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**Introducing music as part of
the online shopping
experience: A study about
feminine apparel online
retailers**

**Rebeca Dias Amorim Coelho
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Supervisors:

Dr. M. Galetzka
Dr. J.J. van Hoof

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by
Rebeca Dias Amorim Coelho
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Dr. J.J. van Hoof

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Abstract

Background: It is necessary to create a compelling online shopping experience in order to achieve a competitive advantage on the Internet (Novak, Hoffman, & Yung, 2000). Music is one important atmospheric quality that impacts the online shopping experience (Kim & Lennon, 2012). But, while in retail environments music is ubiquitous and it is mainly controlled by the store (Pham, 2014) consumers are the ones in control of music choice and online music sources and/or platforms in the online shopping environment. Which means that, shopping websites should discover smart and innovative solutions to create a brand strategy that will successfully introduce music as part of their online shopping experience.

Objective: Firstly, this study explores the different behaviours and perceptions of users regarding the online shopping experience of feminine apparel and online music consumption. Secondly, it explores the perceptions of users regarding different current brand strategies of online apparel retailers, which already introduce music as part of their online shopping experience. Lastly, it investigates which are the main concerns and opportunities regarding this theme according to experts. Ultimately, this study aims to answer the overall main research question “Which are the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers?”

Method: Qualitative and exploratory study combining three distinct stages: in-depth interviews with users, focus group with users and in-depth interviews with experts.

Findings & Implications: Online retailers must (1) have a brand positioning which is suitable with the introduction of music, (2) take into account the motivations for online shopping (window-shopping vs. actual shopping), (3) choose the most appropriate sources & platforms for music introduction, (4) and consider the importance of the sense of control online shoppers seek in the online shopping experience.

Key words: online shopping experience, feminine apparel online retailers, music, and exploratory study.

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1. Introduction

The number of online shoppers has increased dramatically (To & Sung, 2014). Indeed, online shopping is gradually moving from a novelty to a routine activity (Yoo & Donthu, 2001). Different shopping related activities might be conducted in the online environment: online users turn to the Internet for researching, browsing, and actual shopping transactions (Horrigan, 2008). Hence, sites should seek differentiation to attract a higher number of consumers and to influence their shopping decisions (Yoo & Donthu, 2001).

This study will focus in the specific segment of female apparel shopping websites. According to the website of the Telecompaper Consumer Panel (<http://www.telecompaper.com>) seventy-five percent of all Dutch women bought clothing, shoes or bags online in 2015. However, overall most of the apparel shopping websites presents a very similar format and content.

In order to achieve differentiation, it is necessary to create a compelling online shopping experience (Novak, Hoffman, & Yung, 2000). Certain atmospheric qualities of the online shopping context influence online shopping experience (Eroglu, Machleit, & Davis, 2001). According to Eroglu, Machleit, and Davis (2003) “atmospheric cues of the online store influence shoppers’ emotional and cognitive states, which then affect their shopping outcomes” (p.139). Some examples of atmospheric qualities of a website may be its colors, background patterns, typestyles and fonts, music and sounds - just to name a few. In fact, Eroglu, Machleit, and Davis (2003) considered the stimulus-organism-response (S-O-R) framework to explain how the atmospheric cues of online stores can represent the “stimuli” that has significant and measurable effects on the shopping experience. Thus, the intent of this study is to investigate the introduction of one specific atmospheric quality that impacts the online shopping experience: music.

The use of the proper background music can help to produce certain desired attitudes from consumers in the marketplace (Milliman, 1982). Also, music can affect consumer’s actions, decision-making, and choices in retail environments (Krishna, 2011). But, while in retail environments music is ubiquitous and it is mainly controlled by the store (Pham, 2014) consumers are the ones in control of background music choice in the online shopping environment. Which means that, websites should discover smart and innovative solutions to create a brand strategy that arouses online

shoppers interest and influence their music choice during the online shopping experience.

Two factors that may impact the receptiveness shoppers have when it comes to music introduction in the online shopping experience will be presented in the following. Firstly, it is important to take into account that shoppers may have different motivations while engaging in online shopping: (1) utilitarian (when shoppers are searching for efficiency) and (2) hedonic (when the shopping activity is intended to be fun) motivations (Childers, Carr, Peck & Carson, 2002). As a result, these two different motivations for online shopping reflect different shopping behaviours and therefore may require specific strategies when it comes to introducing music as part of the online shopping experience. Secondly, a fit between the brand and the store's atmospherics is crucial (Beverland et. al, 2006). Thus, given that music is part of the online store atmospherics, the introduction of music in the online shopping experience should also have a fit with the brand positioning of the online apparel website.

The main research question of this study is “Which are the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers?” In order to investigate successful ways to introduce music as part of the online shopping experience, a qualitative and exploratory study combining 3 distinct stages was conducted: (1) interviews with online feminine apparel shoppers to understand the different motivations, behaviours and perceptions of users regarding online shopping experience of feminine apparel and online music consumption (2) focus group with online feminine apparel shoppers to investigate the perceptions of users regarding different current brand strategies of online apparel retails, which already introduce music as part of their online shopping experience (3) interviews with apparel online retails and/or online experts to understand the main opportunities and possible concerns related with the introduction of music in the online shopping experience.

This combined approach allowed the integration of different perspectives: the individual perceptive - provided by in-depth interviews with users; the group perceptive - provided by a focus group with users; and the expert perspective - provided by in-depth interviews with experts. As a result, the findings of the study present an integrated guide for the best ways to introduce music as part of the online shopping experience.

2. Theoretical Framework

The literature review will first provide a brief overview of the main *Motivations for Online Shopping* (utilitarian vs. hedonic), which are responsible for different online shopping behaviours. Further, two aspects related with the brand strategy of online apparel retails will be addressed: (1) the *Online Shopping Experience* (2) and the *Role of (Background) Music* as part of the online shopping experience and consequently as part of the brand strategy.

2.1 Motivations for Online Shopping

Childers, Carr, Peck, and Carson (2002) pointed out that there are utilitarian and hedonic motivations for online retail shopping behavior. Firstly, utilitarian motivations are based on goal-oriented consumer needs (Wolfenbarger & Gilly, 2001). Nowadays the main motivation for online shopping is goal-oriented (Wolfenbarger & Gilly, 2001), which reduces the chances of impulse behavior and increased amount of online shopping. When consumers have a goal-oriented motivation they are searching for efficiency – it is an efficient, task-oriented, rational, and deliberate activity. Among utilitarian motivations for online retail shopping behavior are: navigation and the substitutability of the electronic environment to personally examining products (Childers et al., 2002) - not to mention the fact that Internet users consider online shopping a convenient and time-saver activity (Horrigan, 2008).

Secondly, hedonic motivations are based on experimental consumer needs (Wolfenbarger & Gilly, 2001). When consumers have an experimental goal, the shopping activity is intended to be fun. That means that consumers are concerned not only with the product they intend to buy, but also with the shopping experience as a whole. This is “a behavior desirable to marketers, as fun-seekers tend to be impulsive and to make more purchases” (Wolfenbarger & Gilly, 2001, p.5). Among the identified hedonic motivations are factors such as self-gratification, pleasure of bargaining, enjoyment, privacy and online shopping achievement (To & Sung, 2014). Also, consumers report a substantially increased sense of freedom and control while shopping online vs. offline shopping (Wolfenbarger & Gilly, 2001). Therefore, exploring experimental consumer needs may result in a more enjoyable shopping experience - which may contribute to retailer’s differentiation among competitors.

2.2 Online Shopping Experience

It is necessary to create a compelling online shopping experience in order to achieve a competitive advantage on the Internet (Novak, Hoffman, & Yung, 2000). Firstly, one important factor that may impact the online shopping experience is the quality of Internet shopping sites (Yoo & Donthu, 2001). Yoo and Donthu (2001) identified specific items to measure the quality of Internet shopping websites based on the results of a quantitative study with college students. The items identified for the quality of Internet shopping websites were: competitive value, clarity of ordering, product uniqueness, product quality assurance, easy of use, aesthetic design, processing speed, security and brand equity. According to Wood (2000) brand equity is the description of the associations and beliefs the consumer has about the brand. Therefore, the associations and beliefs about a website's brand will influence the quality perception of a website and consequently its online shopping experience. Overall, in order to create a positive online shopping experience; first of all, companies should guarantee that their websites address the quality items expected by the shoppers – including the brand equity of the website.

Secondly, websites should also contain features to provide an enjoyable shopping experience to consumers (Won Jeong, Fiore, Niehm, & Lorenz, 2009). Novak, Hoffman, and Yung (2000) pointed out that “A compelling online customer experience is positively correlated with fun, recreational and experiential uses of the Web, expected use of the Web in the future, and the amount of time consumers spend online” (p. 32). In fact, just as the physical environment in a traditional retail store impacts the overall shopping experience (psychological and behavioral shopping outcomes), certain atmospheric qualities of the online shopping context are also responsible for the online shopping experience (Eroglu, Machleit, & Davis, 2001). Thus, companies should also guarantee that their shoppers not only encounter a high quality website according to positive associations and beliefs about their brands, but also that their websites present specific features that will contribute to a pleasant and enjoyable online shopping experience. That is because, according to Eroglu, Machleit, and Davis (2003) “atmospheric cues of the online store influence shoppers' emotional and cognitive states, which then affect their shopping outcomes” (p.139).

Also, when implementing these specific features with the intent to create a pleasant and enjoyable experience: companies should take into account that the online shopping experience may be influenced by the integration of several online and

offline platforms - other than just the features present in the actual shopping website. Currently, consumers access more than one technology at the same time: computer, mobile phone or television (Phalen & Ducey, 2012). That means, that Internet users are constantly connected to different technologies while performing online activities – and not necessarily all of them are online. Therefore, it is only fair to say that the online shopping environment is composed by both online and offline platforms. Considering online platforms, it is important to point out the importance of social media. Social media platforms such as Facebook, Twitter and YouTube, and many others “have transformed the Internet from a platform for information, to a platform for influence” (Hanna, Rohm, & Crittenden, 2011, p.272). In fact, many feminine apparel brands have different profiles in different social media channels, as a way to interact with their consumers. One example is H&M, which presents in its shopping website the icons to access the brand’s profiles in different social media - Facebook, Twitter, Instagram, YouTube, Google+ and Pinterest. All of which are part of the online shopping experience of H&M. Nevertheless, merely incorporating social media as standalone elements of a marketing plan, for instance, is no longer successful. Hanna, Rohm, and Crittenden (2011) proposed a systematic way of understanding and conceptualizing online social media, and addressed the conclusion that “companies need to consider both social and traditional media as part of an ecosystem whereby all elements work together toward a common objective” (p.273). Thus, it is clear that companies should consider offline (e.g. traditional media) and online platforms in its brand strategy to create a positive and enjoyable online shopping experience.

2.3 Role of (Background) Music

Several studies conducted so far identified how the appropriate choice of music background can have some benefits when it comes to consumer behaviour influence in the retail environment. That is why companies use background music as a marketing tool to influence the unconscious behaviors of shoppers (Pham, 2014). In fact, Allan (2008) point out that some of the investigated effects of music background in the retail environment are changes in mood, pleasure and arousal, salesperson perception and affiliation, store perception, time waiting, time spent, willingness to buy and money spent. Eroglu, Machleit, and Davis (2001) used the stimulus-organism-response (S-O-R) framework to illustrate how the introduction of certain atmospheric elements can have a positive impact in the online shopping experience.

“Everything that a person perceives from the environment is a signal, and out of these signals some are of value and can trigger behaviour – these are so-called stimuli” (Raab, 2010, p.201). Accordingly, Kim and Lennon (2012) showed that music is one important atmospheric element that may affect the online shopping experience. In fact, in accordance with (S-O-R) framework, Kim and Lennon (2012) investigated the effects of the introduction of specific atmospheric elements (music and amount of information) in the online shopping experience of apparel shopping websites. As a result, the study showed that music has a significant effect on affect and shopping responses on online shopping websites. Therefore, it is clear that music is one important feature that plays an important role in the online shopping experience.

However, in the experiment conducted by Kim and Lennon (2012) participants were introduced to an experimental website (with music presence vs. music absence). And even though this experiment design may be successful to provide results of the effects of music in the online shopping experience, it fails to show if simply including music in the retail website is the best way to introduce music as part of the online shopping experience. That is, because while in retail environments music is ubiquitous and it is mainly controlled by the store (Pham, 2014) this is not the case in the online shopping environment. In the online shopping environment, consumers are the ones in control of the background music choice. Hence, nothing prevents consumers to turn off their speakers or remove their earplugs while online shopping at a website that introduces background music as a feature. Which means that, for music to have a positive impact in the online experience, companies should first discover which are the best ways to introduce music as part of the online environment to successfully around user’s interest.

Further, according to Simonson and Schmitt (1997) sound and music should be incorporated into the brand identity. That is, because in-store music doesn’t create positive effects in isolation from the store’s brand positioning (Beverland, Lim, Morrison & Terzioviski, 2006). In fact, a fit between the brand and the store's atmospherics is crucial (Beverland et. al, 2006). Thus, given that music is part of the online store atmospherics, the introduction of music should also have a fit with the brand of the online apparel website.

Therefore, websites should investigate smart and innovative solutions to introduce music as part of the online shopping experience in order to arouse online shoppers interest and influence their background music choice during online

shopping. Also, in order to successfully introduce music in the online shopping experience, feminine apparel online retailers should take into consideration the different online shopping behaviours - driven by different online shopping motivations (instrumental vs. hedonic); and their brand strategy - understand if the associations and beliefs consumers have about their brands fit with the introduction of music (Figure 1).

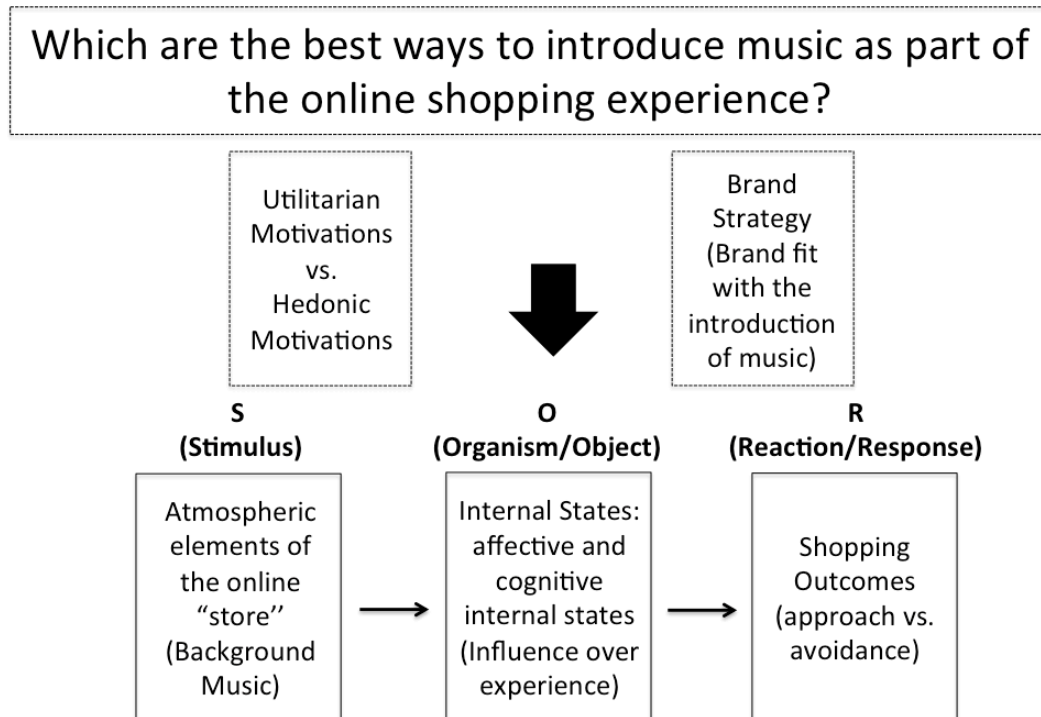
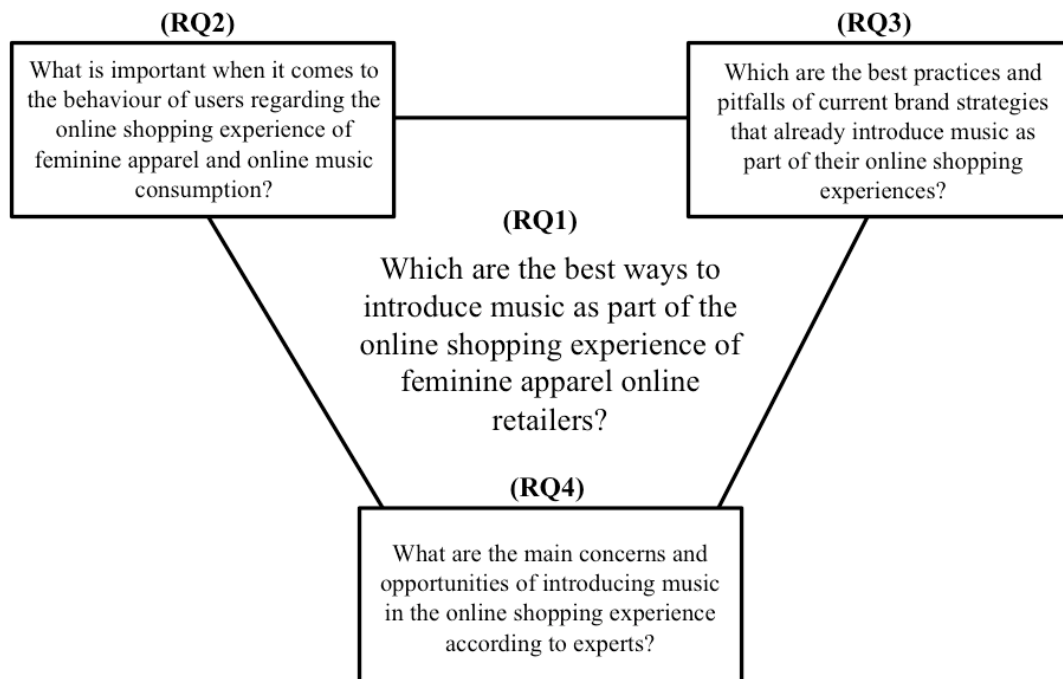


Figure 1

This study intends to explore the main research question: (RQ1) which are the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers? This main question can dismember into the following secondary questions: (RQ2) what is important when it comes to the behaviour of users regarding the online shopping experience of feminine apparel and online music consumption? (RQ3) which are the best practices and pitfalls of current brand strategies that already introduce music as part of their online shopping experiences? (RQ4) what are the main concerns and opportunities of introducing music in the online shopping experience according to experts? (Figure 2)

*Figure 2*

3. Method

This study proposes an exploratory study that should provide insight and understanding of the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers. Thus, in the search for patterns, ideas or hypotheses about the best ways to introduce music as part of the online shopping experience of feminine apparel websites, a qualitative and exploratory study with three distinct stages is proposed (Table 1). The combination of different stages and methods is proposed in order to raise insights from different perspectives (individual perspective, group perspective and expert perspective). Each stage of investigation will be further detailed in the following.

Table 1

Stages of study

Stages	Target	Objective	Method
Stage 1: In-depth interviews with users	Online feminine apparel shoppers	Identify the main users' behaviours related with the online shopping experience of feminine apparel and online music consumption	In-depth interviews
Stage 2: Focus group with users	Online feminine apparel shoppers	Identify the perceptions about current brand strategies which introduce music as part of the online shopping experience of feminine apparel online retails	Focus groups
Stage 3: In-depth interviews with experts	Apparel online retail and/or online experts	Explore the view of experts about the main opportunities and concerns related with the introduction of music in the online shopping experience of feminine apparel websites	In-depth interviews

4. Stage 1: In-depth interviews with users

In order to understand which are the best ways to introduce music as part of the online shopping experience, it is firstly important to understand which are the main elements involved in this experience. Therefore, the first stage of investigation intends to explore the main aspects related with (1) online shopping experience of feminine apparel and (2) online music consumption. Ultimately, Stage 1 intends to answer (RQ2) what is important when it comes to the behaviour of users regarding the online shopping experience of feminine apparel and online music consumption?

4.1 Procedure

In-depth interviews with online feminine apparel shoppers were conducted. The interviews were face-to-face - either in person ($n=19$) or by Skype ($n=11$) - and lasted about 20 minutes on average (the shortest interview lasted for approximately 12 minutes while the longest interview lasted 28 minutes). Further, all participants were recruited online via Facebook. The criterion was to invite as many participants as possible within the desired target (women from 18 years old to 30 years old who had already purchased clothing, shoes or accessories online at least one time). Thus, an announcement about the study was published in the moderator's timeline - those who responded the announcement and met the sample criteria were invited to take part in the study. Further, all the interviews were recorded and the study included a total of thirty participants.

4.2 Sampling

The sample of study participants was composed by young women from 21 years old to 30 years old who had already purchased clothing, shoes or accessories online at least one time before the interview. Among the participants, there are young women from 13 different nationalities, which are current university students or recent graduates from different universities.

4.3 Objects and Data Set

A pretest was conducted in order to evaluate the first version (Appendix A) of the interview's guide for the Stage 1 of the research. After the pretest, the flow of the interview guide was adapted to create a more satisfactory funnel of evaluation. The details of all the adjustments implemented after the pretest revision are included in Appendix B.

The final interview guide (Appendix C) explored the following key topics: (1) overall apparel online shopping and (2) music and apparel online shopping experience. The key topics and sub topics explored by the interviews on Stage 1 are described below (Table 2). Nevertheless, depending on the interview, the interviewer was able the interview flow or to include specific follow-up questions in order to obtain a deeper and fuller understanding of a certain participant's meaning (Legard, Keegan & Ward, 2003).

Table 2

Topics of investigation: Stage 1

Key Topics	Sub Topics
Overall Apparel Online Shopping	<ul style="list-style-type: none"> ➤ Q1. Frequency ➤ Q2. Motivations ➤ Q3. Preferences ➤ Q4/Q5. Habits ➤ Q6/Q7. Overlapping Activities
Music & Apparel Online Shopping Experience	<ul style="list-style-type: none"> ➤ Q8. Music Background & Online Shopping ➤ Q9. Sources & Platforms ➤ Q10/Q11. New Music Interest ➤ Q12/Q13. Music Suggestions & Online Stores ➤ Q14. New Platforms for Music Suggestions ➤ Q15. Music Familiarity ➤ Q16/Q17/Q18. Music & Clothing fit ➤ Q19. Music & Everyday Activities

4.4 Coding & Analysis

After the conclusion of all the interviews, the collected data was transcribed. The main objective of the coding phase was to identify patterns among respondents

regarding their behaviors and opinions towards the key topics and sub topics explored in Stage 1 (see Table 2). The coding method applied for the analysis of the data constituted of searching for similarities among participants (things that happen in the same way) - which is one of the ways to characterize a pattern. The data was codified with the software Atlas.ti 7.0 - the use of this software helped the workflow to be easier due the computer's capability for data storage, automated searching and display.

4.5 Reliability

A second coder was invited to take part on the study. During the period of the study, the second coder was also a master student of marketing communication in the University of Twente. It was important to select someone with a similar academic background and familiarity with the main concepts addressed in the interviews. Therefore, the second coder coded 20% of the total of interviews - a total of 6 interviews (178 quotations). An interrater reliability analysis using the Kappa statistic was performed to determine consistency among raters. The interrater reliability for the raters was found to be $\kappa = .801, p < 0.001$.

4.6 Results

In this section, the main findings obtained by the analysis and coding of the in-depth interviews with users will be presented and explored. The results for each key topic investigated - (1) overall apparel online shopping and (2) music & apparel online shopping - will be presented in two distinct sections in the following. Each section will contain a table with the summary of all the results as well as a description of the most important findings of the Stage 1. Also, the complete input generated by the coding process is fully depicted in the Appendix D.

4.6.1 Overall Apparel Online Shopping

In the following, Table 3 presents a summary of all the results regarding the overall apparel online shopping. The summary contains all the identified codes divided by sub topics. The sub topics are presented according to the interview guide flow while the codes are presented in order of relevance (number of mentions). It is important to take into account that sometimes the answer of one respondent may present information that can be divided into more than one code per sub topic. For instance,

when asked about the motivations for online shopping a respondent may have answered “fun” and also “inspiration”. Therefore, most of the times, the total number of mentions per sub topic is higher than the total number of respondents (higher than 30) - the total of mentions per sub topic is also included in Table 3.

Table 3

Summary of results: Overall Apparel Online Shopping

Key Topic	Sub Topics (Total of Mentions)	Codes: (Mentions) Identified Results
Overall Apparel Online Shopping	Frequency (n=30)	<ul style="list-style-type: none"> ➤ (22) At least once every six months ➤ (6) Less than once every 6 months ➤ (2) Seasonal
	Motivations (n=85)	<ul style="list-style-type: none"> ➤ (20) Fun ➤ (13) Trends ➤ (10) Entertainment – Boredom ➤ (7) Price Comparison ➤ (6) Convenience ➤ (6) Inspiration ➤ (5) Entertainment – Free Time ➤ (4) Specific Search ➤ (3) Advertising ➤ (3) Recommendation of Friends ➤ (2) Comfortable ➤ (2) Variety ➤ (1) Access ➤ (1) Clothes Comparison ➤ (1) Procrastination ➤ (1) Reviews
	Preferences (n=64)	<ul style="list-style-type: none"> ➤ (24) Offline: Haptic ➤ (12) Online: Price oriented ➤ (11) Online: Convenience ➤ (5) Online: Availability ➤ (5) Offline & Online Integration ➤ (3) Offline: Overall Experience ➤ (2) Online: Access ➤ (1) Offline: Instant Possession ➤ (1) Offline: Instant Satisfaction
	Habits (n=109)	<ul style="list-style-type: none"> ➤ (25) Location: Home ➤ (7) Location: Work/Study Place ➤ (15) Online Shopping: Alone ➤ (7) Online Shopping: Friend’s Opinion ➤ (4) Online Shopping: Alone or with Friends ➤ (4) Offline Shopping: Alone or with Friends ➤ (3) Offline Shopping: Alone ➤ (3) Offline Shopping: With Friends ➤ (15) Period: Evening ➤ (9) Period: Not Specific ➤ (8) Period: Weekends ➤ (3) Period: Morning ➤ (3) Period: Weekdays ➤ (2) Period: Afternoon ➤ (1) Period: Seasonal
	Overlapping Activities (n=102)	<ul style="list-style-type: none"> ➤ (23) Social Media Websites ➤ (17) Listening to Music ➤ (14) Other Websites ➤ (9) Chatting with Friends ➤ (9) E-mails ➤ (6) Watching Series/Movies ➤ (6) Working/Studying ➤ (5) Eating ➤ (5) Multitasking ➤ (5) Newsweek Websites ➤ (3) Costumer Reviews

When it comes to main *Habits*, online shopping mostly occurs when shoppers are at home and they have some free time - especially during the evenings and on the weekends. Also, most of the participants are alone during online shopping, even though it is common to ask for friend's opinions about the purchase through online chatting or even personally.

However, even though all the participants had previous experiences with apparel online shopping, when it comes to *Preferences* about shopping for clothing, most of the participants (80%) still prefer the shopping experience in a physical store. On the other hand, price orientation was the main aspect related with a higher preference for online shopping (40%), followed by convenience (36%). Further, some participants also expressed different ways in which they combine the experience of purchasing at physical stores and online stores. For instance, one participant said "But, after trying it [in a physical store] maybe I decide to buy it online later (...) because is cheaper." Which means that sometimes shoppers combine the best aspects of both offline stores and online stores in their complete shopping experience.

Also, another aspect that is part of the online shopping experience is the online window-shopping - when shoppers are just checking online shops for clothing, shoes and accessories without a previous purchase intention. Indeed, some of the most common *Motivations* for online window-shopping that were identified are (1) Fun (66%) - participants claim that it is fun to browse online for different clothing, shoes and accessories websites even without an objective purchase intention in mind. One of the participants said "Sometimes it is fun just to look at something"; (2) Trends (43%) - online window-shopping allow the shoppers to be up to date with the latest trends about their favorite brands or fashion collections. For instance, one participant said, "Sometimes I just check what are the new trends that they have. But, not necessarily to buy them, just to check"; (3) Entertainment when feeling bored (33%) - unlike when shoppers are merely looking for fun, the entertainment against boredom motivation was clearly expressed as a situation when shoppers encounter themselves in boring moments, places or activities and want to somehow get entertained or feel less bored by looking at apparel online stores. For example, one participant said that she has done online window-shopping during classes in which she has no interest, "Sometimes if we had a boring lecture and I had nothing else to do".

Moreover, there are several *Overlapping Activities* during the online shopping experience. Participants declared to perform different activities at the same time while

they are doing online window-shopping or actually purchasing clothing, shoes and accessories. Even though some of the overlapping activities are performed offline - such as eating, chatting with friends, working or studying - most of the times shoppers are performing other online activities. Some of the most common activities that shoppers perform while online window-shopping and/or online shopping are accessing social media websites (76%), listening to music (56%) and checking other websites (46%). Thus, it is common that shoppers don't stay completely focused in their online shopping activities.

In sum, when it comes to the overall apparel online shopping experience, it is important to highlight that among the identified motivations for online shopping, the most mentioned ones (Fun, Trends and Entertainment - Boredom) are related with hedonic online shopping motivations. Also, this is reflected in the behaviour of "window-shopping" - when shoppers are just checking online shops without a previous purchase intention. This may constitute a good opportunity for music introduction in the online shopping experience - during "window-shopping". Further, most shoppers perform different activities along with online shopping; the two most mentioned overlapping activities are accessing online social media and listening to music. Therefore, the integration of social media and the introduction of music may be a well-accepted brand strategy for the introduction of music in the feminine apparel retail online shopping experience. Finally, sometimes shoppers combine both online and offline shopping in one single shopping experience. Hence, brands can integrate different platforms (online and offline) in their brand strategy for the introduction of music in the online shopping experience.

4.6.2 Music & Apparel Online Shopping Experience

In the following, Table 4 presents a summary of all the results regarding music and the apparel online shopping. Once again, the summary contains all the identified codes (organized by number of mentions) divided by sub topics (organized by the interview's guide flow). Also, the total of mentions per sub topic is also included in Table 4.

Table 4

Summary of results: Music & Apparel Online Shopping Experience

Key Topic	Sub Topics (Total of Mentions)	Codes: Identified Results (Mentions)
Music & Apparel Online Shopping Experience	Sources & Platforms (n=47)	<ul style="list-style-type: none"> ➤ (18) YouTube ➤ (15) Spotify ➤ (5) Online Radio ➤ (4) iTunes ➤ (4) Music Streaming – Other ➤ (1) Radio
	New Music Interest (n=60)	<ul style="list-style-type: none"> ➤ (25) Friends: High Interest ➤ (21) App: High Interest ➤ (9) App: Low Interest ➤ (2) Friends: Low Interest ➤ (2) Gender Related Interest ➤ (1) Festivals
	Music Suggestions & Online Stores (n=72)	<ul style="list-style-type: none"> ➤ (13) Personal Preference ➤ (11) Intrusive/Ask Permission ➤ (10) Intent to Listen: Low ➤ (8) Fit Brand Image ➤ (8) Mix of Different Songs ➤ (6) Annoying ➤ (6) Intent to Listen: High ➤ (4) Inappropriate Place ➤ (3) Distraction ➤ (2) Website Fast/Slow Response ➤ (1) Fade In
	New Platforms for Music Suggestions (n=52)	<ul style="list-style-type: none"> ➤ (13) Social Media ➤ (9) Spotify ➤ (6) YouTube ➤ (5) Physical Store ➤ (4) Advertising ➤ (3) Festivals ➤ (3) Music Streaming – Other ➤ (2) Online Radio ➤ (2) Other Websites ➤ (1) Clothes/Products ➤ (1) Collaboration with Artists ➤ (1) E-mail ➤ (1) Mobile App ➤ (1) Stand up/Call Attention
	Music Familiarity (n=32)	<ul style="list-style-type: none"> ➤ (11) Depends: Artist/Music Gender ➤ (7) New Music: Curiosity ➤ (6) New Music: Unique/Innovative ➤ (5) Mainstream: Familiar with ➤ (2) Mainstream: New Music Sound like an ad ➤ (1) New Music: According to Preference
	Music & Clothing fit (n=81)	<ul style="list-style-type: none"> ➤ (15) Band Shirt – Low Interest ➤ (13) Band Shirt – High Interest ➤ (2) Band Shirt – Part of a group ➤ (28) Festival – High Interest ➤ (2) Festival – Low Interest
	Music & Everyday Activities (n=76)	<ul style="list-style-type: none"> ➤ (10) Concerns: According to Style/Personality ➤ (8) Concerns: Brand positioning ➤ (2) Concerns: Target ➤ (1) Concerns: Quality ➤ (31) Overall Activities – cooking, studying, etc. ➤ (18) According to the Mood ➤ (7) Relaxing ➤ (6) Constant Background ➤ (5) Clothing Related Activities ➤ (4) With Friends ➤ (3) Passing Time ➤ (2) Companion

According to the results, listening to music is the second activity that overlaps the most with the online shopping experience. The participants indicated two main *Sources & Platforms* for listening to music online. The first one is YouTube (60%). Participants like that the website is free of charge and gives new music recommendation. The second main platform that shoppers access for online music is Spotify (50%). Shoppers like the fact that Spotify is easy to use and gives recommendation for new music. Another positive aspect of Spotify that was identified is the possibility to see what songs your friends listened.

Actually, when it comes to *New Music Interest*, almost all of the participants (83%) said that friends play an important role when it comes to getting to know new music and exchanging information about music suggestions.

Regarding *Music Suggestions & Online Stores*, some participants (33%) declared that they have a low intention to listen to music when it is presented in a shopping website. Participants said that they find this type of music background introduction annoying and up seating, specially when the music from the website mixes with a previous song they were already listening before entering the store website (26%). Another reason why simply including music in a website doesn't seem to arouse the interest of shoppers is because sometimes this is not perceived as a suggestion, but an intrusion or imposition. Shoppers declared that they want to have the freedom to choose which songs they will be listening (36%). Participants also mentioned that if the stores asked for permission before playing the song it would be a more pleasant way to introduce the music, because then it would be a suggestion.

Besides asking for permission, other factors that may arouse the interest for the music provided by shopping websites are (1) music preference (43%) and (2) brand positioning (26%) - shoppers have to perceive that music fits with the proposal of that specific brand.

Moreover, it is important to consider *New Platforms for Music Suggestions*, because the platform in which the music background is suggested may also influence the interest of shoppers. Participants believe that it is more appropriate to receive music suggestions from brands in other platforms other than it's shopping website. Among the different platform options suggested for music introduction, the most popular were (1) Social Media (43%) - accessing social media is also the main overlapping activity while online shopping or window-shopping. Therefore, participants think they are a good platform for online music suggestion. One

participant said “Maybe if it would pop up on Facebook that this brand suggests this song, or musician, or this playlist or whatever I think I would be more likely to press and see”; (2) Current platforms used for online music such as Spotify (30%) and YouTube (20%) - it makes sense to shoppers that a brand suggests music in platforms where they are already looking for music.

A final factor that was identified as crucial to the interest of listening to a particular music suggestion is the mood/situation on a certain moment (60%). Actually, regarding *Music & Everyday Activities*, the results indicated that people perform several activities while listening to music. Also, the main reason why people decide to listen to music or to choose for a particular song is attached to their mood at a certain moment. Therefore, the mood/motivation will also influence the arousal for a particular music suggestion.

Up until now, the presented results had one particular focus: the investigation of aspects related with the introduction of music in the format of songs or playlists in the online shopping experience of feminine apparel. However, when it comes to *Music & Clothing fit*, music could also be introduced as part of the online shopping experience as an overall theme. Some examples are (1) the introduction of music related products, such as speakers or record albums, in the store’s product portfolio - which is seen as an interesting idea by participants, as long as it is aligned with the brand positioning; (2) the introduction of special clothing collections based on special musical events or festivals - which is mainly seen as an interesting idea by participants. One point of attention is that some of the participants said that the proposed collection should present clothes that are somehow exclusive.

Overall, it seems that people are interested in getting to know new music. That is, because participants seems to appreciate the new music recommendation from music platforms such as YouTube or Spotify as well as new music recommendations given by friends. However, this new music recommendation has to be perceived as a suggestion and not an intrusion - because shoppers want to have the freedom to choose which songs they will listen to. Also, the music recommendation doesn’t have to be introduced only on the store’s website. Actually, it would be better accepted when introduced in different platforms, such as social media or other online music sources - such as Spotify or YouTube. When it comes to receptivity, shoppers take into account their personal music preferences, the fit with the brand positioning of a particular website and their mood at a certain moment – which may be related with

their online shopping motivation at a certain moment. Finally, when deciding about a brand strategy to introduce music as part of the online experience, retailers can introduce music in different formats besides only the introduction of songs (such as the introduction of music related products or the introduction of special clothing collections related with music/musical events).

4.7 Conclusions of Stage 1

The online shopping experience integrates the offline and the online environment. Moreover, window-shopping is one important element of the online shopping. The main motivations for window-shopping are related with having fun, looking the trends and being entertained when feeling bored – related with the hedonic motivation for online shopping. Therefore, brands may take this opportunity to create a positive interaction with shoppers and create a fun and pleasant experience in their online stores.

Currently, shoppers perform different types of activities while online shopping, and one of these activities is listening to music. Also, shoppers claim to like to receive new music suggestions - either from music platforms or friends. Therefore, there is an opportunity for brands to include music suggestions aiming to create the shoppers' interaction and experience with the brand more positive and pleasant. However, it is clear that simply introducing music background in a shopping website is not sufficient to arouse shopper's interest. Some factors such as freedom of choice, alignment with the brand positioning as well as personal music style/preferences play an influence in the shoppers' arousal and actual interest to listening the proposed songs. Online retail stores have to consider different platforms, such as social media, YouTube or Spotify to introduce their music suggestion - shoppers already access these website simultaneously while they perform online shopping activities.

Besides the actual music suggestion, the results showed that there are opportunities for online retail brands to include music as a theme in the online shopping experience through the inclusion of special collections or clothing that may be related with musical events, bands or artists.

Ultimately, the in-depth interviews with users from Stage 1 rose information to answer the second research question of the study (RQ2) What is important when it comes to the behaviour of users regarding the online shopping experience of feminine apparel and online music consumption? Hence, after understanding how users behave

and what they expect from the online apparel shopping experience and online music consumption, the next step was to investigate the current brand strategies that already introduce music as part of their online shopping experiences. In the following, the results from the Stage 2 of the study will explore the aspects related with current brand strategies of different feminine apparel online retailers.

5. Stage 2: Focus group with users

After having taken part in the Stage 1 of the investigation, some participants were invited to attend a focus group - the second stage of the study. The main objective of the Stage 2 was to identify the perceptions about current brand strategies from feminine apparel online retails, which introduce music as part of their online shopping experiences. Ultimately, Stage 2 of the study intends to answer (RQ3) which are the best practices and pitfalls of current brand strategies that already introduce music as part of their online shopping experiences?

The focus group was selected as a more appropriate method for the discussion about the current brand strategies - instead of simply including this evaluation in the individual in-depth interviews from Stage 1. That is, because the discussion conducted at the focus group allowed participants to have a more extended reflection about the current online shopping experience of feminine apparel and to confront different opinions about the brand strategies presented. As a result, the outcome analysis will identify which are the best practices and the pitfalls of the evaluated brand strategies.

5.1 Procedure

The focus group was conducted in the design lab located in the building Gallery of the University of Twente (Figure 3) and the session lasted for approximately one hour. The design lab has a modern and informal atmosphere that contributed to a positive ambience during the group dialogue. Thus, the host location of the focus group fitted the topic addressed in the discussion.



Figure 3

The seven participants were asked to arrive fifteen minutes before the focus group's start. The moderator of the study met all the participants in the entrance of the design lab and showed them the way into where the focus group would take place. The discussion was located, more specifically, in the corner of the design lab. All participants were seated around a square table, with the possibility of continuous eye contact with other participants and proper hearing of the discussion during the entire session. On the table, each participant found two paper sheets faced down - which were later used for filling information during the discussion - pens, pencils, snacks, water and coffee.

In the beginning of the discussion, participants received the instructions about the focus group dynamic and duration. Also, before the evaluation of each of the initiatives, participants had the chance to introduce themselves to the rest of the group and to take part in an icebreaker dynamic - share with the group what technology innovation made the most impact in their lives and why, and what innovation they like the least and why. This introduction part was important for the participants to feel at easy and integrated. It contributed to an engaging participation during the discussion. During the focus group, the moderator conducted all the questions, and also asked the participants to fill in two papers with the three main positive aspects and the three main negative aspects of the first two initiatives evaluated (H&M Loves Music and H&M Loves Coachella). In the end of the discussion each participant received a personalized chocolate box as gratitude.

5.2 Sampling

All the attendants of the focus group had already participated in the Stage 1 of the study. Therefore, they were recruited in the end of the first interview, which took place in the Stage 1. There were no specific selection criteria for which participants from the Stage 1 would also attend the Stage 2 of the study. All the participants from Stage 1 were invited to take part in the focus group. After, the selection was made based on the availability of a higher number of participants for a certain date and time. As a result, the focus group counted with 7 people - young women with 20 years old on average (from 22 years old to 30 years old) that had already purchased clothing, shoes or accessories online at least one time before the interview in Stage 1.

5.3 Objects and Data Set

The focus group guide included the evaluation of four current initiatives of music introduction in the online shopping experience in feminine apparel online retails. In the following, each of the evaluated initiatives will be described.

First Initiative: H&M Loves Music. This initiative integrates different types of music related communication efforts from H&M. The brand promotes this initiative in different platforms. Some of these platforms are: Brand website (under the section H&M Life, the brand offers a set of stories and videos about specific artists. For instance, one of the projects called “dum dum girls – lost boys and girls club” provides the opportunity for young artists from different parts of the world to produce music videos with the support of H&M. Then, the videos are published in the brand’s website); Twitter account (with the usage of the #H&MLovesMusic the brand interacts with consumers and promotes sponsorships); Spotify (the brand provides music playlists, for instance “H&M In Store Music”); And offline platforms (for instance, the brand installs tents in several sponsored festivals). The participants will be exposed to the H&M Loves Music section within the H&M Shopping Website. <http://www.hm.com/us/> (Appendix F)

Second Initiative: H&M Loves Coachella. The brand website designed a specific interface for the collection in partnership with the festival Coachella 2016. Even though the festival will take place in California/USA, the collection will be available worldwide, and the special interface is also featured in the websites of other countries such as Netherlands or France. However, once again, the content which will be the stimulus of this research will be the one from the United States website (nevertheless, in this case the only difference is the idiom, since all the other features of the interface are the same across countries). The special interface is composed by a video of young people wearing the Coachella collection clothes while driving around, dancing and doing related activities. Also, the video plays an adapted version of the song California dreamin’ by the band The Mamas And The Papas. At any point, the user can select the option “pause the video to view inspiration”. Thus, once the user decides to pause the video (or the video is over), a new screen is loaded. In this new

screen, while the music is still playing, a selection of clothes of the Coachella collection are presented side by side with scenes of the music video where the models appear wearing the clothes. Consumers can select the clothes or accessories of interest and add to their shopping bag without leaving the Coachella interface. <https://www.hm.com/us/hm-loves-coachella> (Appendix F)

Third Initiative: Farm Website. Farm is a Brazilian brand of female clothing and accessories. The brand has physical stores located in several cities in Brazil as well as an online store available in Portuguese, English and Spanish. Farm has a radio platform within its shopping website. It is possible for shoppers to select “play” and listen to the radio selection while shopping or also open the radio page and select which playlist they want to listen. The store has special playlists separated by DJs, which were invited to create special playlists and “mood” categories such as “wake up” or “sunset”. Also, besides the radio platform, the first page of the website displays a video with a different background music. Therefore, users can choose if they prefer to listen to the music from the video or from one of the playlists from the radio platform. <http://www.farmrio.com.br/br/radio>

Fourth Initiative: Urban Outfitters Website. The Urban Outfitters website has a special section called “Music+Tech” where the brand sells special music related goods. Also, the brand hosts music playlists in two different platforms: Spotify and Sound cloud. Shoppers access both portals from the brand’s shopping website. <http://www.urbanoutfitters.com>

The key topics and sub topics explored on the focus group are presented on Table 5. Also, the complete focus group guide is included in Appendix E.

Table 5

Topics of investigation: Stage 2

Key Topics	Sub Topics
Evaluation of H&M Loves Music	<ul style="list-style-type: none"> ➤ Q3/Q4. Overall Impressions ➤ Q5/Q6. Interest ➤ Q7. Fit with the Website ➤ Q8/Q9. Added value
Evaluation of H&M Loves Coachella	<ul style="list-style-type: none"> ➤ Q10/Q11. Overall Impressions ➤ Q12. Video & Music Evaluation ➤ Q13. Interest ➤ Q14. Fit with the Website ➤ Q15/Q16. Concerns ➤ Q17. Shopping Motivations
Quick Evaluation of Farm Website	<ul style="list-style-type: none"> ➤ Q18. Overall Impressions ➤ Q19. Interest
Quick Evaluation of Urban Outfitters Website	<ul style="list-style-type: none"> ➤ Q20. Overall Impressions ➤ Q21. Interest

5.4 Coding & Analysis

The procedure for the coding and analysis chosen for Stage 2 was the conventional content analysis described by Hsieh and Shannon (2005) without the use of any particular software. That is, because content analysis is helpful to identify any possible evidence of group thinking in focus group conversations (Holsti, 1969).

Therefore, the analysis followed the following flow: (1) During the focus group, the audio of the discussion was recorded. Thus, as a first step to initiate the content analysis of Stage 2, the moderator transcribed the original audio recorded during the discussion; (2) The moderator read carefully all the content of the transcribed document and started to highlight key words from the text that appeared to capture basic thoughts or concepts (3) The moderator created notes of her first impressions, thoughts, and initial analysis. After this process, it was possible to ground a deeper reflection about the participant's responses and evaluations.

In addition, the second coder of Stage 1 was also present during the focus group. She was responsible for the real time transcription of the most relevant topics discussed during the focus group. The same coding and analysis flow was applied for the real time transcription document, integrating both views into the final analysis. As a result, the content analysis was based in the integration of two distinct documents: (1) the full transcription of the original focus group audio made by the moderator and (2) the real time transcription made by the second coder. The fact that the analysis counted with two different transcriptions made by two different people, enriched the content analysis, since it integrated two different visions of the discussion.

5.5 Results

Through the analysis and coding of the focus group findings, it was possible to identify the best practices and main pitfalls for each of the four evaluated initiatives. Table 6 contains a summary of the main discoveries from Stage 2 that will be explored in the following. All the themes presented in the Table 6 were generated as a result from the discussion in the focus group. Therefore, all the themes were considered similar in terms of relevance for the analysis, and are presented without a particular order.

Table 6

Summary of results: Stage 2

Initiatives Evaluated	Best Practices	Main Pitfalls
H&M Loves Music	<ul style="list-style-type: none"> ➤ Sponsorship of New Artists ➤ Introduction of New Music ➤ Information about Music 	<ul style="list-style-type: none"> ➤ Difficult to Find ➤ Unattractive Layout ➤ Not Connected with the clothing ➤ Passive
H&M Loves Coachella	<ul style="list-style-type: none"> ➤ Easy to Find ➤ Interesting Video ➤ Interesting Song ➤ Interesting layout ➤ Festival Theme ➤ Connected with the Clothing ➤ Summer Atmosphere ➤ Sense of Control ➤ Inspirational Feeling 	<ul style="list-style-type: none"> ➤ Difficult to See the Entire Collection ➤ Lack of Song Variety ➤ Better Capture the Festival Atmosphere ➤ Lack of diversity
Farm Website	<ul style="list-style-type: none"> ➤ Interesting Video ➤ Radio 	<ul style="list-style-type: none"> ➤ Intruding ➤ Difficult to Stop the Music ➤ Overwhelming ➤ Not well Integrated ➤ Distracting
Urban Outfitters Website	<ul style="list-style-type: none"> ➤ Fits the Brand Positioning 	-

5.5.1 H&M Loves Music

Most of the group participants didn't know about the H&M Loves Music initiative, even though all of them had already accessed the H&M website previously. In fact, the first thing participants mentioned about the section H&M Loves Music within the H&M website is that they think it is *Difficult to Find* it - some pointed it out as a negative aspect of the initiative. For instance, they mentioned, "It's not easy to access the page, many clicks", "It is not catchy and not in the first page of the web/ main page" and "Bad implementation, you can't find it". Therefore, one of the main pitfalls of the initiative is its low visibility.

Once participants were exposed to the H&M Loves Music section other main pitfalls were also discussed: (1) The initiative was *Not Connected with the Clothing* - participants couldn't perceive a clear connection between the music introduction initiative and the clothing offered by the online store. One participant pointed out "It's not interconnecting the clothing. It doesn't give a direct link to the clothing". Also, one of the participants said, "When entering the H&M [website], I'm searching for clothes, not for information about music". Which suggests that if a brand wants to include music in the online shopping experience it has to successfully integrate the music theme with their clothing/products for sale; (2) *Passive* interface and

Unattractive Layout - the fact that the section seems like a blog or Newsweek about music gives the impression of a passive interface and consequently doesn't arouse shoppers interest. For instance, one participant mentioned, "It only gives information about music and artists. It isn't active, but passive". In addition, the layout is perceived as unattractive. One participant said, "The layout is not attractive, it should provide more images".

However, shoppers mentioned the provision of new *Information about Music* as a positive aspect of the initiative. One participant said she appreciates that the section "Provides music information for users". Thus, participants like to receive new information about music, perhaps only the implementation of the idea (location in the website, lack of connection with the clothing and passive interface) is still not successful. Moreover, participants also seem to be pleased by the *Introduction of New Music* - one participant mentioned that "Introducing new music and upcoming artists" is a positive aspect of the initiative. Another positive aspect that was mentioned by all participants was the *Sponsorship of New Artists*. Some participants mentioned it as a benefit of the initiative, "Provides space and opportunity for new artists", "Support young independent music artist" and "Connects the brand with social activities and proves the companies interests with outside projects". It is clear that the sponsorship of new artists not only arouses shoppers interest for the initiative but also contributes to the creation of positive associations with the brand. Overall, the ideas related with the initiative H&M Loves Music (sponsorship of new artists, introduction of new music and information about music) were mentioned as positive aspects/best practices, but the aspects related with its implementation (difficult to find, unattractive layout, not connected with the clothing and passive) were mentioned as negative aspects/pitfalls.

5.5.2 H&M Loves Coachella

Unlike the section H&M Loves Music, in which shoppers had to click through several steps to get access, there was a direct link (banner) to access the section H&M Loves Coachella in the homepage of the H&M website. Participants thought it was very *Easy to Find* the link to the section H&M Loves Coachella.

Also, participants mentioned that they found that the interface presented an *Interesting Video*, *Interesting Song* and *Interesting Layout*. Participants were pleased by the music choice as well as the way the clothes were integrated in the page layout

and in the video - for instance, they mentioned, “The video, the music and the clothes together give a very good and nice vibe/ambiance, which is well communicated”, “The video is beautiful, the music is nice” and “Nice presentation and layout”.

Another feature that was appreciated was the perceived *Sense of Control* given to shoppers. The layout included a central sign with the possibility for shoppers to stop the video/music at any time - “You have a clear option to stop the video whenever you want”.

Moreover, the overall integration with the *Festival Theme* also pleased most participants. They thought that the combination of the musical festival with the clothing was nice - the theme was well *Connected with the Clothing* - giving an *Inspirational Feeling* and transmitting the *Summer Atmosphere* of the festival experience. However, there was some contradiction regarding the festival feeling aspect, as some of the participants also mentioned that the initiative should *Better Capture the Festival Atmosphere*. Even though participants liked the video produced, they didn’t think that it was completely successful at capturing the festival experience/atmosphere - they expected it to be more active or festive, “The video somehow does not really represent the actual festival/Coachella, it might be better if they can make a video with real feeling of the festival”.

Another point of discussion was the *Lack of Diversity*, given that this initiative was clearly directed to young people who have interest for music festivals. Some participants thought that the festival thematic might exclude a lot of shoppers - due to personal interest for musical festival or age. But, some participants didn’t seem to think that excluding part of the total shoppers of H&M was a problem for this initiative - one participant said “It’s normal, because younger people, bellow 30 usually go to this type of festivals”.

Further, two other aspects that were discussed as points for improvement in the H&M Loves Coachella section were: (1) *Lack of Song Variety* - even though participants liked the selected song, they thought it would be more interesting if the section included different options of song or videos, to create a more dynamic interaction. One participant said, “Same music all the time, maybe a different video could be played thereby increasing the number of options for clothing rather than watch the whole video”; (2) *Difficulty to See the Entire Collection* - even though the layout of the page pleased participants and they liked the way the clothing was presented, participants thought that it is more time consuming to see the entire

collection in the presented format. Some participants said, “Maybe it takes a bit longer to see the collection” and “You have to scroll the whole page to see the clothing”. As a result, participants expressed that this type of initiative would arouse their interest when they don’t have a particular goal in mind or time limitation. That means that they would be more willing to click on the section when they are window-shopping, for instance. Participants said, “If I’m looking for something specific, I would not click on the video” and “For getting an inspiration, I would go there to get nice ideas. If I have something specific on my mind I wouldn’t go there”.

In general, the H&M Loves Coachella was perceived as positive initiative that successfully captures the integration between music and clothing in the introduction of music in the online shopping experience - giving shoppers an inspirational feeling and a sense of control.

5.5.3 Farm Website

In the evaluation of the Farm website, two main elements were taken into account (1) *Radio* - participants like the idea of a brand offering new music recommendation and different playlists. Also, the idea of different categories of playlists related with mood orientation is highly appreciated. One participant said, “Something that I like about the radio is that they made an option for the moment of the day: for waking up and so on. It is nice to get to know new music also”; (2) *Interesting Video* - participants think that the video displayed in the homepage of the website is interesting and presents a nice idea.

Nevertheless, participants didn’t appreciate the way that these both elements were implemented in the website, or how they relate with each other. Firstly, it was a consensus in the group that the website comes up as *Intruding*, once it starts playing songs without asking for the users permission - for instance, some participants said, “I hate it when music comes right after you open a web site” and “Imagine if you are in a library, it is disturbing the others around you, if music comes together with the opening of the web site”.

Secondly, participants didn’t like the fact that the button to turn off the music was not well positioned. They thought it was *Difficult to Stop the Music*, since it was hard to find the option to turn the music off. This perception was exacerbated by the fact that the website presents two different options of sounds (from the radio or from the video), creating a confusing interface for shoppers. Shoppers felt that the mix of

the two different sound options was *Overwhelming*. One participant said, “They should just have the radio, not both [radio and video], it’s too much”.

Lastly, the initiative was *Not Well Integrated*. Participants didn’t like the fact that to access the radio and complete playlist options the website redirects the users to a different page - other than staying on the page with the clothing. They think this is *Distracting* and would disturb their shopping experience. Participants affirmed that it would be more pleasant and efficient if the radio option was somehow integrated in the same page where they can check the clothing. Some participants said, “I also don’t like going on a new page because after you go to the music, than you have to go back to the clothes and it takes more time” and “But I think when you change from background music to the radio option, it shouldn’t go to a new page”. Once again, participants were pleased by the idea of an online apparel retail introducing music – in this case in the format of a radio – and a video. However, the execution of the idea still does not achieve the aim to create a pleasant experience for shoppers. That is, because participants felt like they had no sense of control for the music choice, giving the impression of a negatively overwhelming, distractive and not well integrated experience.

5.5.4 Urban Outfitters Website

The evaluation of the Urban Outfitters Website was intended to provide insights to understand if shoppers think that music and clothing fit together, and if they would be interested in an initiative that included musical products - such as speaker or record albums - in the product portfolio of an online retail store for feminine apparel. Overall, participants really like the section called “Music+Tech” from the Urban Outfitters website where the brand sells special music related goods. However, it was clear that the brand image of the brand Urban Outfitters influenced this perception. The introduction of music *Fits the Brand Positioning* of Urban Outfitters. Participants that already were familiar with the brand said that this type of initiative is even expected from this particular brand. For instance, some participants said, “For Urban Outfitters it is a ‘must’, for H&M it is a ‘can’, it is a plus...” and “It makes sense to me to have them [music related goods] here”. Therefore, the fact that Urban Outfitters is perceived as a young and modern brand contributed to the good perception of the section “Music+Tech” - one participant said, “It’s cool and I really like it, it’s not that general. They have accessories and biographies, so it’s cool and inspirational”. Thus,

it is clear that if brands intent to introduce music related initiatives, they have to be well aligned with their brand positioning.

5.6 Conclusions of Stage 2

Four different current brand strategies of music inclusion in the feminine apparel online shopping experience were evaluated and discussed in the focus group: (1) H&M Loves Music - includes music as a separated topic within the shopping website in the format of a blog or a Newsweek; (2) H&M Loves Coachella - includes music through the presentation of a video and an thematic clothing collection; (3) Farm Website - includes new music suggestions through an online radio and video on the homepage of the website; (4) Urban Outfitters Website - includes music related goods in its product portfolio.

Overall, the different ideas for music introduction in each initiative were well received by the participants. Participants are interested in receiving new information about music and new music suggestions - especially if this music suggestion comes in the format of playlists or categories separated by mood orientation/moments of the day. Also, shoppers are interested in initiatives that present something different and original integrating music with the clothing - such as thematic clothing collections. Shoppers want to be inspired and have the feeling of the musical atmosphere related with musical events/experiences.

However, the retail stores still have to make a few execution adjustments in order to arouse a greater interest from shoppers and avoid creating bad experiences that would make shoppers don't want to access their pages. Ultimately, Stage 2 of the study aimed to answer (RQ3) which are the best practices and pitfalls of current brand strategies that already introduce music as part of their online shopping experiences? Thus, based on the discussion of the focus group, some main learns were identified: (1) It is important to make sure that the music introduction is visible and well inserted in the website. If it takes too many buttons or steps to access the music initiative, it is highly probable that shoppers won't notice it or won't be interested in it; (2) It is important to make sure that the music introduction is well connected with the proposal of the retail store. That means, any music initiative has to be well connected with the brand positioning of the store and has to be well integrated with the clothing offered in the retail store; (3) Shoppers want to feel like they have freedom to choose to decide which songs they want to listen. Therefore, if a store

decides to include music suggestions to their shoppers, it is important to make sure that it is executed in a way that doesn't seem intruding or disturbing. It is important to ask for permission before starting playing the songs and include a clear sign or button for the control of the shoppers; (4) It is important to carefully select which music related initiative to include in order to not overwhelm or distract shoppers. Shoppers don't want to be redirected to different pages, or encounter some feature that will divert them from the clothing or shopping activity; (5) It is important to choose the right moment and place to include music initiatives. Participants would be more open to check music related initiatives when they don't have a specific shopping goal in mind, when they are window-shopping.

So far, the results from Stages 1 and 2 of the study provided information regarding the behaviour of shoppers during the online shopping experience of feminine apparel and online music consumption as well as information about the best practices and pitfalls of current brand strategies that already introduce music as part of their online shopping experiences. This overview is successful at providing the perspective of users to answer the overall research question of the study. However, in the following, the view of experts will provide an additional perspective that should also be considered when it comes to the best ways to introduce music in the online shopping environment of feminine apparel.

6. Stage 3: In-depth interviews with experts

The final stage of investigation constituted of exploring the view of experts about the main aspects and challenges in the introduction of music in the online shopping experience of feminine apparel websites. This stage intends to provide an additional perspective to the information presented so far. Ultimately, this stage of the study aimed to answer (RQ4) what are the main concerns and opportunities of introducing music in the online shopping experience according to experts?

6.1 Procedure

Consulting experts in the exploratory phase of a study is an efficient method of gathering data (Bogner, Littig & Menz, 2009). Thus, the expert's review was collected through two different steps. Firstly, the opinion of experts in the apparel online retail and/or online environment/shopping experience was collected via personal interviews conducted via Skype - because of time and space limitations, considering that experts represent a specific group of people that may have a busy schedule and/or may live in different cities or countries other than the one of the conductor of this research.

A second step following the interviews was included in the collection of the expert's review. This second step was inspired by the Delphi approach – “a group facilitation technique that seeks to obtain consensus on the opinions of 'experts' through a series of structured questionnaires” (Hasson, Keeney & McKenna, 2000, p.1009). The procedure applied to this study was much simpler: After the personal interview, each expert received a power point file with the main findings of all the interviews. The power point file contained the main findings from the in-depth interviews expressed through main topics and quotations (the copy of the power point slides is included on Appendix H). According to the instructions, each expert had three days to look at the materials and send any doubt, comment or feedback to the moderator. After the three days given to material analysis, the experts sent their feedback to the moderator (Appendix I). As a result, the expert's review counted with the data from the interview and resulting feedbacks from the interview's main findings.

6.2 Sampling

In total, four experts participated in the third stage of the study. In the following a brief description of each of the participants' experience will presented (see Table 7).

Table 7

Experts' characteristics

Field of Expertise	Experts	Profession
Web Design	Expert 1	Web Designer/ IT Engineer
Social Media	Expert 2	Social Media Coordinator
Online Retail Stores	Expert 3 Expert 4	Founder of Trendy.mk Online Marketing Manager

Expert 1. Expert in web design. Expert 1 is an IT engineer specialized in front-end development. In addition, he has 2 years of previous experience as a web developer, and 2 years of previous experience as content moderator of the social platform ask.fm. Currently, he is the lead web designer for ViviD Designs & Hosting Solutions.

Expert 2. Expert in social media/online environment. Expert 2 has a bachelor degree in business administration. Also, she is post graduated in corporate communication. She works with social media content since 2009. Her experience is focused in brand content strategy, monitoring and planning. Currently, she is the social media coordinator at J. Walter Thompson São Paulo.

Expert 3. Expert in apparel online retail stores and in online shopping experience. Expert 3 has a bachelor degree in electronic business. Also, she has a master in computer networks and e-technology. She is the founder of the online store www.trendy.mk, which sells feminine clothing and accessories.

Expert 4. Expert in apparel online retail stores and in online shopping experience. Expert 4 has a bachelor degree of social communication with specialization in marketing and advertising. Also, she is post graduated in digital marketing. She worked for two years in the online marketing department of the online retail store www.ibacana.com.br, which sells accessories, clothing among other products. Currently, she is the online marketing manager at Gameloft, an international video game developer and publisher.

6.3 Objects and Data Set

The interviews with experts intended to explore the view of each expert about the main aspects and challenges in the introduction of music in the online shopping experience of feminine apparel websites. Therefore, depending of the area of expertise of a particular participant, some specific questions were asked. The key topics and sub topics explored on the expert's interviews are presented on Table 8. Also, each full interview guide is included in Appendix G.

Table 8

Topics of investigation: Stage 3

Key Topics	Sub Topics (Web Designer Expert)	Sub Topics (Social media Expert)	Sub Topics (Online retail Experts)
Description of Overall Experience	Experience with Web Design	Experience with Social Media	Experience with Online Retail
Online Shopping Experience	Technical view (Concerns and Opportunities)	Relation with Social Media (Concerns and Opportunities)	Online Marketing view (Concerns and Opportunities)
Music in the Online Shopping Experience	Technical view (Concerns and Opportunities)	Relation with Social Media (Concerns and Opportunities)	Online Marketing view (Concerns and Opportunities)

6.4 Coding & Analysis

The coding process of the Stage 3 followed the same flow presented for Stage 2. That is, all the interviews were transcribed and coded according to the conventional content analysis steps presented in Stage 2 - without the use of any particular software. After the moderator had summarized the main findings presented in the collected data from all experts, it was possible to elaborate a power point file with the most important topics identified (Appendix H). After, as part of the second step of the Stage 3, all experts received these main findings for revision and feedback. Therefore, the final coding and analysis was based not only on the initial interviews, but also on the post feedback received from the experts (Appendix I).

6.5 Results

The main results from the Stage 3 integrate three different perspectives: a technical (web design) perspective, a social media perspective and an online marketing perspective. Based on the interviews and on the post feedbacks, it was possible to identify a list of concerns and opportunities regarding the online shopping experience and music.

After the data analysis of the information generated by the four interviews, it was possible to list the main results from the expert's perspective (which were included in the power point file that each expert received for feedback). The power point file contained 6 slides (Appendix H) with the following overall findings: (1) First slide - general instructions about the feedback section; (2) Second slide - general issues/concerns about the shopping website; (3) Third slide - general issues/concerns and opportunities about the online shopping experience; (4) Forth slide - general issues/concerns about music in the online shopping experience; (5) Fifth slide - general opportunities about music in the online shopping experience; (6) Sixth slide - final slide thanking the experts. The summary of the feedback received from the experts is presented on Table 9. Overall, there was a general consensus among experts for the main themes presented in the feedback session. Expert 1 sent comments clarifying technical information about the shopping website and the online shopping experience. Expert 2 disagreed that music is always a distraction (information from the section regarding music in the online shopping experience). And Expert 4 disagreed that retail stores don't pay attention to the moments before the online shopping (information from the section regarding the online shopping experience).

All the received feedback was integrated in the final analysis for the results of Stage 3.

Table 9

Summary of Feedback Section: Stage 3

Experts	Main Feedback
Expert 1 (Web Design Expert)	<ul style="list-style-type: none"> ➤ About the general issues/concerns about the shopping website (slide 2): Clarifies that the best technical term for the speed of the website should be “responsiveness” ➤ About the general issues/concerns about music in the online shopping experience (slide 4): Clarifies that implementing music is not expensive, unless it is personalized music.
Expert 2 (Social Media Expert)	<ul style="list-style-type: none"> ➤ About the general issues/concerns about music in the online shopping experience (slide 4): Disagreed that music is always a distraction.
Expert 3 (Online Retail Expert)	<ul style="list-style-type: none"> ➤ No Comments
Expert 4 (Online Retail Expert)	<ul style="list-style-type: none"> ➤ About the general issues/concerns and opportunities about the online shopping experience (slide 3): Disagreed that retail stores don’t pay attention to the moments before the online shopping

6.5.1 Online Shopping Experience

Firstly, the main findings related with the online shopping experience will be presented. In the following, Table 10 presents a summary of the main findings regarding the view of experts about the online shopping experience.

Table 10

Summary of Findings About the Online Shopping Experience: Stage 3

Key Topics	Categories	Codes	Quotations (Example)
Online Shopping Experience		Fast Response	“A good online shop should load fast, should be responsive. So it should be compatible with most of the devices like smartphones, laptops and computers” (Expert 1)
	Concerns	Goal oriented motivation	“The purpose of the Internet is to get information quick” (Expert 1)
		Research phase	“The way people buy things changed a lot after social media (...) First, people make an extensive research about the product and then they really get into the website to make the purchase” (Expert 2)
		Role of Friends	“People don’t want to have the experience alone (...) they want to know about their friend's experience and they want to share their own experience” (Expert 2)
	Opportunities	Lasting Experience	“If you have more things to engage the shopper with the page, this may be a longer (not slower) experience” (Expert 4)

In other to provide a positive shopping experience for users, it is important that online shopping websites load fast and provide an easy and convenient experience to shoppers. The web designer expert mentioned the importance of websites presenting a *Fast Response*. That is, because when shoppers have a *Goal Oriented Motivation* they want to have quick access to the information and products that they are searching for. On the other hand, sometimes shoppers are still in a previous phase of the online shopping experience, when they are still searching and checking different products and stores. In this *Research Phase* they may have more

time to spend with the online shopping activity and may be less concerned with a very fast purchase - that is when shoppers may be more open to music introduction in the online shopping experience. The social media expert pointed out the importance of this stage and the role of recommendations and reviews for the final purchase decision - "The way people buy things changed a lot after social media (...) First, people make an extensive research about the product and then they really get into the website to make the purchase". Therefore, according to the social media expert, current online shopping stores still don't pay the necessary attention to this stage of researching/window-shopping. In the feedback section, the expert 3 (online marketing expert) pointed out that, in fact, retail stores already present initiatives concerning the research phase of the online shopping experience, such as communication campaigns and affiliation programs in order to bring traffic to their webpages. Nevertheless, even though all these mentioned activities precede the shopping moment, they are much more focused into bringing shoppers for the website, to create sales. While, few activities focus on creating a pleasant experience while shoppers are searching for different products/window-shopping. As a consequence, one important opportunity identified is to create ways to stimulate a *Lasting Experience* during online shopping, to include elements that will engage shoppers in the retail websites during the shopping experience. Moreover, retailers should take into account the *Role of Friends* during online shopping. Another opportunity identified that may contribute to a lasting and more positive online shopping experience is the inclusion of friend interaction. The social media expert mentioned, "People don't want to have the experience alone (...) they want to know about their friend's experience and they want to share their own experience".

Overall, the view of experts about the online shopping experience reveals important aspects regarding the different moments of online shopping (related with instrumental online shopping motivations) and the necessity of retailers to create a positive experience for these different situations - considering a fast response, a lasting experience and the role of friends.

6.5.2 Music in the Online Shopping Experience

In the following, Table 11 presents a summary of the main findings regarding the view of experts about music in the online shopping experience.

Table 11

Summary of Findings About Music in the Online Shopping Experience: Stage 3

Key Topics	Categories	Codes	Quotations (Example)
Music in the Online Shopping Experience	Concerns	Distraction	“It [music] makes it hard for the user to focus on the elements that he is seeing (...) Music is like a distraction” (Expert 1)
		Security Threats	“There are security threats related with how the music will load” (Expert 1)
		Lower Speed	“Sometimes, those websites [with music] are very slow” (Expert 3)
		Old Fashion	“There is a prejudice that music background on a website is something old fashion” (Expert 4)
		Target	“Mostly yes [better for young people]. But, It depends (...)” (Expert 3)
	Opportunities	Personalized Playlists	“Customization is what would make this experience even better” (Expert 2)
		Mood/Situations influences	“(…) And changing the songs according to that [mood, occasions]” (Expert 2)
		Hedonic Motivations	“If you don't have a special target, like a dress or something you want to look at, you can put music in the background” (Expert 2)
		Create Curiosity	“Maybe a lot of people will go on the website and buy something because of the music” (Expert 3)
		Interactivity	“Maybe something interactive, a short video [to show clothing] instead of showing just a picture” (Expert 2)
		Ad Campaigns	“[Create] marketing campaigns based on that” (Expert 4)

Music may be one element that can be introduced in the online shopping experience to engage shoppers and create a lasting experience. Some of the opportunities identified by the experts about the introduction of music in the online shopping experience are (1) *Personalized Playlists* - all experts agree that offering

personalized music suggestion would increase the shopper's interest arousal for music introduction initiatives. The social media expert claimed that personalization is what would make this introduction of music in the shopping experience even better. That is, to provide shoppers with songs that are related to their music style/preferences. In addition, the experts of online marketing also mentioned that music suggestions that would be adjusted to the taste of shoppers could be an innovative and successful initiative. Nevertheless, the online shopping website still have to understand which is the best way to implement this opportunity. The web designer expert explained that technically it is already possible for an online shopping website to provide personalized song suggestions. For instance, if an online store would suggest music based on the record of songs listened on YouTube - tracked by cookies - by a particular user. However, the web designer also pointed out that, even though there is current technology to implement the personalized music suggestion, there are still legal and privacy concerns that prevent this practice;

(2) Introduce music in a way to *Create Curiosity* - if the brand manages to implement a music initiative that is innovative and catches the attention of the shoppers, this could positively influence the traffic of their website and the overall shopping experience;

(3) Create *Ad Campaigns* based on the music theme;

(4) Include *Interactivity* - include music in a way that is interactive and well integrated with the clothing offered by the brand

(5) Include playlists related with *Mood/Situations influences* - for instance, the online marketing expert suggested "Today it is a cold day, maybe you should buy a jacket and listen to this special playlist to warm you up?"

(6) Take advantage of the moments when people are driven by *Hedonic Motivations*, when they are window-shopping without a particular purchase goal in mind. That is when shoppers are usually more relaxed and open to dedicate more time to the shopping activity.

Despite the positive aspects of music introduction in the online shopping experience and the different opportunities identified, experts also listed some concerns that should be taken into account when introducing music in the online shopping experience. Online stores should be careful with technical features, such as *Security Threats* related with how the music will load in the website as well as the possibility of the website presenting a *Lower Speed* due to the introduction of music.

Also, brands should consider the appropriate *Target* and brand positioning to select the best music introduction initiative in the online shopping experience of their

website. Introducing music in an integrated way may prevent the possibility of a music initiative be perceived as a *Distraction*.

Moreover, the online marketing experts pointed out that websites with music background might be perceived as something *Old Fashion*. They mentioned that “There is a prejudice that music background on a website is something old fashion, that all of the websites from the 90’s were developed with music” and “It reminds me of something old, you know? The old websites that only had information and music”. This may indicate that if brands decide to implement music background in their websites they should be attentive to do it in an innovative and modern way. Also, brands should consider other platforms - other than their own shopping websites - for the introduction of music in the online shopping experience.

Overall, the concerns and opportunities identified by the experts were very important in the identification of insights with a different perspective (vs. users) regarding the introduction of music in the online shopping experience.

6.6 Conclusions of Stage 3

Ultimately, the Stage 3 of the study intended to answer (RQ4) what are the main concerns and opportunities of introducing music in the online shopping experience according to experts? The in-depth interviews with experts allowed the identification of different opportunities and concerns about the online shopping experience and music introduction in the online shopping experience. First, it was evident that the online shopping experience presents moments of goal oriented online shopping (related with instrumental online shopping motivations), when shoppers have a specific goal in mind. In these moments it is extremely important that websites present a fast responsive platform for a positive online shopping experience. Nevertheless, the research phase of the online experience is also very important for the shopper - in this moment, shoppers are more concern about having an overall pleasant experience (related with hedonic online shopping motivations). Thus, it is important to provide engaging elements to create a positive and lasting experience as well as to include friend interaction/sharing during the online experience.

When it comes to the introduction of music, experts were able to point out different opportunities such as the inclusion of personalized playlists, campaign ads with the music thematic, interactive introduction of music - related with the clothing and mood oriented playlists. Also, some concerns regarding the website speed and

security were also mentioned. Brands have to introduce music in their online shopping experience in a way that is innovative, creates curiosity and is adequate with its brand positioning and target preferences.

7. Discussion

The main objective of this study was to identify which are the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers. Thus, a qualitative and exploratory study combining three distinct stages was conducted. The investigation allowed the integration of different perspectives: the individual perceptive - provided by in-depth interviews with users; the group perceptive - provided by a focus group with users; and the expert perspective - provided by in-depth interviews with experts.

Each of the sections generated interesting findings and insights about each of the sub questions of the study (Figure 4).

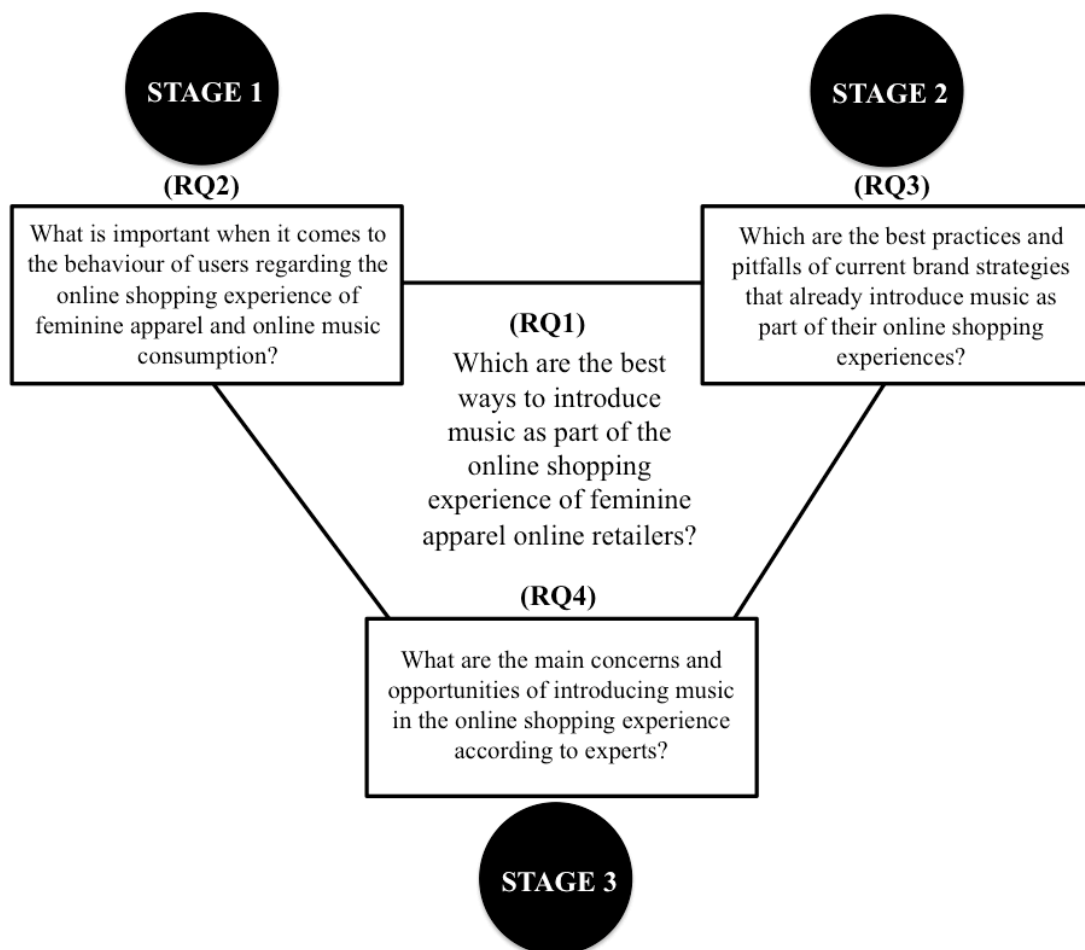


Figure 4

The stages of the study provided important insights regarding (Stage1) the behaviour of users when it comes to the online shopping experience of feminine apparel and online music consumption, (Stage 2) the best practices and pitfalls of current brand strategies that already introduce music as part of their online shopping experiences (Stage 3) and the main concerns and opportunities of introducing music in the online shopping experience according to experts. All the main findings per stages were previously described and discussed under the chapter of each stage.

As a result, the integration of the findings from the three distinct stages of the study will be presented in the following in order to answer the main research question of the study (RQ1) which are the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers? The integrated analysis identified general themes to guide the best ways to introduce music in the online shopping environment of feminine apparel. Therefore, the integrated findings of the study will be presented next, under each of the main themes identified.

Brand Positioning. The first step to be considered when introducing music, as part of the online shopping online experience, is if the positioning of a particular brand is aligned with this proposal. That is, the introduction of music doesn't necessarily fits with all types of feminine apparel online retailers. During the first stage of the study, participants made it clear that in order for the music introduction to be successful, the online store has to present a clear brand image that is aligned with the introduction of music in it's website. Shoppers have to perceive that music fits with the proposal of that specific brand. When shoppers perceive that the brand positioning is well integrated with the introduction of music, they tend to be pleased and perceive the music introduction as a positive initiative. One example, is the forth initiative discussed in the focus group: the section "Music+Tech" in the website of Urban Outfitters. This particular initiative was well received and evaluated by the participants, mainly because Urban Outfitters is perceived as a young and modern brand that fits with the idea of music introduction in its website. Moreover, the way that a feminine apparel online retailer decides to introduce music as part of its online shopping experience also affects its overall brand image perception. For instance, introducing a completely different new music could positively influence the brand perception as unique and interesting. Overall, brands should include music in a way that is interactive and well integrated with its brand positioning.

Window-Shopping vs. Actual Shopping. Another important factor that should be considered when introducing music in the online shopping experience is to introduce music in the most appropriate moment. Which means, to present the music initiative when users are more open and willing to accept suggestions. The main reason why people decide to listen to music or to choose for a particular song is attached to their mood at a certain moment. Therefore, the mood/motivation will also influence the arousal for a particular music introduction initiative. This concept was presented in the theoretical framework - Allan (2008) point out that some of the investigated effects of music background in the retail environment are changes in mood. Moreover, participants expressed that music introduction initiatives would arouse their interest when they don't have a particular goal in mind or time limitation. That is, shoppers would be more open to music introduction initiatives during window-shopping, when they are mostly driven by fun, entertainment and searching for trends. Moreover, the expert's view highlighted that currently most of the online retailers have a greater focus on creating strategies to drive shoppers to the actual purchase moment, and have few activities focusing on creating a pleasant experience while shoppers are searching for different products/window-shopping. Accordingly, moments of window-shopping represent good opportunities to introduce music initiatives - in order to create a positive interaction with shoppers and create a fun and pleasant experience in their online stores.

Formats & Platforms. In order for a music introduction in the online shopping experience to be successful, it is important to consider the appropriate format and platform. When it comes to format, a feminine apparel online retailer may decide to include music in the format of (1) actual song suggestions - study participants like the idea of a brand offering new music recommendation and different playlists; (2) music as an overall theme. The inclusion of music as an overall theme may happen through the inclusion of music information (participants are interested in receiving new information about music and new music suggestions - especially if this music suggestion comes in the format of playlists or categories separated by mood (orientation/moments of the day) or special theme collections related with musical events/festivals (this type of integration is seen as very innovative and interesting. However, shoppers demand items that are authentic), bands or artists (currently participants feel that there is a lack of nice options of clothing related with bands or

artists) - just to list two examples. Further, the platform in which the music is introduced will also affect the level of shopper's interest arousal. Most participants declared that they have a low intention to listen to music when it is presented in a shopping website. According to experts the simply inclusion of music background in a website may be perceived as old fashion.

Thus, brands should consider to include music suggestions in other platforms besides the actual shopping website. Social media may be a good platform for music introduction. Accessing social media is also the main overlapping activity while online shopping or window-shopping. Therefore, participants think they are a good platform for online music suggestion. Actually, almost all of the participants said that friends play an important role when it comes to getting to know new music and exchanging information about music suggestions. Moreover, according to the social media expert, the inclusion of friend interaction may contribute to a more positive online shopping experience. Thus, it is important to provide engaging elements to create a positive and lasting experience as well as to include friend interaction/sharing during the online experience. Therefore, brands could search for new ways to introduce music in social media providing an experience that also integrates friends from the user. Clearly, participants seems to appreciate new music recommendation given by friends as well as new music recommendations from music platforms such as YouTube or Spotify. Hence, brands could also include music initiatives in current platforms used for listening to online music such as YouTube and Spotify - it makes sense to shoppers that a brand suggests music in platforms where they are already looking for music.

Sense of Control. One important aspect of the online shopping experience that is appreciated by shoppers is the sense of control. This aspect was already previously highlighted in the theoretical framework; which reveled that consumers report a substantially increased sense of freedom and control while shopping online vs. offline shopping (Wolfenbarger & Gilly, 2001). Therefore, when a brand decides to introduce music in the online shopping experience it must make sure that shoppers have a clear control to stop and start any songs or videos playing. The second initiative evaluated in the focus group, H&M Loves Coachella, had a layout that included a central sign with the possibility for shoppers to stop the video/music at any time - this was highly appreciated by participants. Also, it is important that this optional button to turn off

the music is well positioned and easy to find in the website. If a website starts to play music without the shopper's consent it comes up as intruding, once it starts playing songs without asking for the users permission.

7.1 Limitations & Future Research

One of the particularities of this study was the target and category selected for investigation. The online shopping experience may vary according to the product category being purchase, gender and/or age of the shoppers, among other factors. Thus, taking into consideration the online shopping experience in feminine apparel online websites, it was necessary to focus in a particular group for a better understanding and analyses of the topic. Given this information, the investigation and findings of this study will be valid only for the described sample. Therefore, future research could investigate which are the best ways to introduce music in the online shopping experience of different categories (such as electronics, for instance) and targets (such as man or older people).

Another particularity of this study is related with the choice of having the same sample participating in the Stage 1 (in-depth interviews with users) and Stage 2 (focus group with users). The intend of asking the same participants from Stage 1 to also take part on Stage 2 was to have a focus group composed by people that had already reflected about their online shopping experience for apparel previously - which was possible through to the questions asked on the in-depth interview from Stage 1. With that, the evaluation of the presented initiatives represented continuity to a theme all participants have previously been exposed. Therefore, results might have been different if the participants that composed the samples from Stages 1 and 2 were different. Future research could evaluate music introduction initiative with participants that haven't been previously introduced to the thematic of music in the online shopping experience in order to identify any possible bias.

Finally, the third stage of the study (in-depth interviews with experts) counted with experts from three specific fields (web designer expert, social media expert and online retail experts). Therefore, all the insights provided by this stage of the study are limited to the mentioned fields of expertise. It would be interesting for future research to investigate the thematic of music introduction in the online experience with experts from different fields, such as the music industry or advertising agencies, for instance.

7.2 Theoretical Implications

This study intended to answer the main research question (RQ1) which are the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers? As a result, four general themes to guide the best ways to introduce music in the online shopping environment of feminine apparel were identified.

The first theme identified as a guide for music introduction in the online shopping experience was *Brand Positioning*. According to Simonson and Schmitt (1997) sound and music should be incorporated into the brand identity. Firstly, a previous study had already showed the importance of brand positioning when it comes to online shopping experience. Brand equity was one of the elements identified by Yoo and Donthu (2001) as a specific item to measure the quality of Internet shopping websites. Thus, the associations and beliefs about a website's brand influences the quality perception of a website and consequently its online shopping experience. Secondly, another previous study had already showed the importance of background music for the store's atmospherics. It was acknowledged that a fit between the brand and the store's atmospherics is crucial (Beverland et. al, 2006). Therefore, this study provided new insight showing that the introduction of music should also have a fit with the brand of the online apparel website - given that music is part of the online store atmospherics. However, the results don't explore which are the main attributes that may be related with a favorable brand positioning for music introduction in the online shopping experience – a topic that may be further explored in future studies.

Next, the second theme identified was *Window-Shopping vs. Actual Shopping*. Previous studies identified that shoppers may have different motivations while engaging in online shopping: (1) utilitarian (when shoppers are searching for efficiency) and (2) hedonic (when the shopping activity is intended to be fun) motivations (Childers, Carr, Peck & Carson, 2002). The results provided new insight showing that each of these two different motivations may require different strategies when it comes to introducing music as part of the online shopping experience. That is, shoppers might be more or less open to music initiatives depending on their shopping motivations. When shoppers have a utilitarian motivation (goal-oriented online shopping) they are less willing to explore music initiatives while when shoppers have a hedonic motivation (fun oriented shopping) they are more willing to explore music initiatives.

Regarding the remaining identified themes: (1) *Formats & Platforms* – Hanna, Rohm, and Crittenden (2011) proposed a systematic way of understanding and conceptualizing online social media, and addressed the conclusion that “companies need to consider both social and traditional media as part of an ecosystem whereby all elements work together toward a common objective” (p.273). The results agree with previous studies, when it comes to integrating social media as part of an integrated brand strategy. Also, the study provided new insight about the interaction of social media habits overlapping online shopping activities, and how these platforms may be a source of music introduction in the online shopping experience (2) *Sense of Control* – results agree with the indication that shoppers appreciate a sense of freedom and control while shopping online vs. offline shopping (Wolfenbarger & Gilly, 2001).

7.3 Practical Implications

The introduction of music in the online shopping environment is not going to be successful unless it clearly fits the brand positioning. Therefore, marketers have to make a decision if “fitting with music” is a desirable image attribute for their brand. In case a particular brand decides to build an image that fits the introduction of music, it has to make sure that music is integrated in its entire shopping experience - either on offline or online platforms, given that the integration between these two environments is already a reality for shoppers. Some ways to build this image association with music may be to (1) sponsor musical events, (2) introduce special collections with the music theme, (3) introduce relevant new music suggestions according to the target preferences, (4) actively communicate and interact with shoppers through social media and music platforms such as YouTube or Spotify. Also, brands could include the possibility for friends to share their experiences with friends or other costumers - in that way disseminating the brand positioning and also integrating the aspect of friend recommendation in the online shopping experience of their websites.

Further, marketers could seek to identify specific ways to introduce music according to the different aspects related with the different shopping motivations - utilitarian vs. hedonic - which are related with distinct moments in the online shopping experience - goal oriented shopping vs. window-shopping. For instance, include a music initiative that will actually help shoppers to make a quicker decision

for when they have a goal-oriented motivation, and to include a music initiative that will intend to create a fun and pleasant experience for shoppers for moments when they have a hedonic motivation.

Finally, it is important that online retailers make sure to include a permission request before start playing any songs or playlists. It is ideal to include a clear and easy to find control sign that enables shoppers to turn the music on and off at all times. Maybe, given that participants like to receive new music suggestions and new music information, the control option could also give interesting and interactive information about the music suggestions, in order to create curiosity and higher interest arousal.

7.4 Final Conclusions

The number of online shoppers has increased dramatically (To & Sung, 2014). Hence, sites should seek differentiation to attract a higher number of consumers and to influence their shopping decisions (Yoo & Donthu, 2001). One way to achieve differentiation may be through a brand strategy that introduces music in the online shopping experience. Given that music is one important atmospheric quality that impacts the online shopping experience (Kim & Lennon, 2012). Therefore, this study investigated which are the best ways to introduce music as part of the online shopping experience of feminine apparel online retailers.

The combination of three different stages and methods raised insights from different perspectives (individual perspective, group perspective and expert perspective), resulting in an integrated guide with four general themes for music introduction in the online shopping experience. Online retailers must (1) have a brand positioning which is suitable with the introduction of music, (2) take into account the motivations for online shopping (window-shopping vs. actual shopping), (3) choose the most appropriate sources & platforms for music introduction, (4) and consider the importance of the sense of control online shoppers seek in the online shopping experience.

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9. Appendices

Appendix A

Pre Tested interview guide (Stage 1: In-depth interviews with users)

Instruction: In the next 45 minutes I will make you some questions about your overall behaviour and preferences related with online shopping. Please be aware that there is no right or wrong answer. I just want to know your honest opinion.

→ Which categories do you buy through online shopping?

Note: Only proceed if the participant indicates to buy clothing, shoes or personal accessories online.

Introduction: Now, I would like you to think about the times when you are shopping for clothing, shoes and personal accessories online. I will refer to this set of categories as “apparel”.

A. Overall Apparel Online Shopping

1. What is your frequency of online shopping for apparel?
2. What are your preferences about online shopping for apparel?
(Information available? Pictures? Navigability? Trust? Easiness? Etc.)
3. Where (physically) do you usually are while purchasing apparel through websites?
4. In which periods of the week do you most frequently buy apparel online? (Why?) And in which periods of the day? (Why?)
5. Usually, do you make other activities while doing online shopping? If yes, which offline activities? Which online activities?
6. Do you have more than one website open while online shopping for clothes? If yes, usually what type of website? Do you keep switching websites while online shopping?
7. Do you listen to music while online shopping? If yes, where do you listen to music? Do you listen with or without earplugs?
8. Which online sources of music you are aware of? Which ones do you frequently access? Why?

9. What do you think of websites of apparel that have music background?
10. Would you be willing to listen online to a music or playlist suggested by a brand of apparel? Why?

B. Overall H&M Website Evaluation

11. When was the last time that you bought on H&M's website?
12. Which are your preferences about H&M's website vs. other websites?
13. How would you evaluate the experience of shopping in the H&M Website? Why?
14. Have you noticed the icons to access other online platforms of H&M in the H&M shopping website?
15. Have you ever accessed the other online platforms of H&M (such as Facebook, Twitter, YouTube or Pinterest)? If yes, what is your overall opinion about each platform accessed? If no, why?
16. Have you ever explored the section "H&M Life"?
17. **If yes at 16:** When did you explore this section (before online shopping, while online shopping, after online shopping or not related with online shopping?) What do you think about this section?
18. **If no at 16:** Why not? (Have you not noticed it before? You didn't have interest? Why? What do you expect to see in this section?)

C. H&M Loves Music

→ Are you aware of the initiative H&M Loves Music? If yes, what do you know about it?

Instruction: Now, I will ask you to explore the section H&M Loves Music in the H&M website for a few minutes and tell me your overall impressions.

19. After you had the opportunity to take a look at the H&M Loves Music, how would you describe it for a friend?
20. Which are your overall impressions about it? Do you think you would probably access it again in the future? Why?
21. Do you think it is well inserted in the website? Why?

- 22.** Do you think this initiative contributes to a positive online shopping experience? Why?
- 23.** The initiative H&M Loves Music is also available in different platforms other than the brand's websites. Do you know where? If not, what do you think these platforms are? If yes, which other platforms you besides the one you know, you think this initiative is available?
- 24.** Spotify: I will show you the playlist that H&M offers at Spotify. Please explore for a few minutes and tell me your overall perception. Would you think that H&M might have a playlist of Spotify if I hadn't tell you? Did you know about this playlist before? If yes, had you accessed before? Why? If not, do you think you would have accessed it? Why?

D. H&M Loves Coachella

→ Are you aware of the initiative H&M Loves Coachella? If yes, what do you know about it?

Instruction: Now, I will ask you to explore the section H&M Loves Coachella in the H&M website for a few minutes and tell me your overall impressions.

Note: Observe how the participant interacts with the interface. How long does the participant interact with the interface? Does the participant watch the entire video or selects the option "pause the video to view inspiration"? Does the participant open a zoom picture for the clothes of the collection? Which are the main reactions?

- 25.** After you had the opportunity to take a look at the H&M Loves Coachella section, how would you describe it for a friend?
- 26.** Which are your overall impressions about it?
- 27.** What did you think about the video? And the song played?
- 28.** Do you think this presentation makes the shopping experience more interesting? Why?
- 29.** Do you think this initiative fits with the website of H&M? Why?

- 30.** Do you think that it makes sense for H&M to sponsor a music festival? Why?
- 31.** Do you think apparel and clothes are related? Would think of other events (aside from music festivals) that H&M could explore to introduce music in the online shopping experience?
- 32.** If not in its website, where else would you like to see initiatives related with music from H&M?

Appendix B

Pretest Details

The pretest was conducted with a young student (22 years old) who have made purchases at apparel online retails before. The interview lasted for proximally 45 minutes. In the following, the learning and adjustments resulted from the pretest phase will be described.

First Overall Adjustment: Evaluation of the initiatives related with music introduction in the online shopping experience. The first adjust resulted from the pretest was to move the perception evaluation of the initiatives related with music introduction to the Stage 2 (Focus group with users) of the study. With that, the perceptions about what other online retails already present as an introduction of music in the online shopping experience will be evaluated in the focus group content, which should provide greater discussion, ideas and insights. That is, given “Focus groups are a form of group interview that capitalizes on communication between research participants in order to generate data” (Kitzinger, 1995, p.299).

Second Overall Adjustment: Interview guide language format. During the interview it was noticeable that some of the questions needed to be adjusted to a more informal and consumer friendly language. That is, because several times the participant didn’t understand the intended question, and it was necessary to reformulate the questioning in a simpler way – which was adjusted for the final version of the interview guide.

Third Overall Adjustment: Different stages of shopping activities. When asked about the frequency of online shopping for apparel, the participant questioned “Just looking or actually buying?” Thus, it was clear that it is necessary to mention the two different stages of shopping activities: online browsing for apparel (which not necessarily will lead to a purchase) and actual apparel online shopping. As a result, this distinction was included in the interview guide. The participant also mentioned that she would have different reactions to music background introduction depending on which of these different stages of the shopping activity she is engaged. Which can be related with the different online purchase motivations (hedonic vs. utilitarian)

mentioned by Childers et al. (2002). That is, the respondent would be more willing to engage in the initiative H&M Loves Coachella when she is online browsing for apparel “Sometimes, you are just looking for a time pass. That is when you would be clicking at the video” than when actually engaged in a more focused shopping activity “If I am looking for something in particular, I don’t think I would even click on that video (...) you don’t have the time to waste on that. You would directly want to go and get to the point.”

As a result, the final configuration – which starts with broader questions about the online shopping experience followed by more specific questions about the introduction of music in the online shopping experience – intended to guide a focused and deep evaluation of the presented themes. As a result, the final adjusted interview guide was more focused and presented shorter interview duration – about 20 minutes.

Appendix C

Final interview guide (Stage 1: In-depth interviews with users)

Instruction: In the next 20 minutes I will make you some questions about your overall behaviour and preferences related with online shopping. Please be aware that there is no right or wrong answer. I just want to know your honest opinion.

→ Which categories do you buy through online shopping?

Note: Only proceed if the participant indicates to buy clothing, shoes or personal accessories online.

Introduction: Now, I would like you to think about the times when you are shopping for clothing, shoes and personal accessories online. I will refer to this set of categories as “apparel”.

A. Overall Apparel Online Shopping

1. What is your frequency of online shopping for apparel?
2. Do you search for apparel websites just to “see what is new”/ “do some window shopping” even if you are not looking for something specific? Why? Do you think this is fun? Why do you do that?
3. If you compare offline and online shopping for apparel, which one do you prefer? Why would you prefer this option? (Information available? Pictures? Navigability? Trust? Easiness? Etc.)
4. Where (physically) do you usually are while purchasing apparel through websites?
5. In which periods of the week do you most frequently buy apparel online or check apparel websites? (Why?) And in which periods of the day? (Why?)
6. Usually, do you make other activities while doing online shopping or checking the apparel websites? If yes, which activities? (Explore online and offline activities).

7. Do you have more than one website open while online shopping for clothes or checking apparel websites? If yes, usually what type of website? (Facebook?) Why?

B. Music & Apparel Online Shopping Experience

8. Do you listen to music while online shopping or checking apparel websites? If yes, where do you listen to music?
9. In which places you look for online music to listen? Which ones do you frequently access? Why?
10. Do you have any app that recognizes the song playing at a certain moment? What do you think of this idea?
11. Usually are you open for music suggestions from outside sources? If yes, from whom (friends, family, brands, etc.)? If no, why?
12. Do you know any websites of apparel that have music background? Can you think of good and bad examples? What do you think of this idea?
13. Would you be willing to listen online to a music or playlist suggested by a brand of apparel? Why? What do you think of this idea?
14. Where do think brands should include music suggestions for consumers?
15. Do you think it makes a difference if the music promoted by a brand of online apparel is a completed new music vs. a well-known music? Why?
16. What do you think of brands of apparel, which also sells music records at their stores? (e.g. Urban Outfitters) Do you think this is a good idea? Why?
17. Would you be interested in special collections related with music initiatives (such as music festivals for instance)?
18. What do you think about brands that sell clothes with artists and brands?

- 19.** During which other activities of your everyday life, you decide to play some music background? (For instance, when you are getting ready for a party/getting dressed, do you also listen to music?)

Appendix D

Complete list of codes: Stage 1

Table D.1

Frequency

Code	Quotation (Example)
At least once every six months	“At least once a month.”
Less than once every 6 months	“I would say once a year.”
Seasonal	“It depends on the end of the year there are always more sales. So, I would buy more.”

Table D.2

Motivations

Code	Quotation (Example)
Access	“There are some shops that I really like, and I cannot find them in real stores in the city. So, I like to look for it online.”
Advertising	“And many times when I see an advert on Facebook and I see a nice dress and I click on it and I go to the website.”
Clothes Comparison	“I do this because I like to compare the clothing.”
Comfortable	“I prefer to check them online. Because I am not really a fan of crowded places.”
Convenience	“Because it is easier to check online, then to spend my time going to the stores.”
Entertainment – Free Time	“When I have some free time.”
Entertainment – Boredom	“Sometimes if I get bored, so I am just searching.”
Fun	“Sometimes it is fun just to look at something.”
Inspiration	“Because I get inspiration of what to buy.”
Price Comparison	“Because I want to compare the price.”
Procrastination	“It is also a way of procrastination.”
Recommendation of Friends	“If someone send s link and says check this, do you need this?’ ”
Reviews	“Check people's reviews on the products.”
Specific Search	“I usually look just when I need.”
Trends	“And also I want to know what is new there.”
Variety	“There are more options. More things available.”

Table D.3

Preferences

Code	Quotation (Example)
Offline & Online Integration	“But, after trying it maybe I decide to buy it online later.”
Offline: Overall Experience	“Shopping at the store I think it is a very nice way to pass time and look at the store with friends, drinking coffee for a break.”
Offline: Instant Possession	“Normally, I buy it when I need it. And it is one day before or two days before I need it. Maybe because I saw or something.”
Offline: Instant Satisfaction	“Because if you go to the store and you buy something, it gives you a more satisfying feeling, than buying it online.”
Online: Access	“Here in [her city] there are hardly any shops. So, so many things I can't buy here. So, sometimes then I buy something online.”
Online: Convenience	“It is easier, because I don't need to go to the shop, take some time to go there, and park and go inside, something like that.”
Online: Price oriented	“But, normally, on the Internet the price is better. Then, I buy on the Internet because of the price.”
Online: Availability	“I buy online because they have many options.”

Table D.4

Habits

Code	Quotation (Example)
Location: Home	“In front of my laptop. In my room.”
Location: Work/Study Place	“Sometimes during the class.”
Offline Shopping: Alone	“Most of the time alone.”
Offline Shopping: Alone or with Friends	“Sometimes with friends, buy usually alone.”
Offline Shopping: With Friends	“To the store I go with friends, so that is a social activity as well.”
Online Shopping: Alone	“By myself.”
Online Shopping: Alone or with Friends	“Alone, but also with my friends sometimes.”
Online Shopping: Friend's Opinion	“Sometimes I save the things and show to someone else, to get their opinion.”
Period: Afternoon	“Afternoon”
Period: Evening	“When I have free time, normally at night.”
Period: Morning	“I think in the morning.”
Period: Weekdays	“Maybe in the weekends.”
Period: Weekends	“During the weekends, it is when I have a lot of time.”
Period: Not Specific	“Nothing specific, just sometimes.”
Period: Seasonal	“So, it depends on like, the middle season has already passed, during the middle season sale I might look into some websites.”

Table D.5

Overlapping Activities

Code	Quotation (Example)
Multitasking	“Well, maybe. In the middle. It can be while doing assignments, or doing several things.”
Eating	“Maybe Eating”
Chatting with Friends	“WhatsApp web probably.”
E-mails	“Checking my e-mail.”
Listening to Music	“Listening to music online.”
Newsweek Websites	“Usually I read about news.”
Costumer Reviews	“To check whether there was a good option or not.”
Social Media Websites	“Facebook, Pinterest, social media websites mostly.”
Watching Series/Movies	“Probably watching some TV series.”
Working/Studying	“Mostly things for studying.”
Other Websites	“And stuff that I have on the tabs of my browser to remember it.”

Table D.6

Sources & Platforms

Code	Quotation (Example)
iTunes	“iTunes library.”
Music Streaming – Other (Cheap, Download Songs, Playlists, Variety of Songs)	“Sometimes, I use Sound Cloud.”
Online Radio	“Online radio”
Radio	“Radio on the house.”
Spotify (Easy to Use, Full Albums, Get to know New Music, Playlists, See what Friends are Listening)	“I like [Spotify] mainly because I get to know other kind of music.”
YouTube (Easy to Use, Free, New Music Recommendation, Variety of Music)	“And YouTube is very easy to use.”

Table D.7

New Music Interest

Code	Quotation (Example)
App: High Interest	"I think it is a good idea, because sometimes it is difficult to memorize."
App: Low Interest	"Yes, I know that there are applications, but I don't have it and I have never used it."
Festivals	"I also like to go the festival, it is also a place to meet and to know new music."
Friends: High Interest	"I also like to go the festival, it is also a place to meet and to know new music."
Friends: Low Interest	"No, not really. I mean, I will sometimes. But, I have my music."
Gender Related Interest	"Yes, but only for those kind of music types that I like."

Table D.8

Music Suggestions & Online Stores

Code	Quotation (Example)
Annoying	"Usually I find it annoying. Because I just want to look at clothes and don't listen to songs."
Fit Brand Image	"It depends on the brand. Some brands have a very cool style and image and then music just fits there."
Website Fast/Slow Response	"I don't know if it would work. Maybe the music would stop, when I browse. Or search for a particular item."
Distraction	"I don't like to get distracted actually. (...) Then, I may be listening to the music, trying to sing the song. And I think I can mix things with the price, maybe."
Inappropriate Place	"Sometimes I am at somewhere where I don't want to listen to music."
Intrusive/Ask Permission	"Maybe when you go to a clothing shop where there is music and you are actually doing your own thing, it is kind of intruding." "I would prefer if they ask me."
Intent to Listen: High	"If the music starts automatically it would be nice."
Intent to Listen: Low	"I really don't like that idea."
Personal Preference	"It should also have an option to search for the songs that you like, you prefer."
Mix of Different Songs	"Because there are some websites that just start [playing the song] (...) I am already listening to music. Then, I have to stop that. Because there are two music together."
Fade In	"Maybe is better if they start with a slower song so then people wouldn't be scared."

Table D.9

New Platforms for Music Suggestion

Code	Quotation (Example)
Advertising	"And in commercials I think. Because, sometimes you see a commercial on TV or somewhere on the Internet, YouTube Channel or whatever with songs."
Clothes/Products	"Maybe design clothes with them. Like a shirt and then have like the artist or the lyrics with them. Something from the song. And if you like it, you may buy the shirt, because it has something of your favorite songs."
Collaboration with Artists	"Maybe collaboration with a singer. So it can indirectly suggest me to listen."
E-mail	"If they send me an e-mail saying 'I think you will like this song'."
Festivals	"Maybe on festivals, when they have a pop up store, they can use music."
Mobile App	"Maybe they can show it in their apps, mobile apps."
Music Streaming - Other	"This Super Play platform is a good one. I think this is a really good idea."
Spotify	"Spotify, I guess would be the best. Usually, I also try to check just if they have some playlist."
Online Radio	"Online radio while I am searching for clothes, that is ok."
Other Websites	"Well, maybe in some of the information portals. You can also choose to listen to a playlist from a brand, or maybe when they place ads in different websites."
Physical Store	"Maybe on the physical store."
Social Media	"I think social media, like Facebook (...) Instagram. I think that would be a good idea."
Stand up/Call Attention	"Maybe I wouldn't pay attention. Because there are so many messages, advertising, notifications."
YouTube	"YouTube, the music is playing on the background, that is then another website. It is another tab."

Table D.10

Music Familiarity

Code	Quotation (Example)
Depends: Artist/Music Gender	"Well, if it matches the style that I like it."
Mainstream: Familiar with	"The song that is already playing on the radio. So, I know the song pretty well, and I can sing along with the song vs. something that is really completely new. Because then, it would be hard for the audience or for the buyers "ok, what is this song about?"
Mainstream: New Music Sound like an ad	"I would prefer the same music that it is playing on the radio. Because I think they would have a big range of songs, so and in general I don't like the advertising songs."
New Music: According to Preference	"I prefer the new music, the specially produced with a band. The point is, it must be good to listen."
New Music: Curiosity	"New music would be cool because it is something you can discover. And something that you have not heard before, so kind of interesting."
New Music: Unique/Innovative	"I think it is very different and it is better if it is new music. Because, you can associate it just with the brand."

Table D.11

Music & Clothing fit

Code	Quotation (Example)
Band Shirt (High/Low Interest, Lack of Nice Options, Discrete, Teenager)	<p>“I think it is cool to have T-Shirts with the Beatles, rolling stones, Ramones, all these old bands.”</p> <p>“I think when you use some people can recognize you.”</p> <p>“I don't think they are very nice. It is like, you know, this kind of unisex, big T-shirts, one size fit them all.”</p> <p>“I used to [wear] when I was younger, but I don't anymore.”</p>
Festival (High/Low interest, Inspiration, Integrate People, Get in the Mood, Trendy, Exclusive)	<p>“I think that would be a very good idea.”</p> <p>“Because most of the time, these collections in my opinion are really cool. And are a bit bohemian. So, I really like this kind of style, so I think it is cool.”</p> <p>“I think it is nice. I don't know if it would work with all age groups, because I wouldn't like to go in a festival and be dressed the same like everybody.”</p>
Concerns: Quality	<p>“If the brand is not doing the best for the clothes, to improve the quality for example. On the other side they are doing something related to music, it is just something very strange to me. I would think they are not doing good with their own jobs.”</p>
Concerns: Brand positioning	<p>“Yes, but it must be specific for the brand.”</p>
Concerns: According to Style/Personality	<p>“I like the combination. I think so [fits together]. Because these are both ways of expressing yourself. Clothing is a way of expressing yourself and music is a way of expressing yourself. So, I think it goes together from that perspective.”</p>
Concerns: Target	<p>“For example, if you have ‘vans’ or ‘converse’, these are brands for young people. I think it is a very good combination with music.”</p>

Table D.12

Music & Everyday Activities

Code	Quotation (Example)
Overall Activities (Cleaning, Cooking, Driving, Exercising, Working, Studying)	“Usually, when I am studying I like to listen to something.”
	“When I am cooking.”
	“Running.”
Clothing Related Activities (Getting Ready, Packing to Travel)	“When I want to get ready and it takes me more time. I want to do my hair, and wear something nicer and wear make up.”
	“Sometimes, also packing my suitcase, before I go on a trip, I like to listen to music.”
Companion	“Just to have somebody talking.”
Constant Background	“Yes, radio I mostly put it on when I come home. (...) it is nice to have some background noise. I think it is on most of the time.”
Passing Time (Free time, Not in a Rush)	“I think it is better if you have some time to kill, then it is nice to listen to music, but not when you are in a rush.”
	“Because I have nothing else to do, and it is nice to listen to some music.”
According to the Mood	“I think to get myself into the mood for the party. To kind of like, boost out the power, cheer up. Start to feel a great party mood for actually going out for the party.”
Relaxing	“Maybe in the evenings, before I go to bed I like to listen to more chill music.”
With Friends	“Sometimes I have friends over.”

Appendix E

Final Focus group guide (Stage 2: Focus group with users)

A. Presentation and Icebreaker

1. Presentation: Hello, and thank you for coming for our discussion today. First, I would like to ask each of you to present yourself. Please tell us your name, age, profession/student major, and a hobby.
2. Icebreaker: Now, please share with the group what technology innovation made the most impact on your life and why? And what innovation do you like the least and why?

Instruction: In this meeting I will present you different initiatives of music introduction in the shopping experience of apparel online retails. Please, I will ask you to give me your honest opinion and perception about each initiative that I will show you.

B. H&M Loves Music

Instruction: Firstly, we will discuss the H&M Loves Music initiative. I will show you the section of the H&M Loves Music within the H&M website. Please, while I am showing the section, I will ask you to write in the piece of paper in front of you: to your opinion which are the 3 main positive aspects and the 3 main negative aspects about the H&M Loves Music initiative. Those aspects may be related with the fit with the brand, relevance, how this initiative makes you more or less favorable to listening to the brand music suggestions and why, etc. Please, at first, just write your evaluation in a piece of paper and don't say your opinion out loud. After everyone is done, I will ask you to share your points for discussion.

3. Which are your overall impressions about it?
4. After you had the opportunity to take a look at the H&M Loves Music, how would you describe it for a friend?

5. Do you think that when you enter this website, you would click in this feature of H&M life/H&M Loves Music?
6. Do you think you would probably access it again in the future? Why?
7. Do you think it is well inserted in the website? Why?
8. Do you think it would be best to buy at this website because of this initiative (H&M Loves music)? Why?
9. Do you think it would be best to do “window shopping” at this website because of this initiative (H&M Loves music)? Why?

C. H&M Loves Coachella

Instruction: Now, we will discuss the H&M Loves Coachella initiative. Just like we did in the previous exercise, I will show you the section of the H&M Loves Coachella within the H&M website and ask you to write in the piece of paper in front of you: to your opinion which are the 3 main positive aspects and the 3 main negative aspects about the H&M Loves Coachella initiative. Once again, those aspects may be related with the fit with the brand, relevance, how this initiative makes you more or less favorable to listening to the brand music suggestions and why, etc. Please, at first, just write your evaluation in a piece of paper and don't say your opinion out loud. After everyone is done, I will ask you to share your points for discussion.

10. Which are your overall impressions about it? Do you think this is very different than what you usually see in shopping websites? Why?
11. After you had the opportunity to take a look at the H&M Loves Coachella section, how would you describe it for a friend?
12. What did you think about the video? Would you click in this video if it were in other place instead of the H&M Website? And the song played? Would you listen to this song for a while? After the video is over, the song continues. Did you like this?
13. And now, comparing this initiative with the first one presented. Do you think this presentation makes the shopping experience more interesting? Why?

- 14.** Do you think this initiative fits with the website of H&M? Why?
- 15.** And what if H&M changes its entire website, and all the products offered are presented in a similar way to what we have seen now (with a video, music, interactive pictures, etc.)? Do you think it would be more interesting? Do you think it can be distracting from the actual shopping activity?
- 16.** How do you think is a good way for H&M to introduce music in their website for you to listen while online shopping? Would you be worried that the site's navigation becomes slow with the introduction of music?
- 17.** Do you think your choice to listen to a music suggested by H&M would be different if you were just “window shopping” vs. actually looking for something in particular?

Instruction: So far, we have seen two initiatives of H&M, which intend to insert music in the online shopping environment. Now, I will show you two different initiatives from two different brands of online feminine apparel. Thus, I would like to discuss with you a bit more about the role of music in this setting.

D. Quick Evaluation: Farm Website

Instruction: Farm is a Brazilian brand of clothes from Rio de Janeiro. They have a special feature in the shopping website called Farm Radio (Show Farm Radio and describe its main features).

- 18.** Which are your overall impressions about it?
- 19.** Do you think you would probably access it again in the future? Why?

E. Quick Evaluation: Urban Outfitters Website

Instruction: Urban Outfitters is a brand of apparel, which also offers stylish music accessories (such as earplugs and speakers) as well as vinyl, cassettes and record players. They have a special section called Music+Tech (Show Music+Tech and describe its main features)

- 20.** Which are your overall impressions about it?

21. Do you think you would probably access it again in the future? Why?

Final instruction: Do you have any additional comments or questions about the subjects we have discussed today? If you have nothing else to add, that is all we have to discuss for today. Thank you very much for your participation and contribution.

Appendix F

H&M Stimuli: Country selection

Even though both initiatives from H&M evaluated in the focus group - H&M Loves Music and H&M Loves Coachella - represent global efforts of the brand H&M, they may present some differences across countries. In the website of H&M it is possible to select which country you are at, and accordingly, the website presents slight different features. Which means that, there are some specific particularities and different communication initiatives depending on the selected country. This makes sense, once the brand has to adapt its sponsorship efforts according to the different locations and cultures around the world. Nevertheless, even though there are small particularities depending on the country (e.g. the brand promotes its music festival sponsorship efforts according to the country where each festival takes place. For instance, the Malasimbo festival is only promoted in the Philippines, where it takes place), the overall brand strategy for branding and communication is the same - since the brand has to keep its brand identity worldwide. Therefore, the learning's from one country may contribute to all the other countries where the brand is present. As a consequence, in order to conduct a focused and deeper analysis of the H&M music initiatives it is necessary to select the content of one specific country. Further, the learning's from this analysis may be extended and adapted to other countries where the brand is present. Hence, this paper will contain the music initiatives analysis of the H&M US. The H&M US was selected because of the following factors: (1) all the content promoted by the H&M US is in English (2) even though the initiative H&M Loves Coachella is available in different countries worldwide, the actual Coachella festival takes place in the US (3) according to the website Statista (<http://www.statista.com>) the US is the second country in the sales ranking of the H&M group around the world in 2014, only after Germany (Table F.1) (3) Also, the US presented the second highest share of sales from 2008 – 2014, only after China (Table F.2).

Table F.1

Sales of the H&M Group from 2008 to 2014, Top 10 countries (in million U.S. dollars)

	2008	2009	2010	2011	2012	2013	2014
Total	12,800.20	17,075.50	18,129.30	18,589.50	21,181.90	22,909.70	23,799.20
Germany	3,135.67	4,325.66	4,373.33	4,289.26	4,553.98	4,753.20	4,709.45
USA	801.29	1,077.06	1,273.10	1,398.58	1,886.03	2,087.35	2,328.18
UK	902.67	1,088.14	1,198.28	1,331.62	1,564.88	1,565.48	1,750.78
France	982.76	1,216.32	1,305.09	1,347.35	1,499.21	1,623.48	1,660.23
China	108.39	232.19	360.83	519.25	813.17	1,015.82	1,218.53
Sweden	915.84	1,133.74	1,194.43	1,200.43	1,236.07	1,260.35	1,202.36
Netherlands	835.74	1,064.84	1,054.78	1,009.50	1,005.08	1,030.32	986.36
Italy	329.11	520.19	618.42	636.44	730.52	837.99	962.1
Spain	710.87	904.15	872.3	841.08	872.69	917.52	909.28
Switzerland	600.26	869.19	874.15	865.18	874.79	841.96	801.89

Table F.2

Share of sales of the H&M Group from 2008 to 2014, Top 10 countries (in million U.S. dollars)

	2008	2009	2010	2011	2012	2013	2014	Δ 2014- 2008
Total	100	100	100	100	100	100	100	
Germany	24.5	25.3	24.1	23.1	21.5	20.7	19.8	-4.7
USA	6.3	6.3	7.0	7.5	8.9	9.1	9.8	3.5
UK	7.1	6.4	6.6	7.2	7.4	6.8	7.4	0.3
France	7.7	7.1	7.2	7.2	7.1	7.1	7.0	-0.7
China	0.8	1.4	2.0	2.8	3.8	4.4	5.1	4.3
Sweden	7.2	6.6	6.6	6.5	5.8	5.5	5.1	-2.1
Netherlands	6.5	6.2	5.8	5.4	4.7	4.5	4.1	-2.4
Italy	2.6	3.0	3.4	3.4	3.4	3.7	4.0	1.5
Spain	5.6	5.3	4.8	4.5	4.1	4.0	3.8	-1.7
Switzerland	4.7	5.1	4.8	4.7	4.1	3.7	3.4	-1.3

Appendix G

Experts Interview guide (Stage 3: In-depth interviews with experts)

A. Expert 1 (Web design expert)

1. Please describe your main activities as a web designer.
2. You were the web designer responsible for the development of the retail online store trendy.mk. How was that experience? Which elements you had to include in this particular website?
3. To your opinion what is the importance of a good web design for the fast response of a good online store? And what are the implications of including music in an online store?
4. According to the interviews with users that I have conducted so far, users affirm that most of the times they have several tabs open during the online shopping experience. Do you think that music could be distractive if the person is listening to the music from another website/ from a different tab, while online shopping?
5. Which is the web design tools that intent to provide a more enjoyable online shopping experience for the online shoppers? What about the inclusion of music for a more enjoyable online shopping experience?
6. Imagine that a client requests a website with background music. What would be your response?
7. Some studies conducted by scholars have shown that background music has an effect on shopper's behaviours. However, in actual retail stores shoppers have no control about music background while in online stores shoppers are the ones in control of music background choice. Thus, according to your experience and to your point of view, which are the best ways that a brand could introduce music in the online shopping experience that would make shoppers choose to listen to it?

B. Expert 2 (Social Media Expert)

1. Please describe your main activities as a social media coordinator.
2. To your opinion, what is current role of social media in the online shopping experience?
3. In your point of view, how a retail online store can introduce music in the online shopping experience through social media?
4. Do you know any examples of online retail stores that already introduce music in the online shopping experience through social media?
5. To your opinion, what is the role of friends in this integration of music with the online shopping experience through social media?
6. Some studies conducted by scholars have shown that background music has an effect on shopper's behaviours. However, in actual retail stores shoppers have no control about music background while in online stores shoppers are the ones in control of music background choice. Thus, according to your experience and to your point of view, which are the best ways that a brand could introduce music in the online shopping experience that would make shoppers choose to listen to it?

C. Experts 3 & 4 (Online Retail Store Experts)

1. Please describe your main activities as marketer for an online retail store.
2. Do you think the introduction of music background would positively influence the online shopping experience?
3. Some studies conducted by scholars have shown that background music has an effect on shopper's behaviours. However, in actual retail stores shoppers have no control about music background while in online stores shoppers are the ones in control of music background choice. Thus, according to your experience and to your point of view, which are the best ways that a brand could introduce music in the

online shopping experience that would make shoppers choose to listen to it?

Appendix H

Experts Main Findings (Stage 3: In-depth interviews with experts)

Instructions

- 1 Please read the following slides which contain the main findings of the collected data from 4 different experts (including you!).
- 2 Please send me your comments, doubts and/or feedback about the revised content. Do you disagree with something? Would you like to add something?
- 3 The format of your comments may be as you prefer (directly by Facebook message or insert comments in the slides, whatever is easier for you)
- 4 If you have no comments, doubts or feedback you can just send me "Ok".



Rebeca Dias Amorim Coelho

1

Main Findings: About the shopping website

→ Issues/Concerns

The website needs to have a good navigability: "A good online shop should load fast, should be responsive. So it should be compatible with most of the devices like smartphones, laptops and computers"

"We always have to make the website faster for the user (...) Because if it takes more than three seconds to load the page, the user already gives up and leaves"



2

Main Findings: About the online shopping experience

→ Issues/ Concerns

Goal oriented motivation → It has to be easy and fast: "The purpose of the internet is to get information quick (...) The purpose of the online shop is to get your product fast (...) online shopping it is a very focused thing"

Complete shopping experience → Research phase: "The way people buy things changed a lot after social media (...) First, people make an extensive research about the product and then they really get into the website to make the purchase"/ "People search and ask friends about a certain product (...) but brands are much more concerned with the moment of purchase, when the shopper is already on the website and they should be paying attention to the moment before the buying decision"

→ Opportunities

Include interaction with friends/social media: "Take a look at what [music] other customers of the store and your friends are currently listening to (...) [the shopper would be] listening to their music and seeing what other shoppers from the same store are listening to"/ "People don't want to have the experience alone (...) they want to know about their friend's experience and they want to share their own experience"

Make a more lasting experience in the website with the inclusion of music: "Depending on how it [music] is integrated into the site, the navigation can be even more lasting (...) If you have more things to engage the shopper with the page, this may be a longer (not slower) experience"

Capture different situations in which people are listening to music: "When I have to advertise some product like that [related with music] on the website, I am always thinking on that perspective [experience and/or situations in which people will be listening to the music]"



3

Main Findings: About music in the online shopping experience

→ Issues/Concerns

Music can be a distraction : "It [music] makes it hard for the user to focus on the elements that he is seeing (...) Music is like a distraction"

Security threats: "There are security threats related with how the music will load"

Lower Speed: "I think that there isn't a way that you can implement music and make the website run faster" / "Sometimes, those websites [with music] are very slow" / "[Music on the website is good] If, everything else is good: if the navigation and all that stuff"

Expensive to implement: "It is going to cost a lot"

It is old fashion: "There is a prejudice that music background on a website is something old fashion, that all of the websites from the 90's were developed with music" / "It reminds me of something old, you know? The old websites that only had information and music."

Target has an influence on the introduction of music: "Mostly yes [better for young people]. But, It depends, there are a lot of old people that want to party"

4

Main Findings: About music in the online shopping experience

→ Opportunities

Include personalized playlists/ capture preferences of the users: "Music that would be adjusted to the taste of the shopper" / "Maybe some users can select some [music] preferences when they are signing in the website" / "If people go to a website and it begins to play a song that they are used to hear, they might not pause the music, because it's a song that they are familiar with" / "Customization is what would make this experience even better"

Include playlists related with the person's mood: "Today it is a cold day, maybe you should buy a jacket and listen to this special playlist to warm you up?" / "If it's a more serious dress, the website can play a more serious music. Or, it can show several options of how people can use that dress, from the casual to the more formal situations. And changing the songs according to that [mood, occasions]"

Fun oriented→ For when people don't have a particular shopping goal in mind: "If you don't have a special target, like a dress or something you want to look at, you can put music in the background"

Use music as a theme for communication/advertising: "For instance, In the 'day of the rock' communicate products related with this theme (...) marketing campaigns based on that"

Help to make the brand/online retailer unique/ Create curiosity : "Maybe a lot of people will go on the website and buy something because of the music" / "People would want to have the shopping experience, just to see how the brand would behave with them within the shopping environment"

Interactivity/ Music with product demonstration : " Maybe something interactive, a short video [to show clothing] instead of showing just a picture"



5



Rebeca Dias Amorim Coelho

6

Appendix I

Experts Feedback

A. Expert 1 (Web design expert)

“I just have two remarks. The first one is a bit technical and it’s regarding the term navigability (second slide). Navigability for a website in general means navigation (that is the term used most frequently for the menu). However the quote that comes after that doesn’t have anything to do with navigation. I would rephrase that whole section in something like this: The website should have quick response time: “A good online shop should load fast and it should be responsive. It should be compatible and optimized for all devices like smartphones, laptops and computers”

The second remark is on the 4th slide and it’s regarding the concern about the expense. I just wanted to clear things... The implementation of music is not expensive. It’s the process of personalizing the music to the user that would cost a lot. So those are my comments. Everything else seems great.”

B. Expert 2 (Social Media expert)

“My only consideration is about slide 4. I don’t see music as a distraction. I think that if it is the right music (personalized for each person), it will only make the shopping experience more pleasant.”

C. Expert 3 (Online Retail Store Expert)

No comments

D. Expert 4 (Online Retail Store Expert)

“I have one comment about what is stated on slide 3 ‘but brands are much more concerned with the moment of purchase, when the shopper is already on the website and they should be paying attention to the moment before the buying decision’. I don’t think is simple like that. Brands are paying attention in the moment before otherwise they wouldn’t have traffic in their website, right? Of course a good brand can count with other sources to bring traffic to their website, like a friend indication or an affiliation program but I’m sure

that all reputable online stores have marketing activities, branding and communication activations to bring users to the website and these are the before moments. They must think a lot in the purchase moments of course because this is when they lose or win a client, but I'm sure that they think in the before moment as well."