



The female fashion consumer behaviour

- **From the perspective of the shop Fever in Gothenburg**



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Preface

This essay was written at Handelshögskolan during the spring semester 2010, at the University of Gothenburg. We hope that you as a reader will enjoy taking part of the things that we have learnt during the process, and that you find the subject interesting.

With these words we would like to thank our tutor, Martin Öberg, for his guidance and advice. We would also like to thank Henrik Hansson, the owner of the shop Fever.

Finally, we would like to thank all the respondents that participated in our survey. Their answers have been necessary and of great value for this essay.

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Abstract

Fashion is a billion-dollar industry employing millions of people around the world. Ever since the economy became more global, consumers have to a large extent been affected by this fast evolving industry. Towards the late 1980's, several large retailers dominated the fashion apparel business. Over the past decades the fashion industry has gone through some major structural changes. The end of the Multi Fibre Arrangement in 2005 increased the amount of bargain supermarkets for clothing. In the fast evolving fashion industry even the best plans and activities can be undermined by economic change and the actions of competitors.

The fashion market in Sweden experiences severe competition under present conditions. Large clothing chains, such as H&M, Lindex and Kappahl, dominate the market. This puts smaller independent retail shops in a problematic situation. It is today easy to buy high fashion at a low price, particularly regarding female garments.

The purpose of this study is to investigate the female consumer behaviour, with reference to clothes shopping. Subsequently the results will be applied to the independent retailer Fever in order to understand the shop's lack of female customers.

The study consists of two female consumer behaviour investigations, one outside the shop Fever and one in the city, and an interview with the owner of Fever. Additional data has been collected from a variety of sources such as books, databases and articles. The theoretical framework that has been selected consists of a part regarding market segmentation, the Marketing Mix Model, a consumer behaviour description, and a female consumer behaviour analysis. These theories and models constitute our research model, which has been used throughout this thesis.

The chosen method is a combination of two quantitative surveys of female consumer behaviour, and a qualitative interview to gain deeper knowledge about the subject and to obtain width to the collected data. Initially, the approach will be exploratory with the purpose of obtaining the fundamental knowledge and understanding of the problem area that is needed as a basis for the rest of the thesis. Furthermore, this initial approach is developed by a descriptive part based on primary data.

The outcome of the analysis shows that Fever is in a precarious situation. The structured interviews performed in the city and outside Fever, indicate that women in Gothenburg in general are interested in fashion, but that there nevertheless is a large gap between the average female Fever customer and the average female shopper in the city. Fever experiences problems with reaching its female target group. However, there are aspects of the female consumer behaviour that will support Fever's continued selling of female garments. In order to counteract the low demand in the ladies department Fever has to take some severe measures, preferably on the promotional side.

Finally, we have come to the conclusion that Fever can continue selling female garment since there are opportunities that might turn the situation.

Definitions

Trend: the direction in which fashion is heading.

Style: a combination of silhouette, construction, fabric, and details that make the performance of an outfit distinctive.

Image: profile, face outwards, the associations people make when the company or the product is being mentioned.

Accessories: items that belong to clothing, for instance belts, gloves, scarves, jewellery, bags and purses.

Fashionable: conforming to fashion.

Fashion consciousness: can be used to evaluate a person's level of fashionability.

Clothing: garments collectively; apparel, covering, costume etc.

Fads: short-term styles that are fashionable for a moment but quickly rejected.

Classic: a style that lasts for an indefinite period of time.

Season: the frequency with which the entire range within a store is changed.

Fast fashion: clothing collections which are based on the most recent fashion trends presented at fashion week in both the spring and the autumn of every year.

Fashion involvement: refers to the degree of which a person is involved in different fashion-related concepts, together with reactions, awareness, interest and knowledge.

Clothing interest: a person's attitudes and beliefs about clothing, how much knowledge that person possess and how much attention he or she pays towards clothing. It also involves the concern and curiosity that a person has about his/her own clothing and that of others.

Hedonism: a school of ethics that argues that pleasure is the only intrinsic good. The basic idea behind hedonistic thought is that pleasure is the only thing that has real value. This is often used as a justification for evaluating actions in terms of how much pleasure and how little pain they produce. In very simple terms, a hedonist strives to maximize this net pleasure (pleasure minus pain).

Shopping: the examining of goods or services from retailers with the intent to purchase at that time. Shopping is an activity of selection and/or purchase. In some contexts it is considered a leisure activity as well as an economic one.

Multi Fibre Arrangement: governed the world trade in textile and garments from 1974 through 2004, imposing quotas on the amount developing countries could export to developed countries. It expired on 1st January 2005.



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1. Introduction

This essay examines how the behaviour of the female fashion consumer affects a small independent retailer named Fever. In this initial chapter, among other things, the background, the shop Fever, the problem discussion, the research question and the purpose are being presented in order to provide a deeper understanding of the essays' intentions. The chapter begins with an account of the term fashion.

1.1 Background

Fashion is a billion-dollar industry employing millions of people around the world. Ever since the economy became more global, consumers have to a large extent been affected by this fast evolving industry. Fashion reflects our society and our culture, likewise it reflects how people define themselves. People tend to equate fashion with clothing and accessories even though fashion processes affect all types of cultural phenomena. Fashion can be found in almost any human activity. The term involves change and can be defined as series of short-term trends. (Solomon & Rabolt, 2009) In this essay the word fashion will be used as a reference to clothing and accessories.

When clothes leave the fabric they are merely garments. It is not until the marketers get hold of them that they become fashion. Clothing and accessories express how we feel, how we see ourselves and how we wish to be conceived by others. When we buy clothes we buy an identity. (Tungate, 2008) Fashion constitutes an important societal part of the individual's well-being. Through the right choice of clothing it is possible for an individual to improve his or her self-esteem and acceptance by other people. (Easey, 2009) Identities and social roles appear through people's choice of clothing and accessories. Clothes function as symbols that indicate status, gender, social group allegiance and personality. (Craik, 2009)

The term fashion also includes the personal shopping behaviour that displays individuals' values and tastes to others. Fashion can be related to all characteristics of someone's appearance that provide value on different levels. Fashion can now more than ever become an important and meaningful activity in a clothing interested person's life. (Pentecost & Andrews, 2009)

1.1.1 Fashion history

The term fashion was first used during the fourteenth century and the term was, as it is today, connected to people's appearance according to established norms and customs. During the industrialization better technique increased the production speed of clothing and fashion became a consumer culture. People started to display their status through choices of clothing to a much larger extent than before. (Craik, 2009) Nowadays high fashion has become easily accessible and consumer's demand for clothing is fragmented and judicious. Retailers carry high stock levels and the different styles and fabrics available are numerous. Retailers such as H&M and Zara import low-cost garments and are rapidly gaining market shares over the world. To counteract the strong competition the big retailers increase the speed with which they introduce new trends and style changes. (Easey, 2009)

Until the mid 1980's, the fashion industry was based on mass production of standardized styles that did not change frequently due to the design restrictions of the factories. Consumers were less sensitive toward style and fashion, and preferred basic apparel. During the 1980's the import of fashion oriented apparel for women increased. This reduced the demand for the more classic and simple apparel as consumers started to become more fashion-conscious. (Bhardwaj & Fairhurst, 2010) Towards the late 1980's, several large retailers dominated the fashion apparel industry. Over the past decades the fashion industry has gone through some major structural changes. To survive the competition, other retailers started to increase their profits from combinations of design, sales and marketing, and by linking with overseas factories. A large part of the manufacturing has been moved from the western world to e.g. China. The fashion industry developed an infrastructure with an emphasis on promoting responsiveness through reduced lead times, along with maintaining low costs. The phenomenon of outsourcing manufacturing in the fashion apparel industry to offshore places with low labor costs became a trend, and resulted in a large cost advantage. (Bhardwaj & Fairhurst, 2010; Easey, 2009)

Towards the beginning of the 1990's, retailers started focusing on expanding their product range with updated products and faster responsiveness to fashion trends. In order to increase the variety of clothing in the market, producers started to add more phases to the existing fashion seasons. These changes of the number of seasons came partly from the changes in consumers' lifestyles and partly from consumer's demand for fashion clothing for specific occasions. (Bhardwaj & Fairhurst, 2010)

1.1.2 Fashion as a pyramid

Fashion is constructed like a pyramid. At the top we find *haute couture* (high fashion) literally meaning, "high sewing" in French. This is the highest form of sewing art and only a few fashion houses in Europe perform the bespoke and very exclusive production. The haute couture is traditionally associated with the Paris fashion industry. Just below the haute couture is the famous designer's *prêt-à-porter* (ready-to-wear) clothing, clothes that are not bespoke but still maintain a high price tag. They can be found in designers' shops, independent stores and some of the more exclusive department stores. The designs are not unique but are produced in a limited number with a strict quality control. In the middle of the pyramid are the challenger brands, these garments are very fashionable but not as expensive as the well-known designer's ready-to-wear. (Easey, 2009)

The bottom of the pyramid consists of mass retailing. Mass retailing can also be divided into different sections. At the very bottom is the most basic type of garments sewn according to standardized styles such as simple t-shirts and plain jeans; clothes that are sold at, for example, large department stores. The authors of this essay refer to this type of clothing as basic garments. In the higher layer of the mass retailing section we find cheap but still very trendy garments sold at e.g. H&M and Zara. It is in this area that most people buy their clothes, what customers lose in exclusivity they make up for in value of money. (Tungate, 2008)

When people demand something more than basic apparel they become *fashion-conscious*. As written before we refer to fashion as garments and accessories. However, this notion can be further developed. Fashion is a cyclical phenomenon of a temporary character adopted by consumers for a particular time. Fashion is

characterized by factors such as low predictability, high impulse purchase and high volatility of market demand. (Bhardwaj & Fairhurst, 2010) This definition demonstrates that basic garments cannot be referred to as fashion in that sense. Fashion involves a strong creative and design component, although the level of design varies significantly between the more basic items and the artistic creations from e.g. Dior and Chanel. (Easey, 2009)

1.1.3 The fashion industry

The life cycle for fashion is quite short. Since the 1980's, a typical life cycle for fashion apparel has four stages: introduction and adoption by fashion leaders, growth and increase in public acceptance, mass conformity (maturation), and finally the decline and obsolescence. (Bhardwaj & Fairhurst, 2010)

Marketing and capital investment are the driving forces of competitiveness in the fashion apparel industry. The fashion market is very competitive and the constant need to update product ranges means that many retailers are trying to extend the number of seasons. Fashion retailers are encouraging consumers to visit their stores more frequently by launching small collections of garments, with the use of the expression limited edition. This leads to a shorter life cycle and higher profit margins from the sale of fast selling clothes. The desire to have variety and instant gratification is motivating consumers to buy their clothes less expensive. (Bhardwaj & Fairhurst, 2010)

The fashion industry has an established interest in developing new products for the customers at the expense of existing ones. This process is called planned obsolescence, a phenomenon also recognized from the electronics and automobile industries. Furthermore, legislative changes, the expansion of the EU, the gradual removal of trade barriers on a global scale and the growth of the Internet have turned the fashion industry into a competitive global business. (Easey, 2009)

Looking at history, fashion runways and fashion shows have been the biggest inspirations for the fashion industry. These shows were primarily restricted to designers, buyers and other fashion managers. From 1999 and onwards, fashion shows and catwalks became a public phenomenon, where photographs of the recent fashion shows could be seen in magazines and on the web shortly after the show. Fashion-conscious consumers are therefore exposed to exclusive designs and styles inspired from runways. Retailers such as Zara, H&M, Mango and Top Shop adopt the designs rapidly to attract consumers, and they introduce interpretations of the runway designs in store in about three to five weeks after the show. (Bhardwaj & Fairhurst, 2010)

With the increased importance of quick responsiveness, the fashion apparel industry shifted from forecasting future trends into using real-time data to understand the needs and desires of the consumers. Consumers are becoming more demanding, which is forcing fashion retailers to provide the right product at the right time. Information and trends are moving around the globe at high speed, resulting in more options and thus the consumers shop more often. The consumers need for uniqueness forces fashion retailers to constantly renew their styles. (Bhardwaj & Fairhurst, 2010)

The end of the Multi Fibre Arrangement in 2005 increased the amount of bargain

supermarkets for clothing. The establishment of, for instance, Topshop's flagship store on Oxford Street signalled that something was happening in fashion. Along came Zara and H&M, and just as Topshop they sell fashionable clothes at a price that almost everyone can afford. Since chain stores like H&M and Zara have such a quick turnaround they can sell trendier clothes than the more expensive design houses. (Tungate, 2008)

During recent years there has been a deflation in the clothing industry. Sales growth in volume is exceeding sales growth in value. This does not mean that people are buying fewer clothes, but clothes are becoming cheaper. In this fast evolving industry even the best plans and activities can be undermined by economic change and the actions of competitors. The fashion industry is well known for the high failure rate of new businesses and the forced price reductions on products that have not sold. (Easey, 2009)

1.1.4 Fashion consumption

The latest generations in the western world have been socialised into consuming very early, and therefore fashion consumption starts at earlier ages. The new intelligent fashion consumer is not afraid to buy things from different layers of the fashion pyramid. She might have a bag from Chanel, a top from H&M and a skirt from a new young designer. When she brings these items together they send a message to others that she is an intelligent consumer in charge of her own image. (Tungate, 2008)

The perception of fashion varies among different generations. Younger people generally prefer a higher number of low quality, cheap and fashionable clothes, compared to the older generation which prefers to purchase a fewer number of higher quality clothes. The older consumers will see fast fashion as a waste since it means buying several garments of low quality and then throwing away older clothes as soon as the new ones hang in the closet. (Bhardwaj & Fairhurst, 2010)

1.2 Fever

Fever started in March 1998 and is an independent clothing retailer in Gothenburg, Sweden, with one physical shop and a webshop. The garments at Fever are the type of clothes found in the middle of the fashion pyramid; fashionable and trendy clothes with prices above those in the mass retailing section. The shop offers a male and female range. The webshop opened year 2008 and helps Fever reach cities all over the country, and other markets outside Sweden.

The idea behind Fever is to stock some of the most interesting Swedish designers, along with interesting and fashionable brands from all over the world. The owner Henrik Hansson and his employees have a real interest in clothing and fashion, and they always search for the genuine and upcoming so the customers have the possibility to find something unique. Fever's driving force is to educate the consumer and to present its selections in order to create awareness of what fashion has to offer. The overall aim with the carefully composed range of garments is to offer the best from several different styles and the ultimate mixture of brands and products.

The store has a pronounced image and the differentiation is done through its particular brands. The shop is difficult to spot from the street and it has no regular shop windows. Fever works exclusively with web related marketing since printed advertising is expensive and difficult to target correctly. Furthermore it is important

for the owner Henrik Hansson that Fever is seen in the proper forum. He would never advertise in a magazine that is not serious.

Fever's primary target group consists of men and women between 20 and 40 years old. Additionally, there are stray customers that are younger or older than the primary target group. The typical Fever customer is initiated and interested in fashion. The majority of the customers are already loyal and well familiar with what the store has to offer. (Hansson, 2010)

1.3 Problem discussion

1.3.1 Fever's situation

The fashion market in Sweden experiences severe competition under present conditions. Large clothing chains, such as H&M, Lindex and Kappahl, dominate the market. This puts smaller independent retail shops in a problematic situation. It is today easier to buy high fashion at a low price, particularly regarding female garments. (Bäckström & Johansson, 2006) These circumstances create an interest of examining how consumer behaviour affects a small shop such as Fever.

Fever has a rather difficult assortment, it necessitates an interest and understanding by the customer since the mixture of brand is quite unique. Fever's problem concerns the female collection; the shop has difficulties reaching its female target group. The male customers are considerably more loyal to the shop. (Hansson, 2010)

The authors of this essay can distinguish a negative pattern. There is a decrease in women's demand for Fevers' clothes, which results in a reduced assortment and selection, which leads to an even lower demand. In the long run the consequence can be an exclusion of the female range. The owner of Fever thinks that it is the female shopping behaviour that makes it difficult to succeed in the women's department. Despite this fact, he still believes in a future for women collections in his store.

1.3.2 Male and female shopping behaviour

In order to discuss female or male shopping behaviour some main notions need to be clarified: The term *sex* is a biological concept referring to whether a person is physiologically a man or a woman. *Gender* is a social concept referring to psychologically, sociologically and culturally rooted behavioural tendencies of men and women. (Moss, 2009) These roles can be explained by the cultural understandings of what it means to be masculine or feminine. (Caterall & MacLaran, 2002) The authors of this essay will in the use of these two terms refer to these definitions.

“Modern marketing has relied on gender to help understand and explain consumers and their behaviour.” (Caterall & MacLaran, 2002, p. 405) The majority of studies carried out provides practical guidance to marketers in order to target what stereotypical males and females prefer. However, they do not explain why there are differences between male and female consumption and how these differences came about in the first place. (Caterall & MacLaran, 2002) The authors of this essay do not intend to explain why there are differences between men and women, but will assume

that there are differences that might affect shopping behaviour.

The term gender can be further developed with the terms *gender identity* and *gender role attitudes*. However, to simply measure sex cannot be a guarantee of capturing gender identity or gender role attitudes. Gender identity can be explained as to which degree a man or a woman identifies with masculine and feminine personality traits. Gender role attitudes refer to differences regarding the responsibilities, roles, and rights of men and women. (Fischer & Arnold, 1994)

It is suggested that people who are more communally oriented (a female trait) will enjoy shopping more because of their psychological identification with the communal nature of the task. Since certain gender role attitudes state that shopping has been and still is more of a female task it is assumed that those who assume responsibility for this task (men or women) are likely to have a higher psychological and physical involvement and therefore spend more time shopping. Since there are some social sanctions that encourage women to undertake the shopping activity, a common pattern is that women will be more psychologically involved, will experience more joy during shopping and spend more time doing it. (Arnold & Fischer, 1994)

The gender gap in shopping attitudes may be regarded as somewhat unwelcome for those selling to both sexes; it would obviously be more economical to be able to use a common strategy. Some marketers believe that it is workable to market to men and women at the same time. However, in some cases it seems to be better to consider the gender of the target market. In Fever's case the target group for the particular situation is therefore women. (Alreck & Settle, 2001)

1.3.3 The female fashion consumer

In this essay it is of interest to investigate the female shopping behaviour, with reference to fashion, in order to shed some light upon the reasons to Fever's particular situation.

There is however a range of opinions about whether it is possible to focus on women as a homogenous group. This is partly due to the different opinions about the meaning of gender within the field of marketing. There are generally three different perspectives of gender and marketing. On one side there is the *postmodern view* which believes that gender is a dichotomy deriving from the cultural understanding of what it means to be male or female. Therefore to use the word women to name a unitary category is the same as giving a false sense of legitimacy to a culturally specific version of gender identity. The adherents to this view therefore think that gender has no place in consumer research. The middle view is called *liberal feminism* and believes that sex differences are the output of social inequalities and not the result of biological differences. On the other side of the spectra is the view labeled *women's voice of experience*. According to this perspective there are some permanent differences between male and female experiences; the female experience therefore constitutes a basis for organizing society. These adherents believe that the distinction of gender based on sex structures every aspect of our lives and is therefore more linked to consumer behaviour. (Moss, 2009) This is also the aspect of this essay.

The focus of this essay will lie on Fever's female customers since the authors assume

that there are women who in most cases buy female garments. Given the assumption that women buy these clothes it is essential to investigate women and their shopping behaviour. This does not mean that only women carry out the female shopping behaviour. The attempt however is to find out whether there are some characteristics more common of the female shopping behaviour. In this essay there will therefore be a connection between women and female shopping behaviour, even though the authors are aware of the fact that men can have a female shopping behaviour as well.

1.4 Research questions

The former problem discussion identified that shopping behaviour can be divided according to sex and in the extension according to gender, and that Fever has a problem with the demand for its female range. This situation leads up to the question:

Why is the demand for Fever's female range low?

This rather large area consists of several smaller contributing areas. In order to facilitate the approach of the situation the main question can be divided into several sub questions. These are:

- How does the location of a shop affect the demand of the shops' clothes?
- In which manner can the store environment help to increase sales?
- How can a shop work on its image in order to attract more customers?
- How can a shop in today's fierce competition maintain its customers?
- Which type of management is required in order to be successful on the fashion market?
- Which type of financial management is required in order to successfully compete on the market?
- Can a shop successfully maintain a male and a female range side by side without losing focus?
- Which communicational aspects need to be considered in order to reach the target group?
- How does the behaviour of the male fashion consumer affect a shop such as Fever?
- How does the behaviour of the female fashion consumer affect a shop such as Fever?

1.5 Purpose

The aim of this study is to investigate the female consumer behaviour with reference to clothes shopping, in order to understand Fever's lack of female customers. We therefore intend to answer the following research question:

How does the behaviour of the female fashion consumer affect a shop such as Fever?

1.6 Delimitations

This essay will use Fever's perspective in order to elucidate a demand problem that can be applicable to other independent retailers. Since the fashion trade industry is subject to strong competition it is relevant to investigate how the female fashion consumer acts in order to satisfy her needs, and hence survive on the market.

In this study we will examine women in Gothenburg and use the results in order to explain female consumer behaviour. The study has this geographical limitation since Fever is situated in Gothenburg.

A possible approach for this study could have been to examine both men and women in order to understand if a shop can maintain both a male and a female range without losing focus. However, we choose to focus entirely on women since they constitute the actual problem area and since the owner of Fever believes that the female shopping behaviour is a problem.

The consumer behaviour area is a very broad subject and we have therefore chosen to focus on certain variables that are commonly used in the research dedicated to mapping and understanding the acts of people. There are many other variables that a retailer has to take into account when setting up the perfect environment for the target consumer. Some of these are mentioned above as; store location, store environment and shop image. We will not examine these areas, we do however touch the subjects in our investigation and hence there are comments that regard them in the result and analyses chapters.

In order to survive on the market there are several other areas that need to be taken into consideration, these are: competition, management, finance and effective communication. With the risk of losing focus we do not investigate these subjects any further.

1.7 Thesis outline

Figure 1 presents the disposition of the thesis.

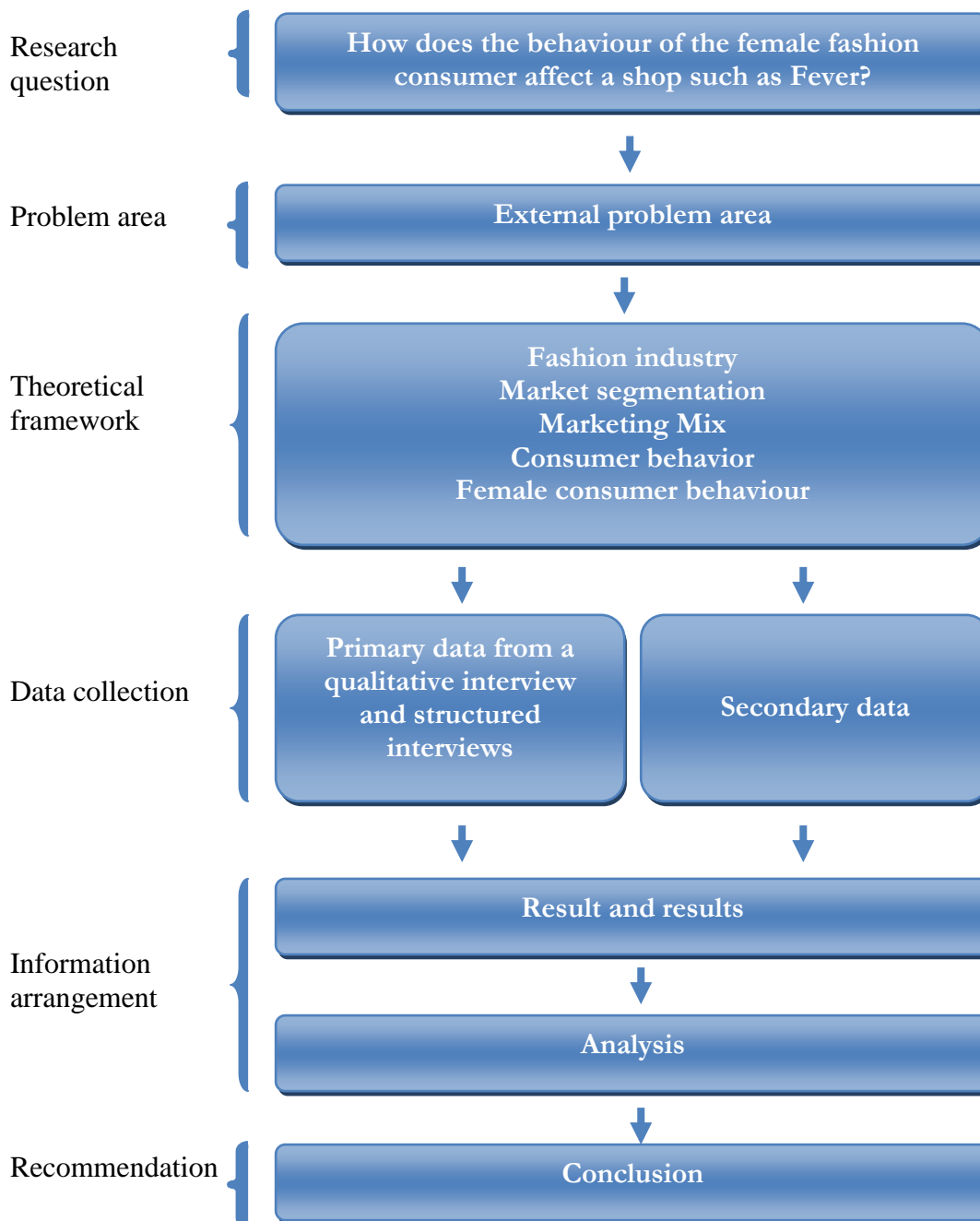


Figure 1: Thesis outline (own model)

1.8 Chapter overview

Figure 2 presents an overview of the thesis' chapters.



Figure 2 : Chapter overview (Own model)

2. Theoretical framework

This chapter presents the theories and models that constitute the theoretical framework. This framework will further on form the basis for examining and explaining the female consumer behaviour. The presented theories will be used partially or completely depending on which relevance they serve to the purpose of the essay. The theories that will be presented are: market segmentation, the Marketing Mix, consumer behaviour and the female consumer behaviour.

2.1 Market segmentation

To practice market segmentation means to divide the total market into smaller parts. This is done in order to reach each segment more efficiently with products and services that match the segments needs. The market can be segmented according to different variables, either alone or in combination. (Kotler, 2008)

Segmentation is a way to develop a sustainable competitive advantage. Segmentation signifies in a strategic perspective the classification of customer groups that react in a different way from other groups to competitive offerings. A successful segmentation strategy can make it possible to reach a leading position that competitors are not skilled enough to attack with success. It can however be difficult to identify segments because of the different existing ways to divide the market. The analysis usually considers a wide range of different variables that are evaluated to identify segments for which diverse strategies should be used. The segmentation variables illustrate segments in terms of general characteristics and those that are connected to the product. (Aaker, 2008)

The major segmentation variables are: geographic (according to region), demographic, psychographic and behavioural. Demographic factors are the most common bases for segmenting the market. Through demographic segmentation the market can be divided into groups based on variables such as age, gender, income, occupation, education, religion and nationality. The reasons why this is the most common type of segmentation are because consumer needs are often linked together with demographic variables and because these variables are easy to measure. To divide the market according to gender is common in the clothing retailing business since clothes are traditionally sewn according to sex. However people in the same demographic group can have very different psychographic references. The psychographic segmentation divides the market into groups based on social class, lifestyle and personality characteristics. Furthermore the behavioural segmentation divides the buyers based on knowledge, attitudes, use of the product and response to the product. Some marketers therefore believe that this is the best starting off point when building market segments. It is however not recommended to limit the segmentation to only a few variables. The standard process is to use multiple segmentation bases in order to identify smaller and more defined target groups. (Kotler, 2008)

The women-wear market can be segmented in many various ways. It does not exist one standard way to divide the market, but segmentation has to be done related to the customers' needs. Segmentation results in a deeper understanding of the consumer.

Furthermore, it facilitates a quick respond to variations in the market, and an effective design of the marketing mix. (Easey, 2009)

2.2 The marketing mix

The marketing mix is one of the major concepts in modern marketing. The mix is a set of tools that can be blended by the firm in order to receive the response it wants in the market. The marketing mix consists of everything that the company or firm can do in order to influence the demand for its products or services. The many different possibilities can be sorted into four groups of variables that are known as the *four Ps*: *product, price, place and promotion*. An effective marketing programme mixes all of these elements into an integrated programme that delivers value to customers and therefore fulfils the company's marketing objectives. (Kotler, 2008)



Figure 3: Marketing Mix (Own model drawn from Kotler, 2008)

Many variables that seem to be excluded from the model are subsumed under one of the four Ps. For instance a service is also a product and therefore belongs in the product square. The important thing is not the number of Ps but the fact that the model should be used as a framework when designing integrated marketing programmes. (Kotler, 2008)

2.2.1 The fashion marketing mix

The marketing mix can be used to meet the needs of consumer profitability, and includes a scope of variables that the fashion marketer can control. The positioning of the store is the starting point when developing a marketing mix. The positioning is a decision that the firm strategically makes and the marketing mix turns that decision, via particular activities, into reality. Every fashion firm has a marketing mix, even if it varies a lot. Many firms concentrate on the promotion part of the mix. It is important that every component of the marketing mix is co-ordinated in the direction of the

position objective. Though, there are different ways to reach a goal and each mix can be equally effective in accomplishing marketing objectives. Fashion firms may offer different mixes to different market segments. According to the fashion pyramid a company can offer a designer dress in an exclusive department store at higher price to an upmarket customer. In other segments the company offers other ranges with less design content and lower quality fabrics to a lower price at chain stores. (Easey, 2009)

The product element is fundamental to the fashion design industry. The process of new product development drives the whole industry and answers the demand from customers. Without this constant introduction of new ideas the concept fashion would not exist. All clothing items, except the most basic garments, can be described as speciality goods. Clothing is referred to as speciality good since consumers often make the effort of seeking out the garment that they require. The fashion consumer tend to view the garment as series of attributes, some of these relate to the social or psychological needs of the consumer and will therefore not always be fully known by the consumer. It is therefore important for the fashion marketer to be aware of both the conscious and subconscious aspects of the product in order to offer the best value to the consumer. Regarding the price aspect, price decisions help to determine who buys and how much they buy from the store. The fashion consumer of today is constantly bombarded with different types of stimuli in different forms of advertising. Marketing communications therefore have to work hard in order to stand out from the crowd. Furthermore today's fashion consumer is more sophisticated and demanding than the consumer of the past. Marketing communications must give the consumer a reason to purchase the stores' particular products over other similar products. This is highly important in the competitive and saturated fashion market where similar products call for the consumer's attention. (Easey, 2009)

Persons working with fashion and fashion marketing will often have a great product and promotion knowledge and are also enthusiastically interested in fashion. This gives them qualities that dislocate them from the average customer. It is therefore important to keep in mind what the market wants and to trust marketing research more than personal motives. All consumers are different from other consumers but they are at the same time similar to other consumers. It is therefore important to identify groups with similar fashion interest and buying behaviour and then provide them with the desired products. (Easey, 2009)

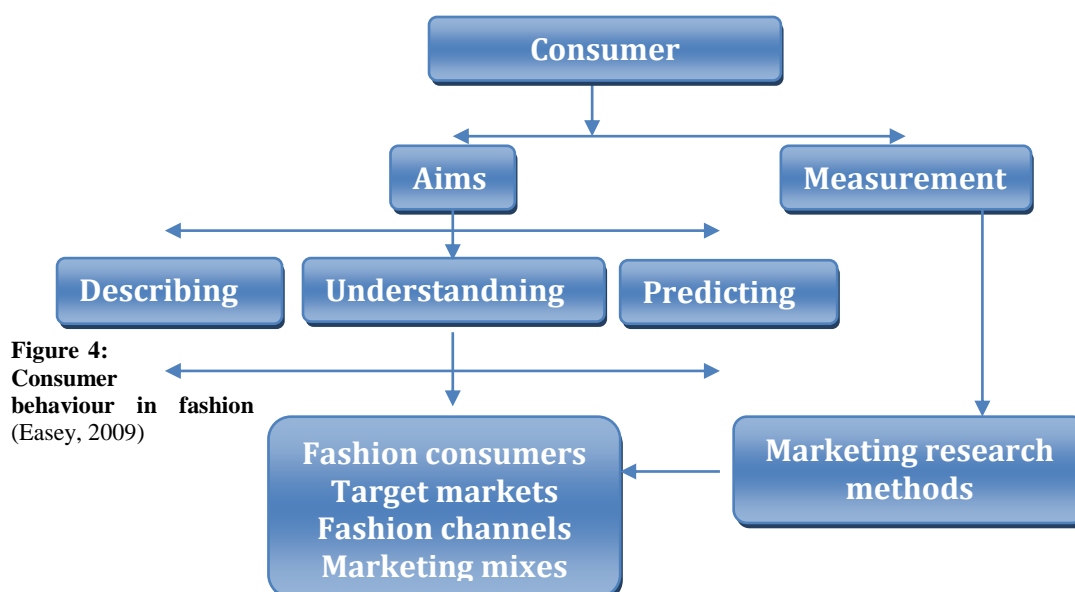


Figure 4:
Consumer
behaviour in fashion
(Easey, 2009)

2.3 Consumer behaviour

2.3.1 Attitudes

Attitude is commonly viewed as one of the important variables that intervene between the marketing mix and consumer behaviour. Attitudes exist because they serve some function for the individual. (Solomon, 2008) These functions depend on the underlying motives of the individual, meaning that attitudes are based on the motivational pattern supporting attitudes. (Lund & Korgaonkar, 1985) There are four primary functions of attitudes; *utilitarian*, *ego-defensive*, *value-expressive* and *knowledge function*. The utilitarian function explains attitudes towards a product based on if they result in pain or pleasure. The value-expressive function involves attitudes that an individual form due to how the product describes the individual as a person. The ego-defensive function concerns attitudes that a person form to protect oneself from internal feelings or external threats. The fourth function, the knowledge function, affects attitudes an individual form due to need, structure or meaning. (Solomon, 2008)

Attitude is an enduring approach that is being build up through experiences. Consumers have different attitudes towards a broad selection of attitude objects, from consumption-related behaviours (such as how much a person dislikes or enjoys shopping for clothes) to more product-specific behaviours (such as shopping at H&M rather than Zara). (Solomon & Rabolt, 2009) The attitude is affected by what a person thinks or knows about something (*cognition*), how strongly the person takes position for or against the object (*affection*), and finally the intention to act regarding the object (*behaviour*). Those three units of an attitude are all important and can be explained through a hierarchy of effects. (Solomon, 2008)

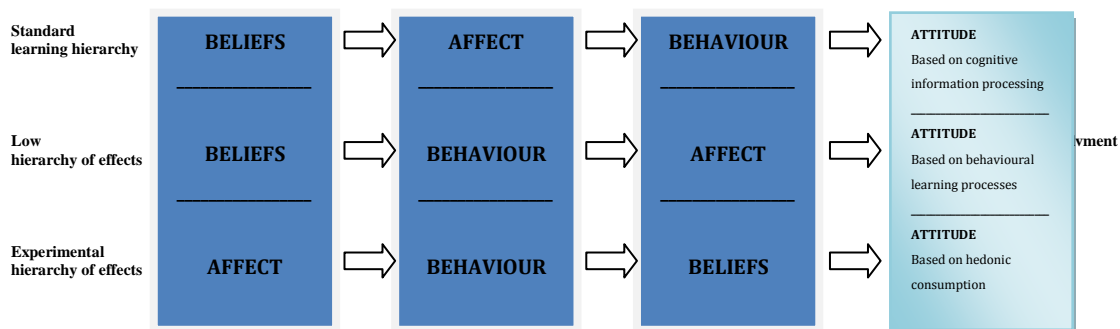


Figure 5: ABC-model (Solomon, 2008)

The ABC model of attitudes stresses the link between knowing, feeling and doing. Each hierarchy in the model describes the sequence of steps that arises when forming an attitude, and explains the impact of the three components. (Solomon, 2008) The *standard learning hierarchy* involves a process that often results in consumer loyalty, and presumes that the consumer is very engaged in making buying decisions. Most attitudes are constructed through this process. When a consumer forms an attitude via the *low-involvement hierarchy of effects*, he or she acts on the basis of limited knowledge and does not have preference for one specific brand (for instance products such as underwear). Generally fashion is a high-involvement product and brands are therefore important to many consumers. The *experiential hierarchy of effects* regards

consumer acts consisting of emotional reactions. This perspective emphasizes that attitudes are influenced by attributes, such as advertising and package design. Since fashion is emotional and not always rational, it can also fall under the experiential hierarchy. (Solomon & Rabolt, 2009)

2.3.2 Values

Values are basic beliefs that motivate or direct the consumer behaviour. Research shows that an individuals' general values influence specific clothing decisions. (Solomon & Rabolt, 2009) The term consumer value is usually connected to consumers' experiences. Value is being defined as an interactive partiality experience, and distinguishes a person's experience of interacting with an object or event. Enjoyable experiences in a store reflect different types of *hedonic values*. (Bäckström & Johansson, 2006) These values are defined as consumer behaviour that regards the emotional and fantasy aspect of consumers' interactions with products. (Solomon, 2008) Comparing to its utilitarian counterpart, the hedonic shopping value is more personal and associated with playfulness and fun. For instance, it is fairly common that people shop for both utilitarian and hedonic grounds, as well as a positive mood can come from consumers following either type of shopping. A reason for consumers to go shopping can also be the possibility to socialize with their friends. (Bäckström & Johansson, 2006) An individual's set of values is very important regarding consumption activities. Many purchases are made because consumers think that purchasing products will result in reaching value-related goals. (Salomon, 2008)

2.3.3 Motivation

Motivations are the processes that start, maintain and aim behaviour. Theories about motivation can explain why we act and why we do certain things rather than others, together with a need that the consumer wants to satisfy. This need can be both utilitarian and hedonic. The end state that the consumer has the intention to reach, is the goal. How urgent the consumer wants to reduce the need depends on whether the need is hedonic or utilitarian; this is called the consumer's drive. One indication of a need is a person's want, which is created by a combination of cultural and personal factors. (Solomon, 2008)

There are several reasons why people wear clothes. A fundamental motive is related to the function of clothing. Furthermore, most researchers agree on four main motivations for buying fashion today; *modesty*, *immodesty*, *protection*, and *adornment*. The modesty theory means that a person wears clothes to cover private parts of the body. The immodesty theory involves the reason to draw attention to parts of the body; women's fashion both arouses and covers. The protection theory has the purpose of protecting people from elements such as insects and weather, to work as a barrier between the environment and the body. The adornment theory, which is an aesthetic expression and personal decoration, can be the most common function of clothing. Adornment influences a person's identity and raises the self-esteem. (Solomon & Rabolt, 2009)

A consumer motive cannot be seen or noted, what is noted is the behaviour itself. The concept of motivation is complex as similar motives might find expression in different behaviour. People may buy the same product, but for different motives. Consumers might not always be aware about all the different motives leading to the

final choice. Sometimes people may be unaware or even unwilling to admit the motives that cause them to buy or not buy a certain garment. Maslow's classification system for motivation is widely cited. According to Maslow, motives are organized in a hierarchy and it is only when lower level needs are satisfied that higher level needs become important. (Easey, 2009)

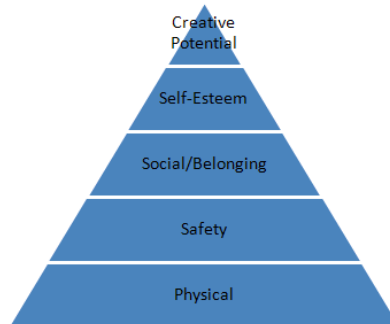


Figure 6: Maslow's hierarchy
(<http://www.spcforexcel.com/files/images/maslow.gif>)

2.3.4 Customer loyalty versus impulse buying

When a consumer frequently patronizes a specific retailer that she or he likes, knows, and trusts; customer loyalty exists. Loyalty reduces a person's decision making since there is no need of investing time in choosing and learning about the retailer. Generally, loyal customers spend more each shopping trip, and are more time-conscious. (Berman & Evans, 2004) A loyalty can also regard brands. *Brand loyalty* implies a strong bond between the consumer and the product, which is complicated for competitors to break. Usually a change in a person's self-concept or life situation is necessary to reduce this kind of bond, or a repositioning of the brand's image. (Solomon & Rabolt, 2009)

Fashion-oriented impulse buying happens when consumers find a new fashion product and buy it due to the motivation to buy new products; products they did not plan on buying. (Forney, Kim & Park, 2005) Impulse buying can be divided into three types: *completely unplanned* (the consumer has no thought about buying anything before entering a store), *partially unplanned* (the consumer plans to make a purchase but has not chosen model or brand before entering a store), and *unplanned substitution* (the consumer plans to purchase a specific brand, but changes his or her mind about the brand after entering a store). (Berman & Evans, 2004) Positive feelings and other emotional factors may lead to fashion-oriented impulse buying when shopping. High involvement and emotional preferences of products motivate consumers to impulse purchasing. (Park et al. 2005)

Impulse buying is important to fulfil hedonic desires. There is an evident link between impulse buying behaviour and hedonic shopping. Clothes purchased to satisfy hedonic needs seem to be chosen without planning and characterize an impulse buying event. Consumers are driven to hedonic shopping experiences by new fashion styles and brand image salience, which in turn motivates fashion-oriented impulse buying behaviour. (Park et al. 2005)

2.3.5 Decision-making

The consumer can be seen as a chooser engaged in an active process. The consumer starts with a goal and then begins taking in information. He or she actively processes and interpret that information in order to select alternatives. When consumers choose they are influenced by if the product meets their needs, its social value and the products ability to arouse interest and meaning among others. The consumer choice is affected by different variables and has sometimes been described as schizophrenic. This description is partly an image of the complexity of people's behaviour as consumers. Choice has increased over the years due to the growth of product ranges. (Gabriel & Lang, 2006)

When consumers are involved with the product the decision-making process is more complex. In this type of decision-making, consumers seek information and evaluate different brands more thorough than in other types of decision-making situations. Clothes are associated with ones ego and the process of choosing them can therefore be of a complex character. The complex decision-making process has several phases. First a need arousal initiates the process then the consumer starts her information seeking process and brand evaluation. The consumer will then buy the brand that is most likely to satisfy their desired benefits. (Gabriel & Lang, 2006)

2.4 Female consumer behaviour

According to certain research, shopping is a gendered activity and it is women who to the largest extent go shopping. (Dholakia, 1999) To describe shopping as a gendered activity can however be an oversimplification. Despite this fact there are still some general differences between the female and male shopping behaviour. A common stereotype about men and shopping is that men enter one store, buy what they need, and then quickly leave. Shopping has for long been associated with the domestic sphere and has according to gender role attitudes been regarded as a feminine activity. Women see clothes as a mean for self-identity, whereas men focus more on functional benefits. (McGrath & Otnes, 2001)

The word shopping obviously contains all sorts of goods but compared to for instance grocery shopping, clothes shopping is considered to be more attractive. It is a break from the normal routine and it is an opportunity for fantasy and self-expression. Shopping for clothes is considered recreational, satisfying and rewarding. For women shopping for clothing is a strictly individualized responsibility. Women claim shopping more than men and see shopping as something important. Since women see shopping as something recreational, it is important to emphasize the hedonic and experiential attributes of shopping. (Dholakia, 1999)

In terms of fashion, femininity is much more developed and visible than masculinity. In the majority of department stores the girl's clothes section is much larger than the boy's clothes section. Girls' clothes are modelled on adult clothes and introduce children to adult techniques of femininity at an early age. (Craik, 2009) Women generally find shopping more pleasurable than men and have a more positive attitude towards the browsing and social interaction that often follows with the buying procedure. Women associate buying with leisure, shopping plays an emotional, psychological and symbolic role. Furthermore women spend twice as long time in a

shop as men and the typical window-shopper is a woman. (Kuruvilla, Nidhi & Nishank, 2009)

Men and women think differently, and these gender-specific brain differences show a significant effect on how the individual absorb, process and retain information. When women make buying decisions they include many kind of senses and see a bigger picture. Women can easier take in more and different kind of information from the environment than men do. Women are interactive in their shopping style and like to carefully try on, test and sample products before they buy them. Women seldom see things and buy them. Before they make the purchase they are usually engaged in a decision-making process. They may come across the product a few times, think about it, research it, ask their friends and then start the process all over again. The process also involves getting validation from different reference resources, or word-of-mouth sources. (Johnson & Learned, 2004)

Women value unique products and brands that they can use to define their individuality. Females actively seek new styles and fashion trends to a larger extent than men. Women are more sensitive to clothing needs and possess a greater clothing awareness than men. (Adjei, Griffith & Noble, 2006)

In 2006, HUI (Handelns Utredningsinstitut) performed a survey in the Gothenburg area. 1100 women in the ages 16-64 participated and the questions regarded their clothing consumption. This survey further emphasizes the importance of uniqueness and quality for women in the process of buying clothes. The study also strengthens the fact that clothing plays an important part in building the female identity. According to the results clothing is the single product that women spend most money on. (hui.se)

2.4.1 Movement pattern

When women go shopping they visit approximately seven stores each time. Men visit on average one shop. This frequency may differ somewhat according to age since younger men visit on average three or four shops. The movement pattern of the female shopper affects the location of the shops. The structure with clustered stores coexists with the fact that women move the way they do. This is a contributing reason to the fact that all clothes shops are situated so close to each other in the central town area. (Öberg, 2010)



3. Informational need

This chapter explains which type of information that is needed in order carry out the process.

In order to answer our research question, we need complete and reliable information regarding following issues:

- How has the fashion industry developed over time? To understand the background of the phenomenon fashion, we will examine the fashion history and the present situation of the fashion industry. To reach an understanding of this character, we will use secondary data.
- What variables compose the consumer behaviour? Through mapping the general consumer behaviour and what components that control the individual behaviour, we will get a general view of how and why people purchase. This mapping will be based on secondary data.
- What are the general patterns within the female consumer behaviour? The aim of this study is to identify the female consumer behaviour, in order to understand Fever's situation. We will investigate what specifically characterizes the female consumer behaviour. This part will be based on both secondary and primary data. The primary data will consist of structured interviews in the city.
- What are the underlying causes to Fever's lack of female customers? To understand Fever's problem, we need to investigate the present situation of the shop. It is also of interest to learn which market segment the shop focuses on, and what positioning and marketing mix Fever has. Furthermore, we need to identify Fever's typical female customer behaviour. This data will be based on both secondary and primary data. Primary data will consist of an interview with the owner of Fever, and structured interviews with Fevers' customers.

4. Method

In this chapter the choice of method regarding this study is presented. Furthermore an evaluation of the study is conducted.

4.1 Scientific research approach

The terms *induction*, *deduction* and *abduction* explain the different ways in which the researcher can relate theory and empiricism.

A deductive way of working is to follow the road of proof. In this process the researcher will with the help of general principles and existing theories draw conclusions about a single phenomenon. Hypotheses are derived from the existing theory and then empirically tested. This is called hypothetical deduction. It is the existing theory that decides which type of information is to be gathered, how to interpret this information and finally how to relate the results to the already existing theory. One problem with this approach could be that the theory used by the researcher might affect the researcher into not discovering new and interesting findings. (Patel & Davidson, 2003) Our choice of method is the hypothetical deduction since we with the help of a hypothesis test whether the existing theory is correct and furthermore explains the question of how the female consumer behaviour affects the shop Fever.

4.2 Research purpose

When a field is not completely covered the study will be of an *exploratory* character. The purpose with this type of study is to gather as much information as possible about a certain problem area. (Patel & Davidson, 2003) This type of study is very useful in order to find out which questions are of relevance for the examination, and which type of information that is possible to obtain. (Lekvall & Wahlbin, 2001)

A *descriptive* study is a study that seeks information about specific situations. The term mapping is often used in this context. An example of a descriptive study is to describe a market in terms of its size, structure, existing products etc. The aim is often to describe the way things are without trying to explain why. (Lekvall & Wahlbin, 2001)

Our approach is a combination of an exploratory and a descriptive study. The exploratory approach was initially used in order to obtain a fundamental knowledge and understanding of the chosen problem area, with the help of primary and secondary information. This initial approach is further on developed by a descriptive part based on primary data. In the analysis we do however leave the simply descriptive state and make an attempt at explaining the situation with the help from the theoretical framework and empirical results.

4.3 Quantitative or qualitative approach

It can be difficult, and sometimes unnecessary, to distinguish the *qualitative* or *quantitative* approach. Description can for instance be reached through both methods. Thus, a distinction between quantitative and qualitative methods can complicate more than it elucidates. (Teorell & Svensson, 2007) The main part of today's research, are somewhere in between these two extreme points. (Patel & Davidson, 2003)

Quantitative methods are structured and to a large extent controlled by the researcher. This type of method is often used when conduction formalized analyses and when making comparisons. Statistical methods of measurement play a large role when analyzing quantitative information. (Holme & Solvang, 1997)

The primary purpose with the qualitative method is to create understanding. Through different ways of gathering information, it is possible to reach a deeper understanding of the problem and facilitate the description of the context around the problem. The method is characterized by nearness to the source from where the information is collected. (Holme & Solvang, 1997)

The choice of method defines which circumstance that is of interest regarding the chosen research question. We therefore use a combination of these two methods. Since structured interviews can resemble surveys, we refer to structured interviews as a quantitative method. We use this method because it generates data about a large number of people who represent a bigger population, and since our aim is to map the female consumer behaviour. We have also performed an interview of a qualitative character, with the owner of Fever, Henrik Hansson. We chose this method since it provides a deeper understanding of the subject and to get a clear description of Fever's problem.

4.4 Data collection

When collecting secondary data, we used Gothenburg University's search engine GUNDA, to find literature regarding our subject. Furthermore, we searched for scientific articles in different databases, such as Emerald and Business Source Premier, to get a clear understanding of the present situation and earlier investigation results. Additionally, we studied other essays from Gothenburg University, with connection to our research.

To understand Fever's situation and identify problems concerning the female customers, we gathered primary data from a semi-structured interview with a low level of standardisation with the owner of the shop, Henrik Hansson. Moreover, we performed standardised structured interviews in the city, as well as outside Fever. We considered that method as being the best choice when mapping a phenomenon such as consumer behaviour.

4.5 Primary data collection methods

4.5.1 Interviews and surveys

Both interviews and surveys are techniques to gather information with the help of questions. The form of structured interviews that we performed can also be called a *survey through guidance*. When formulating questions it is important to keep in mind to which extent the questions are free to interpret for the respondent. This is called level of *structuring*. During the structured interview the interviewer reads all questions in the same order and they are often specific with a fixed range of answers. Another term is the level of *standardisation* and refers to the interviewer's responsibility in terms of formulating and deciding the order of the questions. The more standardized interviews are, the easier is it to arrange and quantify the results. (Patel & Davidson, 2003)

We used two different types of interviews since they serve different purposes. The first type is the survey that we conducted in the city and outside Fever. A structured interview can be compared to a survey, with the difference that the interviewer is the one to fill in the answers and not the respondent. (Bell, 2006) The aim with a survey is often to gather information about a representative selection of the population. The gathered information will then be used in order to describe results that are representative for the entire population. This sort of study might be the source of some evident problems. The selection must be representative for the population. It is important to carry out a thorough analysis in order to decide which characteristics of the population that are going to be representative in the selection. When formulating the questions the process must secure that the questions mean the same to all the respondents. (Bell, 2006)

The other less structured interview that we performed we chose partly because of its flexibility. This type of qualitative interview gives the interviewer possibility to follow up ideas, examine responses and come in contact with motives, attitudes, emotions and behaviour in a way that is impossible with a survey. Moreover, there is a possibility to ask attendant questions and the answers can be developed. (Bell, 2006)

Evident problems with interviews in general are the effect that the interviewer might have on the respondent. This effect might come from the way that the question is being posed or because of the interviewer's intonation. It is therefore of highest importance to maintain a neutral tone when performing the interviews. (Christensen, 2001)

4.6 Sample process

The most common form of selection is the probability selection called *simple random sample*. In a simple random sample each individual is chosen randomly, so that each person has the same probability of being chosen at any stage during the sampling process. In the use of a simple random sample a confidence interval is calculated. However, as a consequence of practical, economical and time restrictions it is common to use what is named a *comfortable selection*. All units do not have the same chance of ending up in a comfortable selection and it is therefore named a non-probability selection. A typical comfortable selection is when the interviewer takes

position at some highly frequented shopping street. The weakness with this type of survey is that the selection often becomes distorted since it is only some individuals in the target population that has the probability of ending up in the selection. The people who stay at home do not stand a chance of ending up in the survey. (Lekvall & Wahlbin, 2001) Since we were interested in women who frequent Gothenburg's central shopping area this type of comfortable selection was well suited for the purpose of our study.

The interviews in the city and the structured interviews outside Fever, were performed with the use of a comfortable selection. Below we present our two sampling methods.

At three different points of time during different days we went to diverse central places in Gothenburg to perform our structured interviews. We did this in order to get as close as possible to the simple random sample. By spreading out the dates and times a larger amount of the targeted population had a chance of ending up in our sample. Since our purpose is to investigate female buying behaviour, we asked only women. Fever's female target group are between 20 and 40 years old; we therefore tried to ask only women in this interval of age. Our aim was to interview every fourth woman, which we noticed made it more difficult due to the fact that we were asking solely women. Moreover, we were sometimes rejected and had to count to four another time. When we began noticing a pattern in the answers we received we decided that we had reached a saturation point valid for this essay. Altogether we got 40 respondents, which in our essay represents the female shopper.

Furthermore, we stood outside the shop Fever at three different points of time, during different days, to perform our structured interview with Fevers' customers. This time, the aim was also to interview every fourth woman who left the shop in order to get a wider sample. However, we soon noticed that women visiting Fever each day were few, and we therefore had to ask every woman that visited Fever. Eventually, we performed 20 interviews, whose answers represent the female Fever customer.

4.7 Evaluation of our study

When the researcher constructs the data collection instrument to be used in the study he or she cannot be sure whether to receive the desired information, neither can the researcher be sure about the certainty of the gathered information. We have to know that we examine what we aim to examine, we also have to know that we do it in a reliable way. The terms used to describe these requirements are validity and reliability. (Patel & Davidson, 2003)

Each step in the process could also constitute a possible *error source*. Errors that need to be taken into consideration can come from the selection, the data collection, the processing of data and the interpretation of the data. When it comes to selection there can be difficulties indentifying which objects that are to be concluded in the survey. The most common error source is however the falling out of respondents. Furthermore, error sources can arise when collecting answers. The questions and the answering options can be wrongly interpreted and careless answers could lead to random results. In addition there is also a large risk that the interviewer affects the respondent. Errors could also arise when the data is supposed to be cultivated and interpreted. A common mistake is to over interpret the received result or to be afraid to analyse the results because of fear of misinterpretation. (Christensen, 2001)

When we formulated the questions for both the surveys we made sure to secure that the questions would mean the same to all the respondents. We did not use any leading questions or any type of misleading formulations. We worked thoroughly on a comprehensive and clear layout and did not use any difficult or strange words. Before we performed the actual surveys we made sure that none of the questions would be misinterpreted by testing them on five different persons. We then corrected those things that they could not understand. Terms that we knew could be misinterpreted we explained to each of the respondents when asking the question. We believe that the two studies and their results correspond to reality since we are well familiar with the theoretical background from which we formed our questions. We rely on the validity of our answers when analyzing the results. Our selection process further strengthens the validity. The interview with Henrik Hansson was performed in a semi-structured way, we asked him to tell us about something and then he could develop the answer as he wished. If anything was unclear or if we needed more information we simply asked him again. The information we gathered from this meeting can therefore be considered valid.

Due to lack of time and resources we could not perform a correct reliability test. We performed the interviews in the city and the interviews outside Fever on different days and at different times and the results did not differ dramatically from one another. We were also aware of the effect that we as interviewers could have on the respondents. We tried to act natural and asked the questions in a manner that would not lead them into believing that a certain answer was required. We interviewed Henrik Hansson the same way; we posed him the questions and then let him speak freely. Furthermore, it was not difficult for us to identify our objects. We had two limitations; they were supposed be women and preferably not under the age 20 or over 50 since those ages are outside Fever's target population.

It does not matter how well the questions are posed if those who refuse to answer are many. A high falling out hinders the possibility to generalize the result of the study. We were therefore worried about the falling out of respondents since we know that people can feel a bit stressed down town. Since there were not so many women visiting Fever during the days we stood outside the store we had to ask every women who exited the shop. Only two declined and the rest were willing to answer our questions. The falling out in the city was 33 % since 15 persons out of 55 asked said no.

Finally we have been very thorough in processing and interpreting the data. We chose to make a chart out of each question and we interpret them in an objective and open manner.

4.8 Evaluation of the sources

There are four principles for criticism of the sources; the first one is called authenticity and refers to the fact that the source is supposed to be what it claims to be and not a falsification. The second principle is about the age of the source. The longer time that has passed between the actual event and the source's story about the event, the more reason there are to doubt the source. Furthermore the source is supposed to be independent and not just an account from another source. The main rule is that a primary source is more reliable than a secondary source. The fourth principal refers to



the bias of the source. Some sources give a false image of reality due to someone's personal, economical, or political interests. (Thurén, 2005)

The risk with an interview is the fact that the answers can have a certain amount of bias. We did not pose questions that could lead to any obvious bias even though we are aware of the fact that the respondents' own opinions always affect the answers in a subjective manner. When selecting books and articles we rejected those that were too old. All the articles that we have chosen are scientific and published by scientific journals and therefore have high reliability. We are however aware of the fact that some of them can be biased since the researchers are often trying to prove their own hypotheses. During the process we have become well familiar with the subject and we therefore recognize the context into which these articles all fit. Several of the authors within the same field refer to one another and that increases the reliability of the articles. The books that we use are all highly recognised within our subject field, even though they are not all academic. We have often selected information that is confirmed in more than one source.

5. Results

Following chapter presents information that has been gathered from primary data, i.e. from completed consumer studies and parts from the qualitative interview with Henrik Hansson. The chapter begins with a summary of the interview with the owner of Fever, Henrik Hansson. Other parts from this interview are used in the introductory chapter in order to explain the situation. The chapter continues with results from the structured interviews.

5.1 Interview with the owner of Fever

Monday the 19th of April 2010 we performed an interview with the owner Henrik Hansson at the office of the shop Fever, to get a deeper understanding of Fever's situation. Below follows a summary of the accomplished interview.

Hansson has always felt obligated to stock clothes that he can represent to a hundred percent, even though he is aware of the fact that there are other more easily accessible types of garments. Fever has always been selling more to men than to women. At the moment both the shop and the webshop consist of around 30 % female garments. Hansson does not believe that he has to focus on either male or female garments in order to be successful since there are other successful stores that offer garments to both men and women. The market is however small and the fact that the assortment is difficult for the average consumer to appreciate makes it rather difficult to succeed. The case would be entirely different if the shop was situated in, for instance, London or Tokyo.

Fashion is a way of expressing oneself and it says a lot about the person. Hansson is driven by finding the ultimate mix of products, and his joy is optimal when a customer really shows appreciation for the garments. The ambition is to display different kinds of brands, the shop is supposed to be a platform for fashion in the front line. It is important for those working at Fever to engage in the customer in order to find out what she or he like and to establish a relationship.

Hansson claims that Swedish media has a large impact on consumers today. Media should be more broad-minded regarding fashion and inform the customer about what the market has to offer, instead of only focusing on Swedish brands. When it comes to marketing Fever uses the web. Hansson has been offered to advertise in a local paper, but since he considers that their fashion writer is not competent he declined that paper. Hansson works with certain blogs and some selected web pages with the right target groups. This sort of marketing primarily attracts customers to the web shop.

Another issue is that the location of the shop can constitute an obstacle to Fever. Formerly, there was more pulse in the area around the shop, and Fever was surrounded by many other popular shops and bars. Now consumers need to perform an active choice when visiting Fever. But at the same time, Hansson is not sure a location on the high-street (to the double rent) would lead to higher sales, although it would increase the number of consumers visiting the shop. Fever has to work on being an option for the female target group. Women seem to appreciate the careful and unique selection but they do not frequent the store. The shop has a rather narrow niche and it is difficult to find the correct forum for women.

Some of the clothes that the shop has to offer are not supposed to be produced in too large sizes. Fever could however offer certain garments in larger sizes, particularly for the older female customers. The problem with this situation is that it is always a chance to take in a large number of a certain garment since the market is so insecure. The shop cannot afford to take these chances.

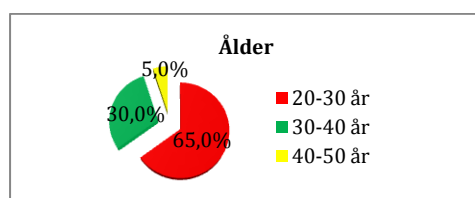
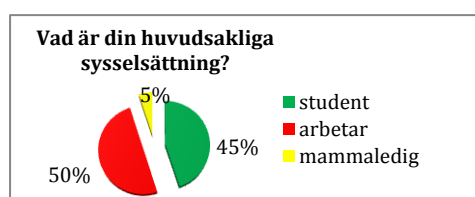
5.2 Structured interviews in the city and outside Fever

In April and May 2010 we performed structured interviews in central Gothenburg and outside the shop Fever. We started with the interviews in the city, which we conducted Monday the 26th, Wednesday the 28th, and Thursday the 29th of April. The first day we were standing in the morning one hour in Haga Nygata, and one hour in Vasastan. Since it was raining and people seemed stressed, we only got 10 respondents. The second day we strolled about Magasinsgatan and Kungsgatan, for about two hours in the afternoon. This time we gathered 15 answers. The third day we chose to ask women in Hamngatan and Kompassen, one hour at each location in the afternoon. At this occasion we also interviewed 15 women.

The week after, we went to Fever to interview Fevers' customers. The days we chose were Monday 3rd, Thursday the 6th, and Friday the 7th of May. The first day we were only standing outside for one hour in the morning, since we noticed that Monday was not a busy day for Fever. We interviewed four female customers. The second day we stayed for two hours in the afternoon, and since the sun was shining and Thursdays are busier, we collected 7 questionnaires. The last day we also stood outside the shop for two hours, and asked 9 women.

In the city 50 % of the questioned women were students, 45 % were working and 5 % were on maternity leave. Outside Fever it was almost the same distribution. Instead of asking about specific age, we estimated what interval of age the respondents belonged to. It did not seem relevant to know their exact age.

In the city



Fever

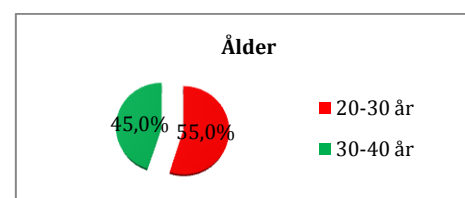
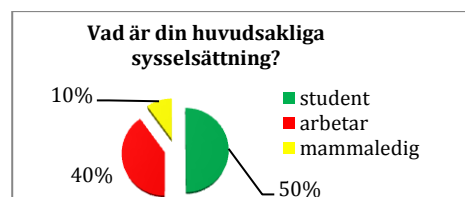


Figure 7: Age and occupation

According to our estimations, the majority in the city were 20-30 years old, 30 % were 30-40 years old and the remaining respondents were between 40 and 50 years old. When asking Fevers' customers, the majority was between 20 and 30 years old and the remaining were between 30 and 40 years old.

The two surveys had some questions in common but were designed a bit differently. The interviews were performed in Swedish since they were executed in a Swedish environment. The diagrams are therefore in Swedish since a translation of the questions or the answers could lead to misinterpretations. Before each question we explain the content in English, and there is also a glossary of frequent words in the appendices.

The results are presented in diagrams and charts, in an order we consider suitable. To get a deeper understanding and to highlight connections between different results, for instance between the two surveys, we present many diagrams together. The charts compiled through the structured interviews we performed in the city, are titled “In the city”. Likewise, the charts that present answers from Fevers’ customers are titled “Fever”. All questions asked are compiled and presented below, although we will not analyze all of them when mapping the female consumer behaviour. Therefore, in the end follows a presentation of those questions that were important in order to understand the situation, but less important when we draw conclusions out of our results and since we excluded some aspects when drawing up limitations for the essay. We also present some of the responses that we received outside Fever separately since this data is more of a specific character than the rest.

5.3 Female consumer behaviour

5.3.1 Attitude

5.3.1.1 Clothes shopping

We asked the respondents in the city what they think about clothes shopping since this is an important part of their attitude towards this type of activity. They could select several options.

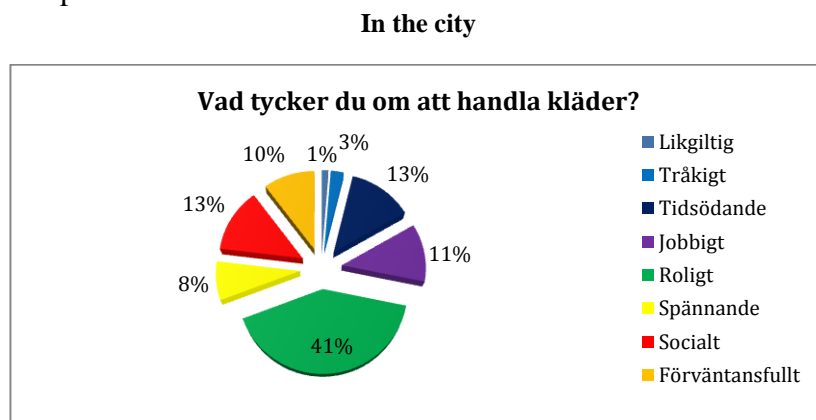


Figure 8: Clothes shopping

41 % answered that they think that it is fun to go shopping. Some of them also thought that it was time-consuming (13%) and tiresome (11%), but at the same time exiting (8%) and social (13%). 10 % feel expectant when they go shopping and only 3% find the activity boring. Shopping seems to the largest extent be connected with pleasure and leisure.

5.3.2 Value

5.3.2.1 Mood

A part of the mapping of shopping attitude and behaviour is mood. We were interested in finding out whether the respondent's mood affects their shopping behaviour. We also asked them how they feel after they have bought a garment. They could select several options.

In the city

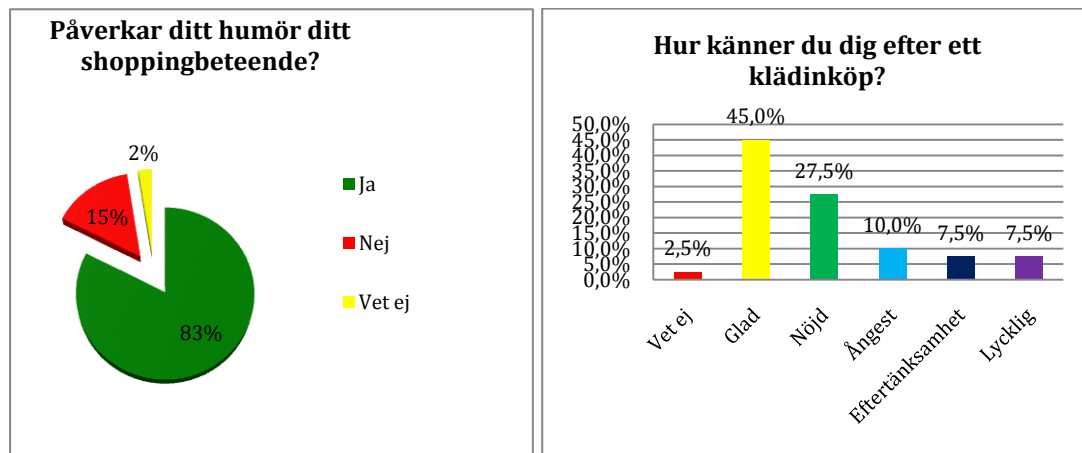


Figure 9: Mood

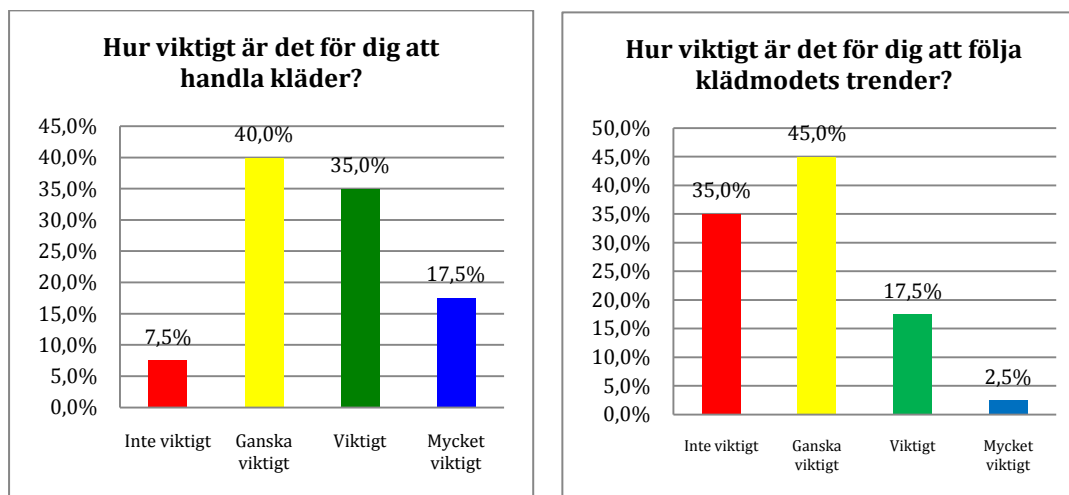
83% answered that their mood does affect their shopping behaviour. We further noticed that altogether 72.5% feel either happy or satisfied after they have bought something.

5.3.3 Motivation

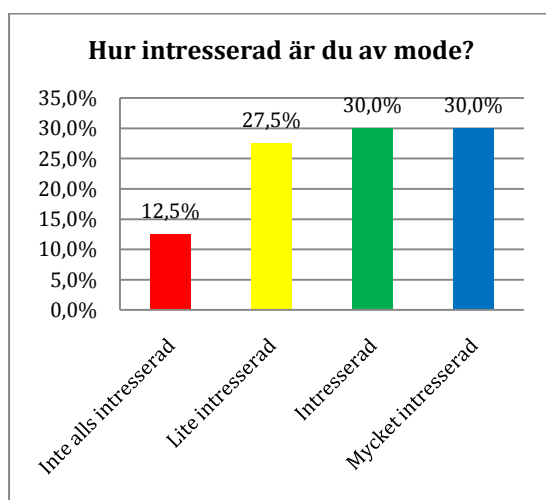
5.3.3.1 Trends and fashion

Since it is of interest to map the female shopping behaviour, we asked the respondents in the city how important it is for them to buy clothes, how important it is to follow fashion trends and how interested they are in fashion. Outside Fever we asked them how interested they are in fashion to find out if these women are more fashion conscious than those downtown.

In the city



In the city



Fever

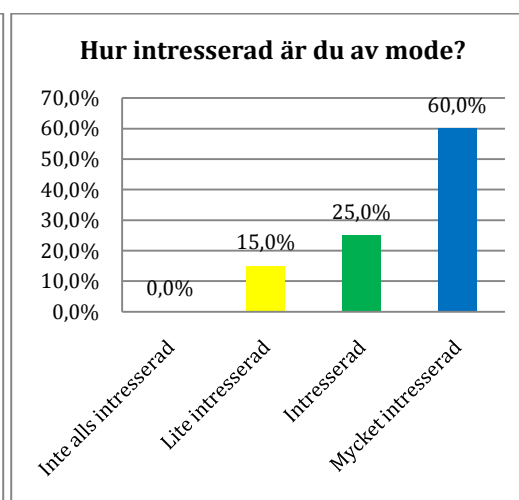


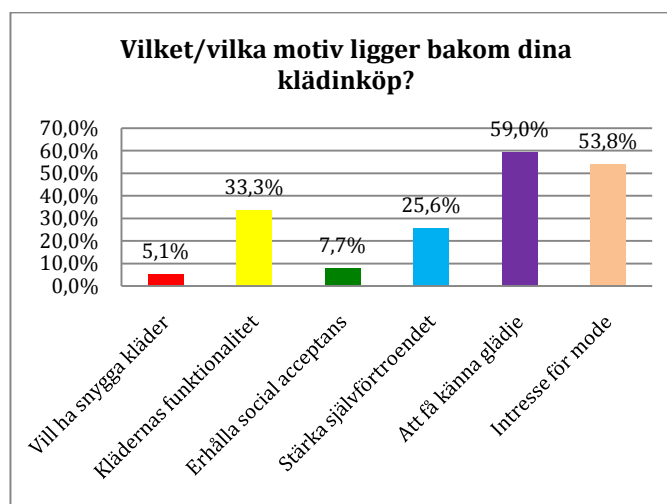
Figure 10: Trends and fashion

These questions are of interest to Fever since the idea behind the shop is to stock fashionable clothes from interesting designers. 75 % thought that it is rather important or important to buy clothes. 7.5 % claimed that it is not important at all, and the rest thought that it is very important to buy clothes. The majority (80 %) answered that it is not important or rather important to follow trends. 60 % of the respondents in the city are either interested or very interested in fashion. Finally, outside Fever 60 % claimed that they are very interested in fashion.

5.3.3.2 Motivational factors

We wanted to know which factors motivate women when they go clothes shopping. So we asked them the same question in the city and outside Fever. When answering they could select several options and also suggest their own.

In the city



Fever

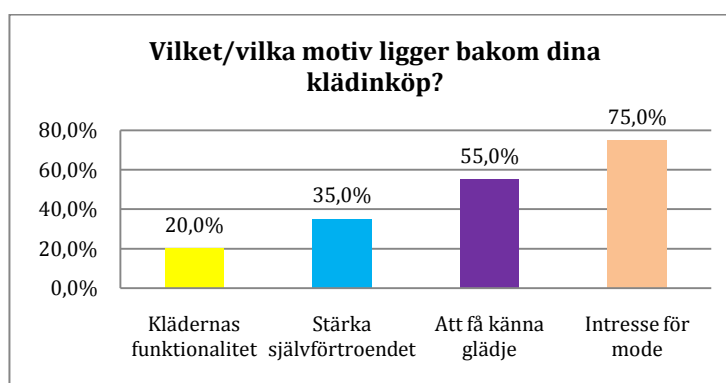


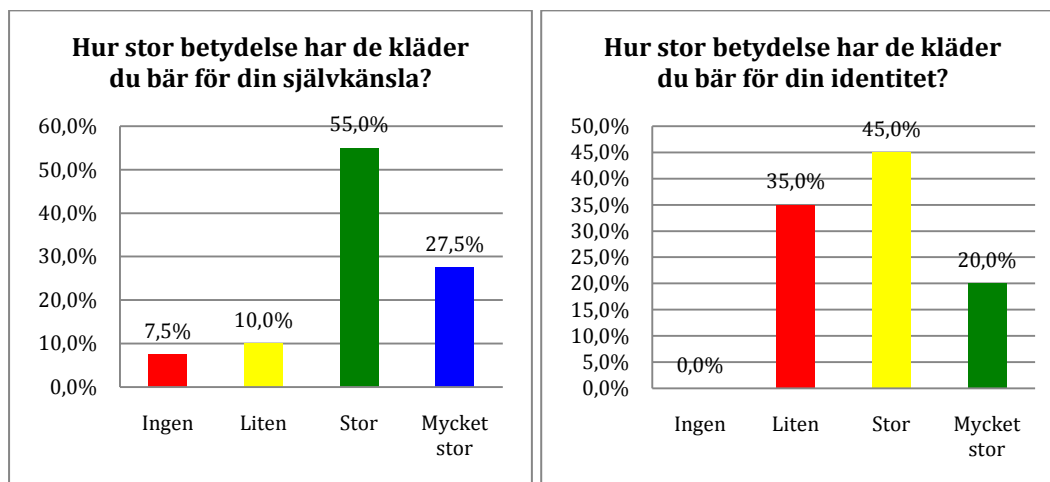
Figure 11: Motivational factors

To be able to feel joy and an interest in fashion were the two most common motivational factors among women in the city and the ones we interviewed outside Fever. Some of them also buy clothes to strengthen their self-esteem.

5.3.3.3 Self-esteem and identity

In the city we asked women how much clothes mean to their self-esteem and to their identity. Outside Fever we wanted to ask more specific questions and since Fevers' clothes stand out from regular clothes it is of interest to find out if women visiting Fever believe that clothes are important for their identity, since the identity is a part of the picture that one communicates to others.

In the city



Fever

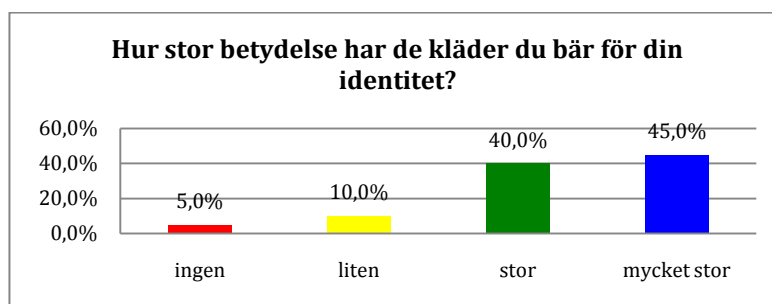


Figure 12: Self-esteem and identity

82.5% answered that clothes have a large or very large influence on their self-esteem. Clothes apparently mean more in terms of self-esteem; the respondents want to feel safe and secure with what they are wearing. 35 % said that clothes have a small meaning to their identity, 45 % that they have a large meaning and 20 % that they have a very large meaning. Outside Fever 85 % in total claimed that the clothes that they wear have a large or very large meaning to their identity.

5.3.4 Consumer loyalty versus impulse buying

5.3.4.1 Planning

Since it can be interesting for a retailer to find out how often women impulse buy their clothes we asked them to what extent they plan their purchases. If they chose 1 it means that they do not plan them at all and if they chose 5 it means that they are very well planned.

In the city

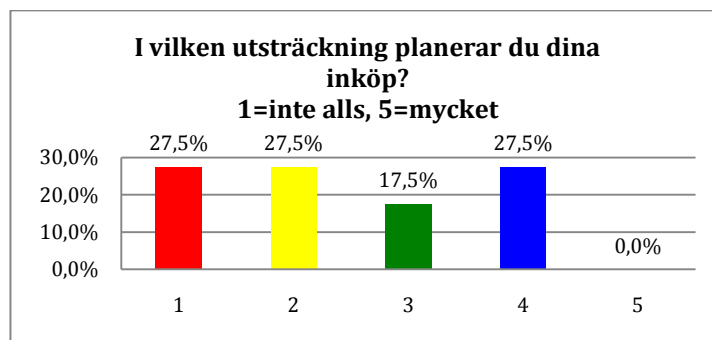


Figure 13: Planning

The majority of the respondents do not plan their purchases since a bit over 50 % selected 1 or 2. 17.5 % chose 3, 27.5 % chose 4 and nobody chose 5.

5.3.4.2 Loyalty towards a certain clothes shop

It is interesting to investigate whether women in Gothenburg are loyal to specific clothing stores, since a small shop like Fever depends on loyal customers.

In the city

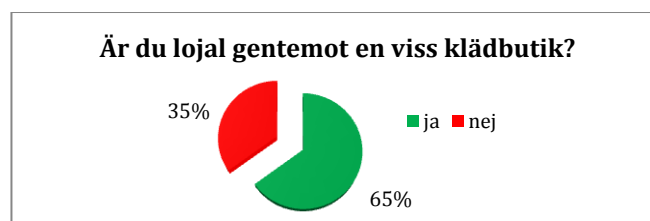


Figure 14: Loyalty towards a shop

The majority of the respondents, to be precise 65 %, answered that they are loyal to some shop. This shows that the majority of women in Gothenburg visit some specific shop frequently.

5.3.4.3 Loyalty towards a certain brand

Furthermore, it was of interest to ask our respondents if they are loyal to specific brands, as Fever has a carefully selected range of brands. We asked the same question to women in the city, as to Fever's female customers.

In the city

Fever

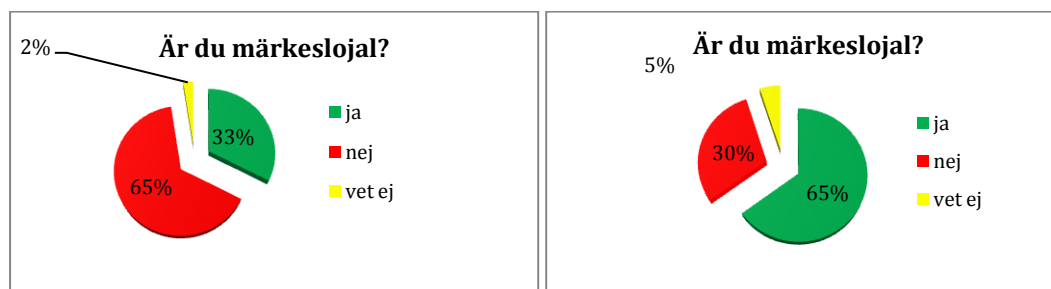


Figure 15: Loyalty towards a brand

The result of this question shows that 65 % of the respondents in the city are not loyal to a specific brand, an amount that consists of as many persons that answered that they are loyal to a specific shop. 33 % are brand loyal, and the remaining respondents do not know. When we instead asked the same question to Fever's visitors, 65 % answered that they are brand loyal, and 30 % said that they are not; in other words an opposite situation. This implies that women shopping at Fever are more loyal to specific brands.

5.3.5 Decision-making

5.3.5.1 Designer clothes

Due to the fact that Fever offers fashionable clothes by specific designers, it was interesting to ask whether women in Gothenburg find it important that the clothes they buy are designer clothes.

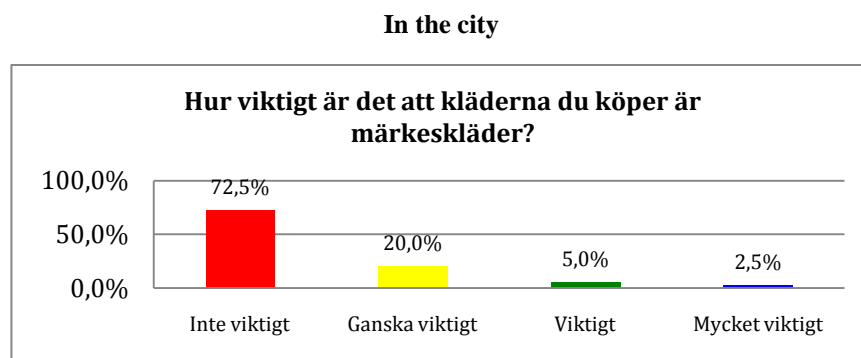


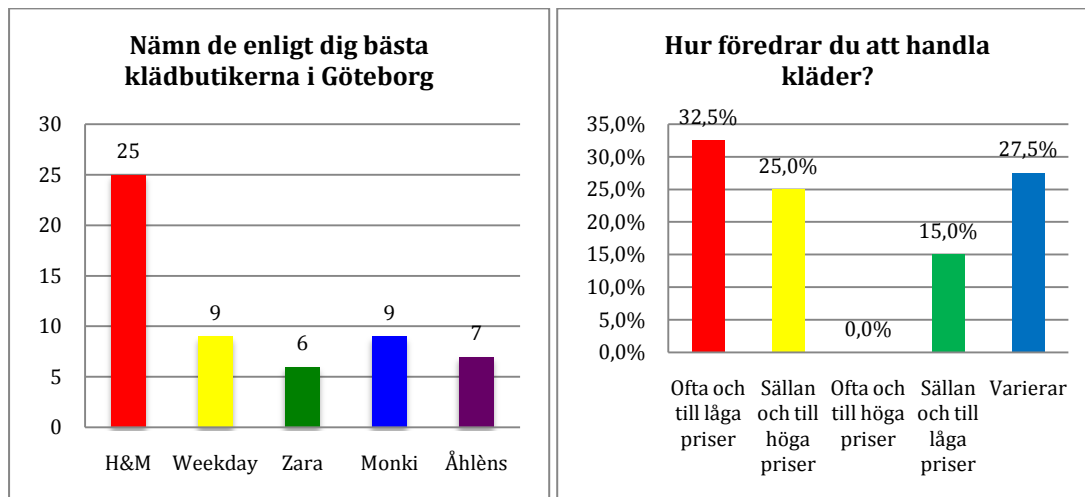
Figure 16: Designer clothes

The majority of the respondents, i.e. 72.5 %, replied that it is not important at all to buy designer clothes. 20 % said that it is of little importance, and only one person answered that it is very important to wear designer clothes.

5.3.5.2 Clothes shops and shopping manner

In the city we asked the respondents if they could mention around four good clothes shops in Gothenburg. We did this for two reasons; first we wanted to see if anyone mentioned Fever (no one did), second we wanted to see which type of shops that women like. We also asked them in which manner they prefer to shop for clothes, for example often and at low prices or more seldom but to higher prices. Outside Fever we asked them what they think of the shops' prices.

In the city



Fever

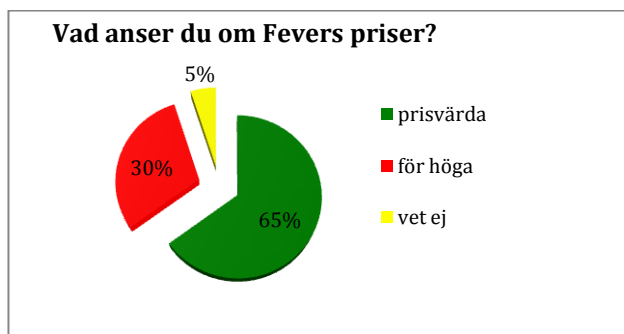


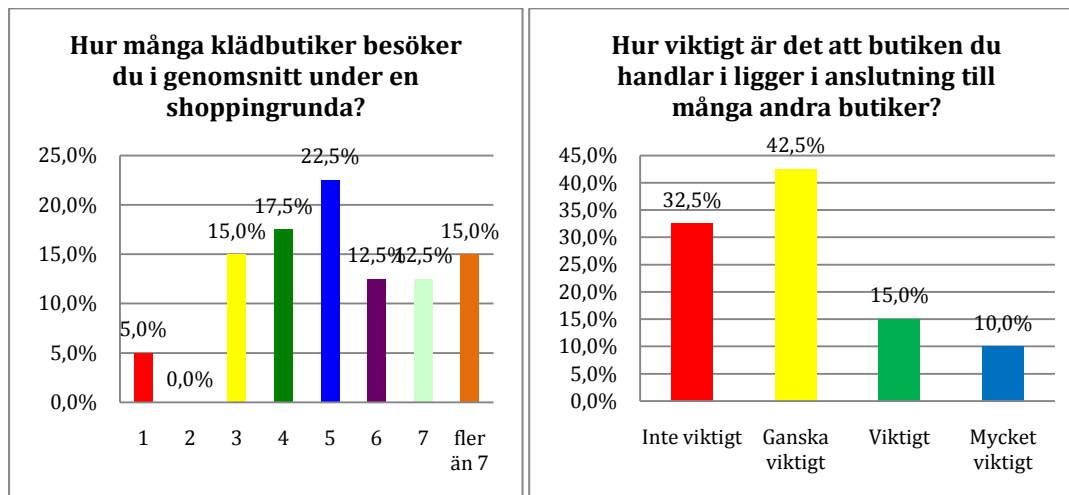
Figure 17: Clothes shops and shopping manner

The five shops shown above are those that were mentioned most frequently. As much as 25 persons said that they prefer H&M. Around 47 % answered that they prefer to shop clothes at a low price. The majority of these women like to go shopping often. Since Fevers' prices are above those in the mass retailing section, we wanted to know what people think about the shops' prices. Even though Fevers' prices are high, 65 % claimed that the clothes were worth their price. Many of those who entered Fever knew that they wanted something special and were willing to pay more than they do at the chain stores downtown.

5.4 Movement pattern

These four questions are all connected to the pattern in which women move when they go shopping. In the city we asked them how many shops they visit in average when they go looking for clothes and how important it is that the clothes shops are located close to each other. Outside Fever we asked them if they think that the shop is well situated and how often they pay the shop a visit.

In the city



Fever

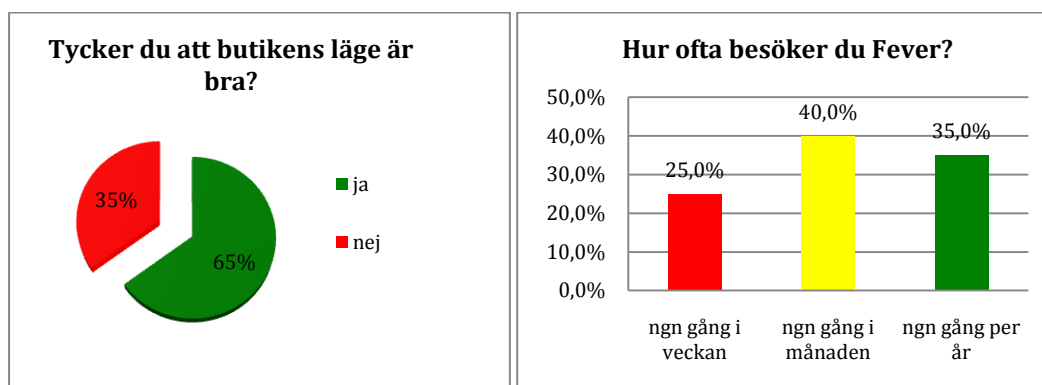


Figure 18: Movement pattern

The majority of the women visited five or more shops during a shopping trip. At the same time they do not seem to think that it is of high importance that the shops are located close to each other. 35% of the respondents outside Fever said that they think that the shop is not well situated. They all mentioned the same reason; the fact that the shop is somewhat off from the main shopping area. 40% of the women we interviewed outside Fever answered that they visit Fever approximately once a month, 35% visit the shop only once a year.

5.5 Fever

5.5.1 Shopping frequency at Fever

We concluded the interviews in the city by asking our respondents if they know about the shop Fever. We also asked the women who knew about the shop, if they have bought anything there during the last year and why they did not if that was the case.

In the city

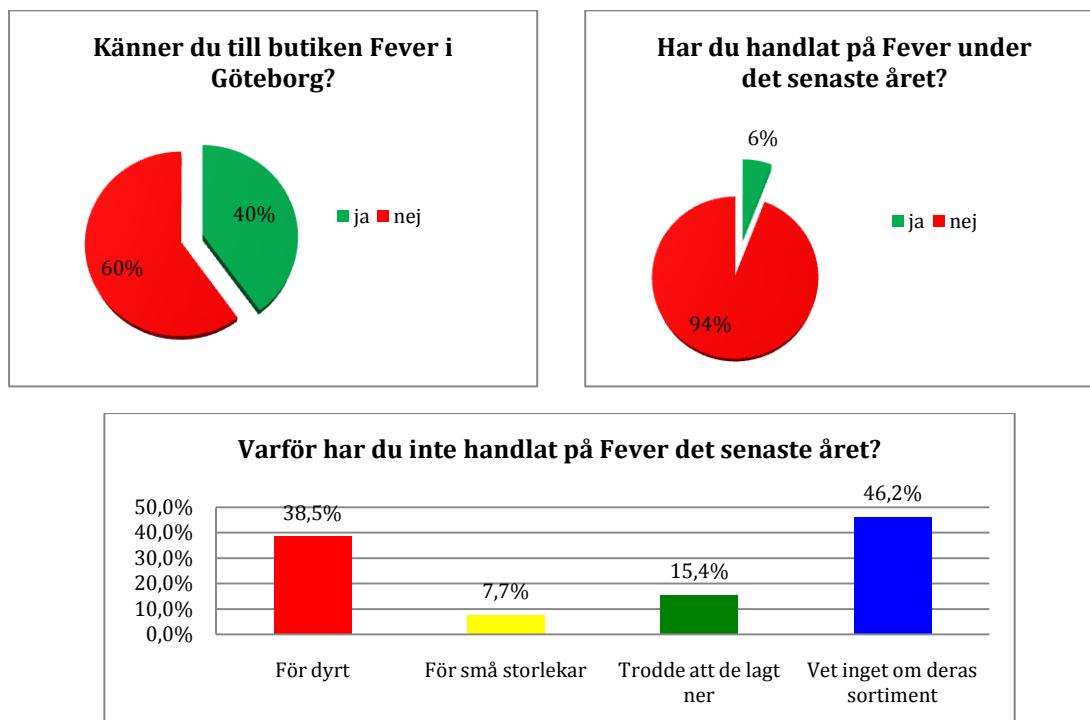


Figure 19: Shopping frequency

Most of the respondents (60 %) answered that they had never heard about Fever. Of the remaining 40 % that knew about Fever, only one person had purchased something from Fever during the latest 12 months. When we asked why they had not bought anything, the majority said that they were not familiar with Fever's assortment. Furthermore, many respondents answered that it is too expensive. Remarkably, a couple replied that they thought that the shop had shut down.

5.5.2 Knowledge about Fever

Since Fever's location is quite hidden, we wanted to know how our respondents got to know about the shop. Therefore, we posed that question to the respondents both in the city and outside Fever.

In the city

Fever

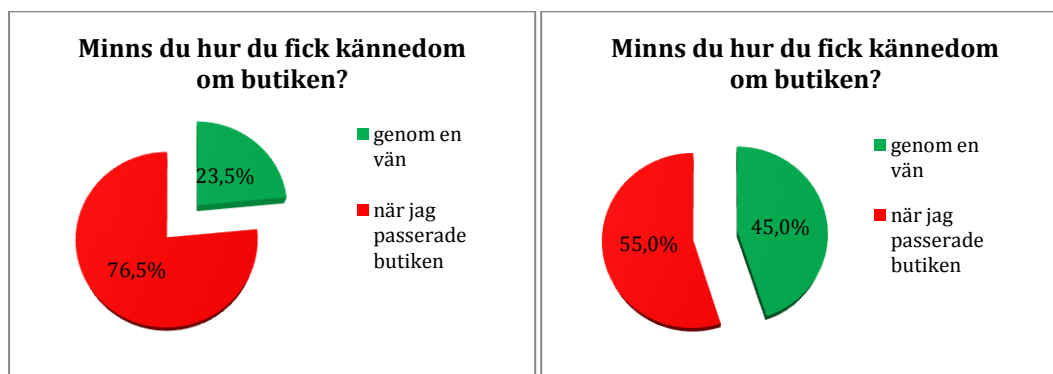


Figure 20: Knowledge about Fever

When we asked women in the city, 40 % knew about Fever. The majority of those noticed Fever for the first time when they passed the shop, and the remaining 23.5 % heard about Fever through a friend. The majority of Fevers' customers also discovered Fever for the first time when they passed it, and the remaining 45 % heard about the shop through a friend. This result shows the effectiveness and importance of communication through word-of-mouth.

5.5.3 Attitude towards Fever

To find out the purchasing frequency among Fevers' customers, we asked our respondents outside Fever if they bought anything that day. If they **had** not, we also asked them why.

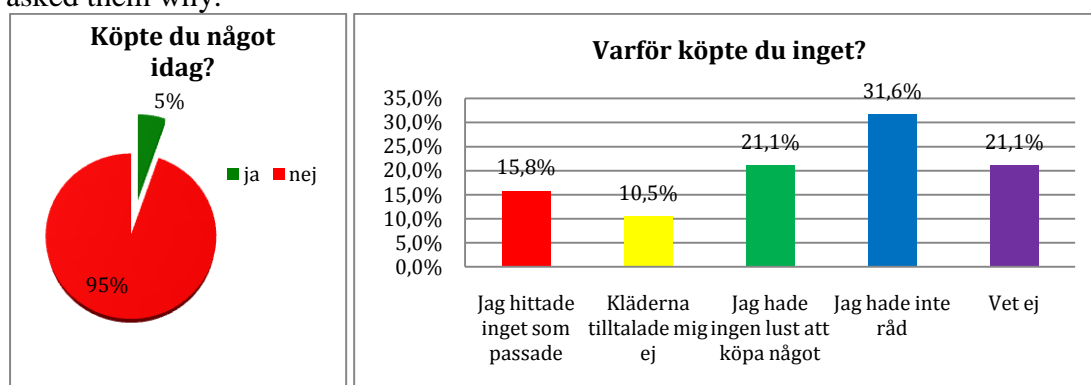
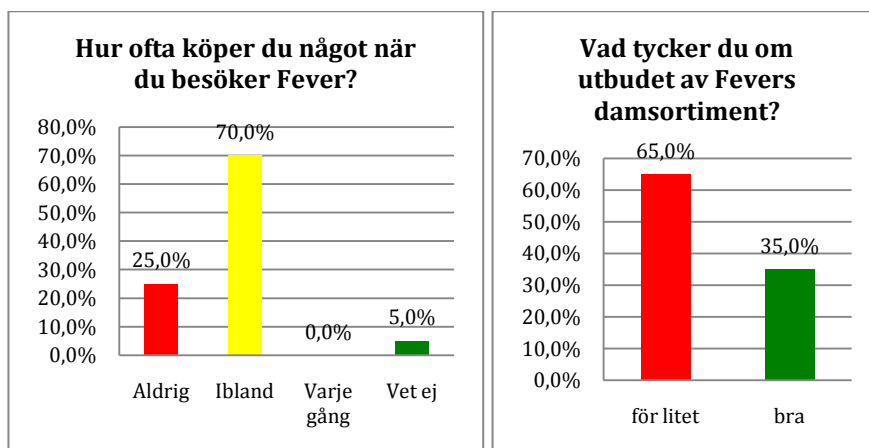


Figure 21: Attitude towards Fever

Only one person answered that she bought something. The remaining 19 women did not buy anything, for different reasons. More than 30 % could not afford what they found. The others did not buy anything because they did not feel like it, or because they did not find anything that fitted. This question emphasizes the extent of Fever's problem. Out of twenty persons, when asking during three different occasions, only one woman bought something.

5.5.4 Fevers' clothes

We wanted to know what Fevers' customers think of the shop's range of female clothing. Outside Fever we therefore asked the respondents how often they buy something when they visit Fever, what they think of the size of the range and what they think of the clothes that the shop has to offer.



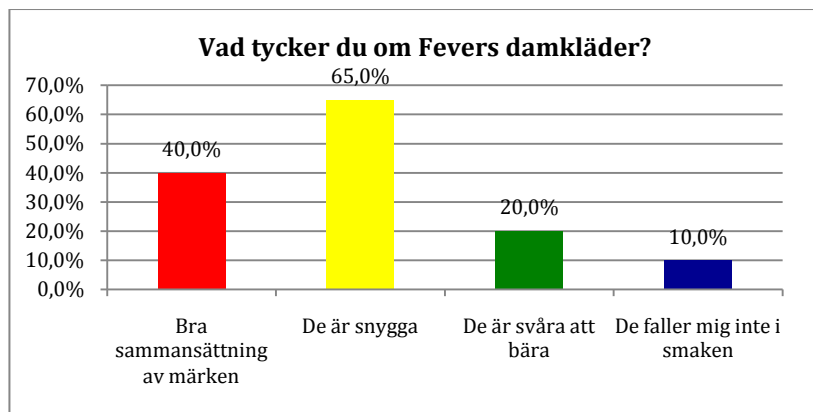


Figure 22: Fevers' clothes

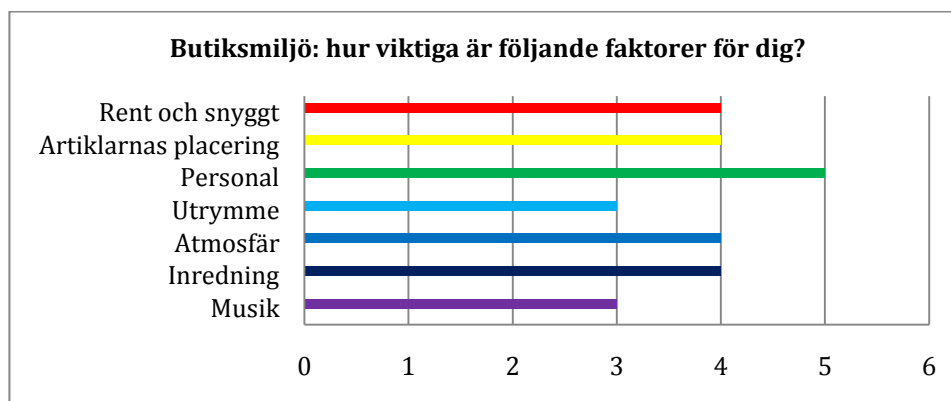
70% claimed that they buy something sometimes when they visit Fever. 65% said that they think the range is too small. When they answered what they think about the clothes they could select several options. 65% think that the clothes look nice and that the shop offers a good selection of brands. 20% answered that the clothes can be difficult to carry and 10% said that they did not like the clothes.

5.6 Remaining results

5.6.1 Store environment

Since the environment of a store plays an essential role when shopping, we wanted to know how the different elements of the store environment affect the individual. Below we present the average ratings, regarding both the general opinion of different factors in the environment, and how well Fever fulfils each component.

In the city



Fever

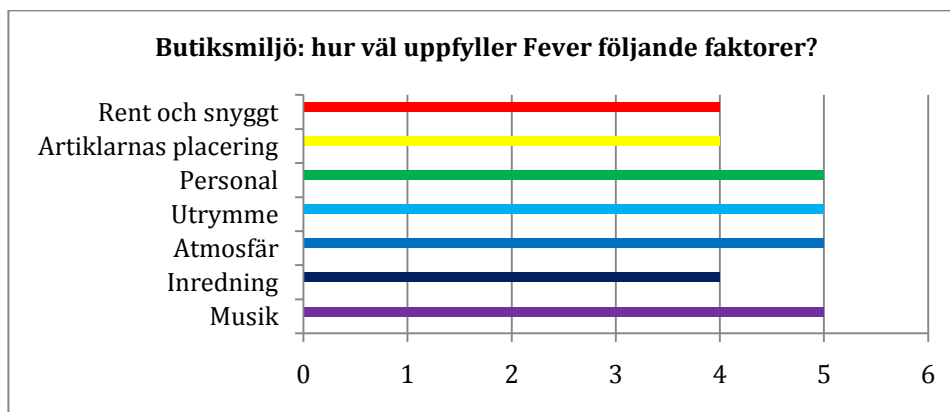


Figure 23: Store environment

When we asked women in the city how important each factor is, they thought most factors were important. Most important was the personnel. When we asked Fevers' customers how well Fever fulfils each element, the answers showed they were very pleased with the store environment at all points.

5.6.2 Image

Since Fever's image might seem rather unique, we wanted to ask our respondents if the image of a shop constitutes an important part of the shopping experience. Partly we asked women in the city how important a store image is when shopping, and partly we asked Fevers' customers how important Fever's image is for the shop.

In the city

Fever

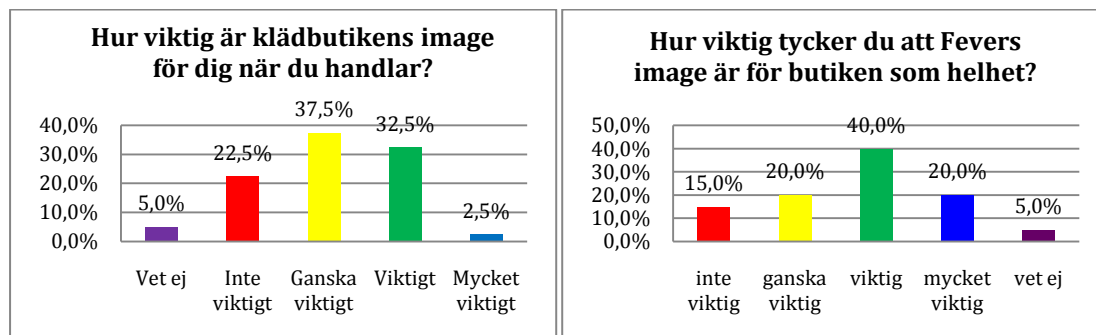


Figure 24: Store image

The answers were generally quite varying, but a shop's image seems to be more important to Fevers' customers than to the general woman in Gothenburg.

5.6.3 Shopping frequency

Since we are mapping female shopping behaviour we asked the respondents how many times a month they go shopping for clothes.

In the city

Fever

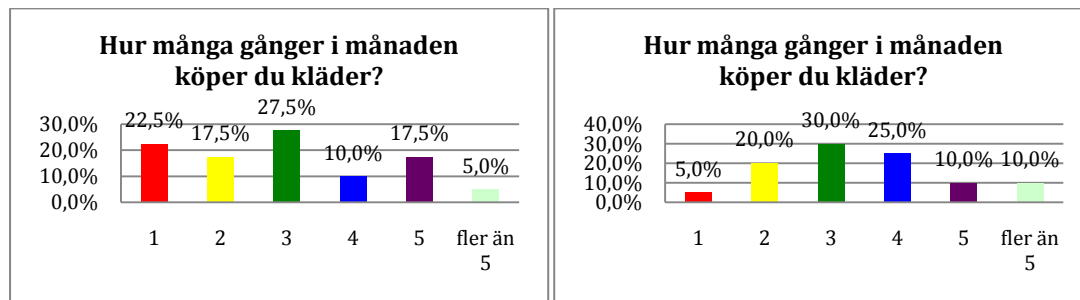


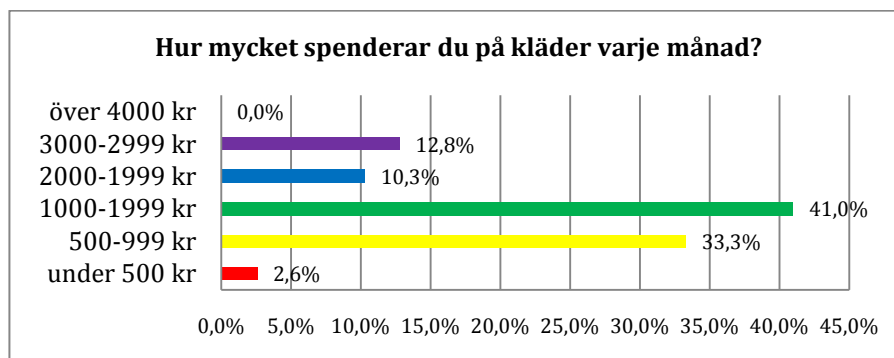
Figure 25: Shopping frequency

In the city the answers to this question were more spread out than the answers we received outside Fever. To go shopping three times a month is apparently the most common number of times in both cases. 22.5% of the respondents in the city claimed that they go shopping for clothes once a month, meanwhile only one of the Fever respondents said that she goes clothes shopping once a month.

5.6.4 Average spending on clothes

Since Fever offers clothes with prices that are above those in the mass retailing section, it is of interest to explore how much the respondents spend on clothes each month. To see if there are any differences, we asked women in the city and outside Fever the same question.

In the city



Fever

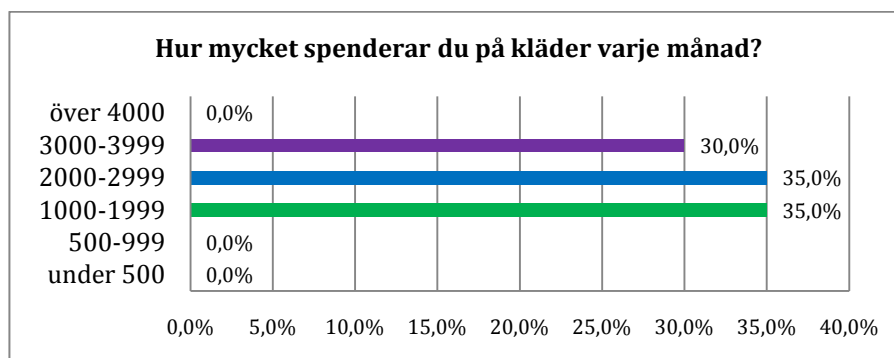


Figure 26: Spending



When we asked women in the city we got a mixture of answers, but the majority spent between 1000 and 1999 SEK each month. Remaining respondents answered that they spend both more or less. Among the respondents outside Fever, 35 % answered that they spend between 1000 and 1999 SEK. Another 35 % spend between 2000 and 2999 SEK, and the remaining even more.

6. Analysis

Following chapter of this study presents the compiled data collected from the consumer studies, the performed interview, and short summaries of the chosen theories. This data is applied on the theoretical framework in order to focus on the purpose of this study. In contrast to earlier chapters of the study, this chapter contains plain facts, but also personal reflections.

6.1 Consumer behaviour

6.1.1 Attitudes

Attitudes serve a special function for consumers and come from the basic motives of the individual. The four functions of attitudes; utilitarian, ego-defensive, value-expressive and knowledge function, all explain different attitudes that an individual form due to various reasons.

6.1.1.1 Clothes shopping

The individual attitude towards the activity of clothes shopping varies among women in Gothenburg, depending on the principal motives of each person. Since everyone has an attitude based on different experiences, it is not surprising that results show divided opinions about a consumption-related behaviour such as clothes shopping. A majority of all the respondents view shopping as something fun. Likewise, a large amount of women in Gothenburg finds it social or expectant. However, a third relates the shopping activity to something negative.

Positive and negative attitudes may have a large impact on a shop such as Fever. Fever offers a thoroughly selected range of clothes, which many times require an interest in the shopping activity and a feeling of fun. When the consumer enjoys the shopping and is engaged in the buying decisions, there is a big chance it leads to loyalty. A negative attitude towards clothes shopping may not lead to as many purchases. However, since there is a general opinion that clothes shopping bring pleasure among the major part of women in Gothenburg, Fever has a great opportunity to reach out to more female customers.

6.1.2 Values

The term consumer value is usually connected to the consumer experience, and people shop for both utilitarian and hedonic reasons. A positive mood can come from consumers following either type of shopping. An individual's set of values affects the consumption activities. Therefore many purchases are made because consumers think that purchasing products will result in reaching certain value-related goals.



6.1.2.1 Mood

The majority of the respondents claimed that their mood does affect their shopping behaviour, and many of them feel either happy or satisfied after they have bought something.

Some women said they buy more when they feel a bit low-spirited. This could mean that they enter the store in a low mood and exit the store in a happy and satisfied state if they have bought something. According to theory about the subject, this is a part of the customer's strategy in order to reach certain value-related goals. In this case the goal would be a better mood. The respondents were however not completely undivided when it came to the feeling they had after buying something. Some of them felt bad since they had spent money on things that they might not need. People shopping for strictly utilitarian reasons do not normally suffer from these feelings. But if a woman practices hedonic shopping she might regret it afterwards and question herself.

The clothes that are being sold at Fever are not of a utilitarian kind. Since they are very fashionable and rather expensive shopping there would be of a more hedonic character. Women who do suffer from anxiety or thoughtfulness after buying something might not buy anything from Fever. But those with the value-related goal of satisfaction and happiness might find Fever to be the perfect location. It is therefore important for Fever to catch up on this experience. If the salesperson can recognize the hedonic customer and push her in the right direction, it would help the sales. A hedonic shopper that has bought something will evidentially be happier and more satisfied, a feeling she will connect with the store.

6.1.3 Motivation

The processes of motivation help us to understand our choice of behaviour and needs, which can be based on both utilitarian and hedonic reasons. The motives of wearing clothes differ from individual to individual, but studies show four main motivations, modesty, immodesty, protection, and adornment, which regard functions of clothing from different points of view. Motivation is a complex concept and behaviour does not always point out the motive.

6.1.3.1 Importance of fashion

The dignity of buying clothes of high fashion, originates from the consumer's motivation. When the greatest part of the respondents in the city finds clothes shopping as an important part on life, they also feel motivated to buy clothes; it is a need they want to satisfy. However, they did not put as much value in the importance of following fashion trends. This can be explained by the consumer's different drives in the motivation process. The interest of wearing the latest trends may perhaps not be the crucial motive of purchasing, although the general interest of fashion among women in Gothenburg was high. It all depends on the individual motive to each act, which can vary a lot.

6.1.3.2 Motivational factors

Since a high interest of fashion and shopping does not explain why a person shops, it is of interest to investigate the real motive for buying clothes. The function of clothing is an individual's fundamental motive, and is also one of the primary motives to one third of the respondents in the city. The two most frequently recurring motives were interest in fashion and to be able to feel joy. Outside Fever the functionality of the clothes got the lowest response rate. The interest in fashion was the largest motive of shopping. This means that when these women go clothes shopping they are often driven by a higher need than the physical protection and functional aspect of clothes. The gathered responses are all examples of the four main motives mentioned above.

Nevertheless, it is important when analysing these answers to keep in mind that consumers are not always aware of the motives leading to decisions. Different motives can lead to the same decision, which can confuse the consumer while considering the reasons. However, for the sake of Fever, it is significant to underline that the most common motives are the same among women in the city, as to Fevers' female customers.

6.1.3.3 Identity and self-esteem

Identity and self-esteem seem to have a strong connection to the motives for buying clothes. Of those two, women in Gothenburg claim that clothes are most important regarding self-esteem. This can be explained by the fact that the adornment theory, which includes the personal decoration, is one of the most common motives of clothing, and raises a person's self-esteem. Most of Fevers' customers think that clothes have a large impact on their identity. These women were not asked about their self-esteem so they might have thought about identity and self-esteem as the same thing even though the difference was explained to them. The result outside Fever could be partly explained by this factor.

With the knowledge about the importance of identity and self-esteem among women in the city, it is interesting to think about whether Fevers' clothes can help them to build a stronger identity. The assortment at Fever is constituted by rather special clothes; which is something that women in general prefer. Fevers' collections of selected brands and latest fashion create opportunities for women to build a distinctive and special identity, through wearing Fevers' clothes. That is something that Fever could bear in mind when trying to reach out to more women.

6.1.4 Consumer loyalty versus impulse buying

Loyalty reduces a person's decision-making since there is no need of investing time in learning about the retailer. The term brand loyalty implies a strong bond between the consumer and a certain product. Fashion-oriented impulse buying happens when consumers find and buy a new fashion product that they did not plan on buying.

6.1.4.1 Impulse buying

The majority of the respondents are either completely unplanned or partially unplanned when going shopping. The results indicate that the female customer prefers

to buy clothes on impulse. Since many of them also practice hedonic shopping, the link between impulse buying and hedonic shopping becomes rather obvious. If customers enter a store with a fixed purpose it might be difficult to sell something to them if that particular good is not in stock. Since the majority of the respondents are not that well planned, it would be easier for a retailer to convince them into purchasing any kind of good.

A large part of the respondents hold positive feelings towards shopping. These emotional factors obviously lead to fashion-oriented impulse buying while shopping. These feelings seem to motivate women into impulse buying, since they are well aware of the fact that their mood affects their buying behaviour. If they feel a bit sad they might impulse buy something in order to feel better.

These results might affect Fever in a negative manner. The shop is located outside the central shopping area, making it harder for impulse buyers to simply pop in, even though there are several customers who pass and then enter. This might however be slightly complicated by the fact that Fever does not have any regular shop windows. People can pass the store without noticing it, and the shop misses out on potential impulse buyers.

Fever's owner claims that the average Fever customer is initiated and interested. It would appear that shopping at Fever demands some planning and thinking. Since the brands are quite special the customer is partially required to know what she wants when entering the store. This will suit those who answered that they prefer to plan their purchases more than it suits the majority of the respondents.

6.1.4.2 Loyalty towards a certain clothes shop

A small shop such as Fever depends on loyal customers, and 65 % of the respondents in the city answered that they are loyal to a specific shop. The majority of women in Gothenburg seem to visit some specific shop more frequently than others. This could be connected to the fact that a large part of them prefer H&M, and therefore visit that shop or other similar shops more often during their shopping trips. This type of loyalty is not helpful to independent retailers such as Fever. Fever is in need of more loyal female customers in order to gain shares of the women wear market in Gothenburg.

Fever offers certain selected brands and the situation almost requires that the customers are a bit familiar with what the store has to offer. The few already loyal women know what they can find at Fever and will therefore return. But women who are not familiar with the shop need to be educated. The process from an unaware customer to a loyal customer seems a bit long. This process could however be necessary in order to gain new returning customers. These customers will hopefully be loyal and therefore spend more money and less time dwelling on what to buy. The difficult step is not necessarily the process itself but how to initiate it in the first place.



6.1.4.3 Loyalty towards a certain brand

Out of the respondents in the city 65 % claimed that they are not brand loyal. Outside Fever the results were reverse, that is; 65 % said that they are brand loyal. This large difference between the respondents exposes a behavioural difference.

This behaviour is connected to the fact that a large part of Fevers' female customers are already loyal towards the store. Incorporated in this store loyalty lies the brand loyalty. Since Fever attracts customers through the composition of brands, it is not strange that these women are brand loyal. The interest is however not regarding those that are already loyal but those who are not. If women in general claim that they are not brand loyal, it can obviously be difficult to get them to visit the store. A brand loyal woman who finds out that Fever has her favourite brand will probably visit the shop in order to find out more.

The positive aspect of the brand loyal women who visited Fever is that it is complicated for competitors to break the bond between a loyal consumer and the product that she prefers.

6.1.5 Decision-making

When consumers buy important products such as clothes, the decision-making process is more complex. In this type of decision-making, consumers seek information and evaluate different brands more thorough than in other types of decision-making situations. The complex consumer choice process has due to its complexity sometimes been described as schizophrenic. Choice has increased over the years due to the growth of product ranges.

6.1.5.1 Designer clothes

The majority of the respondents replied that it is not important at all to buy designer clothes. According to theory, people are supposed to evaluate different brands when they buy clothes, since clothes can be associated with one's ego. In this case most of the respondents do not seem to care if the clothes are of a certain brand or not. As long as they like the garment they do not care about the tag. The fact that women in Gothenburg do not value buying designer clothes can constitute a threat against Fever, since the shop only sells carefully selected and rather expensive brands. A part of the buying of clothes at Fever is the opportunity to get a unique and special garment. Those women who do care about brands would however enjoy shopping at Fever, since they would reach satisfaction in finding and selecting their clothes. Fever apparently has to find ways to appeal to women who appreciate these branded clothes.

6.1.5.2 Clothes shops and shopping manner

Since choice has increased over the years it is of relevance to investigate which type of shops that women prefer. They all prefer shops of the mass retailing kind. This seems to be partly due to the fact that so many women prefer to shop at a lower price. Those who prefer to shop at lower prices do not always shop often, but the majority does. Since most of the respondents were between 20 and 30 years old, it is difficult to confirm the generational thesis. It does however seem as though younger women prefer fashionable but cheaper clothes, since almost all choose to shop at these kinds of stores. The respondents also had difficulties choosing only a few stores since they

normally visit several during their shopping trips. This confirms the overload in choice that a modern consumer faces. Since they all prefer the same kind of shops, these shops seem to be generally accepted and will therefore meet the respondents social value needs. It could have been imaginable that these mass retailing stores are not completely accepted since the clothes are rather cheap and not as exclusive. But, as long as the clothes are fashionable it does not matter where they are bought.

No one mentioned Fever among the best clothes shops in Gothenburg. It seems as though the majority of the women interviewed downtown are not the type who prefer to pay more for exclusive clothes. Fevers' customers belong to a certain niche, which could be difficult to find and identify. The women outside Fever who said that they think that the clothes in the shop are worth its price do not seem to belong to the fast fashion women. When they visit Fever they want something special and are therefore willing to pay more. These customers are already convinced, the problem is as mentioned to find those who are not familiar with Fever but interested in more expensive and unique garments.

6.1.6 Movement pattern

According to theory women visit around seven shops each shopping trip, and the shops are therefore clustered.

The result from the survey shows that the majority of women visit five shops each time they go on a shopping trip. This confirms the fact that women visit several shops each time they go clothes shopping. However, the importance of clustered shops did not seem as high to women in Gothenburg as studies claim it is. A great part of the respondents mean that it does not matter if the shop they visit is located close to other shops. Since Fever is located outside shopping streets, it is positive if women in Gothenburg are flexible in their movement pattern; it raises the chances that they could visit Fever.

The authors of this essay however doubt that women are that flexible, since it can be difficult to have time to visit on average five shops if they are not located close to each other. Our apprehension is that the respondents did not even imagine a distance such as the one from the high street to Fever, when answering the question. The differences in answers can probably also be explained by the theory that age has an impact on the number of shops visited and opinions regarding distance. 35 % of Fevers' customers think that Fever could have a better location. The majority of the customers visit Fever once a month, or once a year, which is a rather low frequency. The low visit frequency can probably be connected with the fact that the shop is situated outside the main shopping area.

6.1.7 Fever

Since some of the compiled charts about Fever were presented separately in the result chapter, they are presented separately in the analysis chapter as well.

Most of the respondents downtown had never heard about a shop called Fever. Those who were familiar with the shop had either seen it when passing by or knew about it through a friend. Since the shop can be quite difficult to see when passing, it is of interest to find out that some still notice the shop. The typical window shopper is a

woman and this aspect of the shopping process does not get fulfilled when passing Fever. Without windows it is difficult to see what the shop has to offer. Therefore it seems even more important that Fevers' customers communicate with others and spread knowledge about the shop through word-of-mouth.

The survey resulted in some discouraging results about women's shopping frequency at Fever. This fact seem to rest upon several reasons, the most negative of them all is that some thought that the shop had shut down. This is not a good basis for receiving new customers. Fever's somewhat special and hidden image might be damaging in a business perspective. Others who knew about Fever were not familiar with their assortment. This is simply an extension of the same problem, the fact that the knowledge about Fever among women in general is low.

Among those who had visited the store the purchase rate was extremely low. However, the majority of the respondents seem to hold a positive attitude towards the shop. This fact is important to the owner, in that aspect he has succeeded well. The priority should be to make sure that more women know about the store and its assortment.

Further problems appear when looking at the opinions regarding the size of the female range. A lot of the questioned believe that it is too small. Since they like the clothes that the shop has to offer they would appreciate more options. This reasoning is connected to the negative pattern that we discerned when starting the process. The decreased demand has led to a reduced assortment. The women who do like the range think that it is too small, which might prevent them from visiting the shop in the first place. Since the consumers today are used to an abundance of options they might not become satisfied when the range is too limited. This negative pattern is highly discouraging for the shop, since there is an economic risk in ordering more clothes.

6.1.8 Market segmentation

To practice market segmentation means to divide the total market into smaller parts. The market can be segmented according to different variables, either alone or in combination. The major segmentation variables are: geographic, demographic, psychographic and behavioural.

In Fever's case the female target group could be identified according to demographic (gender and age), psychographic (lifestyle and personality) and behavioural (attitude) factors. In order to explain certain phenomena the term female shopping behaviour is being used. This might be misleading since it is obvious that a segment simply divided according to gender would be unmanageable, even though demographic variables are easy to measure.

One variable that Fevers' female customers have in common is that they are women. They can however be recognized by other variables such as their interest in fashion and unique garments. Segmentation has to be done according to customers' needs, and the results from the carried out study signalize that this might not be the fact in Fever's case. To really study and analyze what psychographic and behavioural aspects that signify the female Fever customer would help the shop towards a more effective marketing mix. She is known today as an initiated and interested woman somewhere between 20 and 40 years old. These variables are correct but could

perhaps be even more specified according to, for instance, her attitude towards the garments. How does she use the garments and how does she respond to the assortment? The standard process with using multiple segmentation bases seems to be a good approach for Fever in order to identify a small and more defined target group.

Through a more strategic segmentation Fever could take higher advantage of its unique concept. The shop might perhaps reach a leading position in its niche. Since the market in Gothenburg is small and the shop offers special garments it would be best to really focus on one strategically chosen segment both in terms of general characteristics and those connected to the garments.

6.1.9 Fashion marketing mix

A firm uses its Marketing Mix to influence the demand for its products; it consists of the four Ps: product, price, place and promotion. The choice of Marketing Mix decides what position the firm has, and an effective mix fulfils the firm's marketing objectives.

The positioning of Fever is characterized by uniqueness and particular high fashion brands, which leads to a certain marketing mix. To start with product, Fever sells clothes that are selected carefully out of some specific designers from all over the world. Hansson is very interested in fashion and wants to educate his customers through his conscious choice of assortment. This naturally leads to high prices, above those found in chain stores. The location of Fever is a bit off from shopping streets and the shop is located in a concealed corner with no real shop windows and no sign of the shop's name. That is an active choice in order to make the shop secretive and exciting. Furthermore, another factor that also contributes to anonymity is the fact that Fever does only use promotion and marketing through specific web sites. This is a position that Fever strategically has chosen. Many firms focus on the promotion part of the marketing mix, but obviously that is not the case for Fever.

Theory on the subject claims that marketing can be crucial to stand out from the crowd, since the consumer is exposed to loads of advertising each day. Furthermore, the supply of products today is enormous, which requires the retailer to explain and underline why their products should be purchased instead of others. Since Fever does only use web marketing, this may be a problem at a competitive market, even if it is self-chosen.

In Fever's case there is a great focus on presenting and offering the right fashion products. The owner's enthusiastic interest of fashion permeates the whole way of running the business. An interest in fashion is essential, but it can also constitute a problem. It is important to meet what the market and its consumers want. Hansson experiences that the small number of female customers is a problem. According to the conducted study, there is no great connection between the general woman in Gothenburg and the woman Hansson is searching for. There is a distinct gap between his fashion world and the Swedish reality. One can blame the market, but the market is hard to change and it may therefore be better to try to meet an identified group with similar buying behaviour and interest that is larger than present target group. This suggestion could however be problematic since an essential part of Hanssons' visions it to only sell clothes that he can stand for himself to a hundred percent. He is well

aware of the fact that there are other more easily sold garments, but these do not fit in with the stores profile.

6.1.10 Remaining results

Below follows an analysis of the results we chose to call remaining results, as they are interesting to present, but do not contribute to the purpose of this study. The authors of this essay therefore only scratch the surface of these subjects and do not link it to any particular theory.

Regarding store environment, which is an interesting subject to retailers, the results from the interviews in the city show the wishes that the female consumer has about a store environment in general. Fever meets, or even exceeds, the general woman's need at every criterion. This result makes it possible to exclude the store environment as a reason to why women do not shop at Fever.

Since Fever is a shop with a rather unique image, it is of interest to investigate whether women in Gothenburg find a phenomenon such as image important to a shop's concept or not. The answers were various, but Fevers' customers do on the whole find it more important. Since Fevers' customers focus much on their identity, it may be important to visit shops that have a particular identity or image. It explains the significance of Fever's conception, and that Fevers' customers are people who actually think it is important with a unique image.

Concerning how many times a month women are shopping for clothes, both the majority of women in the city and of customers to Fever shop three times a month. However, a lot more women in the city answered only one time, in comparison to women outside Fever. The conclusion drawn from is that the women who visit Fever are more interested in fashion and it can therefore be more common to go clothes shopping more than once a month.

Spending is another factor that has great impact on consumer behaviour. Since Fever is a shop with prices above clothes from the mass retailing section, the pattern one can descry is that Fevers' customers generally spend more money on clothes each month, than the regular woman in Gothenburg. This may mean that only women in the upper part of the spending diagram are potential customers to Fever, since the consumer has to be willing to spend some more than if shopping at ordinary chain stores.

6.1.11 The female fashion consumer

The result of this study can be used in order to describe the average female shopper in Gothenburg and the average female Fever shopper. Through obtained information, and some creativity, a further analysis of the two different women types can be done. To illustrate the differences, the authors of this essay choose to create two separate female fashion consumers.

6.1.11.1 The average female clothes shopper in central Gothenburg

This woman is around 30 years old and working. She is not as sure of herself as she

would like to be and therefore uses clothes to strengthen her self-esteem. Clothes constitute a rather large part of her life but she will not admit to following trends even though she and her friends look quite similar. She believes that she is interested in fashion without necessarily jumping at each fad. Despite the rejection of short-term trends she prefers the chain stores that distribute the easily accessible, rather cheap, fast fashion. She likes these kinds of clothes since she can impulse buy them without feeling guilty having spent too much money afterwards. It is an interest in fashion that drives her into going clothes shopping several times a month.

When she goes shopping she visits at least five different shops at the same occasion. She does this since she is interested in seeing what the different chain stores have to offer. There is always a possibility to find something better in the next shop. This type of browsing is easily done for her since she is not loyal against any particular brand and does not really care whether her clothes are made by a certain designer or not. They just have to satisfy her interest in clothes and fashion, and sometimes certain functional demands. Furthermore, the shop's image is not something that she pays so much attention to. Even though she claims to be rather fashion conscious she has never really heard of a shop called Fever, despite the fact that this shop stocks some of the most fashionable clothes in town. It does not seem as though her fashion interest is driving her towards searching for interesting shop and brands. The chain stores downtown are good enough.

6.1.11.2 The average female Fever consumer

This woman is around 30 years old and working. She is very interested in fashion and design. She appreciates to visit shops with a unique touch and an inspiring decoration. A pleasant store atmosphere and some good music can make her want to stay for a long time. A shopping trip is always a positive experience. She usually discusses latest trends and brands with her friends, which makes her very initiated and interested in fashion. Her identity is very influenced by what she wears, and she prefers a style that is relaxed but conscious. She has some favorite brands, which she willingly sticks to, since she finds it important to wear designer clothes that fit her image. She likes to go shopping often to see what the market has to offer, but she prefers planned purchases to a higher price instead of cheap impulse buying. She is a determined person who knows what she wants, but despite her purposefulness and high ambitions, she has an open and non-prestigious attitude to life.

With these caricatures the results and analysis are summarized, in order to highlight the differences between the two female shoppers.

7. Conclusion and recommendations

This chapter presents the conclusions of this study, and emanates principally from the analysis. Personal reflections and discussions about different angles of the investigated problem are presented in order to answer the research question. Furthermore, the authors of this study give recommendations to Fever and for further research.

7.1 Conclusion

From the study that we performed we draw the conclusion that the female fashion consumer behaviour affects a shop such as Fever. The effects are both positive and negative.

The positive effects are for instance that the majority of women view shopping as a joyful activity. Shopping as an activity is something fun and recreational and women often feel happy and satisfied afterwards. The female attitude towards shopping seems very positive and they look forward to this social event with optimistic expectations. To the majority shopping is considered a hedonic experience. Since Fever received good ratings from the visitors they can be certain to fulfil these positive aspects. The shopping process also includes getting validation from others. Several women had heard about Fever through friends, which show the importance of Fevers reputation. Those who do like the shop spread the word in a positive manner.

Clothing is an important part of women's life and plays an important role in building the female identity. This is positive since Fevers' unique clothes can help women in building a significant and strong identity. Women use clothes in order to strengthen their self-esteem. These characteristics create a need to buy, something that is obviously important for all clothes shops. This positive aspect leads to a constant demand for clothes. The direct link to Fever is simply that the potential market is big and hopefully not completely saturated.

A general interest in fashion seems to drive women towards clothes shopping. Since Fever stocks very fashionable clothes this interest is very positive for the shop's business. We earlier stated that Fever is in need of loyal female customers in order to keep the business going. A large part of the female consumers seem to consider themselves loyal towards a certain shop. This feature is positive in itself since there is a possibility for Fever to get a part of this loyal behaviour.

There are also some negative aspects of our analysis of the female fashion consumer. One part regards the fact that women prefer to shop at chain stores, which sell fast fashion at cheap prices. Since Fever is an independent shop offering expensive and fashionable clothes, that may constitute a problem to Fever. Today's constant development of new chains will probably not change, which makes a shop such as Fever smaller and smaller. There will be a problem for Fever to keep up with the competition and get women to purchase their clothes at the shop.

The fact that women generally visit around five shops each shopping trip, and like to browse and to try many garments on, can signify that Fever seldom is one of those

five shops. Since Fever is located outside clusters and the shopping area, shopping at Fever requires a larger planning. If women continue being comfortable, it can be difficult for Fever to be included in their shopping trip. An additional reason is that the general woman is impulsive in her consumer behaviour. The selection at Fever and the location of the shop require a planned customer to a larger extent.

Women feel that they are loyal to specific shops, which can be seen as both positive and negative to Fever. However, it is negative in the manner that women in general are loyal to chain stores. Fever has to use this loyalty and turn it in another direction, the direction of Fever. A problem is that women are not loyal to specific brands; they do in general not even find it important that clothes they buy are designer clothes. Fever needs female customers who are brand loyal and interested in the carefully selected range of brands and garments.

Furthermore, a negative aspect is constituted by the fact that most women have never heard about a shop called Fever. If the general woman does not know about Fever, the chance is minimal that she will visit the shop.

When weighing the negative and positive aspects together the situation seems mainly negative. One possible way out of this problem would be for Fever to quit selling female garments. We do however believe in a future for Fever's female range since there are still opportunities that might turn the situation. If Fever decides to continue with female collections, the shop has to make large efforts since the situation is alarming. However the loyal customer's positive attitude together with Hansson's great conviction and belief, vouch for Fever's future part of the female fashion market.

7.2 Recommendations

7.2.1 Recommendations to Fever

We recommend that Fever continues with its female range. However, in order to attract more female customers the shop has to work on some specific aspects:

- We suggest that Fever focus more on the promotional part of the marketing mix. The general knowledge about Fever and its assortment is rather low. The present marketing strategy is not sufficient. Therefore Hansson should consider how Fever could get attention through some local media. The potential female consumer in Gothenburg need to be informed about what Fever has to offer.
- In order to work out a more specific promotional strategy Hansson has to elucidate Fever's female target group. The present description is not explicit enough. When a more defined segment is outlined the promotional attempts are easier to fulfil.
- We suggest that Fever takes more advantage of the already loyal customers. Since women spread information through word-of-mouth, the shop should try to create a "chat-factor" in order to take advantage of the power of positive spreading of rumours.



- To create attention, a smart idea would be to arrange fashion shows or VIP-evenings. These occasions give Fever the opportunity to invite already loyal customers and show them appreciation through goodie bags and reduced prices. The idea is to create a synergy effect; Fever can cooperate with other retailers and reach attention in other contexts. An additional consequence can be medial space.
- Some of the female customers that already frequent Fever think that the female range is too small. The shop should consider widening the selection in order to satisfy the female demand.
- Our results indicate that women move in a certain pattern when they go shopping. They frequent several stores, and for that reason the shops are clustered. Fever is situated outside the central shopping area and as a result misses out on potential customers. We therefore recommend the owner of Fever to move the shop to a more favourable area. Even though the rent would rise we believe that the shop's turnaround will increase and therefore make up to that particular expense.

7.2.2 Recommendations for further research

This thesis has its limitations; however, we have identified several interesting subjects related to the research area that could be explored. Some examples of research questions for further research are the following:

- How does Fever's location outside the central shopping area affect the demand of the shops' clothes?
- How can the store environment be strategically used in order to increase sales? Which composition of variables would be the most successful?
- Is the shop's image important in order to attract customers? In that case: how can a shop use its image in order to attract more customers?
- Which type of strategies should Fever use in order to outgrow its competitors?
- Can a shop successfully maintain a male and a female range side by side without losing focus? How does the typical male customer shop, and is he more loyal than the female customer?
- How can Fever communicate with its target female customers? Which type of strategy would be the most efficient one?

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Interviews and investigations

Henrik Hansson, owner of Fever, 19th of April 2010
Consumer investigation in the city, performed 26th, 28th and 29th of April 2010
Consumer investigation outside Fever, performed 3rd, 6th and 7th of May 2010
Martin Öberg, 26th of April 2010
Så shoppar Göteborgskvinnan, Handelsns Utredningsinstituts undersökning, 2006
Available at Internet: www.hui.se



Appendices

Questionnaire used in the city

1. Hur många gånger i månaden köper du kläder (klädesplagg, inte skor, väskor etc.)?

- 1 2 3 4 5 fler än 5

2. Hur många klädbutiker besöker du i genomsnitt under en shoppingrunda?

- 1 2 3 4 5 6 7 fler än 7

3. Nämn de fyra enligt dig bästa klädbutikerna (inte sko etc.) i Göteborg

4. Hur viktigt är det för dig att handla kläder?

- Inte viktigt
 Ganska viktigt
 Viktigt
 Mycket viktigt
 Annat _____

5. Hur intresserad är du av mode?

- Inte alls intresserad
 Lite intresserad
 Intresserad
 Mycket intresserad
 Annat _____

6. Hur viktigt är det för dig att följa klädmodets trender?

- Inte viktigt
 Ganska viktigt
 Viktigt
 Mycket viktigt
 Annat _____



7. Hur stor betydelse har de kläder du bär för din självkänsla?

- Ingen
- Liten
- Stor
- Mycket stor
- Annat _____

8. Hur stor betydelse har de kläder du bär för din identitet?

- Ingen
- Liten
- Stor
- Mycket stor
- Annat _____

9. Vilket/vilka motiv ligger bakom dina klädinköp?

- Klädernas funktionalitet
- Erhålla social acceptans
- Stärka självförtroendet
- Att få känna glädje
- Intresse för mode
- Annat _____

10. Påverkar ditt humör ditt shoppingbeteende?

- Ja
- Nej
- Vet ej

11. Hur känner du dig efter ett klädinköp?

12. I vilken utsträckning planerar du dina inköp?

- Lite** 1 2 3 4 **Mycket** 5

13. Hur viktigt är det att kläderna du köper är märkeskläder?

- Inte viktigt
- Ganska viktigt
- Viktigt
- Mycket viktigt
- Annat _____



14. Är du lojal gentemot en viss klädbutik (d.v.s. handlar ofta i en viss butik)?

- Ja
- Nej
- Vet ej

15. Är du märkeslojal (d.v.s. inhandlar ofta ett visst märke)?

- Ja
- Nej
- Vet ej

16. Vad tycker du om att handla kläder? (Du får kryssa för flera alternativ)

- Likgiltig
- Tråkigt
- Tidsödande
- Jobbigt
- Roligt
- Spännande
- Socialt
- Förväntansfullt
- Annat _____

17. Hur viktig är klädbutikens image (förklara) för dig när du handlar?

- Inte viktig
- Ganska viktig
- Viktig
- Mycket viktig
- Annat _____

**18. En butiksmiljö utgörs av olika faktorer. Gradera hur viktigt följande är för dig:
(1=inte så viktigt, 5=mycket viktigt)**

	1	2	3	4	5
Musik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inredning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosfär	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utrymme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artiklarnas placering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent och snyggt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



19. Hur viktigt är det att butiken du handlar i ligger i anslutning till många andra klädbutiker?

- Inte viktigt
- Ganska viktigt
- Viktigt
- Mycket viktigt
- Annat _____

20. Hur föredrar du att handla kläder?

- Ofta och till låga priser
- Sällan och till högre priser
- Annat _____

21. Hur mycket spenderar du på klädesplagg varje månad?

- under 500 kr
- 500-999 kr
- 1000-1999 kr
- 2000-2999 kr
- 3000-3999 kr
- över 4000 kr
- Annat _____

22. Påverkas dina klädinköp av samhällsekonomin?

- Ja
- Nej
- Vet ej

23. Känner du till klädbutiken Fever i Göteborg? (Svarar du nej på denna fråga, gå vidare till fråga 26)

- Ja
- Nej

24. Minns du hur du fick kännedom om butiken?

- Genom en vän
- När jag passerade butiken
- Genom hemsidan
- Via en blogg
- Annat _____



25. Har du handlat där under det senaste året?

- Ja
- Nej
- Vet ej

26. Vad är din huvudsakliga sysselsättning?

- Student
- Arbetar
- Annat _____

27. Övriga synpunkter _____

Tack för din medverkan!



Questionnaire used outside Fever

1. Hur många gånger i månaden köper du kläder (klädesplagg; inte skor, väskor etc.)?

- 1 2 3 4 5 fler än 5

2. Hur mycket spenderar du på kläder varje månad?

- under 500 kr
 500-999 kr
 1000-1999 kr
 2000-2999 kr
 3000-3999 kr
 över 4000 kr
 Vet ej

3. Hur intresserad är du av mode?

- Inte alls intresserad
 Lite intresserad
 Intresserad
 Mycket intresserad
 Annat _____

4. Vilket/vilka motiv ligger bakom dina klädinköp?

- Klädernas funktionalitet
 Erhålla social acceptans
 Stärka självförtroendet
 Att få känna glädje
 Intresse för mode
 Annat _____

5. Hur stor betydelse har de kläder du bär för din identitet?

- Ingen
 Liten
 Stor
 Mycket stor
 Annat _____



6. Är du märkeslojal (d.v.s. inhandlar gärna ett visst märke)?

- Ja
- Nej
- Vet ej

7. Hur ofta besöker du Fever?

- Flera gånger i veckan
- Någon gång i veckan
- Någon gång i månaden
- Någon gång per år
- Annat _____

8. Minns du hur du fick kännedom om Fever?

- Genom en vän
- När jag passerade butiken
- Genom hemsidan
- Via en blogg
- Nej
- Annat _____

9. Tycker du att butikens läge är bra?

- Ja
 - Nej
- Om nej, varför inte? _____

10. Hur ofta köper du något när du besöker Fever?

- Aldrig
- Ibland
- Varje gång
- Vet ej
- Annat _____

11. Vad tycker du om utbudet av Fevers damsortiment?

- För litet
- Bra
- För stort
- Vet ej
- Annat _____



12. Vad tycker du om Fevers damkläder? (Flera alternativ är möjligt)

- Bra sammansättning av märken
- De är snygga
- De är svåra att bära
- De faller mig inte i smaken
- Annat _____

13. Köpte du något idag?

- Ja
- Nej

14. Om nej: varför inte?

- Jag hittade inget som passade
- Kläderna tilltalade mig inte
- Jag hade ingen lust att köpa något
- Annat _____

15. Hur viktig tycker du att Fevers image (butikens framtoning/bild utåt) är för butiken som helhet?

- Inte viktig
- Ganska viktig
- Viktig
- Mycket viktig
- Vet ej

16. Vad anser du om Fevers priser?

- Pristvärda
- För höga
- Annat _____

17. En butiksmiljö utgörs av olika faktorer. Gradera hur väl Fever uppfyller följande faktorer:

(1=inte alls, 5=mycket väl)

	1	2	3	4	5
Musik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inredning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosfär	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utrymme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artiklarnas placering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent och snyggt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



18. I vilket forum anser du att Fever ska marknadsföra sig?

- På hemsidor. Förslag: _____
- På bloggar. Förslag: _____
- I tidningar. Förslag: _____
- Annat _____
- De bör inte marknadsföra sig

19. Vad är din huvudsakliga sysselsättning?

- Student
- Arbetar
- Annat _____

20. Övriga synpunkter _____

Tack för din medverkan!



Glossary

Inte viktigt – Not important

Ganska viktigt – Quite important

Viktigt – Important

Mycket viktigt – Very important

Någon (ngn) gång i veckan – Once a week

Någon gång i månaden – Once a month

Någon gång per år – Once a year

Ofta och till låga priser – Often at low prices

Sällan och till höga priser – Seldom at high prices

Ofta och till höga priser – Often at high prices

Sällan och till låga priser – Seldom at low prices

Varierar – It varies

Prisvärda – Worth its price

För dyrt – Too expensive

Vet ej – Do not know

Inte alls intresserad – Not interested at all

Lite intresserad – A little bit interested

Intresserad – Interested

Mycket intresserad – Very interested

Ingen – None

Liten – Small

Stor – Big

Mycket stor – Very big

Klädernas funktionalitet – Clothes functionality

Stärka självförtroendet – Strengthen the self-confidence

Att få känna glädje – To be able to feel joy

Intresset för modet – The interest of fashion

Likgiltigt – Indifferent

Tråkigt – Boring

Tidsödande – Time-wasting

Jobbigt – Tiresome

Roligt – Fun

Spännande – Exciting

Socialt – Social

Förväntansfullt – Expectant

Ja – Yes

Nej – No

Glad – Glad

Nöjd – Satisfied

Ångest – Anxiety

Eftertänksamhet – Thoughtfulness

Lycklig – Happy

Rent och snyggt – Clean and tidy

Artiklarnas placering – Placing of items

Personal – Staff

Utrymme – Space

Atmosfär – Atmosphere

Inredning – Decoration

Musik – Music

För små storlekar – Too small sizes

Trodde att de lagt ner – Thought they shut down

Vet inget om deras sortiment – Do not know anything
about the assortment

Genom en vän – Through a friend

När jag passerade butiken – When I passed the shop
Jag hittade inget som passade – I did not find anything
that fitted me

Kläderna tilltalade mig ej – The clothes did not attract me

Jag hade ingen lust att köpa något – I was not in the
mood to buy anything

Jag hade inte råd – I could not afford it

Aldrig – Never

Ibland – Sometimes

Varje gång – Every time

För litet – Too small

Bra – Good

Bra sammansättning av märken – Good composition of
brands

De är snygga – They are pretty

De är svåra att bära – They are difficult to wear

De faller mig inte i smaken – They are not my cup of tea

Student – Student

Arbetar – Working

Mammaledig – Maternity leave