

## CHAPTER 3: RESEARCH DESIGN

### 3.1. Research process

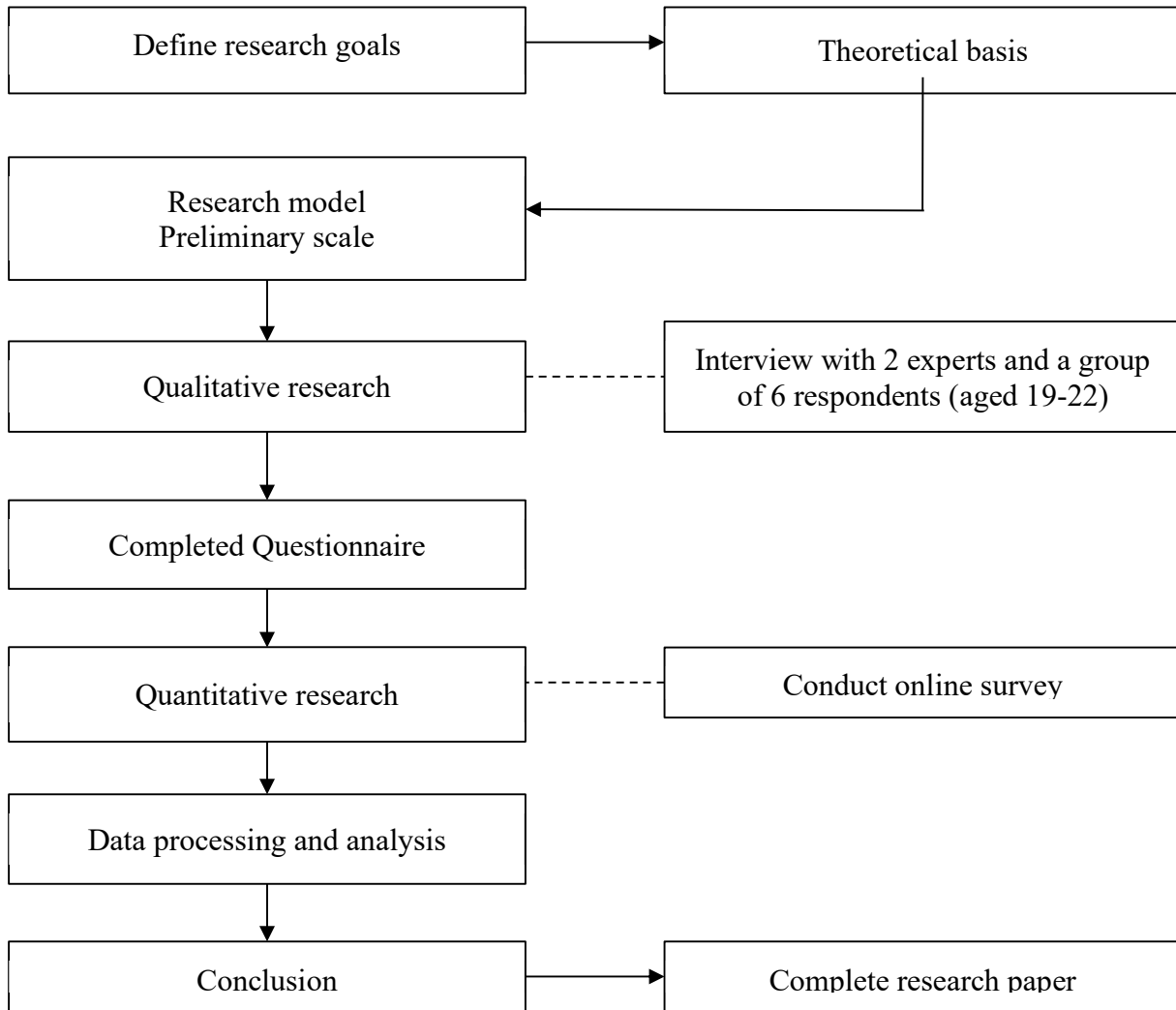


Figure 2. Research process

### 3.2. Qualitative research

#### 3.2.1. Design qualitative research

Qualitative research was conducted by in-depth face-to-face interviews to learn about how the given variables (security, informativeness, organizing, interoperability, response time, visual appeal, navigation) affects customer satisfaction and loyalty in the fashion e-retailing industry in Ho Chi Minh City. We interviewed 2 experts in the field of online fashion retail and Web Designer, besides, the research conducted an interview with 6

consumers aged from 19 to 22 who have fashion shopping online experiences in order to get comments, evaluation about the accuracy and importance of the variables and scales in the proposed model. Then, collecting the necessary data and performing analysis to make conclusions and verify the relationship between the independent and dependent variables.

In order to help respondents easily and quickly provide information, qualitative interview questions are designed based on open-ended questions (see Appendix Table 1). In addition, in the interview there were other auxiliary questions to explore more new aspects of the research paper.

### **3.2.2. Qualitative research result**

Through interviews with experts and group, it was found that most of the respondents in the interview agreed with the observed variables of the factors of website quality affecting customer satisfaction and loyalty in the fashion e-retailing industry in Ho Chi Minh City. However, the observed and dependent variables still have some shortcomings and in order for the research topic to be completed and highly practical, some comments and evaluations for the model from experts and respondents were given specifically as follows:

#### **Expert 1: Ms. Hien Vy**

Regarding the scale of variables, in the Navigation variable, it is advisable to add navigation to other platforms that link to the website and navigation to the organization's internal management website. In the variable Search for alternative websites, it should be clarified, emphasized on the habit of using the website platform, in accordance with the objective of the study on the influence of the website on customer loyalty. The Perceived Value variable should have the variables about descriptive statements, not necessarily just positive statements. Is Loyalty variables talking about loyalty for the brand or loyalty to the brand's website usage habits? According to the research objective, the expert suggested building a hypothesis about customer loyalty to the brand's website platform. In addition, the expert suggested adding the Organizing variable, how should the website structure be presented? Is the content arranged properly? The Perceived Value and Satisfaction variables are not diverse, mainly analyze in a positive direction, not exploit the negative aspects of perceived value and customer satisfaction.

Based on practical experience, the expert analyzed the research model and made an overview feedback that all hypotheses are quite comprehensive and full of necessary and highly practical elements.

### **Expert 2: Mr. Tai Nguyen**

About the hypotheses: From practical experience, he evaluated the quality of the website based on 3 criteria: Technical, User Experience, User Interface. Besides, About the scale of variables: In the Security variable: the statements are equivalent to Technical criteria. In the Informativeness variable it is possible to adapt the statements to the criteria of User experience, for example Framework, Product catalog. Regarding the Navigation variable, it is recommended to add navigation to subpages and internal websites. In the Interoperability variable, the statements are in favor of Customer Service, not Product, it is necessary to get information about this variable and make new statement for website interoperability. The Perceived Value variable should lead to new variables "Customer behavior" and "Satisfaction" rather than "Loyalty" of customers. Because perceived value is only descriptive and subjective, has not been evaluated, so it has not much impact on Satisfaction. Finally, general assessment of the topic: The scales and models are only going in one direction, not diverse and not deep into the problem. The expert further noted the scope of the research topic: "e-fashion retail industry". Currently, there are many famous brands, big fashion retail chains, their website is like a homepage, the "representative face" of the company, not just a website for selling. On the other hand, there are many small local brands that also have business websites and economic scale and websites will have certain limitations. Therefore, the research team should be specific about the scope of the topic so that the results are detailed and convincing.

### **Group interview**

Regarding the scale of variables, in the Security variable, it is recommended to add the statement "Customer information is confidential when transacting" because customers are very concerned about the issue of personal information being disclosed for bad purposes when filling out information when shopping on the website. In the Response Time variable, the statement "Answer all information about goods and services that customers are wondering" is not related to website quality but more related to service quality, so this

statement should be removed. In the Navigation variable, it is recommended to have the statement "The categories on the website navigation menu bar are clear and easy to recognize", because the categories on the navigation menu bar of the website are clearly displayed will help users a lot in navigating to the subpages of the website. In the Trust variable, it should have a statement of belief about warranty policies, because most customers are very interested in the warranty and return policies of the website, if the website clearly shows the warranty policies, it will strengthens consumer trust in the website.

About the hypotheses and general assessment of the research: Respondents said the hypotheses are quite comprehensive and completed, the research is on the right track and practical, suggestive for the future studies.

From the above results, after supplementing and editing, the study has the following official model and scale: