

Appreciation of Apparel Website Selling by Fashion Consumers

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The fashion retailers in the Netherlands have started web site brochures, advertisement and general company information. Only a few sell on the internet. Homeshopping companies show a huge raise in, mostly apparel, internet sales. Despite the rapid growth in online sales of apparel, many European consumers are reluctant to shop for garment on the internet. Reasons mentioned by non-purchasers are the perceived risk due to their inability to try on garments, to feel the fabric, and to read information on care and content labels. Independent of garments, online purchase in general is inhibited by doubts about delivery, payment system, after sales support and ordering procedure. We interviewed consumers in the Netherlands of which 15% bought garments on the internet. Age and gender effects were not found. Inhibiting factors were the insecurity feelings about payment, privacy and delivery whereas the expected reasons as fun, product information and fit, feel & look were less important. The current study showed that especially internet using and fashion-interested consumers are buying on the Internet. Their e-buying complements the fun they find in "normal" shopping. More detailed questionnaires revealed that in specific sub-groups, internet purchases do grow rapidly because these consumers show a large willingness to purchase particular fashionable and basic garment on the internet.