ONLINE APPAREL SHOPPER A&U

Agile Attitudes & Usage™
Focused on Barriers and Triggers

April 2018

GutCheck®

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BACKGROUND & OBJECTIVES

While online and offline shopper journeys are becoming increasingly intertwined, in many cases due to the omni-channel approach of shopping, retailers are struggling to understand how this defines consumer segments and what influences the shopper journey. Each category has unique aspects to the shopping experience, like being able to accurately gauge characteristics like quality, size, and color, or trying something on to ensure it fits as desired. The apparel industry in particular is straddling both sides of this omni-channel approach: For those focused on growing brick and mortar sales, they're trying to make the most out of the value of those in-person interactions. On the other hand, many retailers are focused on taking advantage of the ease and convenience of e-commerce by identifying ways to offer better or similar benefits to shopping in-person through digital tactics.

In order to understand how apparel brands in a variety of apparel categories can better target and message to different online shoppers, we decided to conduct an Agile Attitudes & Usage™ study. This study focuses on the specific barriers, triggers, and overall shopping experience for different segments of apparel shoppers in the e-commerce space. The findings can be used by apparel brands to determine what tactics they should take to encourage more online purchases with regard to their e-commerce offering—and relative to the different types of online apparel consumers.

What does the current journey look like for different types of online apparel shoppers, and how can retail apparel brands improve the buying experience of apparel online?

Research Objectives:

- Understand the shopper journey for apparel
- Identify who the online apparel shoppers are and their motivations and barriers to buying apparel online
- Determine the comfort level of buying apparel online and what would make the ecommerce shopping experience more enjoyable

METHODOLOGY

This study was conducted via an online quantitative survey. Each survey lasted approximately 10 minutes.

Audience	
Age	18 to 65
Gender	Males and Females
Capture	Marital Status, Children at Home, HHI, and Ethnicity
Purchased Apparel Online	P12M
Capture	Types of Apparel Purchased Online P12M
Capture	Categories of Apparel Purchased Online P12M
Capture	Types of Apparel Last Purchased Online Most Recently
Capture	Percentage of Apparel Types Purchased Online P5YRS

Method	# of Respondents
Agile Attitudes & Usage™	700

Survey clicks were balanced to population level data on Age, Gender, and Region, to ensure a natural fallout of the sample.

Key word coding captures recurring themes in responses and groups them under shared topics.

1 Open-ends are automatically coded into themes based on the subject of the open end

I love the graphics!

I have no opinion on this.

The design is awesome!

I like this brand

This is a cool brand!

I like the package

2 Recurring themes are captured and grouped

Design

I love the **graphics**!

I like the **package**

The **design** is awesome!

Brand

I like this **brand**

This is a cool **brand**!

3 The number of responses under a topic determines the size of its name in the cloud

Brand

Package

Product

Design

Understanding How GutCheck looks at Barriers & Triggers

	SIZE		POWER
Barriers	Which of the following, if any, prevented you from purchasing [category/brand] or purchasing [category/brand more often]?	+	Among the things that have led you to purchase this [brand/category], rank the items in terms of **how likely you would be to purchase the product if the issue were resolved** (where 1 is the thing that would make you most likely to purchase this product if it were addressed)?
Triggers	Which of the following, if any, have led you to purchase [brand/category]?	+	Among the things that have led you to purchase this [brand/category], rank the items in terms of **how likely you would be to purchase the product if it occurred** (where 1 is the thing that would make you most likely to purchase this product)?

QUADRANTS FOR BARRIERS & TRIGGERS

Barriers and Triggers can be segmented into four types. These types inform how impactful any work you put against them will be.

High Power

Small Size		Big Size
High Power	**Tiny but Mighty** Not impacting as many people but might be worth doing if it is easily addressed	**Big Opportunities** Focus your time and energy on these
Low Power	**Small and Inconsequential** Do not focus your time or energy on these. Nothing to be gained.	**Red Herrings** These seem like they matter because of how prevalent they are, but they really aren't having that much of an impact – leading to potential wasted resources

Low Power

EXECUTIVE SUMMARY

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The online apparel shopper is looking for convenience and lower prices when it comes to purchasing their favorite casual clothing or shoes from brands and retailers they know

Currently Buying

The majority of consumers have bought **shirts/tops, shoes,** and **pants** online in the past year or most recently.

Most Comfortable Buying

Consumers are most comfortable with purchasing **casual tops, shoes,** and **jeans** online.

Buying From

Most consumers' recent purchases were from either a **brand** or **retailer** they've **purchased before**.

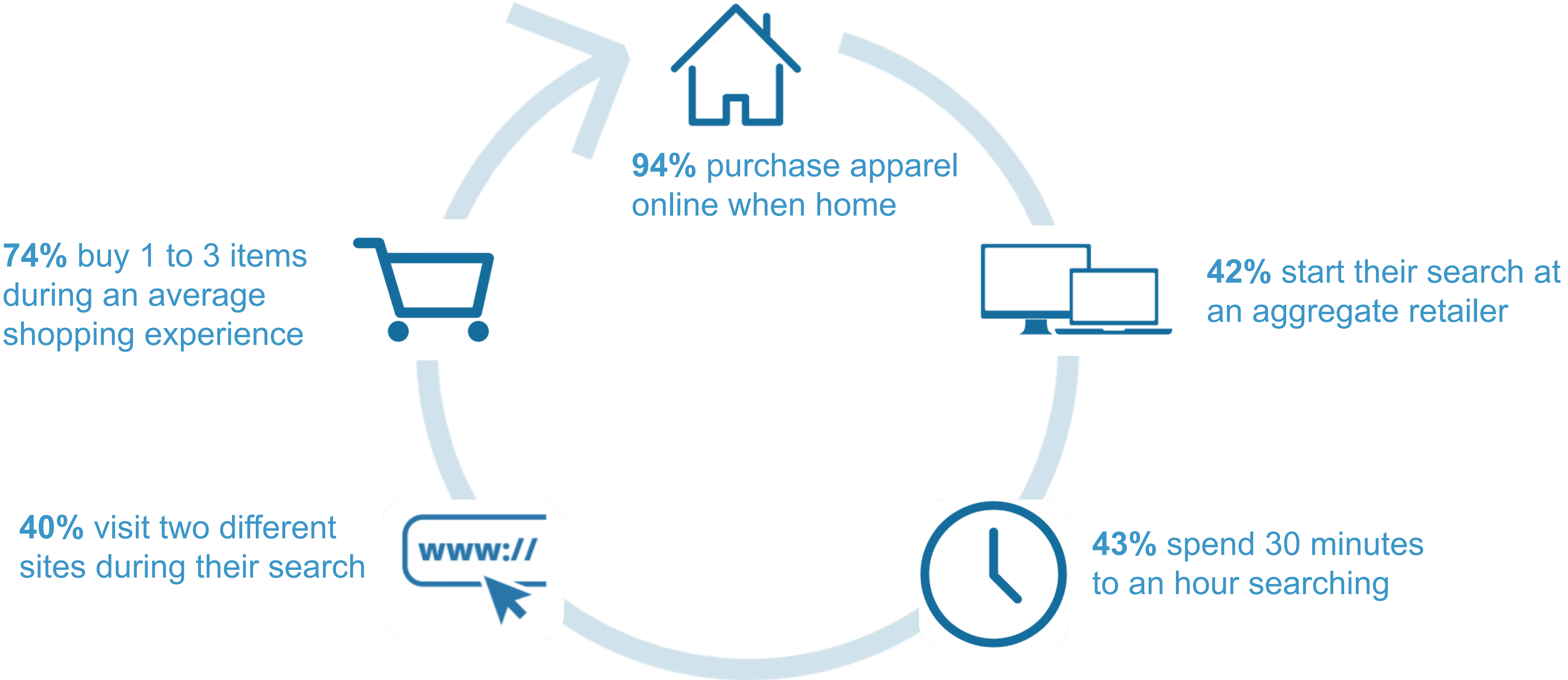
Triggers

Convenience and **lower prices** are the top factors for encouraging consumers to buy apparel online.

Benefits

Saving time and money, in addition to having access to a **larger variety of apparel options** online are top benefits.

The online apparel shopper journey often starts at home and ends with the consumer purchasing up to 3 items



Targeting specific consumer segments by age or gender can help personalize and improve the online apparel shopping experience

Women

- Women purchase the greatest variety of apparel categories online, but on average are less comfortable doing so, especially with fitted items; retailers should **include more detailed and varying size guidance** to address this barrier**.**
- Sales or online promotions are a big trigger for women; **marketing tactics that promote sales** are likely to resonate more with them.
- Women are also **looking for low shipping costs and free returns**.

Women and Gen X & Boomers

- More Women and Gen X & Boomers feel the inability to see / try on items before buying is a barrier; **promote site features that help alleviate this concern.**

Gen X & Boomers

- This group spends less time browsing for apparel items online because they purchase fewer items at any given time. **More effort is required to engage this audience**.
- More Gen X & Boomers like to shop online since they can do so whenever and can take their time; target this group with **messaging that highlights convenience.**

Men and Gen X & Boomers

- More Men and Gen X & Boomers are looking for lower prices; **promoting this or comparing in-store prices versus online prices** will likely increase their purchase consideration.

Men

- Men are more comfortable purchasing more categories online, likely since they're **looking to purchase the same brands or products**.
- Men are **looking for deals** and usually start at an aggregate retailer and compare prices in-store more often; retailers could **provide a price guarantee** to appeal to this audience.

Men and Millennials

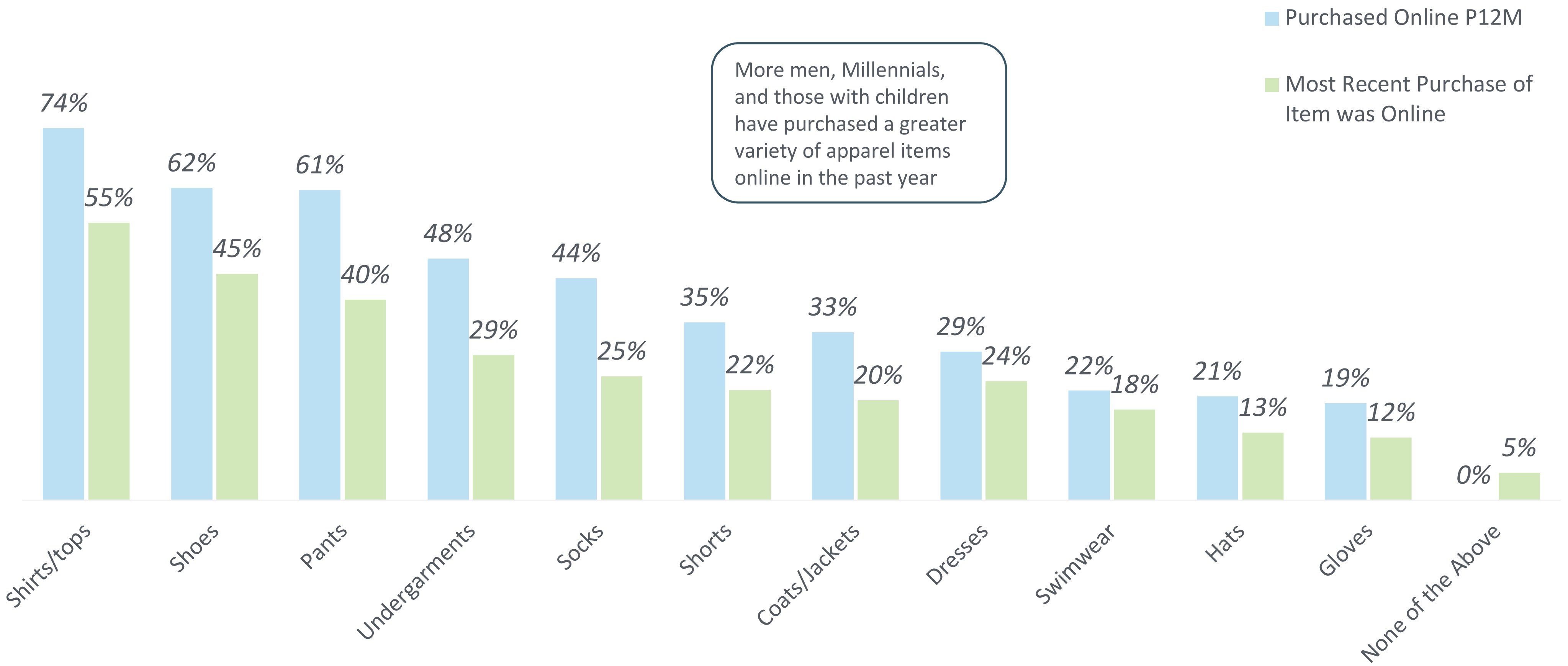
- In general, men and Millennials have purchased more items and a variety of apparel types online and are likely **easier to engage**.

Millennials

- Millennials purchase more on the go or outside of the home**; targeting this age group at more times or locations during the day** could be beneficial.
- Millennials tend to be impatient when it comes to delivery and wait times for online purchases. **Improving the speed of delivery** should be a major area of focus for brands to capture market share with this audience.

DETAILED FINDINGS

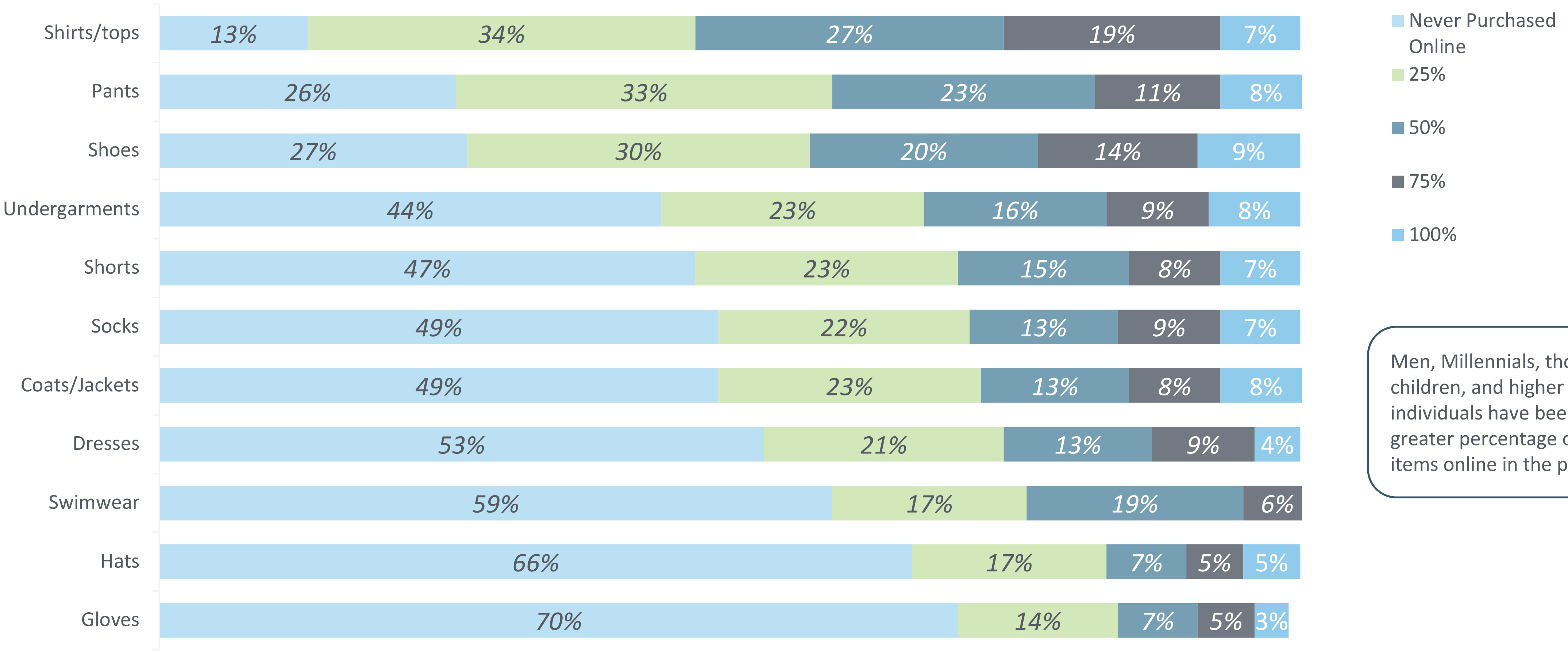
A variety of apparel was purchased online in the past year, and roughly two thirds of consumers' most *recent* purchases of each type was online



Which of the following types of apparel have you purchased online in the past 12 months? Thinking over your most recent purchases of the following categories, please select which ones were purchased online.

PERCENTAGE PURCHASED ONLINE P5YRS

Shirts or tops, pants, and shoes have been purchased online the most in the past five years



Men, Millennials, those with children, and higher income individuals have been purchasing a greater percentage of apparel items online in the past 5 years

*Thinking over the past **5** years, what percentage of the following types of apparel/clothing did you purchase online?*

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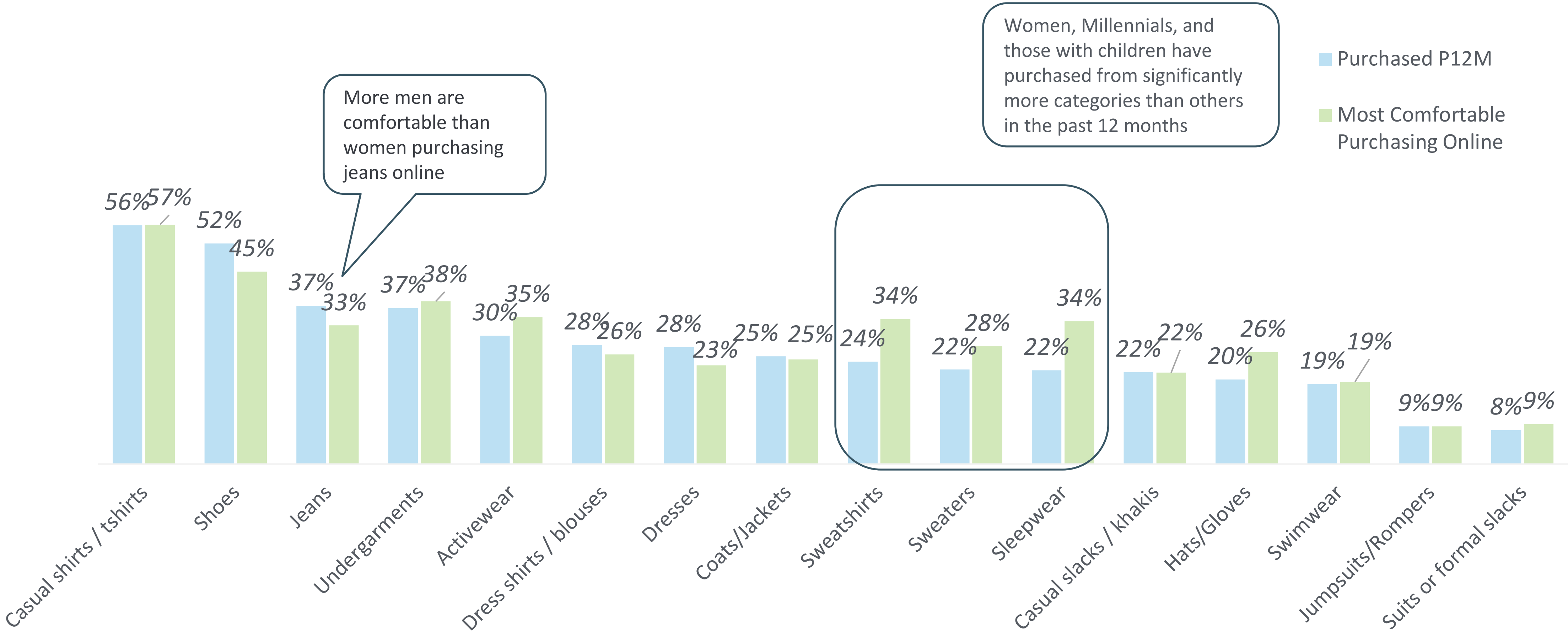
Consumers are more comfortable purchasing less fitted items, but fewer have actually done so in the past year, likely since they tend to be purchased seasonally or less often

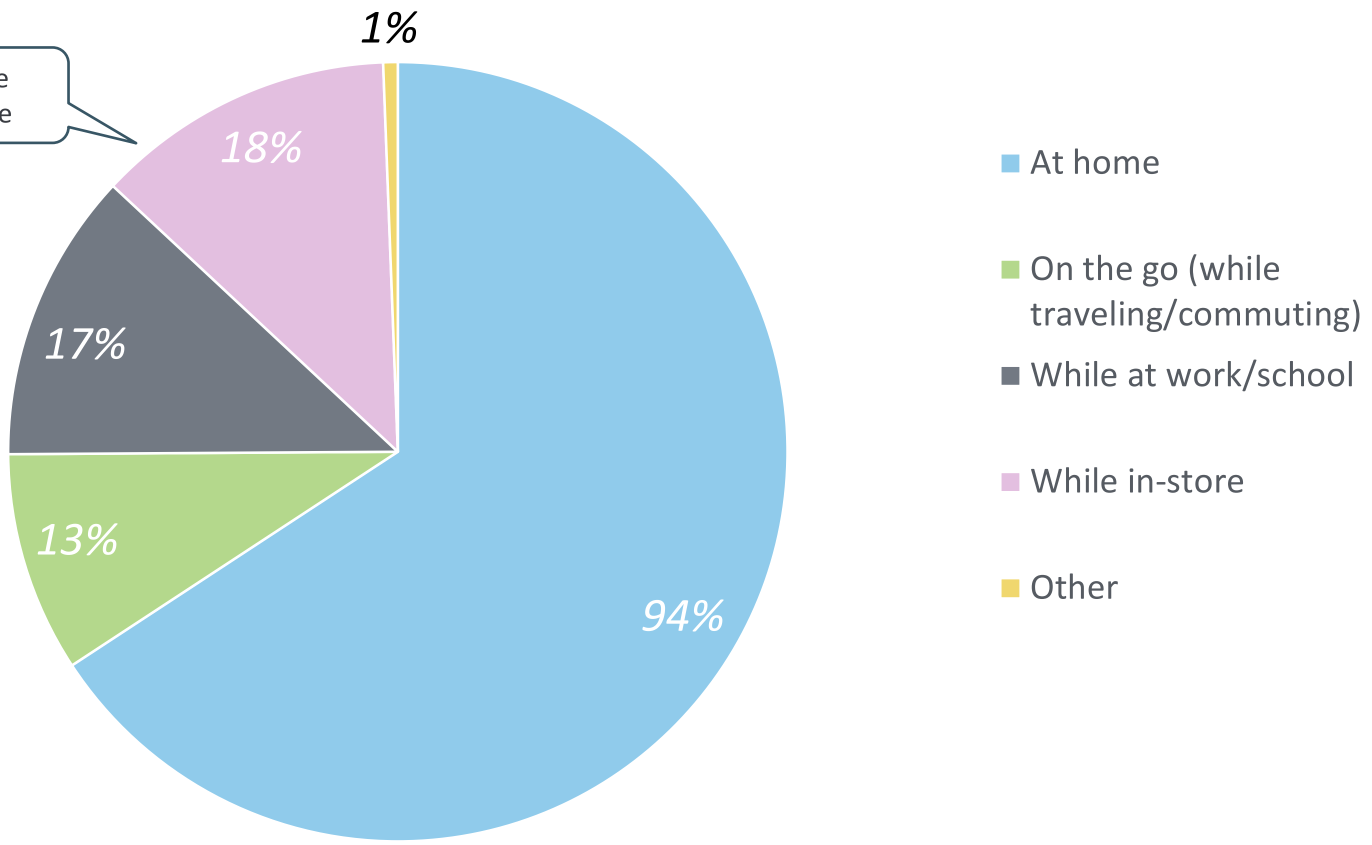


Over the past 12 months, what categories of apparel have you purchased online?

A large majority of consumers are purchasing apparel online while at home, but some unique segments do purchase on other occasions

More men purchase online while in-store

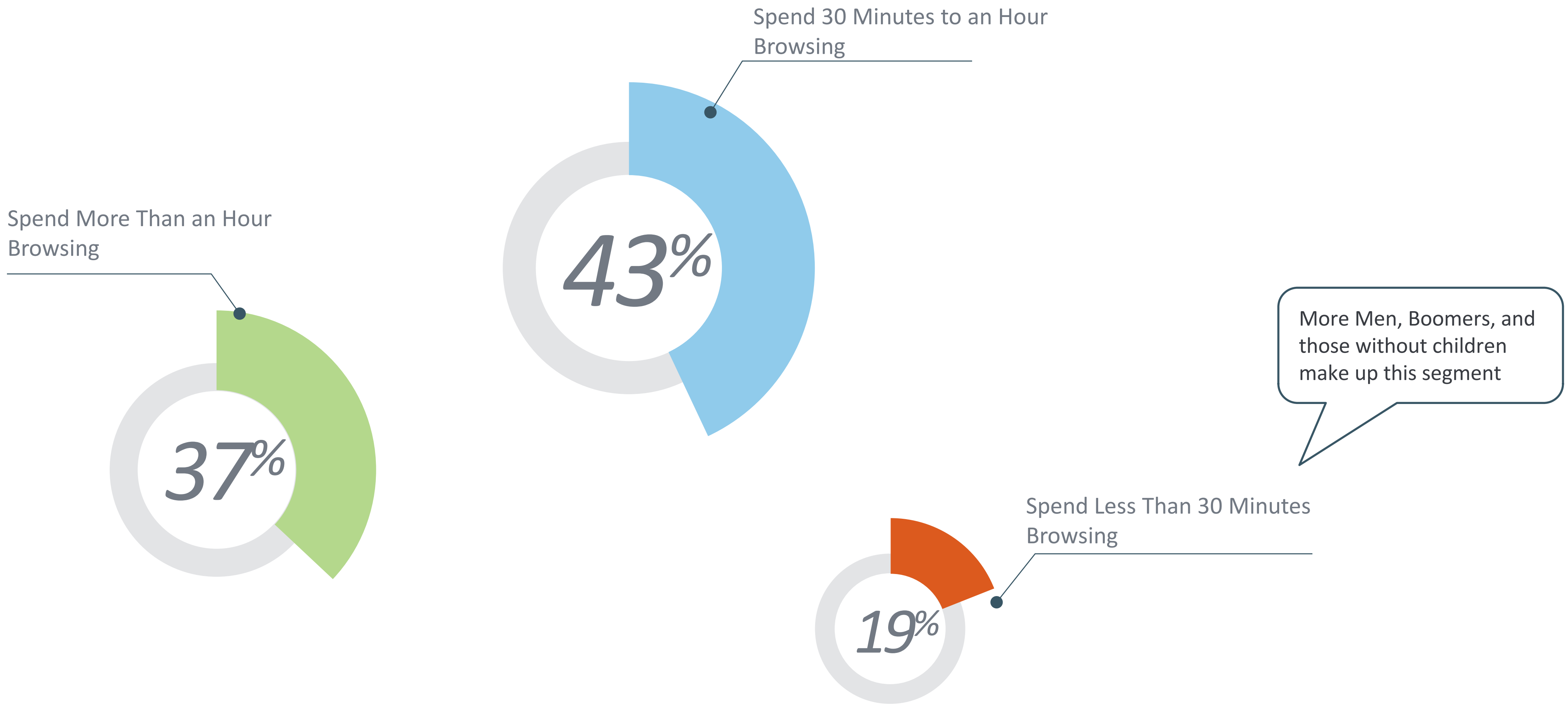
Millennials, higher income individuals, and those with children purchase on more occasions outside of the home



On what occasions do you purchase apparel/clothing online?

AVERAGE TIME SPENT BROWSING

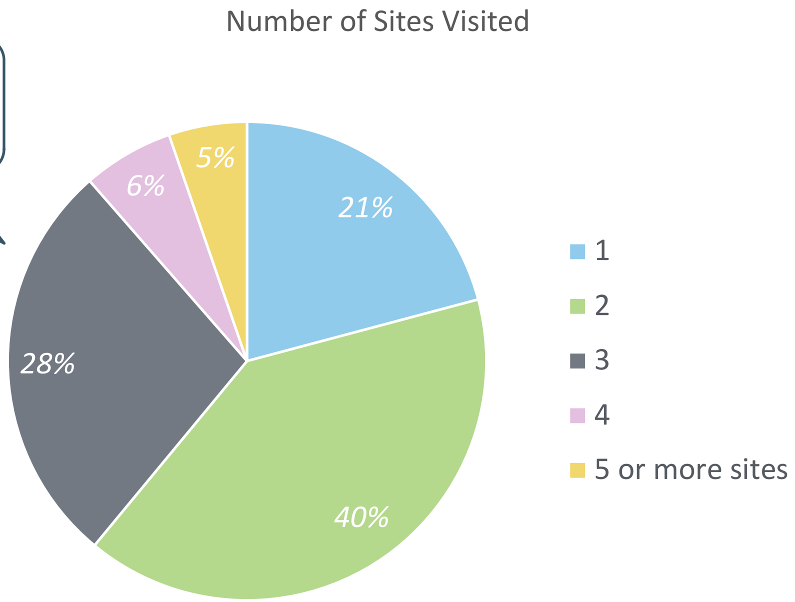
Online apparel shoppers are relatively split between spending 30 minutes to an hour, or more than an hour browsing for items



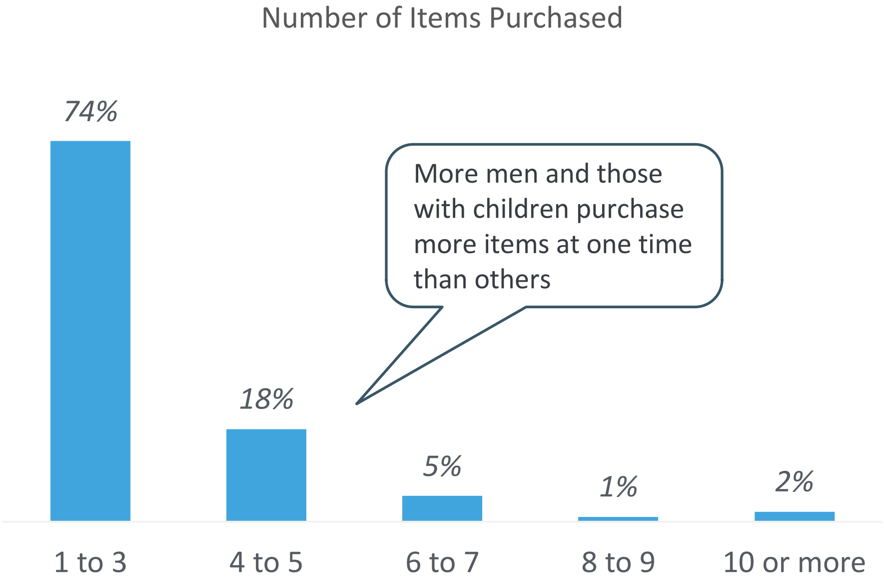
How long are you typically browsing (total browsing time) for apparel/clothing online before making a purchase?

In one sitting, the majority of consumers are purchasing an average of 1 to 3 apparel items and browsing 2 different sites

More men and those with children visit 3 or more sites at a time



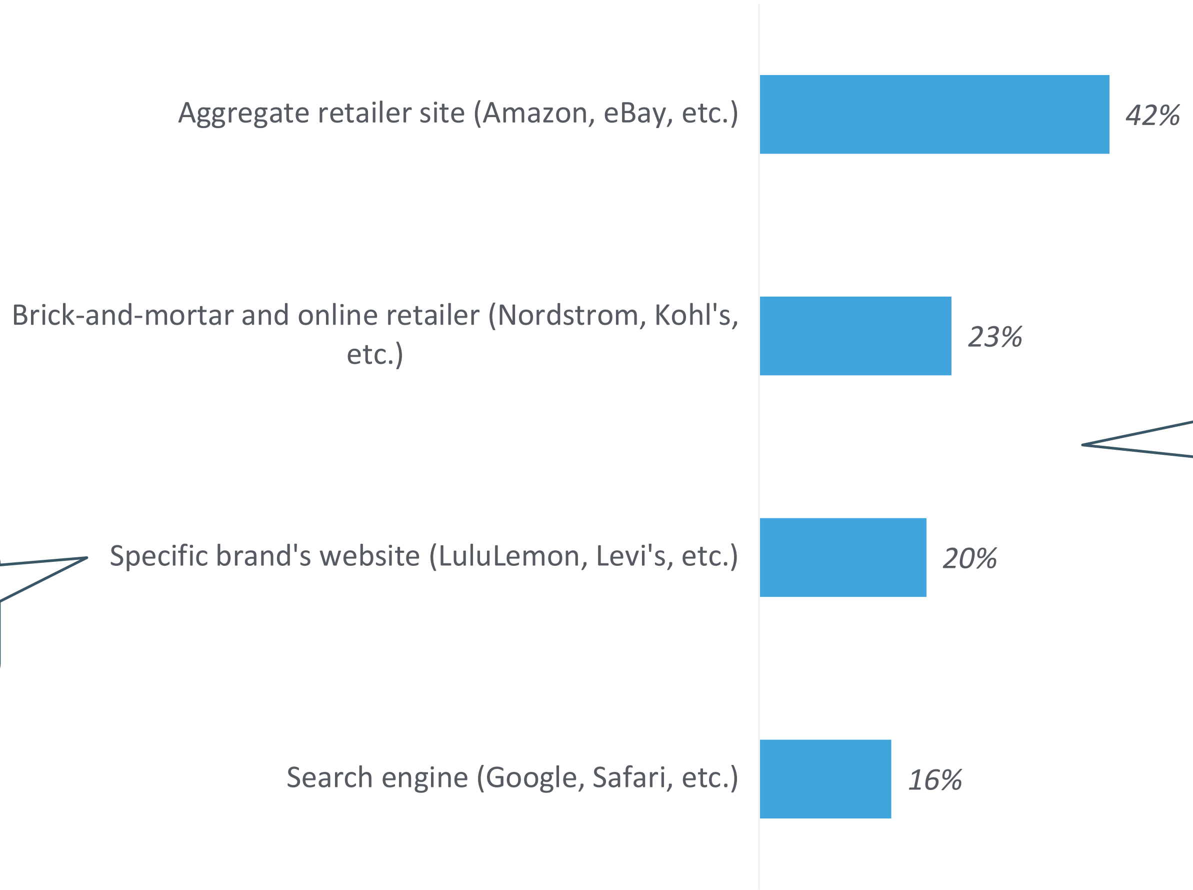
More men and those with children purchase more items at one time than others



How many different items are you typically purchasing at one time when buying apparel/clothing online? How many different sites on average are you typically visiting before purchasing a particular apparel/clothing item?

START OF SEARCH

Aggregate retailer sites are the start of most online apparel searches; brands and established retailers have room to improve



More men start at an aggregate retailer site or search engine

More women start at a specific brand or brick-and-mortar retailers site

More Millennials start at a specific brand's website than older generations

On average, where do you go when beginning your search for an apparel/clothing item?

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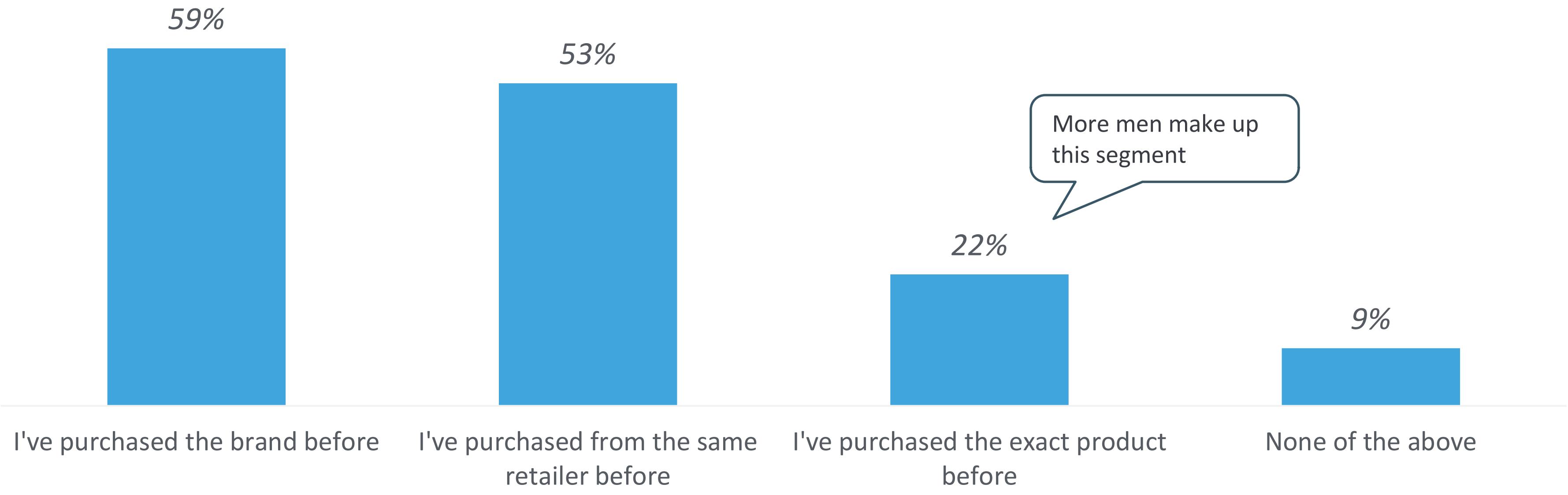
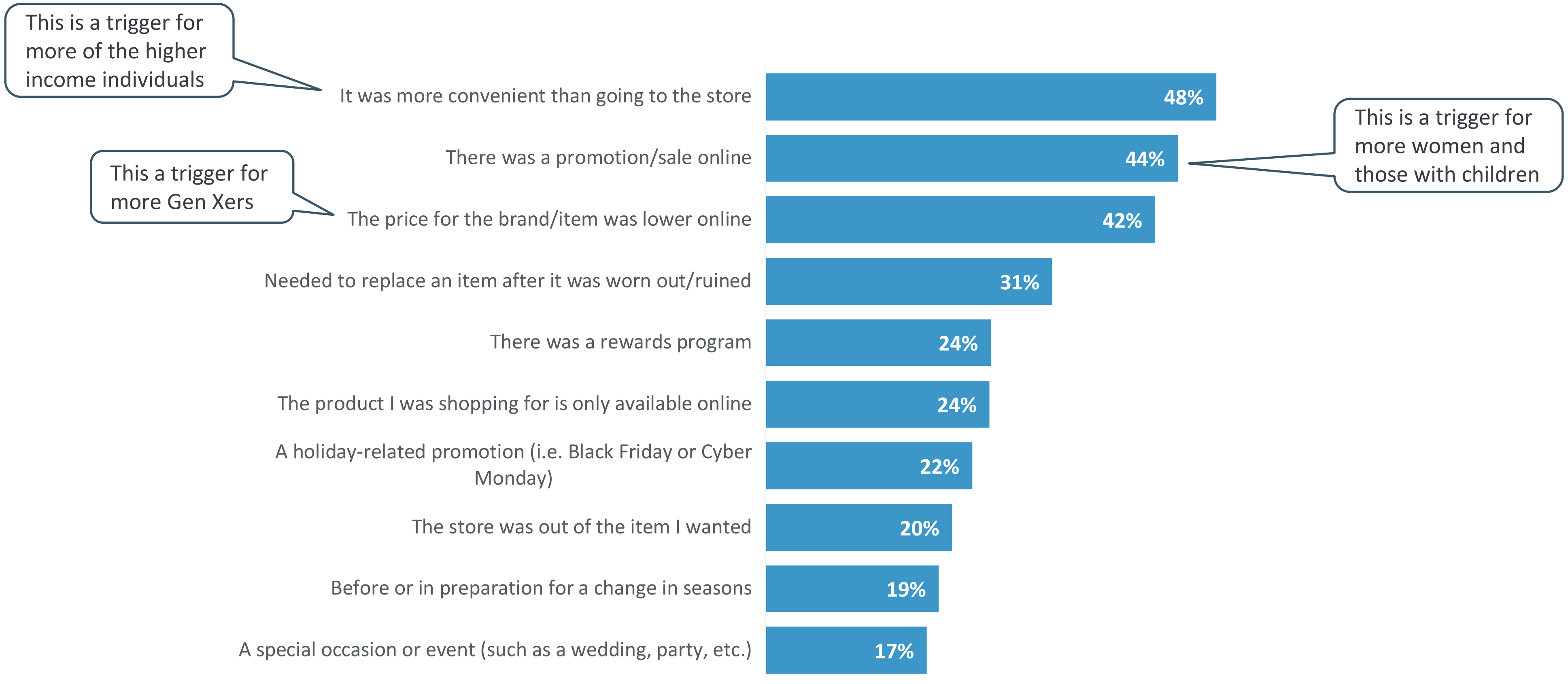
It's likely that most consumers have either purchased the brand or purchased from the retailer before when making an apparel purchase online



Which of the following describes the most recent apparel/clothing purchase you made?

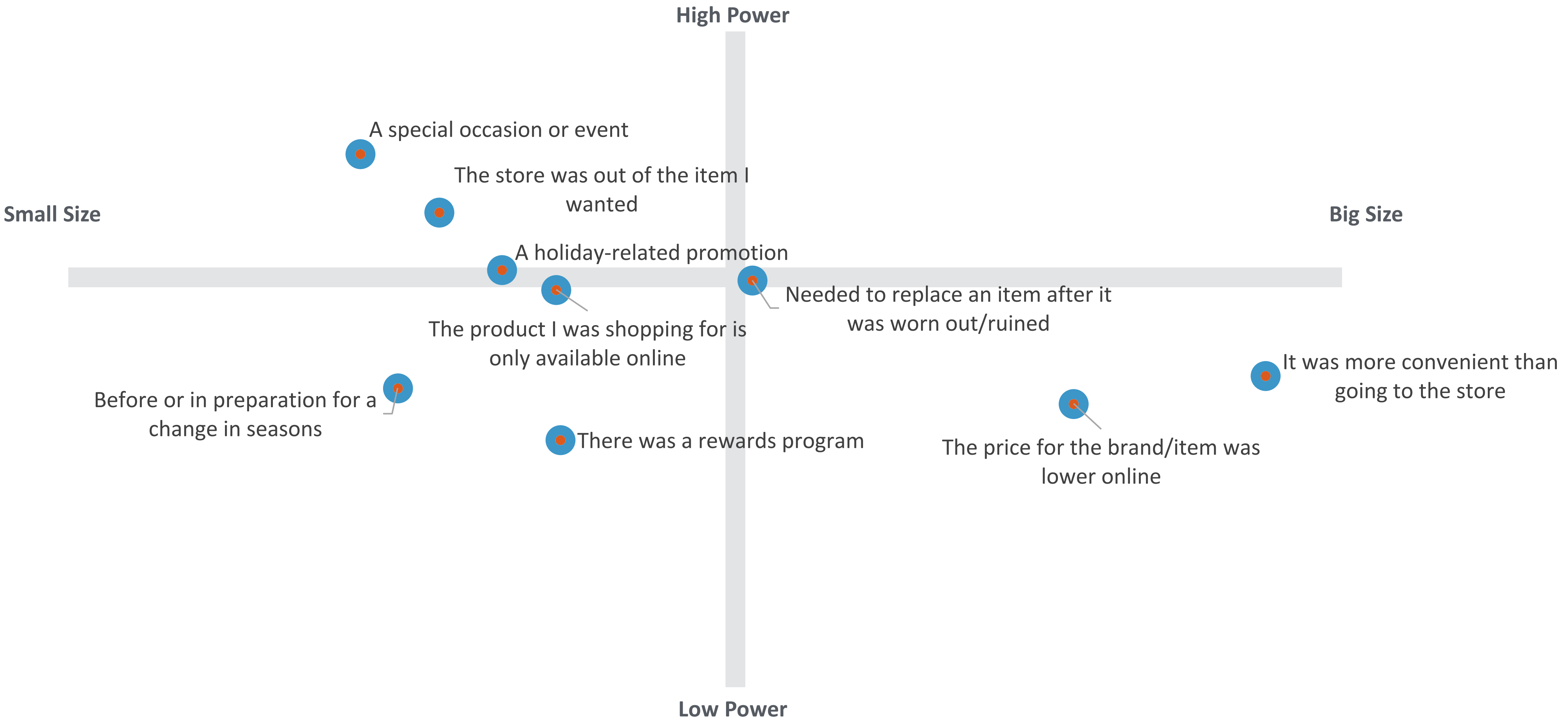
Convenience and lower prices are the top two factors driving consumers to purchase apparel online



Which of the following, if any, have led you to purchase apparel/clothing online?

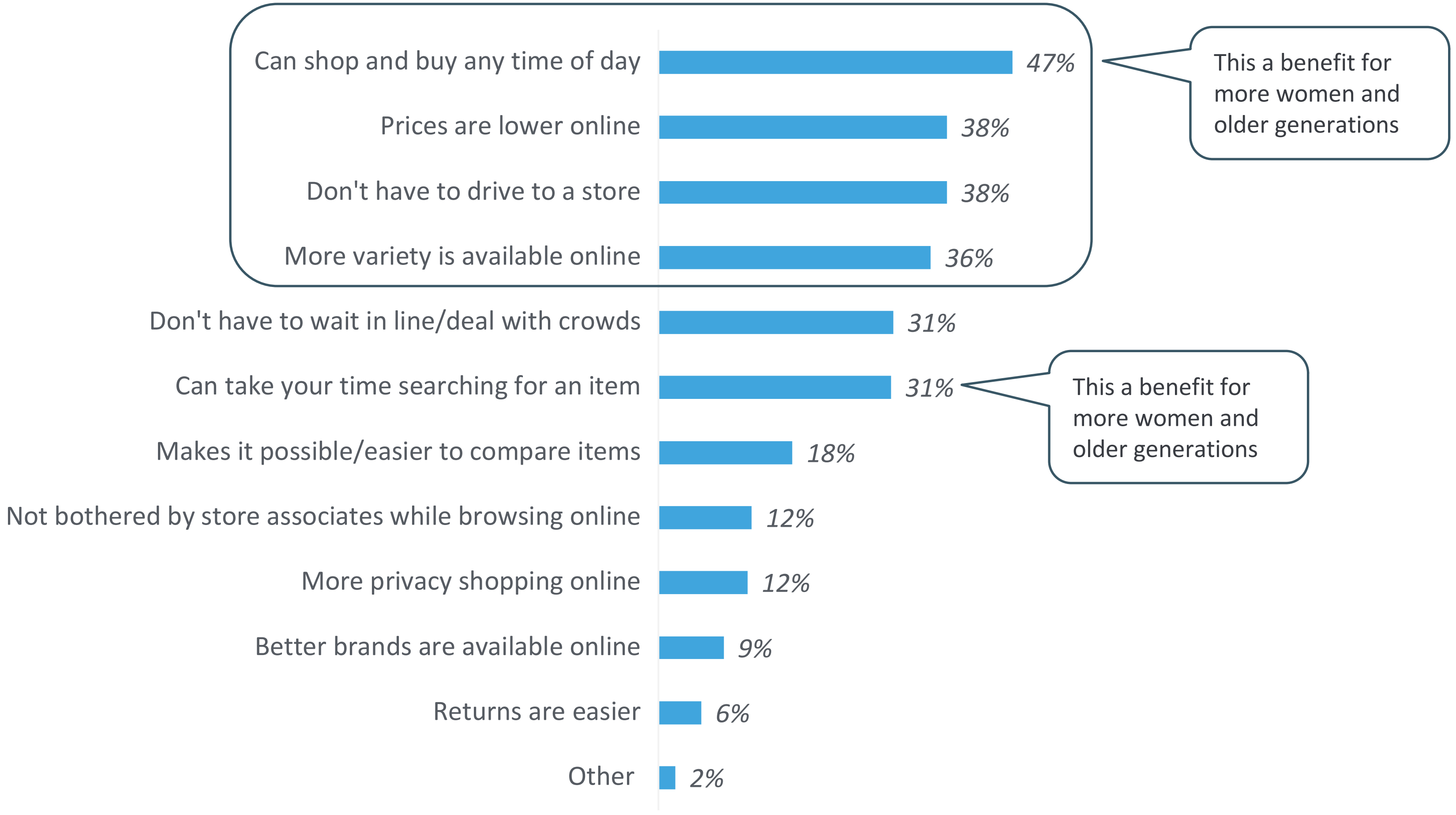
SIZE & POWER OF TRIGGERS

Highlighting apparel for special occasions or holidays could be an easy way to trigger purchases for some



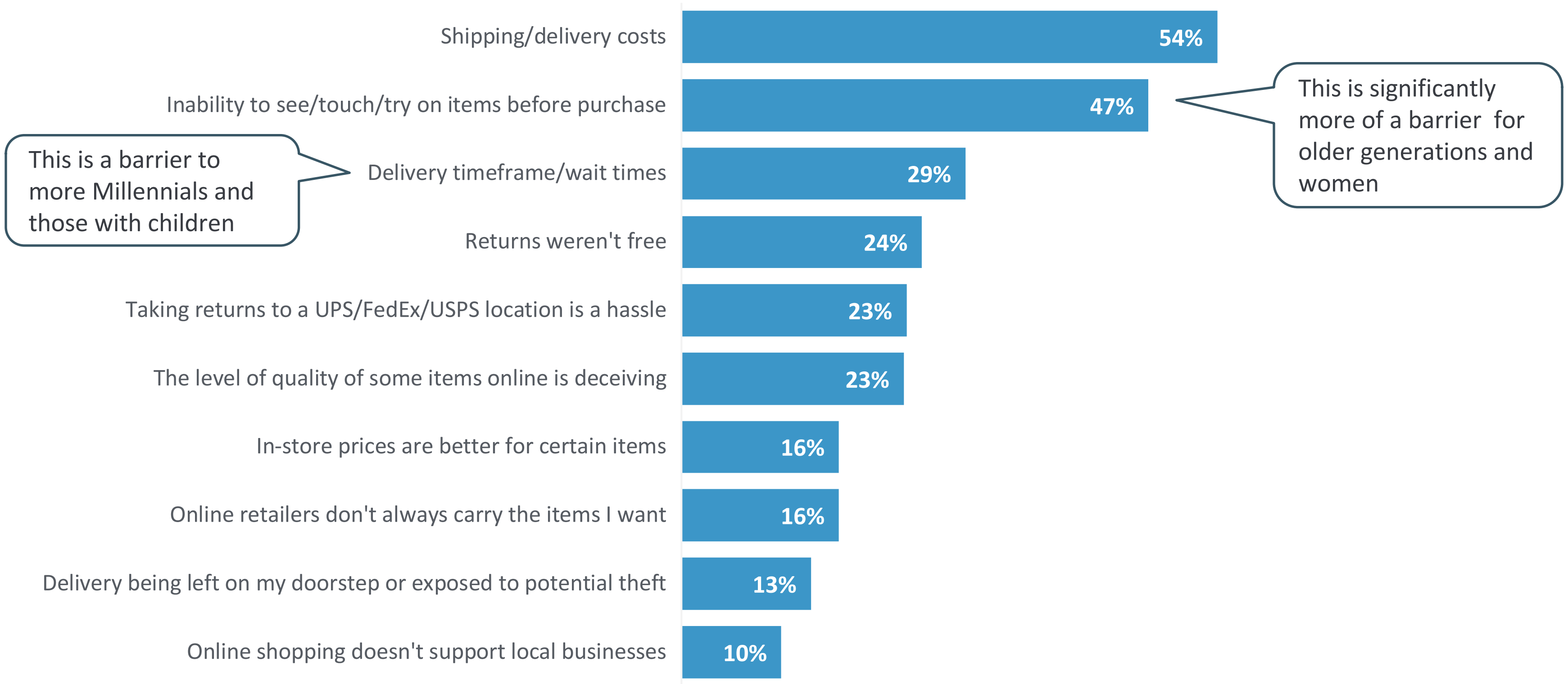
N Size varies by question.

Benefits associated with saving time and money, in addition to the variety of apparel available are top reasons for purchasing apparel online



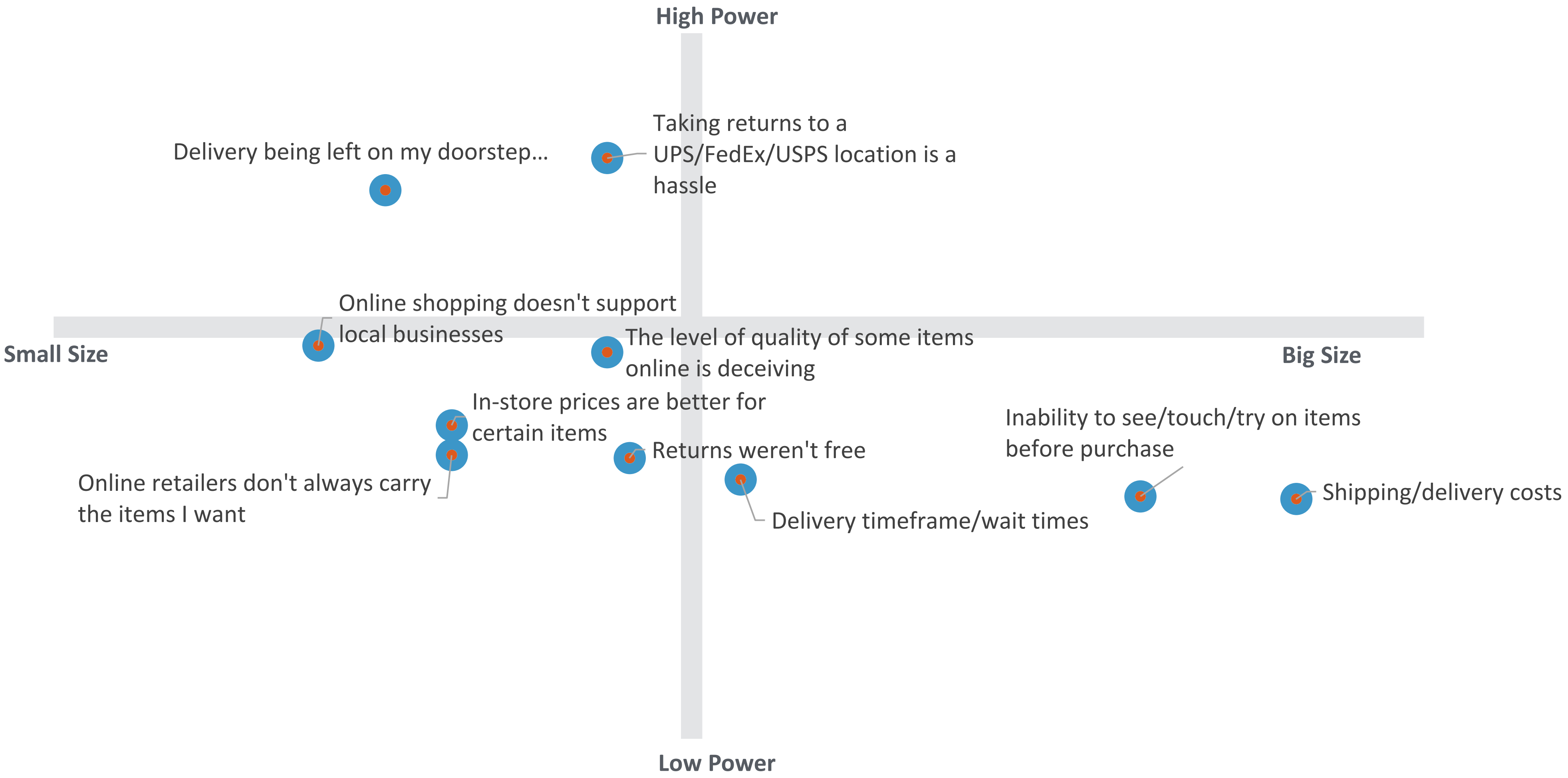
Please select up to 3 of your top reasons for purchasing apparel/clothing online.

Shipping or delivery costs and the inability to interact with the product before purchase are the main barriers to purchasing online



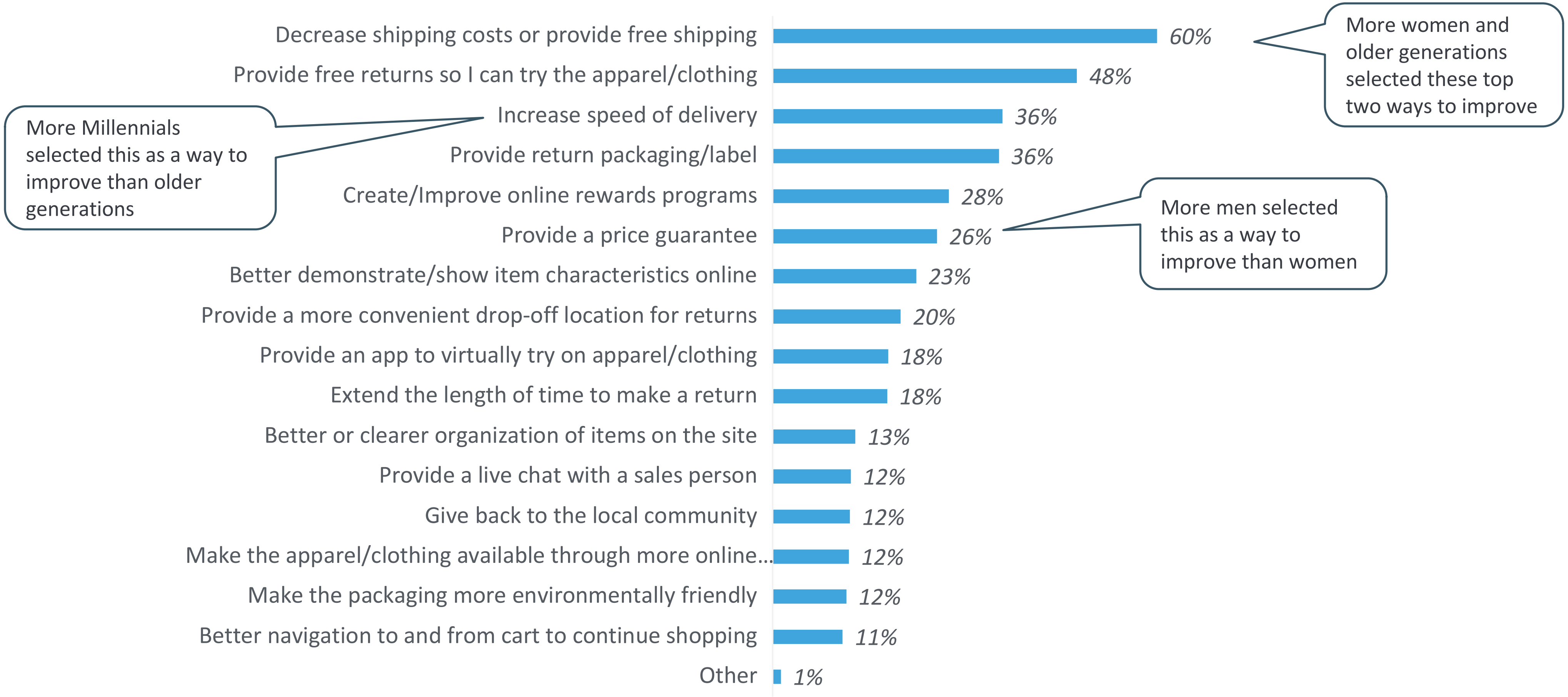
Which of the following, if any, has prevented you from purchasing apparel/clothing online or purchasing apparel/clothing online more often?

The delivery and return process could be improved in order to break down concerns that have a significant impact on consumers



N Size varies by question.

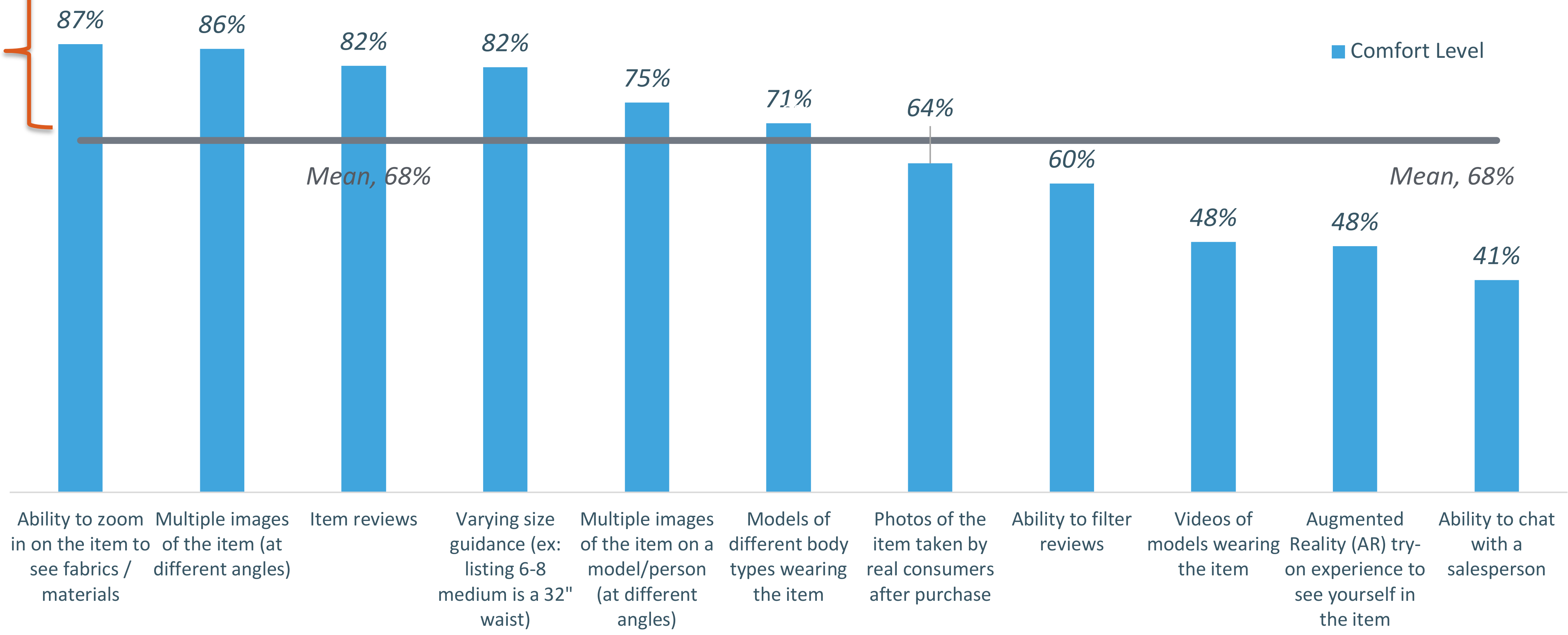
Overall, online retailers can improve by offering decreased or free shipping of items and/or returns



Please select up to 5 improvements, if any, that would increase your satisfaction with your current online apparel/clothing shopping experiences.

Sites that encompass multiple, detailed images, item reviews, and varying size guidance are a must for online apparel retailers

Would make shoppers most comfortable in purchasing apparel online



Please select how more or less comfortable the following retail website features would make you feel when it comes to buying apparel/clothing online.

UNMET NEEDS OPEN-ENDS (CODED N=456)

Consumers' unmet needs focus heavily around free returns or free shipping compared to other requests

Still thinking about your experience when shopping for apparel/clothing items online, what, if anything, would you like retailers to be able to do/offer in the future? Please be specific and explain why you'd like that.

CONFIDENCE OPEN-ENDS (CODED N=567)

Brands with online and brick-and-mortar locations that offer free and fast shipping on items or returns *and* great customer service make consumers most comfortable

What specific online apparel/clothing retailers make you feel more confident when purchasing online AND what is it that they do that makes you feel that way?

SUPPLEMENTAL FINDINGS

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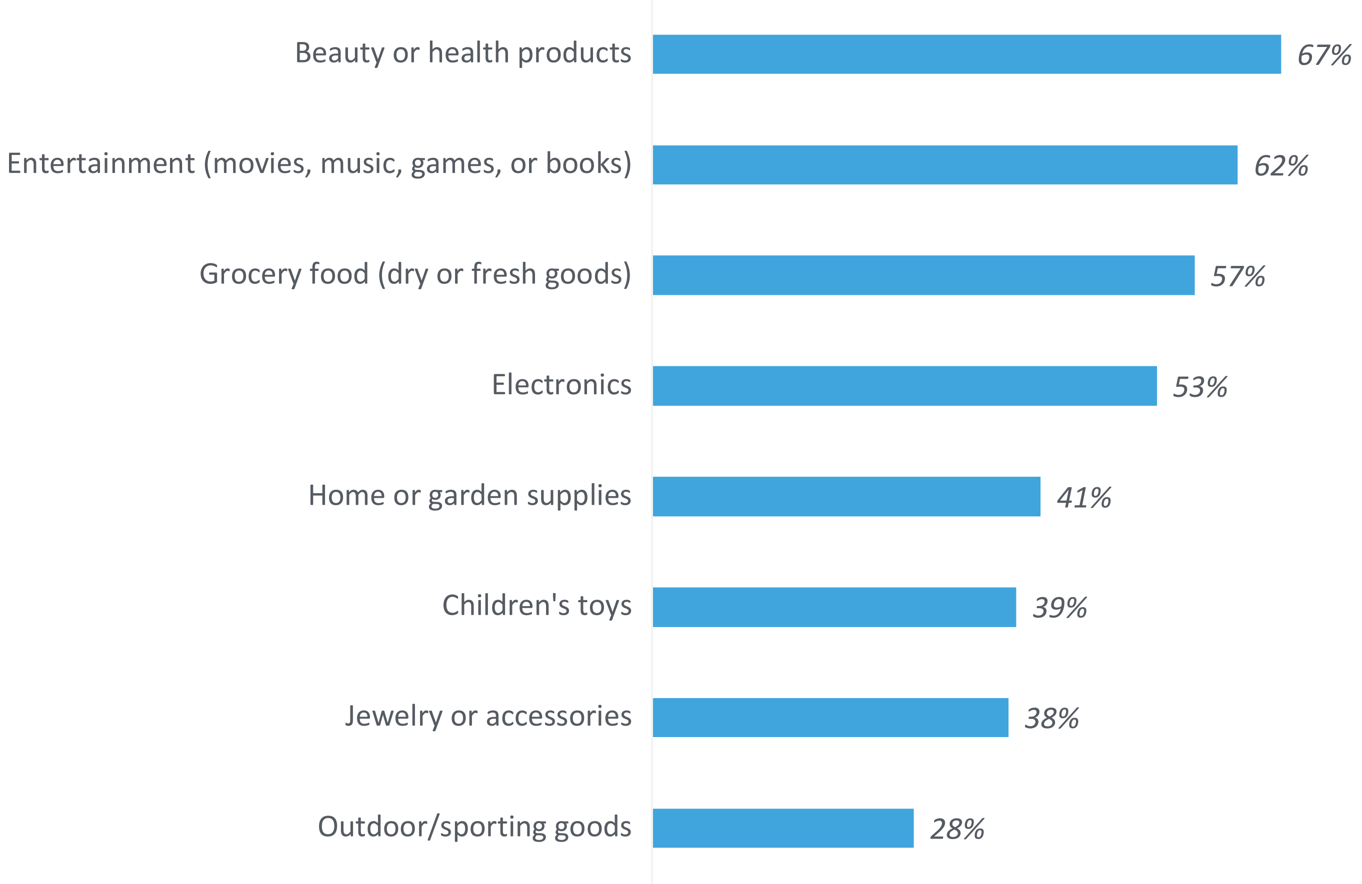
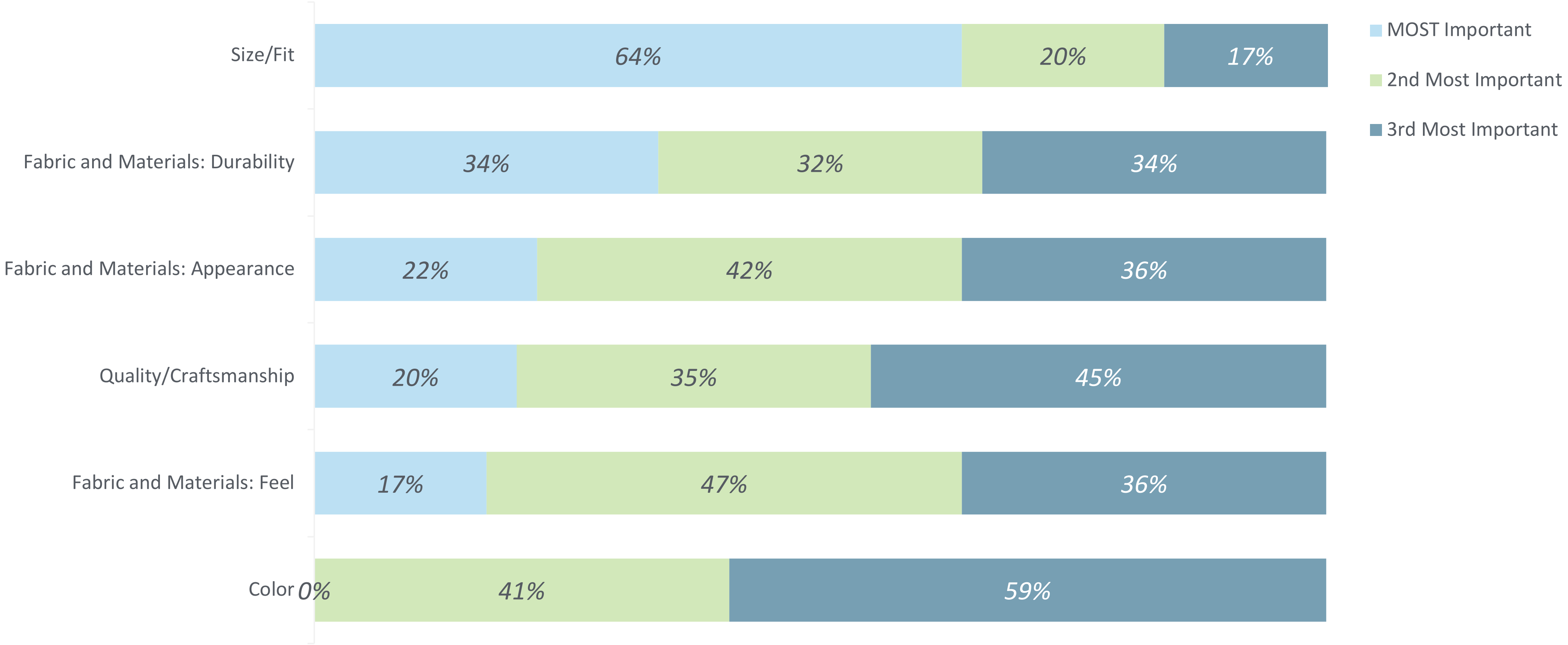
Online apparel shoppers are also purchasing beauty or health products, entertainment, groceries, and electronics online each year



Middle and higher income segments, and consumers who have children have purchased more items online in the past 12 months

Which of the following categories have you purchased online in the past 12 months?

The size or fit and durability (e.g., fabric and materials) are most important to display when demonstrating the quality of apparel



You mentioned demonstrating the item's characteristics would improve your online apparel/clothing shopping experience. Please rank the the top 3 items that are most important to you in demonstrating an apparel/clothing items quality (where 1 is the quality that's most important, 2 is the second most important, etc.).

APPENDIX

APPENDIX: SAMPLE DEMOGRAPHICS

Gender	
Male	39%
Female	61%

Age	
13-17	--
18-23	33%
35-50	34%
51-65	33%

Household Income	
Less than $20,000	10%
$20,000 - $29,999	10%
$30,000 - $39,999	12%
$40,000 - $49,999	7%
$50,000 - $59,999	9%
$60,000 - $69,999	8%
$70,000 - $79,999	8%
$80,000 - $89,999	6%
$90,000 - $99,999	5%
$100,000 - $124,999	8%
$125,000 - $149,999	5%
$150,000 or higher	6%
I prefer not to say	6%

Ethnicity	
African American	6%
Asian	6%
Caucasian	80%
Hispanic / Latino	6%
Other	3%

Marital Status	
Single or Unmarried	28%
Married	51%
Divorced	10%
Widower	3%
Separated	1%
Living with Partner	7%

APPENDIX: SAMPLE DEMOGRAPHICS

Children in HH	
Yes	36%
No	64%

Region	
Midwest - IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	23%
Northeast - CT, ME, MA, NH, NJ, NY, PA, RI, VT	20%
South - AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV	37%
West - AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY	20%
Midwest - IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	23%

Categories Purchased Online P12m	
Apparel/clothing (shirts, pants, shoes etc.)	100%
Jewelry or accessories	38%
Outdoor/sporting goods	28%
Grocery food (dry or fresh goods)	57%
Entertainment (movies, music, games, or books)	62%
Children's toys	39%
Beauty or health products	67%
Electronics	53%
Home or garden supplies	41%
None of the above	--