



ONLINE APPARELS SHOPPING BEHAVIORS

TEAM B1

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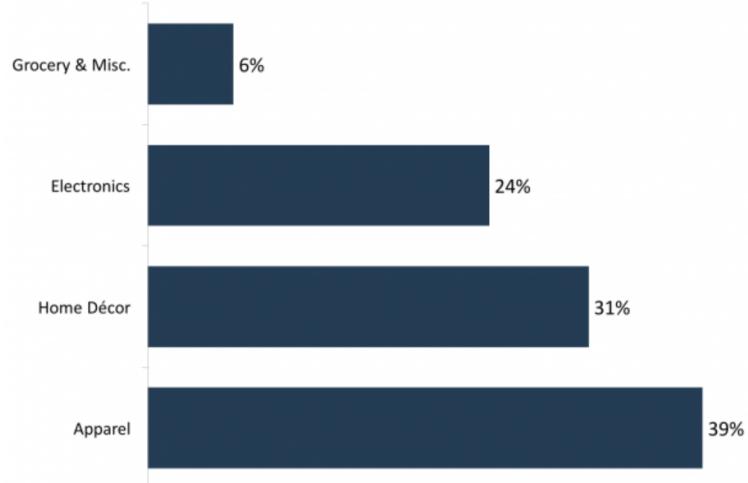
AGENDA

- ❖ Introduction
- ❖ Research problem
- ❖ Research objectives
- ❖ Research methods
- ❖ Results
- ❖ Limitation of research
- ❖ Recommendation
- ❖ Conclusion



Introduction

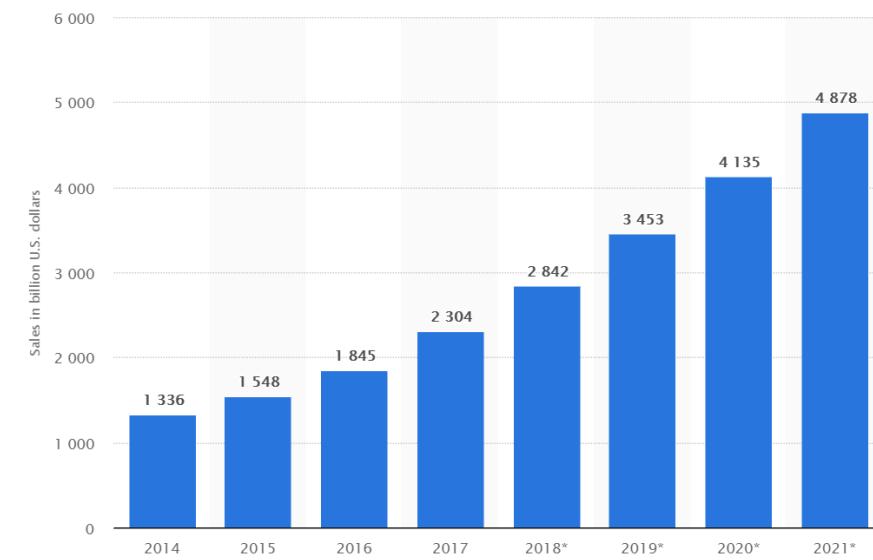
Retail Categories Consumers Use Visual Search For



Note: Percentages are based on over 12 million global users.
Source: Slyce

BI INTELLIGENCE

Retail e-commerce sales worldwide from 2014 to 2021





RESEARCH PROBLEMS

- ✓ Wrong or faulty items shipped



RESEARCH PROBLEMS

- ✓ The fitting concerns



RESEARCH PROBLEM

- ✓ Late delivery
- ✓ Slow website or application speed
- ✓ Few options of payment method

Payment Options

MERCHANT: Neolife International (Pty) Ltd
DESCRIPTION:
AMOUNT: R552.00

Select your Payment method:



This is a Mygate Secure Transaction

mygate

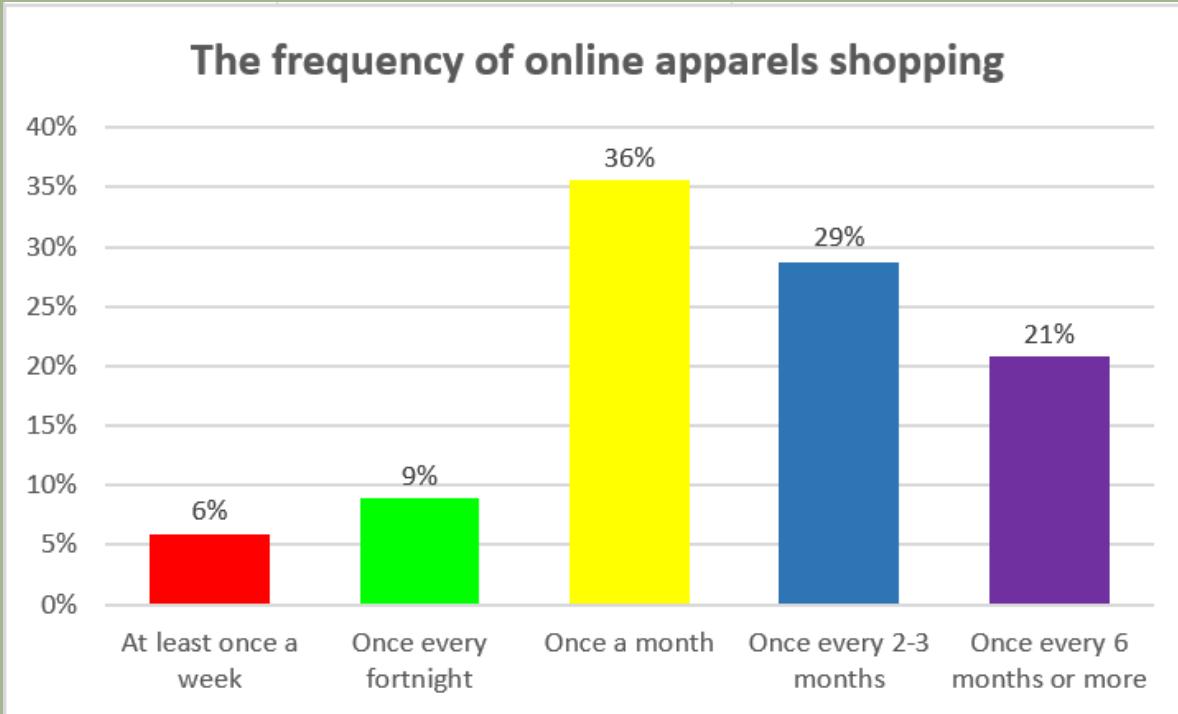
RESEARCH OBJECTIVES

- ✓ Understand the profile of online shoppers
- ✓ Examine the problems of shopping apparels online
- ✓ Identify the needs and expectation of shopping online
- ✓ Recommend the innovative solutions about shopping experiences

RESEARCH METHODS

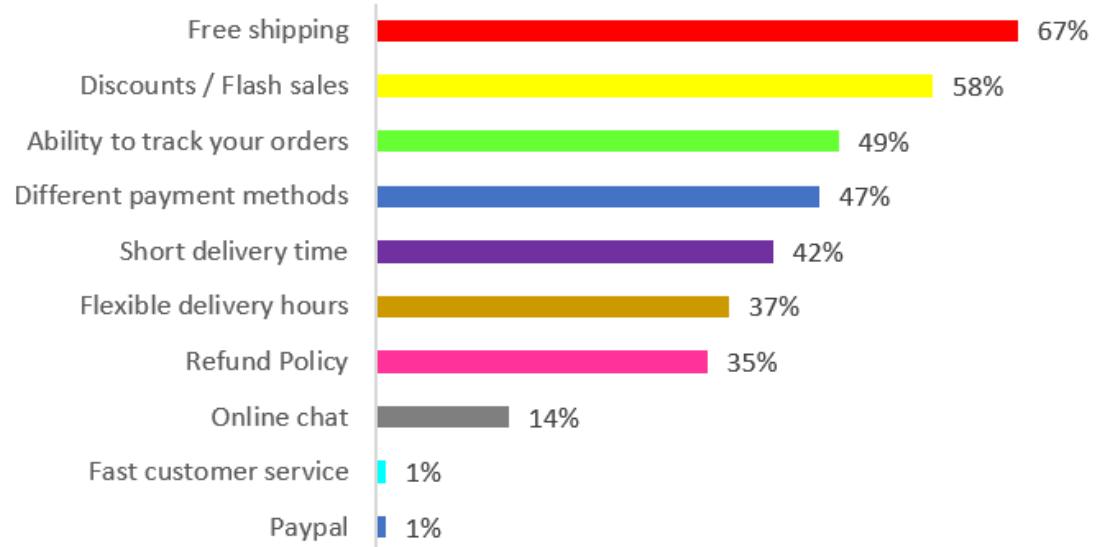
- ✓ Primary research
- ✓ Convenient sampling
- ✓ Quantitative data through online questionnaires
- ✓ 101 responses are gathered

RESULTS



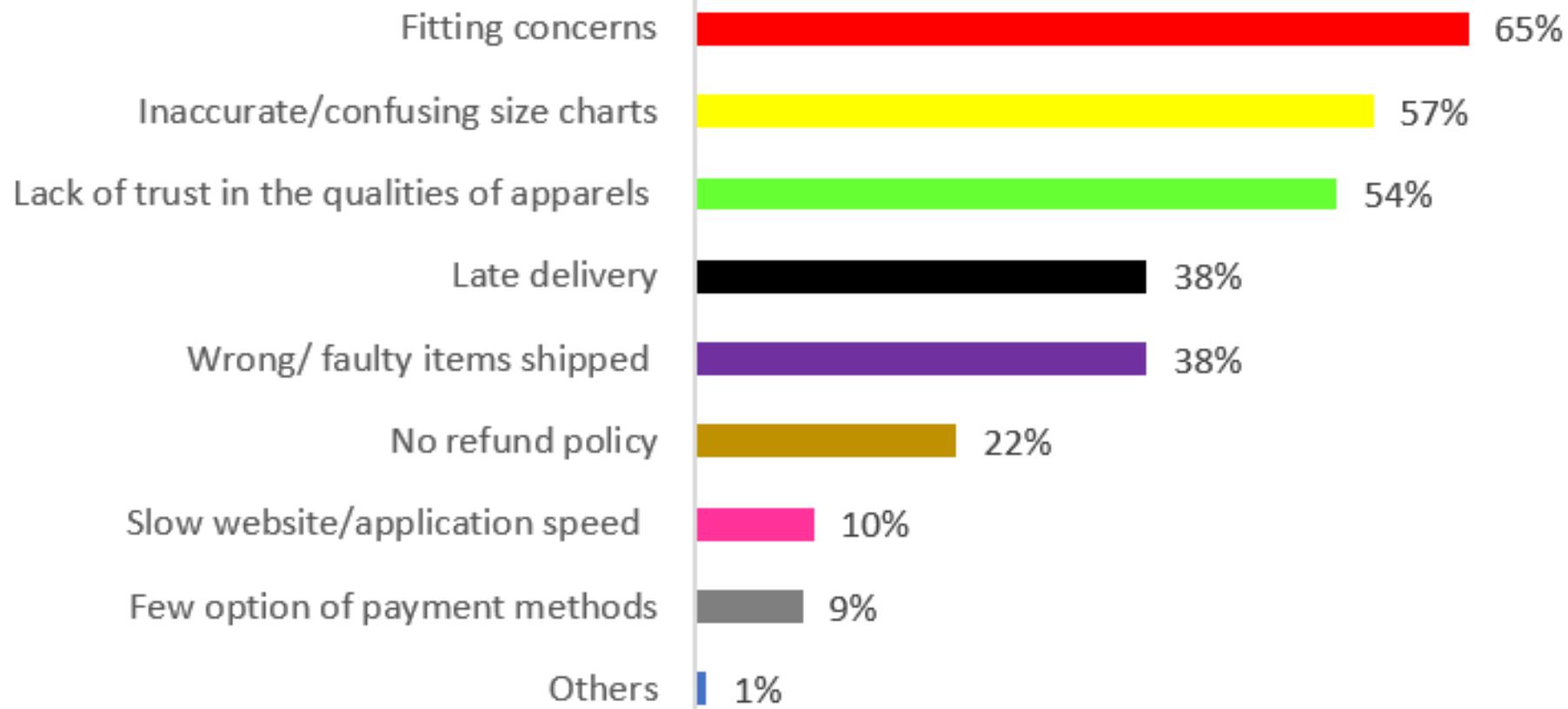
RESULTS

The service benefits when shopping online



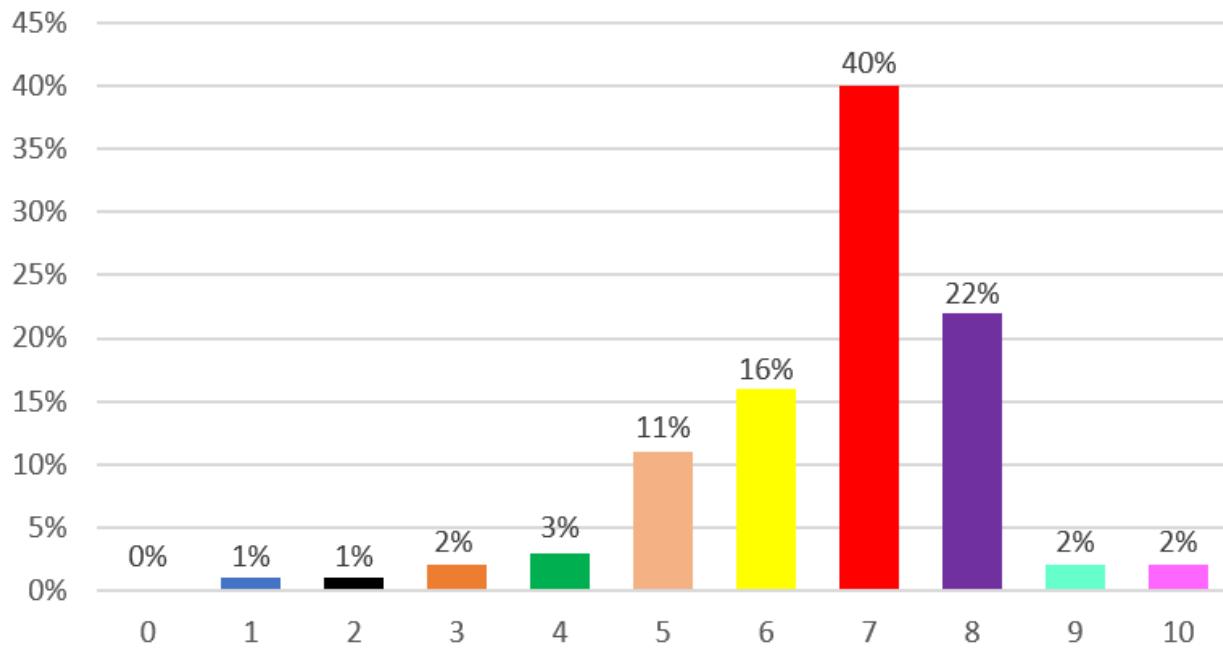
RESULTS

The problems of shopping apparels online



RESULTS

The current satisfaction level of shopping apparels online



RESULTS

- ✓ **Hypothesis 1:** Current satisfaction level of online shopping services is affected by the expectation of an online apparel shopping website.
- ✓ **Hypothesis 2:** Current satisfaction level of online shopping services is affected by gender.
- ✓ **Hypothesis 3:** Current satisfaction level of online shopping services is affected by country of origin.

RESULTS for Hypothesis 1

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.514867802							
R Square	0.265088854	26% variation in satisfaction can be explained by variation in of expectation.						
Adjusted R Square	0.155274545							
Standard Error	1.271819088							
Observations	101							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	13	50.76057857	3.90465989	2.413973697	0.007893372 <0.05	the linear equation is valid based on 5% sig lev.		
Residual	87	140.7245699	1.617523792					
Total	100	191.4851485						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	5.086699114	0.606415013	8.38814839	8.01553E-13	3.881383612	6.292014616	3.881384	6.292015
Live Chat	0.170395681	0.169066381	1.007862594	0.316315374	-0.165642058	0.50643342	-0.165642	0.506433
Social Media	-0.262257628	0.16952077	-1.54705307	0.125480517	-0.599198514	0.074683259	-0.599199	0.074683
Online Review	-0.003680399	0.271989062	-0.013531423	0.989234798	-0.544288111	0.536927312	-0.544288	0.536927
Credibility	0.397696922	0.26588128	1.495768796	0.13833274	-0.130770912	0.926164756	-0.130771	0.926165
Clear pricing and shipping info	-0.418233755	0.356772206	-1.172271126	0.244288275	-1.127357146	0.290889635	-1.127357	0.29089
Total calculator	0.486136169	0.293489294	1.656401713	0.101243005	-0.097205582	1.069477921	-0.097206	1.069478
Search function	-0.113865771	0.238779273	-0.476866226	0.634653022	-0.588465432	0.36073389	-0.588465	0.360734
User-friendly	0.388264246	0.272893132	1.42277031	0.158378605	-0.154140403	0.930668894	-0.15414	0.930669
Privacy	0.039179634	0.193289068	0.202699689	0.839843056	-0.345003319	0.423362587	-0.345003	0.423363
Detailed Description	-0.7965013	0.26459444	-3.010272254	0.003415164	-1.3224114	-0.270591201	-1.322411	-0.270591
good quality and zoom	0.187006745	0.238066746	0.785522332	0.434281464	-0.28617669	0.66019018	-0.286177	0.66019
Diff payment methods	-0.027627834	0.24170536	-0.114303769	0.909260375	-0.508043408	0.452787741	-0.508043	0.452788
FAQ PAGE	0.382279817	0.180647316	2.116166602	0.037187625	0.023223716	0.741335918	0.023224	0.741336

RESULTS for Hypothesis 2

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.052278652							
R Square	0.002733057							
Adjusted R Square	-0.007340346							
Standard Error	1.388851021							
Observations	101							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0.523339911	0.523339911	0.271314204	0.603614663	>0.05	the linear equation is not valid based on 5% sig lev. Therefore, we reject this hypothesis.	
Residual	99	190.9618086	1.928907158					
Total	100	191.4851485						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	6.794117647	0.238185985	28.5244224	1.50138E-49	6.321504978	7.266730316	6.321504978	7.266730316
gender	-0.152326602	0.292441828	-0.520878301	0.603614663	-0.732594634	0.427941429	-0.732594634	0.427941429

RESULTS for Hypothesis 3

SUMMARY OUTPUT						
Regression Statistics						
Multiple R	0.528636					
R Square	0.279456					
Adjusted R Square	0.171789					
Standard Error	1.259326					
Observations	101					
ANOVA						
	df	SS	MS	F	Significance F	
Regression	13	53.5116957	4.116284	2.595548093	0.004343945 <0.05	the linear equation is valid based on 5% sig lev.
Residual	87	137.973453	1.585902			
Total	100	191.485149				
	Coefficient	standard Err	t Stat	P-value	Lower 95%	Upper 95%
Intercept	7.105263	0.20428964	34.78034	8.06565E-53	6.699215379	7.511311
Thailand	-2.105263	1.27578839	-1.650166	0.102514829	-4.641030726	0.430504
Vietnam	-0.605263	0.48986935	-1.23556	0.219948004	-1.578931527	0.368405
Taiwan	0.894737	0.75522723	1.184725	0.239352383	-0.606359064	2.395833
China	-0.02834	0.40463156	-0.070039	0.94432318	-0.832589121	0.775909
India	-1.105263	0.91361104	-1.209774	0.229642491	-2.92116403	0.710638
Indonesia	-0.305263	0.38400656	-0.794943	0.428810264	-1.068517783	0.457991
Myanmar	-1.962406	0.51796877	-3.788657	0.000278363	-2.991925039	-0.932887
Denmark	0.894737	1.27578839	0.701321	0.484974617	-1.641030726	3.430504
Malaysia	-2.105263	0.91361104	-2.304332	0.02358604	-3.92116403	-0.289362
Italy	-0.105263	1.27578839	-0.082508	0.934432037	-2.641030726	2.430504
South Korea	-0.605263	0.91361104	-0.662495	0.509405017	-2.42116403	1.210638
United States	-0.105263	1.27578839	-0.082508	0.934432037	-2.641030726	2.430504
Others	-1.676692	0.51796877	-3.237052	0.00170961	-2.706210754	-0.647173

*note that these people that took part in our survey did not explicitly state their country of origin

*note that there was only 2 Malaysians that took part in our survey

RESULTS for Hypothesis 4

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.416816168							
R Square	0.173735718							
Adjusted R Square	0.148181153							
Standard Error	1.277147832							
Observations	101							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	3	33.2678098	11.08926993	6.7986176	0.00032993 <0.05	the linear equation is valid based on 5% sig lev.		
Residual	97	158.2173387	1.631106585					
Total	100	191.4851485						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	5.86688265	0.526702214	11.13889879	4.76154E-19	4.821524555	6.912240746	4.821524555	6.912240746
Detailed Description	-0.218128915	0.156407891	-1.394615789	0.166317465	-0.528555283	0.092297453	-0.528555283	0.092297453
FAQ PAGE	0.491907728	0.166518565	2.954071381	0.003935347	0.161414471	0.822400986	0.161414471	0.822400986
Myanmar	-1.358394308	0.510420039	-2.661326368	0.009110289	-2.371436794	-0.345351822	-2.371436794	-0.345351822

❖ Satisfaction level = 5.867 + 0.382 (FAQ page) - 1.358 (Myanmar)

LIMITATION OF RESEARCH

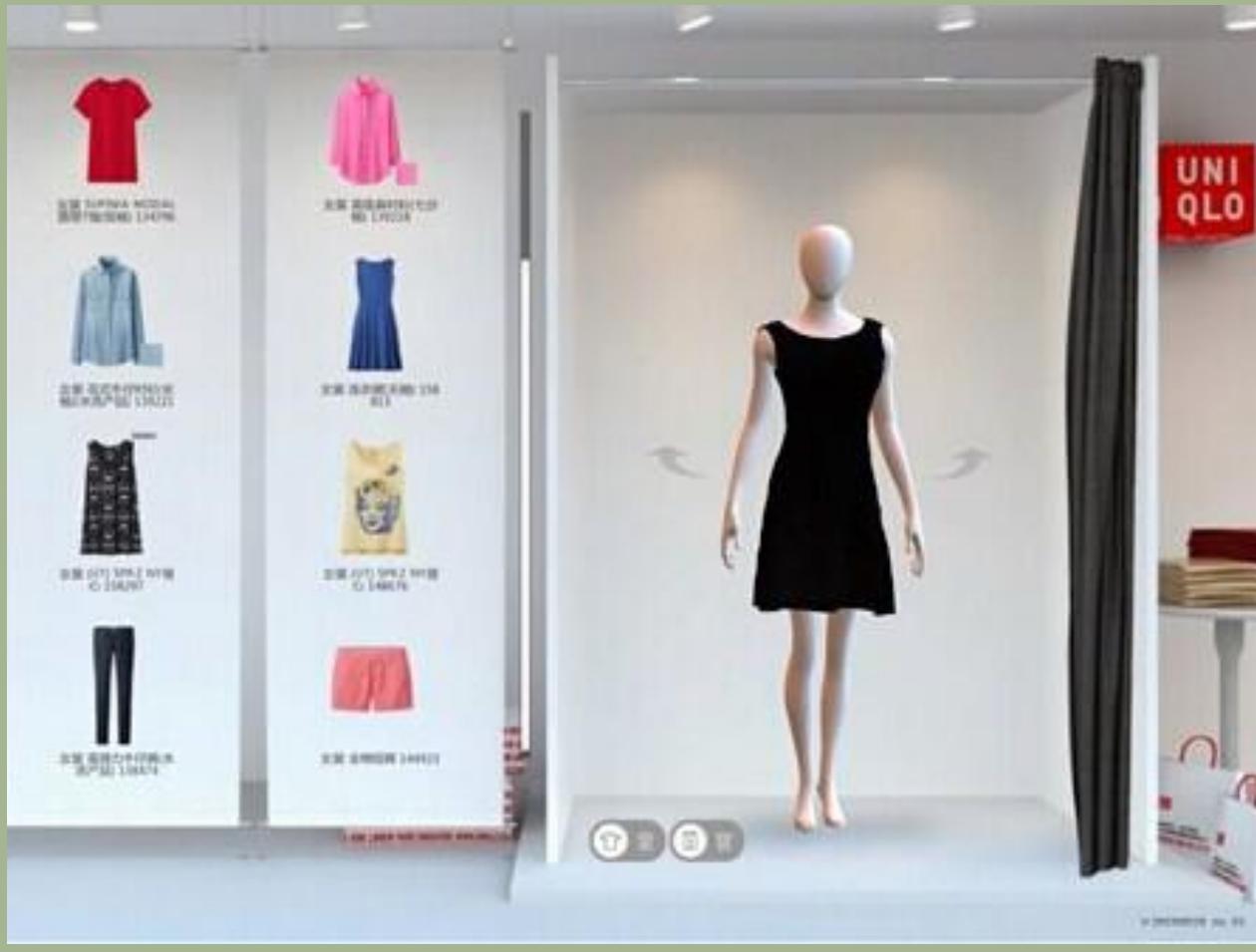
- ✓ Time constraint: 8 weeks
- ✓ Limited collected sample size : 101
- ✓ Non-probability method
- ✓ Convenience sample: focus on JCU
- ✓ Only 13 expectations to explore
- ✓ Unable to access practical financial reports
- ✓ Barrier to meet the practical entrepreneurs

RECOMMENDATION

- ❖ Delivery lockers
- ✓ *Placed in everywhere in community*
- ✓ *Put items into lockers*
- ✓ *Provide code to users*



RECOMMENDATION



- ❖ Virtual fitting
- ✓ *Choose model similar to consumers' body*
- ✓ *Provide body dimension*



RECOMMENDATION

- ❖ Payment method

RECOMMENDATION

❖ Convenience & customization

✓ *User-friendly function on search and button*

✓ *Propose a list based on users' browsing*

The screenshot shows the shopbop website's homepage with a navigation bar at the top. The main content area features a banner for 'The Style High Handbook' with a call to action to 'Shop the Fall Checklist'. Below this, the 'ACNE STUDIOS' brand page is displayed, featuring a 'Shop All' sidebar with links to Clothing, Shoes, Bags, Accessories, Sale, and Acne Studios Reviews. The main content area includes a brief history of Acne Studios, a 'FILTER' section with dropdown menus for Sizes, Colors, and a 'CLEAR ALL' button, and a view count of 94 items. The 'View' button is set to '40', and there is also a '100' option. Below these controls, four product thumbnails are shown: a woman in a brown cardigan, a person in a brown cardigan over plaid pants, a black garment, and a woman in a rainbow-striped sweater.



Reversible down jacket €1100

blue

Acne Studios Expedition Print M A/F blue is an oversized version of the classic Expedition jacket, updated with luxury finishes. This reversible print jacket is a collaboration between Fjällräven and Acne Studios, with co-branded details and original Fjällräven down filling.

Select size

XS	S	M	L	XL
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Add to bag

● Complimentary standard shipping on all orders → Details & sizing
↗ Find in store → Shown with → Shipping & returns

Need help? Share

RECOMMENDATION

❖ Service

- ✓ *Enhance customer online experience*
- ✓ *Streamline return policy build brand loyalty*
- ✓ *Ensure products quality*
- ✓ *Provide accurate and detailed product information*

CONCLUSION

- ❖ FAQ page was significant in affecting the customer satisfaction
- ❖ Gender is not significant in affecting the customer satisfaction
- ❖ Myanmar students are significant in affect customer satisfaction level
- ❖ Recommendations
 - ✓ *The virtual fitting establishment*
 - ✓ *Provision of customization and convenience service*
 - ✓ *Different payment methods for customers*
 - ✓ *The delivery lockers creation*

THANK YOU

