.

Interviewer: How about the delivery time?

Interviewee #23: I usually use the standard shipping, maybe 3 to 5 days or 7 to 10 business days. It's ok. There is no reason to rush.

Interviewer: Have you ever returned some apparel products that you bought from Internet?

Interviewee #23: I bought some shoes and the size wasn't right for me, so I went to 'Saks' and returned them at the store. At that time, I had a chance to go to 'Saks' so I did. If I have to return the product by mail, oh, it would be really bothering.

Interviewer: The Web site always shows the 'other suggestions.' Do you usually pay attention to them?

Interviewee #23: Yes. Sometimes, I click those items but I don't usually buy those items because I can't try them on. If I may go to the store, and I see some matching styles, sometimes I buy those items unintentionally but not on the Web site.

Interviewer: Why do you like this 'Saks' Web site?

Interviewee #23: Whenever I go shopping for apparel products, I usually go to 'Saks.' That's why you go to the Web site. I think the brand loyalty is important. If I like that brand, I usually go to the Web site of that brand. I think the original brand loyalty is more important than the Web site itself. 'Saks' carries many different brands I like. That's the reason why I like the 'Saks.' I like their customer services and they offer a lot of promotions. If you get the 'Saks' credit card, you can get a lot of promotion and they mail every time if they are doing some promotion events. I like that. Actually, they are doing their promotion like once a month. If I purchase more than \$250, I can get \$25 gift card. It's like 10%. Those kinds of promotions make me keep coming their store and shop at their store.

Interviewer: I think that's all about it. Thank you.

Interviewee #23: Thanks.

## Interview #24

Interviewer: Please go to your favorite apparel Web site.

Interviewee #24: I often go to 'Nordstrom' Web site. I go to 'women' and then I go to 'what's new now' section. They seem a bit expensive though.

Interviewer: When do you usually shop at this Web site, any special reason, mood, or occasion?

Interviewee #24: Whenever I get the payment or before Christmas or something, I would check the Web site if they have nice clothes to buy.

Interviewer: When you go to any types of apparel Web site, do you always first click on the 'new arrivals'?

Interviewee #24: Yes, I do. I clicked on the 'Halogen® Textured Stitch A-Line Sweater' and I'm looking for the information. It seems the 'bark' color is easy to see and the 'black' one can hardly tell the texture but I can still see the texture, so I like this Web site. I check the color 'bark' and selected the size medium and I added to shopping bag.

Interviewer: Why do you want to buy this one?

Interviewee #24: Because I don't really like tight clothing but this seems a little bit free so I think this might be good for me. I like the style of this item.

Interviewer: Why you like this Web site?

Interviewee #24: I don't buy particularly from this store or the style of the clothes. But I still like to look around what they have and what's the trend. Then, if they have the sale items with affordable prices, I might go and get it. And I know where this store is located, so if I don't like the products, I can just go to the store and return it.

Interviewer: How about the usage of model? Some Web site uses human model and others don't. What do you think about that?

Interviewee #24: I like this with model. For this one, I can tell how it is going to look on the person. So, to buy the product, the product on the body is better than just look for the apparel.

Interviewer: Do you believe that this color is exactly same as the real product color?

Interviewee #24: Since they have the swatches, I believe the colors would be really close to that what I see right now. So, I believe that I would get the color that I expected from the swatch.

Interviewer: When you shop online and they offer the larger view and alternative views, do you usually use them?

Interviewee #24: I like that when they have the color choice and it changes on the model's body. It is easier to see. I can compare different colors easily. If they have different colors, I bring the other color up to next.

Interviewer: This one has the zoom-in function and larger view but you didn't see them. Do you usually check them to see?

Interviewee #24: With this one, I can actually see the texture. But the problem is my computer is really slow, so I usually don't click the larger view or zoom-in option. That would take time. If I use the school computer, I would use. It they have like the picture that doesn't take much time to download or something, I always check whatever I could check. This one has the swatch sample of the fabric, so I like this one.

Interviewer: What do you think the fabric feels like on your skin?

Interviewee #24: It says linen and cotton. It's also hand wash so I don't have to go to dry cleaner's.

Interviewer: What do you think of the fabric hand?

Interviewee #24: I kind of have an idea that it is not so hard.

Interviewer: Do you think it will be comfortable when you wear this?

Interviewee #24: Yes, I think so.

Interviewer: Do you prefer some specific fiber content?

Interviewee #24: I don't care as long as I can wash by myself. That's more important for me. I usually avoid dry clean only unless I really want it.

Interviewer: How long do you think you can wear this item?

Interviewee #24: Once I get it, I usually wear really long time. So, maybe I think a few years, probably 3 years.

Interviewer: What does the high quality apparel product mean to you?

Interviewee #24: Probably the fabrics. Usually, I go to the store and touch the garment and then I think whether it is going to be comfortable or not and whether it is soft. Sometimes, it looks soft, but then I touch it, it's not that, actually hard to wear. That's the one that I can't tell from the Web site.

Interviewer: How do you know it will fit you?

Interviewee #24: Usually I don't know because depending on the stores, the sizes are a little bit different. Whenever I don't have any measurement, I just pick medium and probably it would fit and if not, I would return it to the store. Sometimes, I have to get the size large. Until I get it, I can't really tell.

Interviewer: Do you usually check the size chart?

Interviewee #24: Yes. But I don't actually know my measurement in inches. It isn't really useful on here. But I think the medium is about the size.

Interviewer: Do you think the price is reasonable?

Interviewee #24: It is \$78. I don't know about this brand, Halogen®. I wish the price would be a little bit lower.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #24: Usually, yes.

Interviewer: What about the country of origin?

Interviewee #24: Even though I don't know of the country of origin, if I really like it, I would get it. If they are saying unknown country name, I would probably look at the other product. I care but it is the least one, not really priority. If I really like the product, I usually don't care about that. Right now the products from China are not really good. So, if I see the 'China,' I probably wait to find something different because their product, like people say it has a little bit health problem too. If I hear like that fact, I probably avoid to buy the products from that country for that.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #24: Generally, on some Web sites, maybe I'm not good at looking at it but I can't tell the return policy. If I try this and the size is a little bit off or the texture is different from what I really looked for, and then I would want to return but I'm not sure how they change the size and send it back to me or I can get refunded and have to reorder. I don't know the return policy on some Web sites. Sometimes, you have to have for the return and get different size. That would be a lot. It would take more time. And also, I'm not sure about the credit card process whether they keep my credit card information. Like whenever I come back as a member, and I know they do, but I don't know how many people can access to the information.

Interviewer: Are you not 100% comfortable giving your credit card information to the Web site?

Interviewee #24: No, but I know I have to give it to me to buy something. But I don't buy products from where I don't really know of the company or brand.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #24: If I don't have time to go shopping or I want to check the up coming trends or new products, Internet shopping is good.

Interviewer: I know this Web site charges only \$5 for shipping cost. If on other Web site, you find like 'if you buy more, you have to pay more for the shipping cost,' how does that affect on your shopping behavior?

Interviewee #24: I wish they do like if I buy certain price of products and they offer free shipping for that, if they do that, I might check more and buy more. If they increase the amount of shipping like some kind of insurance or because it is just heavier so they charge much more for the shipping cost, I would buy less. If they charge only \$3, it would be very good. If they go over \$8 or \$9 for the shipping, it would be too much. So, if I see over \$10 for shipping, I would just go to the store.

Interviewer: How many days would be fine for the standard shipping?

Interviewee #24: It says maximum 8 days. It's about a week. It's ok. That's reasonable.

Interviewer: Like if they provide the 'suggestions,' do you use that?

Interviewee #24: Sometimes, it's useful. I'm not good at choosing the clothes, like what to wear with, like the combination of them. It's useful for me. If I couldn't find it before, I would see more things to check, like more than I was looking for. It would be useful. But if I see the numbers or they provide like 100 of them, I might just ignore them. Also, for the color of the Web site, I usually like the soft color. If they use really colorful or many colors, I don't like that kind of stuff. If they use the soft color, I can look longer and check more products on that Web site. If they used many colors, I get easily tired. I might go to another Web site unless they have really good products.

Interviewer: Do you think the 'Nordstrom' Web site's design is good?

Interviewee #24: Yes.

Interviewer: Was it easy to find information on this Web site?

Interviewee #24: Yes. All categories are on the top.

Interviewer: For the perception of apparel product, what do you think the Web sites need to provide?

Interviewee #24: As long as they have the option of colors, if they have just the colors, it would be really hard to see the color on the products. Since this one, if I click the color, it changes the picture as the whole different color on the model. It helps me imagine like how it looks on me. They also provide the information that how to take care of this item, and then I can actually buy it. That's important.

Interviewer: All right. Thank you.

Interviewee #24: Thanks.

## Interview #25

Interviewer: Please go to your favorite apparel Web site.

Interviewee #25: I probably shop online most at 'Old Navy.' The first place I usually go to is 'women.' I'm not pregnant and not a plus size. I'm not a man. I'd like to look at the 'New Arrivals' page first because I want to see the things I haven't seen yet. Sometimes, I find the stuff I really like and other things like 'woo, I would never ever wear that.' The other page that I'd look at is 'Wear to Work' page. I'd like to look at what people are wearing and what kind of professional styles and how people are trying to be professional. I like this coat, Women's Wool-Blend Trapeze Peacoats but I wouldn't know how it will fit because it says it is 'Trapeze.' So, it will be like really fitted at the shoulder and then flared out which could be really cute or it could make you look really wide. So that is something that I probably wouldn't buy it online. Just I feel like I would go to and try it on. The next page that I'd like to go is the 'Bargains' page that things are on sale. They have really good deals. Look it is like \$4, but it was originally \$14 or \$15. I don't buy online pants either because I don't know how they fit. I have a really unusual bottom half. I have to try on lots and lots of different kinds of pants. I don't buy them online anymore and forever. See this jacket, Women's Plaid Cropped Toggle Peacoats. It is really cute, except it is \$88. I don't think I would like to spend \$88 at 'Old Navy' because I have associated with 'Old Navy' because of good bargains or good deals. I don't think I spend \$88 on here. Like at 'Nordstrom' or somewhere else, I might not here. These Women's Cashmere Turtleneck Sweaters are really cute, too and they are cashmere which is nice but it is almost \$70. I still wouldn't pay that much at 'Old Navy' for something.

Interviewer: They seem to show all different colors in the main page, not like saying 'more colors available' in other Web sites.

Interviewee #25: Yes. They show all of their colors. For some reason, I was actually thinking about that because I like this shape of the style but I don't like this color and it doesn't say more colors available. I don't know there is more of them or just those. I'm really looking for some fall color. I'm having hard time to shop like at this point of my life in shopping because I'm still a student so I still want to wear the sweats and some stuff but I'm close to finishing so I need to be a little professional. But this is definitely that I would buy. I actually like that. It's 'Women's Slub-Knit Hoodies.' I like this color, 'Arctic Ocean.' Then I probably look at the size chart just to make sure. I usually fall in the medium but sometimes they would tell you like something unusual about the sizing.

Interviewer: Do you know your actual body size?

Interviewee #25: I know my measurement just because I worked at Nordstrom in lingerie department for the internship a couple of summers so I had to measure things all the time. So, I actually know my measurement from that. But I usually just feel like a medium.

Interviewer: When do you usually shop for apparel products through Internet, any special reason, mood, or occasion?

Interviewee #25: I think I shop online when I'm bored. Sometimes I would be bored, I just kind of see what's new but I guess I kind of prefer to go to actual store and so a lot of times I would look online first and see what's there and go to the store and try them on. The other time I shop online at Nordstrom since we don't have one close by so if I need things that I know like bras that I was buying the same ones and I feel like I need new ones or whatever and shoes sometimes I

can buy online. I bought a pair of shoes in last summer online for a wedding that I was in. I'm not a regular online shopper but I definitely browse to look at what they have and what's new.

Interviewer: Why do you like this brand 'Old Navy'?

Interviewee #25: I like 'Old Navy' because they have really good deals and they have the casual type of clothes like the sweatshirts and they also have dressy kind of wear to work type things. At this point of my life, it's like I can't afford much more than at 'Old Navy' and maybe at Nordstrom occasionally. It kind of fits my life style where I am at. They are pretty trendy, too. They have some cute stuff. It's just not very high quality though.

Interviewer: How about the Web site itself?

Interviewee #25: I think I like the features on the left part of the Web site where you can look at all the new arrivals. There are pants, shirts, shoes, and everything you can kind of look at that. A lot of times you can put together like the outfits for you. You can click on the 'Shop by outfit.' You can look at the whole out fit with the stuff together which is kind of nice because if you see something and it looks new trend and you don't know how to wear it, they kind of show you that how to wear. I can learn. I think it's cool. I like 'Old Navy' because you can shop for a lot of different people at the same time because I could shop for myself and then if I would buy the present for my brother for his birthday, I could just go over to the men's section and kind of do it all in one place. And 'Old Navy' always has \$5 shipping no matter how big or small you order. It's just a convenience.

Interviewer: Does this color seem clear to you?

Interviewee #25: Yes. It's pretty clear. It probably isn't exactly like this but I kind of know that too.

Interviewer: Do you like this function, 'Roll on to zoom in'?

Interviewee #25: It's actually new. I have never seen that before today. Actually, it's kind of nice because like being in merchandizing, like I would like to know about the construction and stuff like that so it's nice to see things close up.

Interviewer: Can you see the fabric texture in the picture?

Interviewee #25: Yes, like here you can tell that it's ribbed. But they tell you that it's slub-knit so I kind of know what it is going to feel like from the description, but not quite so much from the picture.

Interviewer: Do you believe the color on the computer screen is exactly the same as the real product?

Interviewee #25: I don't think I would expect that it would be exactly the same but really close. It would be a little bit different but that would be fine.

Interviewer: Do they provide the alternative views like the back view or something?

Interviewee #25: Here are more views. They show other colors with the tops but there is no back view. The only thing I would wonder is maybe whether this ribbing on the back, too. Let's see if they say it in the description, I haven't read it about though.

Interviewer: When the Web site provides the larger view or the alternative views, do you usually look at them?

Interviewee #25: Yes. I usually look at them. Like this one, if you can see the different colors, you can kind of see they are actually light weight, where in the dark color, it looks like it could be really warm. I think looking at the different colors gives you better perspective.

Interviewer: This Web site doesn't use the human model. Do you think it is ok to perceive the fit of the item?

Interviewee #25: I think actually I prefer to see it without the human model. In the beginning, like the early pages, if it is on the model that would be good, but I think looking at like this makes me, if I see it on the model, I either feel like I am the same size as she is or if it is maybe not the same size as she is makes me feel like I wouldn't really know how to order the sizes as well. I would be basing more off on the model instead of the clothes or something. I think just looking at the clothes kind of helps.

Interviewer: Do you usually check the fiber content?

Interviewee #25: No, not really. Sometimes, if I'm at the store, I will but I don't even really look at that.

Interviewer: How about the care instruction?

Interviewee #25: I probably wouldn't look at it when I'm buying it. I would look at it in the first time I wash it. If it is like cashmere or something, and then I knew it was going to be the special care. I kind of know how to care depends on clothes type.

Interviewer: What do you think the fabric feels like on your skin?

Interviewee #25: After looking at the other lighter colors, I know it is going to be really light weight. So, I think that there are all the tee shirts and the stuff that are right now they are really thin in some spots and really thick in other spots. I think it would feel kind of like that. I think it would be soft since they are saying like 'cozy' and 'snuggly' in their description. So I imagine that it would be pretty soft with light weight, like really light weight.

Interviewer: Do you think it would be comfortable when you wear it?

Interviewee #25: Yes. It doesn't look like too tight or anything. If it looks like it is really tailored, I probably get a bigger size or so but it looks like pretty warmy.

Interviewer: Do you prefer some specific fiber content or care instruction?

Interviewee #25: Sometimes. A lot of times if it would be like work type wear, I don't really like polyester. I like natural fibers because I feel like that thing seems like the high quality to me. So, if I'm buying something that I'm going to wear to work, I want it to last long time and more willing to spend more money on it to get the better fibers. I think that's probably because I'm

more aware. If I'm taking textile and everything, I just kind of know that better. I don't really like to take things to dry cleaner if I don't have to. A lot of times, I go like, once a year, I take a huge pile of the stuff that they need to be done once and then that would be good.

Interviewer: How long do you think you can wear this item?

Interviewee #25: I probably would wear this like 2 years. It is kind of a trendy color, so I don't know that how long it is going to be in fashion. But I would expect that it would be worn at least 2 years.

Interviewer: What does the high quality apparel mean to you?

Interviewee #25: It's the fabric. That really means something and the brand too. It means a lot, like I wouldn't shop at 'Old Navy' as expecting something that is really high quality. I would shop somewhere else for them. The brand and the fabric, they are the most important to me and the fit too, but fit is so subjective.

Interviewer: Was it easy to find the information in this Web site?

Interviewee #25: Yes. I think it's pretty easy. I like they have that you can go look at the other Gap companies too from this Web site since they are same family company. It's nice to be able to look at different places easily if you don't find what you want here. I think it is easy to find information here.

Interviewer: What are the risk factors of Internet apparel shopping?

Interviewee #25: When I 'm shopping online, I think that the fit is really a big risk that you take because I'm not trying this on. Even if you go into the store and try a pair of jeans on, a lot of times if you try same pairs of jeans in the same size, just different pair, it would fit different, like everything fits differently. I think so because someone in some warehouse is just going to pick one this out and mail that to me. I'm not going to have any sense that how well it will fit. I think that is a big risk. Actually I don't really like buying things online because I get nervous like putting in my credit card information.

Interviewer: Are you not 100% comfortable giving out your credit card information?

Interviewee #25: No. I mean I am. I trust them but it is still kind of scary. I'm afraid of the identify theft. There are just few places that I would put my credit card information but I won't shop at tons of places so it is going to be everywhere. I'm really out there. I think that I kind of limit where I put that information online. And I also don't like putting like they always ask for your email address and then they send you a junk mail like every week. I don't really like that.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #25: I like that you can do that at home or at work when you are bored. I like that you can look through a lot of different things really quickly because sometimes like especially at 'Old Navy' store, I think a lot of times it's just really messy because they are so busy on there, so clothes are just everywhere and you might miss things. But when you are looking at them online, you can see everything, like what they have, really easily without distractions. There are a lot of things like things only available online. That is kind of new thing I think that the Web site is

doing. They have things only at 'oldnavy.com' or whatever and then you go to their Web site to see what they have.

Interviewer: Do you care about the country of origin?

Interviewee #25: That's actually not something that I usually pay attention to.

Interviewer: You know 'Old Navy' use always \$5 shipping. If you see at other Web site that if you buy more and you have to pay more, would your shopping behavior be changed?

Interviewee #25: I shopped at the Web site, where like sometimes if you buy more and then they charge you less of shipping. If you spend \$100 and something, then they would give you better deal. I'm definitely motivated to find some little thing. If I spend \$87 or something and it says \$100 for free shipping, I usually go back and try to find like some socks and something little to make it change. But usually I'm very targeted that what I want to buy in my online shopping so probably I just usually buy the one thing and don't really pay attention to the free shipping.

Interviewer: How many days are going to be fine for the standard shipping?

Interviewee #25: Standard shipping is I think it is usually like 5 to 10 business days or something. Once I buy something, I usually expect it in about a week, 7 days. Up to 10 days is fine if they tell me. If they say like this is 7 days shipping and then 3 days later, that would bother me.

Interviewer: Have you ever returned apparel product that you bought from Internet?

Interviewee #25: The shoes that I was talking about earlier. The first pairs I ordered were too small so I just returned them and they had like free exchange so the shipping was free and then they exchanged. So, I exchanged for a bigger size. I didn't return that. I think I would have tried a couple of things online at 'Old Navy' and I returned them at the store. I usually just take them into the store, so I wouldn't have to pay for the mail back. I prefer to return it to the store

Interviewer: Is there any other factor you use when you shop apparel products online?

Interviewee #25: I get the email from 'Old Navy' like once a week and a lot of times like the sales; they are like 'we've got a bunch of stuff in' and then I would go look. Maybe, the advertising helps. It's helpful. I would look at it if I have time. Sometimes, I would just leave it because I don't have time to look at it. Or if I don't have money for shopping, I don't even look.

Interviewer: Do you think the price \$29.50 is reasonable?

Interviewee #25: Yes, I think this is a reasonable price. It's basically \$30. No, it's \$35 with shipping. I may actually not pay that much for it because I thought that it was like the sweatshirts, but it was more like a little really light weight kind of thing. So, I think that it may be not quite as warm as I wanted it to be. I may not think it is worth it. This is actually probably something I want to wait until when it is on sale and then buy it because I like it. I just don't want to pay \$35 for it. At 'Old Navy,' their stuffs are on sale really quickly. A lot of times, I actually don't buy stuffs in regular prices because I know a few weeks later; I can buy it on sale.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #25: Yes, I do. I think price is an indicator of the quality. I do because a lot of times, I would rather spend less money because I get bored on my clothes since I rather spend less money now and then change the clothes that I don't want to wear often, instead of spending a lot of money on this thing and then you kind of feel like you have to wear this forever. If I pay a lot of money on something, I think it is going to be really high. But I'm also willing to pay less knowing that I get less quality just because I don't want to wear that as long as I don't want.

Interviewer: I think we are done. Thank you.

Interviewee #25: You're welcome.

## Interview #26

Interviewer: Please go to your favorite apparel Web site.

Interviewee #26: I would go to 'Banana Republic.' There is a reason that I have a credit card with them and I typically go because they are also affiliated with Gap. I also go there but this is the one. I'm clicking on 'women.' I'm not a frequent shopper but I do this. I probably go to the 'New Arrivals.' There are a lot of pretty things but I'm not going to actually wear this. I'm pretty casual and this is to me like to dress up. I would just browse this. If I'm feeling really fit and health like I'm losing a little bit of weight, I might be more planning to shop as well. I'm not a big partier. I go to kind of all the boutiques and check them out the 'New Arrivals' and 'Going Out' things like that. This is like that they have their apparel but it is kind of arranged and seems to be arranged differently for those in advance. I'm more of a hoodie girl. I've been looking on the cashmere things lately and I like black because it goes with everything. I probably buy that in XL size because I can actually layer it. If it's around the Christmas time, I might get something that expensive and be able to justify it. These are long sleeves and cashmere. I would also consider like right before I actually bought things the item it is dry clean only so it would be probably think twice go for buying it as well. I added it to shopping bag.

Interviewer: This one says it is hand wash or dry clean.

Interviewee #26: Yes and I wouldn't hand wash it. I probably wouldn't hand wash it because I don't think my apartment sets up for a big base for that. So I probably would get it but I might think twice about it.

Interviewer: If it says hand wash, how would you care for that?

Interviewee #26: I would dry clean it. I dry clean some of my things but it adds so much more expense to it. So then I probably pass on that, but with the hoody though because you know how to wash it not as frequently. I typically look at more blouses and shirts things like that because I wear jeans a lot. Their clothes seem either really button up or party like and this isn't appropriate for the season now. I'm not seeing too many things. I bought this recently but I haven't worn it yet. It's fitted shirt. It seems too dressy, so it is sitting in my closet and I'm just waiting for the time to wear it. I don't think this requires dry cleaning. I wouldn't dry clean it. It might shrink. It says it is machine wash. So far, I have one thing in my bag. I was looking at getting something was like one of these, the shawl collar thing. I think that seems to be in or like more of the v-neck. So, I think I would look at this. Because I get the black and then it is so boring. I probably feel that I need to get something else but white seems a little bit snow-bunnish. It seems a little bright for me. That's really bright. So I probably go with a purple. It's sort of black though. I probably make the mistake to get an XL size if it would be too big and then I have to return it but that would be better than buying things too small and think like 'oh, my god. I'm so fat.' So I probably just do that.

Interviewer: Do you use the size chart?

Interviewee #26: No, because I've bought things with them a lot and know that I'm in between L and XL. Like two months ago, when I was a little heavier and I would probably be in the XL and then I lost a little bit of weight, so I would probably be in the L. Another reason why I shop at 'Banana Republic' Web site is because their return policy is so easy. I just like it because typically I would exchange one out of every two things I buy which gets a little bit expensive but

with the 'Banana Republic' credit card, it's free shipping. It's not just \$6 shipping. They also would reward you the point and that's the another reason why I go there.

Interviewer: When they provide some other suggestions, do you click on them?

Interviewee #26: Yes. Typically, I would do that. I look at them and consider them because that's another thing I do. I'm not a really good coordinator so I need this help. But they often suggest things like really expensive for me, like I won't do the shoes. This looks a little too fashionable for me. It's not me, maybe for really skinny people. But these pants, I have my eye on a pair and I think they are wool herringbone or something. These look really nice. I might consider that might be a little bit bulky for me and they are also the wool. I sweat. I want it to be cool and that might be a little too warm and they just have size 12 and I don't think I'm size 12 for right now. So, I'm going to pass on those. They are also kind of expensive. They are cute though. I'm also buying the accessories, like to look at another hand bags or some perfumes that I've worn. I want to get something like that because it just looks really professional I should be got. It's a large tote made out of leather. It's black and it is just my color. Because I have the credit card, sometimes I might do it and justify and then that I also know that the department stores' apparels are so outrageous. I would really consider this. I would really have to do like 'oh, my goodness I feel so good this,' so then I freaked out. So, I probably wouldn't. But then they have cute boots too, I've been eyeing.

Interviewer: Have you ever bought shoes before from online?

Interviewee #26: In the past summer, I was in the wedding and I bought a pair of shoes from the 'Banana Republic' online. They actually have their shoe line right now. I can show you. They offer shoes. I have big foot and they have size 10 shoes. They are really tall like the cork wedge stripper type shoes. They are really weird. There are tall boots and I just can't do that. I wanted to be like that but I can't. I probably skip on that. That's too fashionable to me. I think it's a cure look but it's not on me. But like these jackets, I'm all over the places here, again, this is a little too fashionable but I like it. I think it's cute. So, I might be like 'you know what, I deserve something' and I don't but I do. I might buy this just to see it and I probably might end up returning it. I would because it is way too expensive and I would never wear it.

Interviewer: When do you usually shop for apparel product through Internet, any special reason, mood, or occasion?

Interviewee #26: If there is a special occasion, I will. I have to be really something special because typically when I buy something for special occasion, I know I wear that for one time and can't afford to do that but I would typically do. I look around Christmas time or beginning the school, like when you try to refurnish your wardrobe. I also just do for fun probably like in some places, not necessarily 'Banana Republic,' but some stores, maybe everyday, just look for it quickly. Just look, I don't shop though.

Interviewer: Why do you like this brand, 'Banana Republic'?

Interviewee #26: It's weird because a lot of it I don't like, but also because it's convenient. I know my shopping pattern and I have credit card with them. I love their shipping things, the free shipping. I also like how I can then go with my same credit card onto Gap and Gap has a little bit more affordability and practicality like I'm pretty casual. You don't have to dry clean for any of the Gap things. I like this because one day I'm going to be a professional woman and then I probably wear these clothes.

Interviewer: How about this Web site itself?

Interviewee #26: It seems really easy to use. I like this sep-up because they typically have what's the fashionable color for them. I don't know if it is like in all trends but they highlighted in blue here and they kind of have this look. I'd like to get interaction of this. It's easy to use. I also shop for my fiancé occasionally on here because they have men's line and things like that. I like their boutiques. They have some things a little upper end like their cashmere and they have nice fibers or something versus, if I would actually afford that, but then they have a little bit more realistic. It's a little bit nicer than Gap and stuff like that.

Interviewer: What is your impression of this hoodie?

Interviewee #26: The cashmere, even though you have to dry clean it, it's luxurious. That's the in-thing right now. It is a hoodie so you can layer things underneath it or over it. I like this big tag zipper. With other zippers, they get snagged on things. That's kind of nice and it has to have the pockets which it does. It seems longer down by the hips. So if you are hippy like me, it is kind of fall normally or more so. It would be stretched out but it doesn't look like ended up right there. There are things from like 'Forever 21,' they are all shortened up and being able to be the top. That's weird. This is something I would wear. I wear a lot of in black because it is dry clean and I find that I can get more wear of black if I spilt something like coffee and then I can spend less money on cleaning ultimately than like these lighter colors. The black seems a little dressier than this. This looks like that I should be with washing TV on my couch or something compares to black, I can maybe dress that up a bit.

Interviewer: This Web site uses human model and some others don't. How do you think about that?

Interviewee #26: Human models, I think they are really important. But it's also like I don't look like this girl. So if they could have somebody with the boobs and a stomach and then maybe that the human model might be a little bit more but I think it still compares to nothing. You don't want to see how the outfit clings to the body. So I think it is important.

Interviewer: Do you like this function, 'Roll on to zoom in'?

Interviewee #26: I'm looking at it and I haven't noticed it before. I do like it because in the past before they really started focusing on to use of the Internet, how people were like, if you would buy something and you would get it then like 'oh, it has pin tuck. I didn't even see that' or 'oh, there are gathers there. That's cool. I didn't notice that online.' But now, I can really see what I'm buying. I do like this.

Interviewer: Can you see the fabric texture in the picture?

Interviewee #26: In zoom-in. Yeah. That's nice but I don't usually go in-depth like this. See like this, I would have bought it and I would got it at home and saw there are the gathers there. I never put this much effort into when I buy clothes. Maybe I should, so I wouldn't have to send them back. I don't usually use it but it is useful certainly.

Interviewer: How do you think the fabric feels like on your skin?

Interviewee #26: I think it would feel pretty soft because it is a higher end fabric. I would also think if I wear this, I would probably be active in it and then once your pores start itching because

of that material, so you have to wear at least one undershirt, like tank or something. So, it wouldn't itch but it would probably feel good compared to like rough wool.

Interviewer: Do you think it would be comfortable when you wear this?

Interviewee #26: Yes. Especially, because it is a hoody, they are comfortable. So I think definitely. The one thing that I might concern is because it is 'Banana Republic' and it seems like more focus on to their smaller clients. Sometimes, like the company, 'J.crew,' I have noticed that it seems like they are changing sizes to smaller persons, some Asian clients who are tinier. So, I'm thinking that the area between shoulders, that thing might be a little snag on me. That's why I get the XL size. I structured that out.

Interviewer: Usually, do you check the fiber content when you buy apparel product?

Interviewee #26: Typically, no. I would know because this is cashmere and that means more money. That would just mean that synonymously. No, I don't. Well, that's not necessarily true. I'm kind of conscious of things that are natural fibers. I'm not like all natural. I don't really care but it is just better. I prefer it because if it says rayon, that's like to me that rayon isn't a high quality. It might not get good washed or something. I don't know. But if it is cute, I probably tend to buy it whatever; because it is so hard to find the clothes they actually fit me.

Interviewer: Do you think the price is reasonable?

Interviewee #26: For this item, \$168 seems a little pricy but I know that's what the cashmere is and I know that there are other companies out there. It's probably a little more expensive even. So, I really have to think about it. I probably would get this but kind of feel guilty about it. I probably do this for its quality and I'm paying for something that would last longer than they say it is just cotton.

Interviewer: In general, do you think the price is related to the quality?

Interviewee #26: Generally, yes. It might not be the case because I don't go shopping often but yes. That's what I would think.

Interviewer: How long do you think you can wear this item?

Interviewee #26: Because I spend \$170 plus like I'm probably going to spend once a month taking it to the dry cleaners and that's what, \$12 or something. So 12 times and \$12 is like over \$140. That's adding like twice than garment's price. I'd better wear this for the next, a lot. I probably wear this, when I'm wearing, that and I have another hoody. It's supposed to be the same clothes I wear. I probably wear those like everyday. I'm not kidding. I would rotate my three hoodies, so get allowed to be used to it.

Interviewer: What does the high quality apparel mean to you?

Interviewee #26: Probably the cut. You probably have to look at the cut. And it's not cotton and it is wool or maybe something that from the nature. It seems to have a good quality zip rather than just zippers. It seems to have sheer look, not matte. It seems like maybe it is good quality fiber. If I know it came from the 'Banana Republic,' and then I think their stuffs seem to be high quality and if I know the price then, that would be even reinforced it more. But without knowing it, I could probably just look at the silhouette of the garment, the cut of it, and the finishing things. I

might think it is probably good quality. It's not something that you can just go down at the K-mart and buy.

Interviewer: What do you think the risk factors of Internet apparel shopping?

Interviewee #26: The only way I do it. I know that my dad, he asked 'aren't you afraid to put your credit card?' I'm really not. I think on this company, this is such a significant part of their business.

Interviewer: Are you comfortable giving your credit card information to this Web site?

Interviewee #26: Yes. I'm comfortable doing that. I don't think there is a risk factor. The only thing that potentially because I'm trying to save money ultimately to get a house or something and I know that there is a risk factor. I might do this like 'oh, I want this and this' and I have a credit card and then I just buy it. The risk factor would be like I'm buying \$500 in the whole. That's a risk but if you are really shopping at a brick-and-mortar store, it's a different thought process. Like at the store, I might like 'I have to get this.' You might start thinking 'it's a reality' versus this is kind of like 'oh, this is just fun' and you can get the bill later and then you broke. I think the online shopping makes more impulsive buying than the store shopping.

Interviewer: How about the good things of Internet apparel shopping?

Interviewee #26: Living in Corvallis, there are not a lot of places to shop, not many options. I don't go to Portland, maybe once or twice a year. I don't really like going to traditional stores because I feel pressured, pressure from the people, like the other people shopping and also the 'can I help you?' that annoys me. I'm very much a recursive type of person. This makes easier to do that.

Interviewer: Did you check the country of origin?

Interviewee #26: No. I don't know that I'm thinking because a lot of their cashmere comes from India, doesn't it? Or, it may be just an assumption. I know that the 'J.crew,' they offer like Italian cashmere so I would think where probably they came from but whether the fabric is made in China or who knows where. It doesn't really cross my mind. I'm not an all U.S.A person. That's not very practical these days.

Interviewer: If you have to pay for the shipping cost, how much is it going to be fine for the shipping cost?

Interviewee #26: If it goes over \$10, I think that they are ripping me off.

Interviewer: In some Web sites, they use the shipping policy like 'if you buy more, you have to pay more' or vice versa. Does that change your shopping behavior on the Internet shopping?

Interviewee #26: It does because, especially during like Christmas time, I would be like because if I buy just a little bit more of, then I can get the free shipping and have everybody shopping done and over with. But it does really influence. I would try that and otherwise, I would not get it and wait more to buy till I get free shipping.

Interviewer: How about the delivery time?

Interviewee #26: Another reason why I like 'Banana Republic' is because usually it happens within a full week turn around like within 5 to 7 business days. If I order something on Friday night, I know I probably won't get it until the following Thursday or Friday. So, it's quick turn around. Like 'Victoria Secret,' for example, is redoing something which is the way they are holding all their goods and I bought three bras and I waited a month. And I finally called; I don't want them anymore. It was just not happening. Like I ordered them and got the bras and I needed a smaller size and then it was like just nothing happened like for the longest time. It was a month. And I just called them and I said and they said that 'sorry for the inconvenience for redoing our warehouse' and then I was just 'credit me.' By then, it was like I really don't want it because I can go somewhere and buy it.

Interviewer: Is there any other factor that you use for your Internet apparel shopping?

Interviewee #26: Mainly, just it is really convenience and I know like all my patterns and the return something in 'Banana Republic.'

Interviewer: I think we are done. Thank you.

Interviewee #26: Thanks.

