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# THE SHOP-IN-SHOP CONCEPT

Case study Kari Aukia Oy

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## TIIVISTELMÄ

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Tämä opinnäytetyö on tehty Kari Aukia Oy:lle ja työn tavoite oli tutkia kansainvälisen Shop-in-Shop konseptin vastaanottoa Moda Aukia Vaasassa, Kokkolassa ja Seinäjoella. Tavoitteena on myös selvittää asiakkaiden kokemuksia myymälässä. Asiakkaiden mielipiteiden tunteminen Shop-in-Shop konseptista, kansainvälisestä tuotekuvasta, ostotottumuksista sekä tuotevalikoimista Moda Aukia- myymälöissä antaa Kari Aukia Oy:lle tietoa tulevaisuuden parannusmahdollisuuksiin niin osastoissa kuin asiakastyytyväisyydessäkin. Tämän tutkimuksen on tarkoitus avustaa tulevaisuuden päätöksentekoprosesseissa.

Teoreettinen osa käy läpi markkinointia, asiakaskäyttäytymistä, asiakaskokemusta, somistusta ja visuaalista markkinointia sekä merkkitutemusta. Kvantitatiivinen menetelmä valittiin tutkimukseen, sillä kyselylomake oli sopivin sekä helppoin tapa saada vastauksia ja selvittää asiakkaiden ajatuksia sekä kokemuksia. Kyselylomakkeet olivat esillä Moda Aukia-liikkeissä ja verkossa Modan Aukian Facebook-sivulla 12.-22.3.2015 aikana. Kyselyyn saatiin yhteensä 184 vastausta.

Tärkein tulos oli, että asiakkaat olivat yleisesti tyytyväisiä Modan Aukia-myymlöihin ja kansainvälisen Shop-in-Shop konseptiin.

Vastaajien parannusehdotukset koskivat liikkeen ulkonäköä, tunnelmaa sekä tuotevalikoimaa. Tutkimuksen tulokset osoittivat, että vain pieni osa vastaajista tekee merkkivaateostoksia ulkomailla. Tulokset osoittivat myös, että suurin osa vastaajista oli kanta-asiakkaita, mutta yllättäen vain pieni osa tekee Modan kortti tarjousostoksia.

## ABSTRACT

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This thesis has been made for Kari Aukia Oy and the purpose of this study is to research the International Shop-in-Shop concept in Moda Aukia Vaasa, Kokkola and Seinäjoki. The aim is also to find out customers in store experiences.

By knowing how the customers find the Shop-in-Shop concept, International brand image, in-store experience and brand selection Kari Aukia Oy will in the future be able to improve their departments and customer satisfaction. This study is intended to help with information to assist in the future decision-making processes.

The theoretical part describes marketing, consumer behavior, customer experience, display and visual merchandising as well as brand knowledge. The quantitative method was chosen as the research method since a questionnaire was the most suitable way to collect answers and collect data on customers' thoughts and experiences. The questionnaires were available in stores and online on Moda Aukias Facebook page during 12. -22.3.2015. Totally 184 respondents answered to the survey.

The most important result that came up from the survey was that the customers were generally satisfied with their local Moda Aukia stores and the International Shop-in-Shop concept. Respondents' improvement suggestions concerned store layout, atmosphere and brand range. The survey results showed that only a smaller part of the respondents make brand-clothing purchases abroad. The results also showed that a large part of the respondents were loyal customers but surprisingly only a small part makes Moda card offer purchases.

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## 1 INTRODUCTION

Kari Aukia Oy is operating three Moda Aukia stores, Vaasa, Kokkola and Seinäjoki. These stores are a part of the Moda Chain, which is operated by the Texmoda Fashion Group. There are 37 Moda retail shops all over Finland and the stores feature one of the most extensive selections of brands in Finland. The Moda chain is the biggest clothing specialist retail chain in Finland and Finnish private retailers own it. The youth clothing chain Jim&Jill is also part of the Texmoda Fashion Group chain. (Texmoda Fashion Group 2015)

The idea for the research developed through Kari Aukia's offering on a thesis subject and my own interest in brand knowledge and buying behavior. I am also currently employed by Kari Aukia Oy, and working at Moda Aukia Kokkola. The stores have a wide brand range for both men and women and the trend for shop-in-shop departments are expanding. Kari Aukia wanted to find out how well customers receive this phenomenon and what kind of image they have of it.

The subject of the study has been interesting and exiting from the very beginning. I believe that my own experiences as a sales clerk bring added value for this research and the results will bring me more understanding for the customers shopping experiences and expectations that I can put to a good use in my own work.

### 1.1 Construction of the thesis

This study consists of five chapters. In the first chapter, the Case Company, aims of the study, research problem and relevant information of the study is introduced. In the second chapter we go through the theoretical framework of the thesis. The third chapter presents the research methodology. In the fourth chapter, the survey results will be analyzed. The conclusion and suggestions will be discussed in the fifth chapter.

## **1.2 Case company**

The Case Company of this thesis is Kari Aukia Oy. This study focuses on three Moda Aukia stores that are located in Vaasa, Kokkola and Seinäjoki and they are operated and owned by Kari Aukia Oy. Kari Aukia Oy is a part of Aukia-companies to which also Jim&Jill Kokkola, Esprit Vaasa and Tampere, Moda Aukia Tampere and the international web-shop [www.aukia.fi](http://www.aukia.fi) belong. The Aukia companies began operations in 1956 as a family business that is now operated in the third generation.

The stores are international multibrand stores, which mean that they offer a wide range of quality branded clothing, bags, shoes and accessories for both men and women. Moda Aukia is highly focusing on a wide brand range and quality customer service that is tested on a regular basis. (Aukia 2015)

## **1.3 Aims of the study**

The aim of this study is to research the Shop-in-Shop concept as a whole in the case company. In the future the case company is willing to increase the amount of Shop-in-Shops for existing as well as new coming brands in their three current Moda Aukia stores in Finland. This study is intended to help with information and to assist in the decision-making process.

The study will focus on the Shop-in-Shop concept, shopper marketing, visual merchandising, customer behavior, buying habits, in-store experience and customers' point of view and reception on the shops. One aim of the study is to learn about the customers' point of view of having international brands, their internationally recognizable shop-in-shops and product placement and the possible added value the shops bring for the shopping experience both in Finland and abroad, are the customers today brand conscious and loyal customers?

#### **1.4 Research problem and research questions**

Defining the research problem is the most critical step in the research process. Unless the problem is accurately defined, the information collected will be of limited or no use. (Easey, 2009, 100)

The case company is willing to increase the amount of shop-in-shops in their current three stores in three different cities in Finland. The brands are all International brands that are available and popular in several countries. Today several brands have requirements on how they want their products to appear in the stores so they are offering marketing material for the stores in the form of a Shop-in-Shop that reflects the brand and also the lifestyle the it represents.

The brands want to globally implement consistency and recognize ability within their brand. The Shop-in-Shops have become popular and sought after in multiple-brand stores since they exude quality and tells the end customer a story about the brand image and lifestyle it represents.

The research problem is to figure out the customer receptiveness of this already global trend in the case company stores. Are the customers receptive to this phenomenon? Are they seeking for this particular shopping experience? And are they going for the same brands also while abroad since they recognize the flagship stores and the brand image. Are the customers' today brand conscious, loyal customers and do they seek for the same brands wherever they are?

### 1.5 Introduction Shop-in-Shop concept

The Shop-in-Shop concept refers to a clothing brands own department inside a store. This section has usually its own designed furniture, hangers, and mannequins, display guidelines, props, as well as marketing materials etc.

The shop-in-shop organization cooperates very closely with each country organization to ensure the best buying, visual expression, key account management and country-specific DNA. Every shop-in-shop is tailored to meet the needs of the partner in question. This allows for visual merchandising, giving a high turnover per square meter and ultimately one of the best shop-in-shop performances on the market. (Jack&Jones, Wholesale intro, 2014)



**Figure 1.** Park Lane Shop-in-Shop at Moda Aukia Kokkola

## **1.6 Introduction Flagship store**

The flagship store (also referred to as a Concept store) is the biggest and most important store of the brand. Flagship stores can be found in well-known shopping areas and are more exclusive than the normal retail stores in shopping malls and Shop-in-Shops in department stores.

The supply, decoration, service, and product placement is also of a higher quality compared to the brands other stores. The flagship store is an inspiring place, its intention is to show the brand concept at its best and add value to the customer's purchasing experience. (Retail Industry 2015)

## **2 THEORETICAL FRAMEWORK**

### **2.1 Brand knowledge**

To be noticed brand knowledgeable means having an ability to understand and combine the symbols that are available in a brand culture and also to understand the meanings of them. Brand knowledge consists of three levels. The first level of brand knowledge can be exemplified by a consumer who is familiar with a particular brand and have maybe bought some clothes that he or she thought was neat. At this level the consumer is aware of the brand name and the visual symbols associated with the name. The second level of brand knowledge is when a consumer regularly follows the brand's marketing and product launches and keeps you up to date with the company's product range and values. At this level the consumer also keeps track of how other fans relate to the brand in question, has a certain awareness of the brand's cultural status, how to consume the brand in an appropriate way, how the garments should fit and in which situations they should be used.

In addition some consumers have the ability to actively manage the brands development. These consumers master the third degree of brand knowledge. They are seen as trendsetters by other consumers and are often celebrities and other high cultural persons. Today, for example bloggers would be considered to be at the third level of brand knowledge. (Bentsson, 2006, 51-54)

### **2.1 Brand equity**

Brand equity includes aspects such as consumer loyalty, awareness, and perceived quality of the brand. Brands are not meaningful in themselves but that idea is created over time in the relationship between consumers and brands. This relationship is in turn affected by a variety of actors where marketers and the marketing campaigns designed only represent a limited part. The meaning of a brand is a not static, it is constantly negotiated in an interplay between a number of different actors and contexts.

Several brand management theories assume that a company has a certain brand identity that they choose to communicate. This image is transferred to the consumer through marketing and is transformed into the consumer's consciousness as brand image. According to the classic brand literature, marketers should set the brand identity and project that to achieve a desired image among the consumers. So the brand building activities the brand manager makes should preferably result as a similar understanding among the consumers as what the company wishes the brand to stand for. Therefore, that brand image is a kind of mirror image of brand's identity. But since consumption is a continuous process, the brand image is never fixed and it is constantly under development. (Bengtsson, Östberg, 2006, 10, 57)

A brand is everything that is known and felt about a product or service or organization, from its recognizable name, logo, slogan, and packaging, to the power it holds in people's minds. For the most part, consumers respond to a brand image, the deliberate, consistent way the company communicated a product's qualities and essence. For example when you are traveling and you see that familiar brand sign, you go for that, even if there would be local options. The creation of a positive brand image will draw targeted buyers to that particular brand and keep them coming back, despite the location. That is a big part of successful marketing, which is developing brand loyalty.

Brand loyalty is a behavior exhibited by customers who have strong connections to their favorite brands; this includes purchasing a certain brand again and again. When brand image and brand loyalty have both been achieved, the result is brand equity, a group of strong assets that include value, esteem and worth, intangibles that help create satisfaction, retention, and demand in the marketplace. Customers can become very attached to certain brands and refuse to buy others for a variety of reasons that range from emotional, to rational. Despite the reason, the successfully integrated marketing system has created an image that satisfies the needs of the customer in ways that are more appealing than the efforts of competitors. (Rath et al. 2008, 22)

## 2.2 Customer experience

In previous years there have been changes in consumer behavior. Before customers flocked to large stores on busy main streets, attracted by value for money and a good location. Today customers are seeking experiences. By understanding and manipulating customer experience in the company is what today differentiates the companies that survive and prosper from those that fail. It's vital for a company to be good at being "experience psychologists". Over 50% of a customer experience is about emotions, how a customer feels. (Shaw, Dibeehi, Walden, 2010, 9) People take in information through their 5 senses; sight, hearing, touch, smell and taste, meaning that the five senses need to be considered when designing a deliberate customer experience. (Shaw, 2010, 3) Sight and sound are the most dominant senses; you can advantage them in the store environment making the atmosphere in the store an experience for the customer. When entering a store we directly gain a sense of the design and style. Color choices in the clothes and interior can give a powerful effect and sense of energy and fun. Choice of music playing in the store can for example be used to match the tastes and preferences of its target market, using a customized playlist the store can create an interior soundscape in close harmony with the brand's own image. (Ståhlberg, Maila, 2012, 76-77) (Rath et al. 2008, 59)

Appearance and ambience of a store are very important to consumers in deciding where they want to shop, shoppers tend to stay away from retailers that look and feel the same as other retailers and also avoid stores that are disorganized. The physical features of a store are often what give consumers their first impression of a retailer, so most stores devote considerable effort to designing a look and atmosphere that will create a favorable impression as well as differentiate them from other stores. It applies both to the store's exterior and its interior. Architectural details and carefully planned windows are frequently used to capture the style and essence of a store's concept and merchandise – and catch the eye of target customers. (Rath et al. 2008, 315)

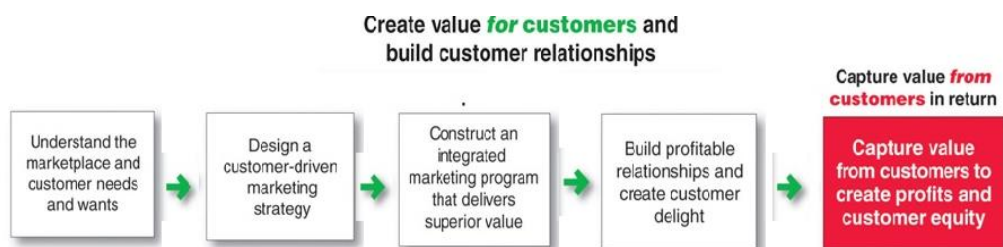


### 2.3 Introduction to Marketing

Marketing, more than any other business function, deals with the customers. Marketing is managing profitable customer relationships. Companies create value for customers and build strong customer relationships in order to capture value from customers in return in form of sales, profits, and long-term customer equity. According to Armstrong and Kotler, today, marketing must be understood not in the old sense of making a sale “telling and selling” but in the new sense of satisfying customer needs. It is all about creating value for customers, the company must fully understand consumers and the marketplace in which they operate. (Armstrong, Kotler, 2013, 33-34)

Marketing is a business philosophy or way of thinking about the firm from the perspective of the customer or the potential customer. Fashion firms depend upon customers making repeat purchases and the key to such loyalty is the satisfaction of customers’ needs with garments, which are stylish, durable, easy to care of, comfortable, perceived value for money. (Easey, 2009, 5)

Figure 2 presents a simple five-step model on the marketing process. In the first four steps, companies work to understand consumers, create customer value, and build strong customer relationships. In the final step, companies reap the rewards of creating superior customer value. (Armstrong, 2013, 33-34)



**Figure 2.** Marketing process

### **2.3.1 Fashion marketing**

Fashion marketing is the application of a range of techniques and a business philosophy that centres upon the customer and potential customer of clothing and related products and services in order to meet long-term goals of the organization. It is argued that fashion marketing is different from many other areas of marketing. The very nature of fashion, where change is intrinsic, gives different emphasis to marketing activities. (Easey, 2009, 7)

So fashion marketing could be described as the face of the fashion industry, combining the elements of advertising, design and business administration. It is the process of analyzing, developing and marketing current fashion trends into sales strategies. Fashion marketers are responsible for ensuring a new clothing line gains the attention it needs to be successful by advertising it to the target audience. A fashion marketer must read past and current trends, analyze and determine what will be the next big hit. They research current trends, the industry, and people and why trends are popular. (Dillon, 2012, 88)

The marketing mix is the combination of elements that a fashion marketer offers to a target market. It comprises decisions made about products, prices, promotion, services and distribution that are assembled in a coherent manner to represent the firm's offering to the consumer. (Easey, 2009,67)

### **2.3.2 International marketing communications**

Increasingly, fashion brands/retailers expand beyond their domestic boundaries; their marketing communications have to translate visually and literally into international markets. Marketing communications strategies must therefore be capable of international standardization or adaption in order to benefit from economies of scale, e.g. one advertisement that can be used globally rather than the expensive multiple generations of advertisement for different markets. (Easey, 2009, 234)

The fashion industry today is increasingly a global business. It implies considerable variation in the cultural, social and economic perspective of the participants. The consequence of these variations in size, experience and perspective is that the

practice of fashion marketing is not uniform at a national level, let alone at an international one. (Easey, 2009, 7)

#### **2.4 Maslow's hierarchy of needs**

To be able to succeed in marketing and successfully interpret consumer research data, some basic knowledge about customers' wants and needs is needed. Maslow's theory has been used most frequently as the basis for understanding much of the modern consumer's behavior. The term "need" is explained as a physiological instinct that we are born with while "wants" is explained as something that is not a necessity since it is not required for survival. "Wants" are not driven by instinct, rather by desire.

Figure 2 shows that humans' basic or primary needs are few: Physiological needs like food, sleep, shelter, clothing. When these needs are met, other needs can be addressed, such as the need to feel safe and secure, social needs like feeling connected and valued by others, the need of praise and appreciation, and lastly innovation, learning and creativity. Figure 2 demonstrates that people fulfill their primary needs first, also referred to as biogenic needs, before they attempt to fulfill higher needs, also referred to as psychogenic needs. (Rath, Bay, Petrizzi, Gill, 2008, 84)

- Physiological needs: Water, food, shelter, health, sleep
- Safety and security needs: Physical safety, economic security, comfort, peace
- Social needs: Acceptance, love, family, group membership
- Esteem needs: Status, prestige, intelligence
- Self-actualization: Challenging projects, learning, creativity



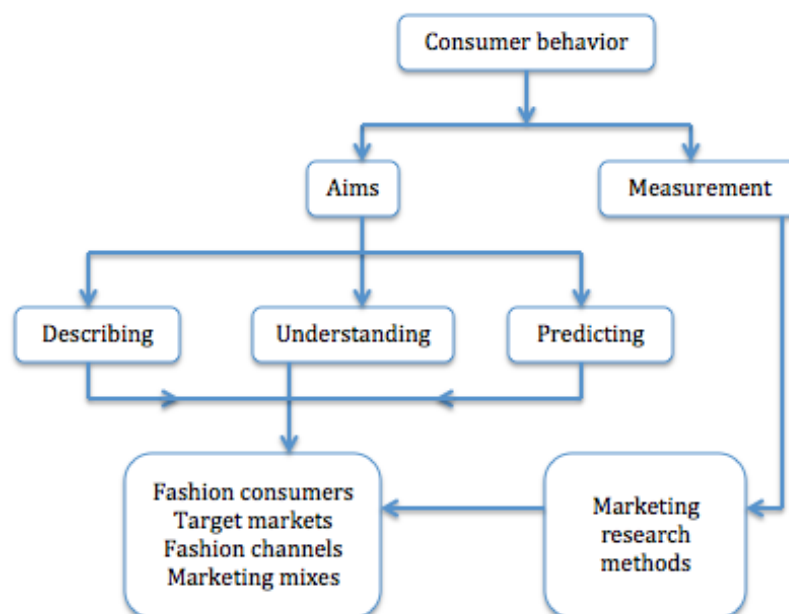
**Figure 3.** Maslow's hierarchy of needs

## 2.5 Consumer behavior

Consumer behavior is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumer behavior is an ongoing process, it is not only what happens at the moment of purchase, it is a wider perspective that emphasizes the entire consumption process, which includes the issues that influence the consumer before, during and after a purchase. (Solomon 2004, 7-8)

Consumer behavior is defined, as “the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their need”. This includes the goods and services they are attracted to, how they behave in relation to the efforts of companies to offer goods to them, and how they respond to the different media used to market these goods.

Consumer behavior provides a range of concepts to help fashion marketers think about their customers, and marketing research provides the techniques to measure those concepts. Consumer behavior is closely integrated with all other aspects of fashion marketing, but most notably with the selection of target markets and the development of marketing mixes. (Easey, 2009,65) Figure 3 shows an overview on the role of consumer behavior in fashion marketing.



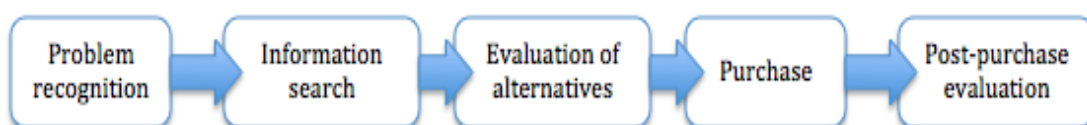
**Figure 4.** The role of consumer behavior in fashion marketing

### 2.5.1 Buying decision process

Consumers make many buying decisions every day, and the buying decision is the focal point of the marketer's effort. Consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics. Marketers need to understand the role played by the buyer's culture, subculture, and social class. (Armstrong, 2013, 156)

Figure 4 shows the consumer decision process. The buying process starts with need recognition when the buyer recognized a problem or need. A need can be triggered by internal stimuli, like normal need like hunger or thirst, or by external

stimuli, which can be caused by e.g. an advertisement or discussion with a friend of a new product. Next step is information search, you might search the web or talk with friends, pay more attention to commercial sources of the product your interested in. As more information is obtained, the consumer's awareness and knowledge of the available brands and features increases. Well how does the consumer choose among the alternative brands? Marketers need to know about alternative evaluation meaning how the consumer processes information to arrive at a brand choice. How consumers evaluate purchase alternatives depends on the individual customer and the buying situation. Sometimes consumers carefully evaluate the purchase and at times they buy on impulse and rely on intuition. Friends' thoughts, trends and salespeople can also affect the buying decision. In the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer's purchase decision will be to buy the most preferred brand. Attitudes of others and unexpected situational factors can come between the purchase intention and decision and change the purchase intention. After purchasing the product, the consumer will either be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. If the consumer is satisfied or not with his buy is determined by the relationship between the consumer's expectations and the product's perceived quality and performance. (Armstrong, 2013,170-172)



**Figure 5.** The consumer decision process

A variety of conscious and unconscious techniques are involved in consumers' decision making, including the choice of where to shop for a particular product. Rational aspects, such as a store's general price range or its proximity to the consumer, will enter into the decision, as will emotional aspects, such as how previous purchases there made the shopper feel or how prestigious the retailer is with

the consumer's peer group. The store's atmosphere, services, and product mix are also important, and retailers focus heavily on these areas in their planning and marketing in order to win consumers' interest and loyalty. The personal experience with a product, plus what have been learned about it, influences the kinds of attitudes the customer forms. If the customer has experienced success with a certain brand, the customer will not hesitate to buy the same brand again. (Rath et al. 2008, 313)

It is very useful to study the buying decisions of consumers, both individually and in groups, in order to identify what the consumer will want to buy. In a fashion context, it helps designers and businesses to improve their marketing strategies by identifying the effects of socio-economic and demographic patterns of consumer fashion upon consumer buying habits. It considers the consumer as an individual, looking at motivation, personality, perception, attitudes and communications; as well as groups of consumers within different social and cultural settings, such as family, social class and subculture. (Dillon, 2012, 82)

### **2.5.2 Quality and expectations**

Consumers' use a number of cues to infer quality, including for example brand name, price, and product warranties are often used to alleviate perceived risk and assure that they have made a smart purchase decision. Consumer satisfaction/dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activities. Satisfaction or dissatisfaction is more than a reaction to the actual performance quality of a product or service. It is influenced by prior expectations regarding the level of quality. (Solomon, 2004, 350)

According to the expectancy disconfirmation model, consumers form beliefs about product performance based on prior experience with the product and/or communications about the product that imply a certain level of quality.

When something performs the way we thought it would be, we may not think about it (confirmation). If it fails to live up to our expectations (disconfirmation) negative affect may result (negative disconfirmation). If, on the other hand, a performance happens to exceed our expectations, we are satisfied and pleased (positive disconfirmation). It is important for a company to manage customer expectations; customer dissatisfaction is usually due to expectations exceeding the company's ability to deliver. (Solomon, Rabolt, 2004, 452-453)

## **2.6 Display and visual merchandising**

Display or visual merchandising is showing merchandise and concepts at its very best, with the end purpose of making a sale. The purpose of visual merchandising is to promote the store image, to let people know what the store is, where it stands on fashion trends, what one can expect inside it, to whom it appeals and its price range. Visual merchandising takes place where the shopper and the product come together in a real, hands-on situation: It is the presentation of the stock on the selling floor. Good visual merchandising produces a neat, easy-to-see, easy-to-follow, easy-to-shop sales floor. It involves arranging merchandise in a manner that will not only make fashion sense to the shopper but also helps the shopper buy quickly, efficiently, and comfortably and hopefully more than he or she planned to. (Pegler, 2012, 162)

Visual merchandising is much more than just dressing mannequins. It presents customers with a vision of what garments might look like on them before they have tried them on, and is therefore a stepping-stone to a purchase. It offers ideas of how to achieve the desired look, and encourages extra sales of items especially accessories. (Easey, 2009, 232) Visual merchandising works best when it's customer oriented. One can only sell when one knows to whom one is selling and when the merchandise is explained clearly and visually to that targeted market. Products must be shown in a way that makes it relate to the shoppers' needs, preferences, and aspirations, lifestyle and fashion attitude. (Pegler, 2012, 162)





**Figure 6.** Moda Aukia Vaasa, window display

### **3 RESEARCH METHODOLOGY**

#### **3.1 Research methods and strategy**

In this research the quantitative method is used due to its suitability to the subject where the idea is to gather statistical responses from a large group of people. Quantitative research is an objective research, focusing on collecting numbers and facts that can be analyzed statistically.

It is conducted in two main ways: through surveys and by observation. Surveys are a flexible tool for quantitative research because they can be provided to respondents in several different forms e.g. by mail, e-mail, a Web site or in person. Surveys are conducted with questionnaires; the questions reflect the research objectives and include demographic questions to help identify respondents by population segment. Questions are generally closed-ended, that can be answered with a simple response such as a number or “yes” or “no”, or by selecting from a multiple-choice list. (Rath et al. 2008, 256) Quantitative research is the best-known face of marketing research and its main survey method is what most people recognize as marketing research. (Easey, 2009, 99)

With the results of a quantitative research the case-company will get a broad understanding of customers general thoughts on the shop-in-shop concept and the image on how they find it in use in their Moda Aukia store. In order to reach a large number of respondents a structured questionnaire was chosen to be the most effective way to collect responses. The questionnaires were placed near the cashier counters on both men’s and women’s sections so the customers making a purchase would easily find the form.

Survey research is the most well known of the research approaches and is widely used for descriptive research. Surveys collect information from a representative sample of the survey population on such topics as consumer behavior, attitudes and beliefs, as well as buying intentions. The strengths of these beliefs, attitudes and intentions are measured and the results extrapolated to the population as a whole. (Easey, 2009, 111)

### 3.2 Implementation of the survey

The research was carried out in Kari Aukia Oys three Moda Aukia stores, Kokkola, Vaasa and Seinäjoki. The survey focused on the stores' customers. The questionnaire was designed to take into account the entire clientele of Moda Aukia, both men and women, the younger as well as older.

As mentioned the survey was conducted in the three stores, were occasional customers responded to the questionnaire, they could respond in either Finnish or Swedish. The questionnaire was also uploaded on Moda Aukias Facebook page in three languages, Finnish, Swedish and in English. To approach customers both in store environment and via Moda Aukias Facebook page enabled to reach a large number of Moda Aukias frequent customers.

The response time was 12. -22.3.2015 and the total sample size was 184 units, witch is a very reasonable amount of answers during ten days. Collecting the responses in Moda Aukia Kokkola was timed to coincide with the Hintatyrskyt-sales event that took place in Chydenia shopping center during 12. -14.3.2015. During the sales event Moda Aukia had a lot of offers and the event was advertised prominently, so a lot of loyal customers were on the move.

The questionnaire is a vital part of most surveys and great care must be taken with its design. A well-designed questionnaire will provide the researcher with complete, accurate and unbiased information using the minimum number of questions and allowing the maximum number of successfully completed interviews. (Easey, 2009, 113) The questionnaire was a structured questionnaire with 14 questions printed on one two-sided paper. It was designed to be able to answer quickly and easily. In order to attract the customers to fill in the survey and get questionnaire responses there was an incentive, a 50 euros Moda Aukia gift card.

### 3.3 Validity and reliability

Validity is a measure of consistency between what a measuring instrument, for example a questionnaire, designed to measure and what it actually is measuring. It is obviously important to measure what intends to be measured but it is also important that the measurement is done with accuracy so that the random error in the measurement value is not greater than necessary. We therefore demand reliability of our measurements. If there is a reason to question the validity, one may question the whole survey (Körner, Wahlgren, 2002, 22)

I consider the validity of this thesis good since the aim set for the survey, was reached. For an even more comprehensive result outcome, it would have been good if male respondents had been more. When going through the responses it showed that there were some respondents who had skipped crucial questions and since the large amount of responses, I decided to reject failure responses in order to get a higher validity of the research. The total of fulfilled survey responses was 184 pieces.

The target was to get loyal and frequent customers to answer the survey and a total of 76.1 % of the respondents were loyal customers of Moda Aukia. The survey was also conducted in all the three stores during weekdays and Saturday but also on the Moda Aukia Facebook page, so we could reach to as many customers as possible during every hour of the day. Customers were also very willing to answer the survey both in the stores and through the Internet. The survey was mostly a structured questionnaire but I also chose to have a few open questions where the respondent could fill with an own answer, which most likely has enhanced the validity of the research as well.

I consider the reliability of research good. During the thesis middle seminar, I made a pilot survey for 5 people, where I tested the survey questions and the set up of the questionnaire. The pilot survey was a wise decision since I got some good comments on the questionnaire and one more question was added to the survey.

To enhance the level of reliability in this research I conducted the surveys in three languages, in Finnish and Swedish, since the area where Moda Aukia is operated in, is a bilingual area but also in English since there are also customers that do not speak either of the local languages. I wanted to make sure that everyone of the respondents would understand the questions asked.

To even make the research results even more reliable I chose not to use the “Don’t know” option in my “tick in the most suitable box” questions. When in an busy store environment the respondent would have most likely chosen the “Don’t know” option more easily in hope to finish the questionnaire more quickly. If a large part of the respondents’ answers “Don’t know” there is not a lot you can do with that kind of feedback. I hoped my answering options, 1= disagree, 2= disagree some, 3= agree some and 4= agree, made the respondents think longer on their answers and resulting in making the reliability of the research a higher standard.

## 4 RESULTS

The survey results were analyzed with SPSS Statistic- program. In this chapter the questionnaire questions will be presented as well as the results using tables and charts.

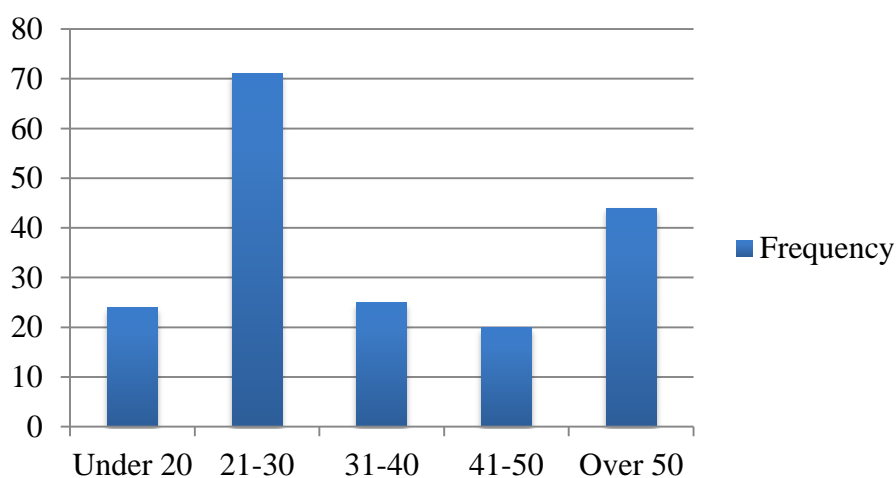
### 4.1 Basic questions

The first four questions in the questionnaire considered basic questions of the respondents including gender, age, if they have Moda Aukia loyalty cards and which is the nearest Moda Aukia store. The total sample unit was 184 responses and 168 of the respondents were women and 16 were men. The majority of the respondents were women and the largest age group among them was 21-30 years old. Women were eager to answer the questionnaire without being asked, while men responded to the questionnaire mostly when asked.

The age distribution among the respondents was as follows, 24 respondents were under 20, 71 were 21-30 years old, 25 were 31-40 years old, 20 were 41-50 years old and 44 were over 50 years old. Figure 1 shows in more detail the age distribution between the male and female respondents.

**Table 1.** Age distribution between Female and Male respondents

### Age distribution between respondents



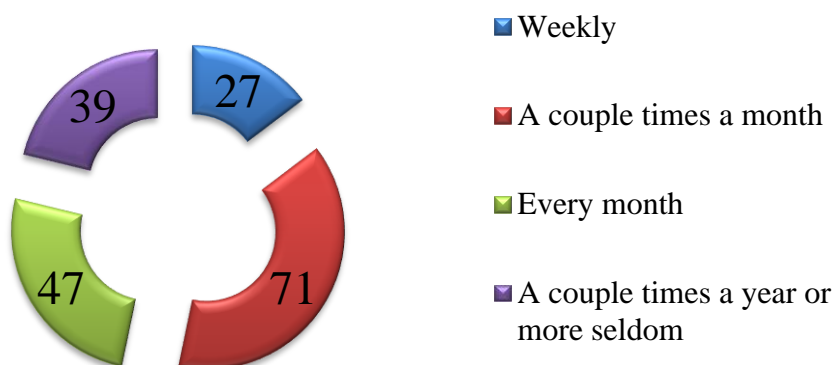
The research showed that the largest part, 56 %, of the respondents have Moda Aukia Kokkola as the nearest store, for 25 % Moda Aukia Vaasa is the closest and for 19 % Moda Aukia Seinäjoki is the store they most likely visit.

A major part of the respondents were loyal customers of Moda Aukia, which means that they have either the Moda Aukia or Jim&Jill loyalty card. 76.1 % of the respondents were loyal customers with a loyalty card and 23.9 % of the respondents were not registered as loyal customers. The purpose with the questionnaire was to reach loyal customers and the results show that the aim was achieved.

#### 4.2 Questions about the Moda Aukia store

Question 5 asked how often the respondent visits a Moda Aukia store. There were four options to choose from, weekly, a couple times a month, every month, a couple times a year or more seldom. Figure 7 shows that the majority of the respondents, 71, visit a Moda Aukia store a couple times a month, 27 of the respondents visit a Moda Aukia store weekly, 47 respondents visit Moda Aukia monthly and 39 respondents a few times a year or more seldom.

### Visits to a Moda Aukia store

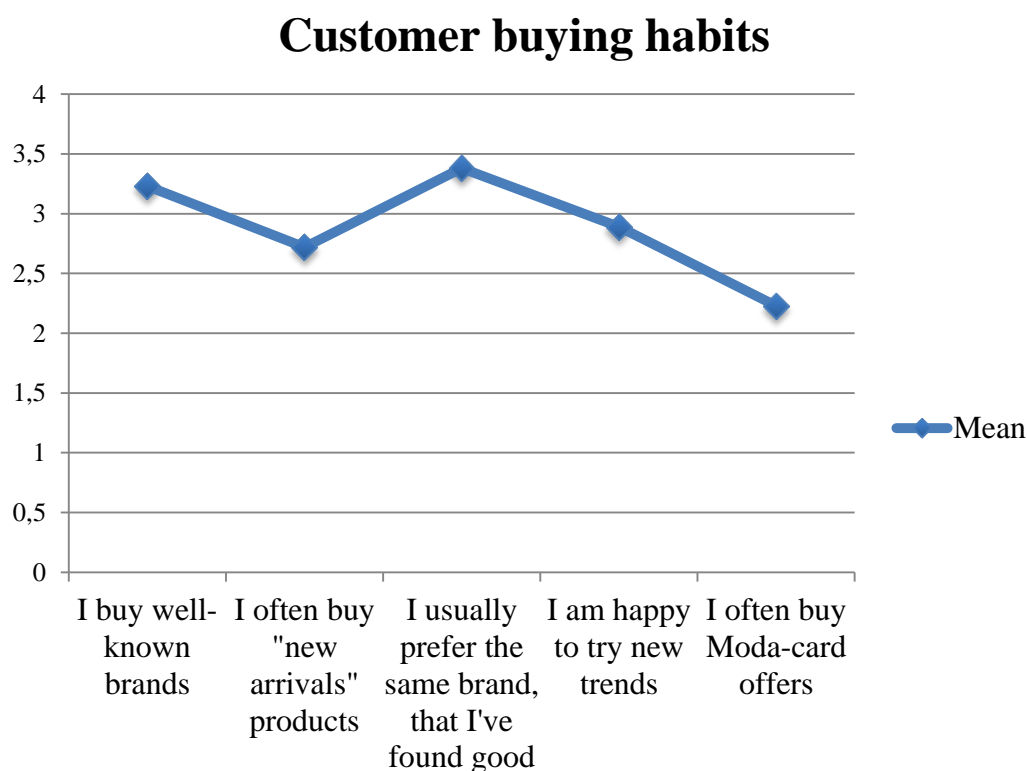


**Figure 7.** Respondents' frequency of visits to a Moda Aukia store

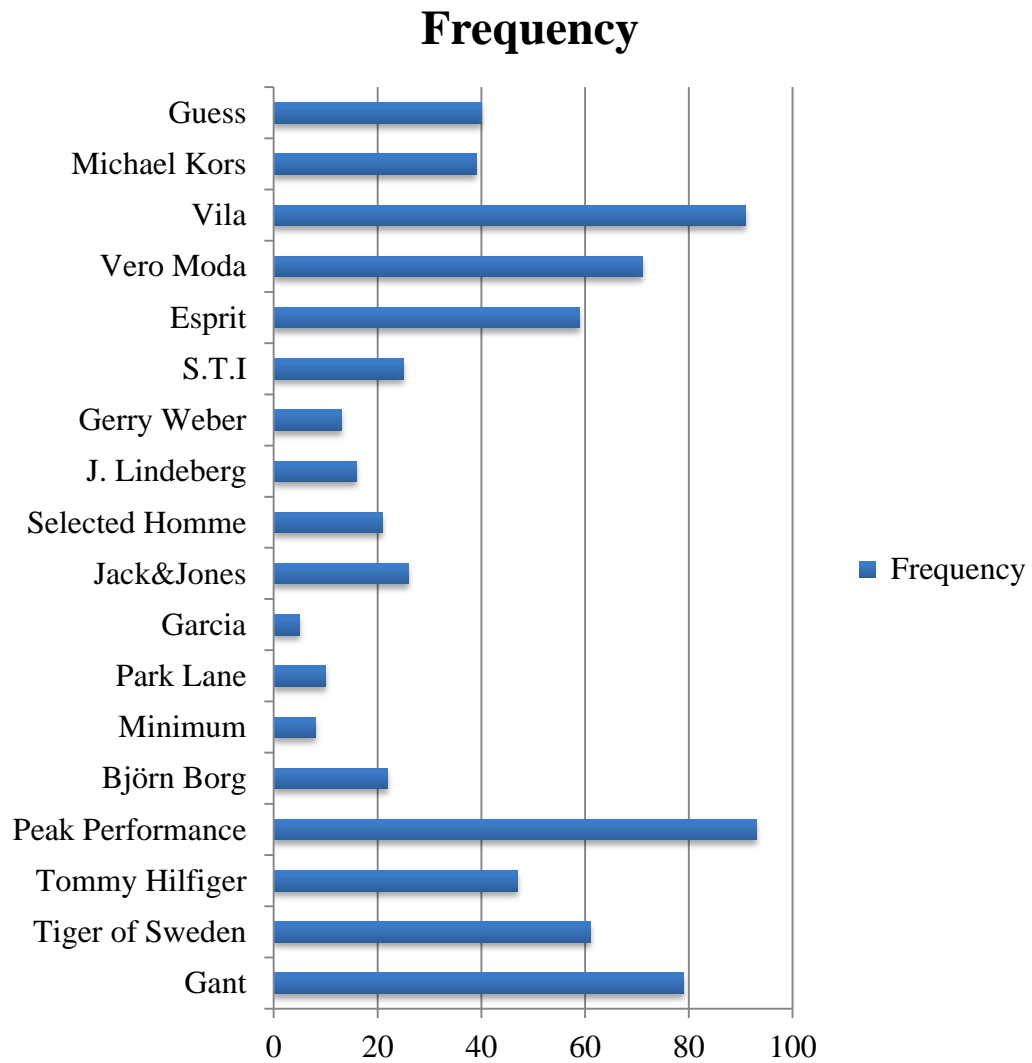
Question 6 considered the respondents buying habits. This question had 5 statements which were to be answered by ticking in a box from response options 1-4 which stands for 1= disagree, 2= disagree some, 3= agree some and 4= agree. The 1-4 check box options was chosen so that the respondent could choose the best option he/she considered most suitable for their buying habits. The option “not sure” was not used since it generally weakens the overall results.

Table 3 shows the mean of the responses to each statement on how the respondents consider their buying habits. In general the customers felt that they buy well-known brands, which got the mean 3.23. The statement “I often buy new arrival products” got a mean of 2.72, which corresponds to that the respondents more seldom go for the seasonal news products. To an opposite, statement “I usually prefer the same brand, that I’ve found good” resulted in a mean of 3.38, which was the highest. This result tells that the customers are mostly satisfied with their purchases at Moda Aukia. The mean of the responses to the next statement “I am happy to try new trends” got a mean of 2.89 and “I often buy Moda-card offers” got the lowest mean of 2.23 which tells that the Moda-card offers are not satisfying the customers. The result affects somewhat negatively of the respondents who do not have the loyalty card.



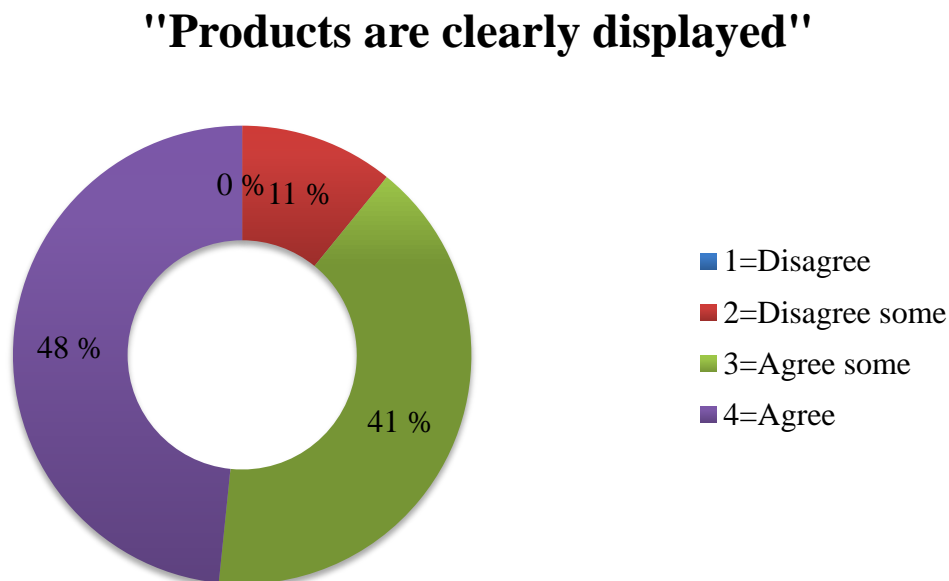
**Table 2.** Mean answers of respondents buying habits

Question 7 asked what brand the respondent prefers when making purchases at Moda Aukia. There were 18 check box options on the most popular brands in Kokkola, Vaasa and Seinäjoki stores. The respondent could tick in how many options as liked. In addition there was an open question where the respondent could fill in a specific brand if it was not listed among the options. Through the open response field respondents had mentioned brands as Desigual, Filippa K, Henri Lloyd, Holebrook, Makia, Marco Polo, Masai, Mexx, Pieces, Snö of Sweden, Soya Concept, Superdry and Ted Baker. Table 5 shows the frequency of the ticked-in brands and you can see a clear top-3 result of Peak Performance, Vila and Gant. Unfortunately, the lack of male respondents affects this result validity.

**Table 3.** Brand preferred when making a purchase at Moda Aukia

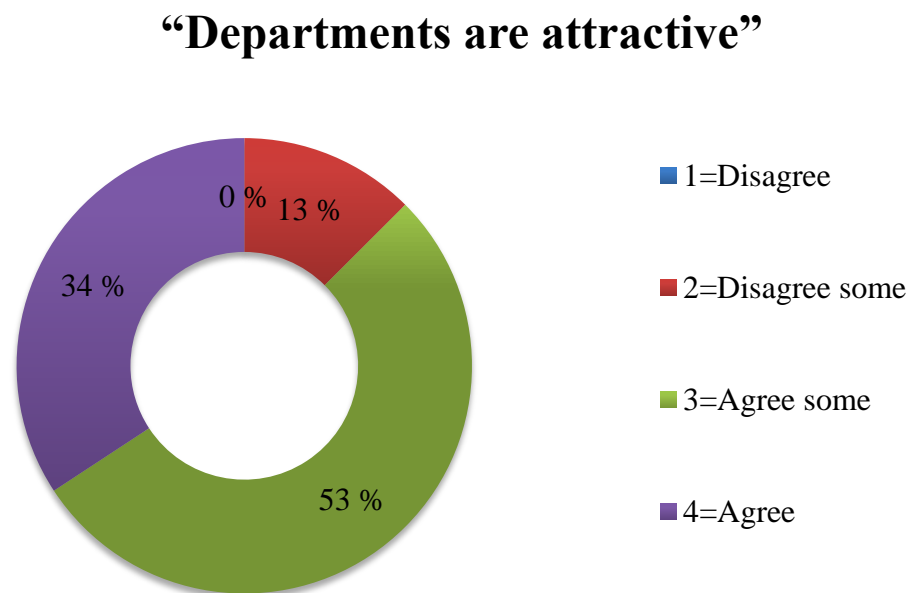
Question 8 asked what the respondent thought about Moda Aukias departments and product layouts. The question consisted of 5 statements with answer options from 1-4, which stands for 1= disagree, 2= disagree some, 3= agree some and 4= agree. The 1-4 check box options was chosen so that the respondent could choose the best option he/she considered most suitable for the thoughts on the product lay-outs. The option “not sure” was again, chosen not to be used since it generally weakens the overall results.

First statement stated, “The products are clearly displayed”. It got the highest mean of 3.38 that tells that on a very good average the customers are happy with the product layouts in Moda Aukia stores. No one of the respondents disagreed with the statement and a high result of 48% respondents agreed. Figure 8 shows detailed results of the first statement.



**Figure 8.** Results, statement “The products are clearly displayed”

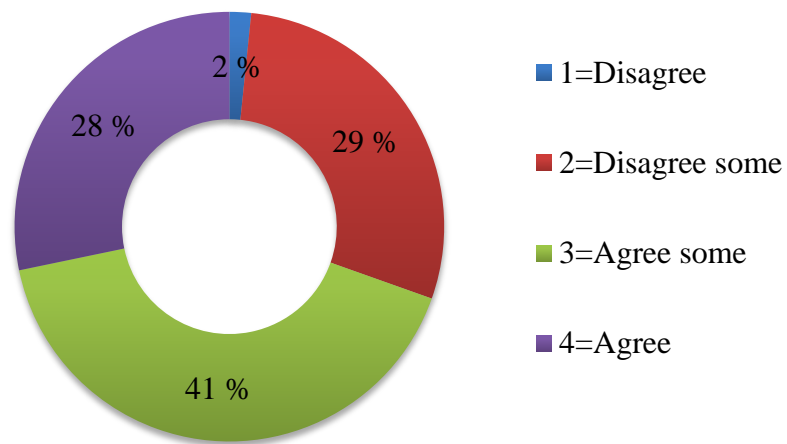
The second statement “The departments are attractive” received a mean of 3.22 that shows that the layouts and styling of the store departments are getting positive attention from the customers. Not a single respondent disagreed with the statement and 53% of the respondents “agreed some”, that the departments are attractive at Moda Aukia stores. Figure 9 shows detailed results of the second statement.



**Figure 9.** Results, statement “The departments are attractive”

Third statement “I get inspiration from product lay-outs” results gave this question’s lowest mean of 2.96; it shows that customers only get some inspiration of the product layouts. The product layouts are meant to inspire the customer and give an example on how to style as well as create whole outfits. There were 2% that totally disagreed with the statement and 41% who agreed some. Figure 10 shows detailed answers of this statement.

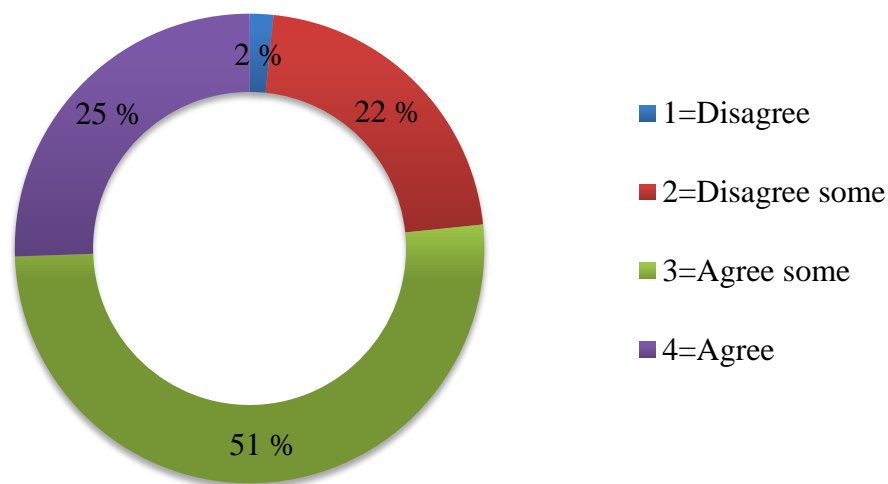
## “I get inspiration from product lay-outs”



**Figure 10.** Results, statement “I get inspiration from product lay-outs”

Fourth statement “I can easily find what I am looking for” gave a mean of 3.01 that tells that the customers are overall pretty satisfied with the level of finding what they are looking for at Moda Aukia; a level of good customer service in the stores could also be an effect of this positive result outcome. 51% of the respondents agreed some with the statement and 25% totally agreed. Figure 11 shows detailed answers on this statement.

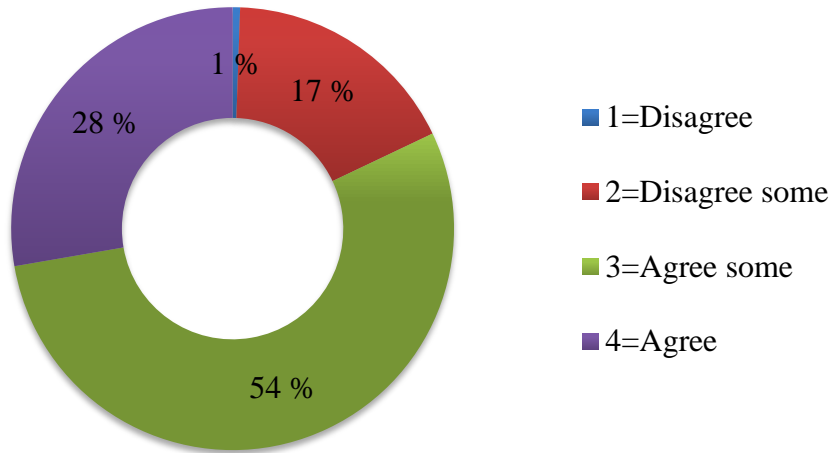
### “I can easily find what I’m looking for”



**Figure 11.** Results, statement “I can easily find what I am looking for”

The fifth statement stated following, “The departments are renewed regularly to maintain the interest”. This statement gave a result of a mean of 3.09 that again tells that the customers are generally happy with the continuousness in the renewals and set-ups of the departments at Moda Aukia stores. Only 1% of the respondents disagreed with this statement and up to 54% agreed some with the statement. Figure 12 shows more detailed information of the answers.

## “Departments are renewed regularly to maintain interest”



**Figure 12.** Results, statement “The departments are renewed regularly to maintain the interest”

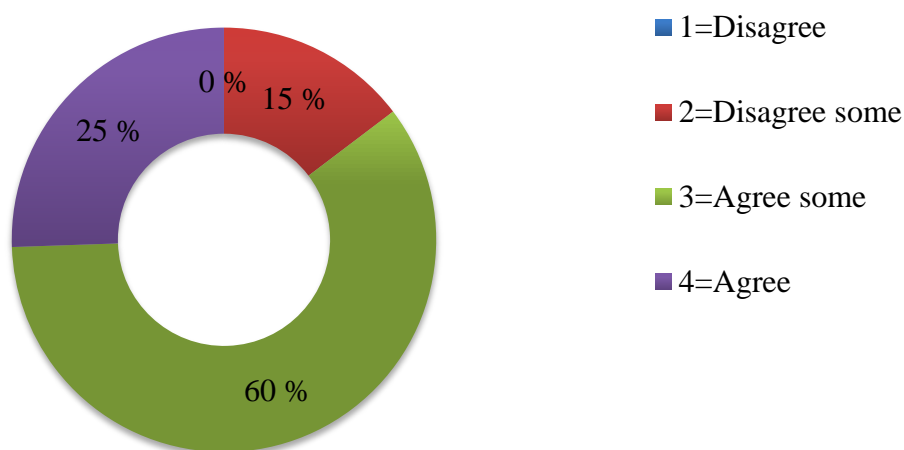
### 4.3 Shop-In-Shop questions

The next two questions were focusing on the respondents general thoughts on the Shop-in-Shop concept. In the questionnaire the Shop-in-Shop concept was explained so that the respondent would understand the term correctly. Also in every Moda Aukia store Shop-in-Shop concepts are used so the respondent would be familiar with the concept from before.

Question 9 asked what the respondent generally thinks about the Shop-in-Shop concept. There was 6 statements with answering options from 1-4 meaning, 1= disagree, 2= disagree some, 3= agree some and 4= agree. The 1-4 check box options was again chosen so that the respondent could choose the best option considered most suitable. The option “not sure” was not used since it generally weakens the overall results and many are in a hurry to answer so they would easily choose to answer “not sure” without actually meaning it.

The first statement stated, “The Shop-in-Shop tells the character style of the brand and it is easy for me to relate to it”. This statement gave a mean result of 3.11, which tells that the customers feel that brands represent a certain lifestyle and they can relate to the style of a brand. Up to 60% of the respondents answered 3= Agree somewhat, on this particular statement. Figure 13 gives a more detailed view on the results.

### “The Shop-in-Shop tells the character style of the brand and it’s easy for me to relate to it”



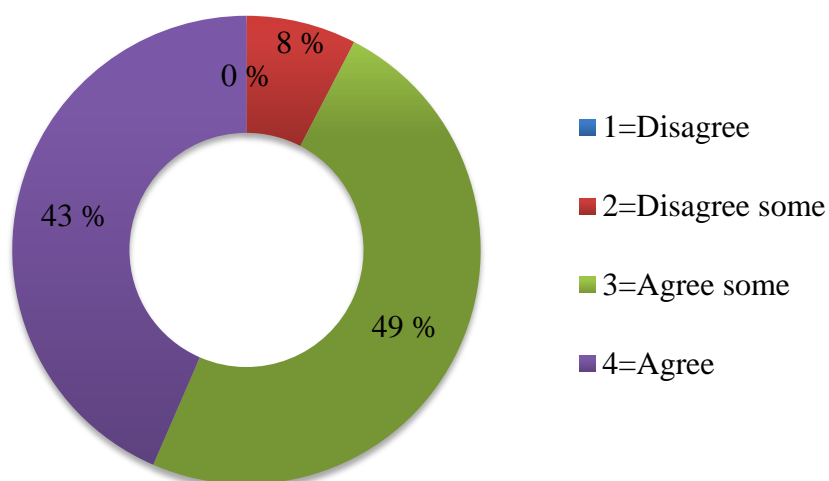
**Figure 13.** Results, statement “The Shop-in-Shop tells the character style of the brand and it is easy for me to relate to it”

The second statement stated, “I find whole outfits easily”. The mean result of this statement was a low 2.81, which means that the customers are overall not very satisfied with the easiness to find whole outfits in the departments. Up to 60 respondents out of 184 answered 2= Disagree some, on this statement and only 31 respondents answered 4=Agree.



The third statement stated, “Brands own departments clarify the stores product range”. The mean result for this statement was 3.36, which is a high result meaning that the customers are very happy with brands being divided into own departments. Up to 43% of the respondents totally agreed on this statement and no one of the respondents disagreed. This result has great value for future shop-in-shop decision-making processes. Figure 14 shows the results more detailed.

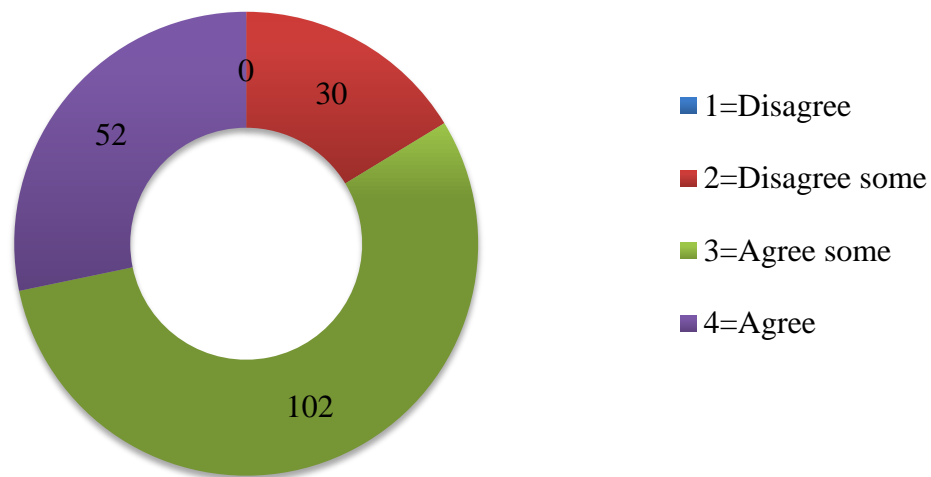
### “Brands own departments clarify the store product range”



**Figure 14.** Results, statement “Brands own departments clarify the stores product range”

The fourth statement stated, “The aesthetics of the departments inspire to make a purchase”. This statement gave a mean result of 3.12 which means that product setups and department decoration is a key factor for customers buying decision. Most of the respondents, 102 of 184, answered, 3=“Agree some”, on this statement. Figure 15 shows a more detailed picture on the results.

### “The aesthetics of the departments inspires me to make a purchase”



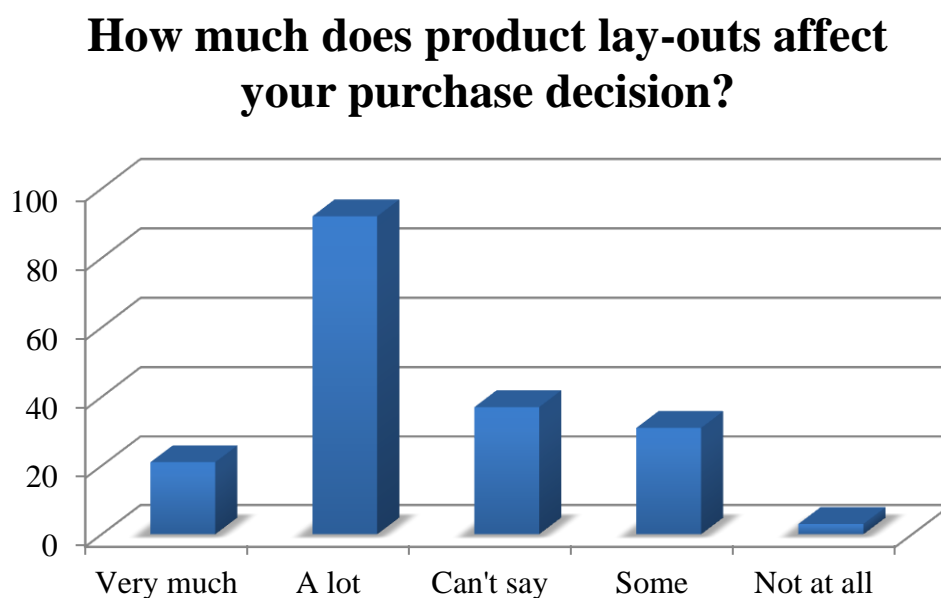
**Figure 15.** Results, statement “The aesthetics of the departments inspires to make a purchase”

The fifth statement stated, “Aesthetics bring added value to the shopping experience”. The statements mean result is 3.17, which tell that the customers enjoy an in-store experience with beautiful aesthetics around them. It is therefore very important to invest in departments’ attractiveness and customer experience. Since if the customer enjoys the shopping experience he will tend to get inspired and do more purchases which often results to a re-visit in the store.

The sixth statement stated “Shop-in-Shops give the store an International look”. This statement gave a mean result of 3.19, where 96 of 184 respondents answered 3=“Agree some”. The customers are according to the results very interested in international store appearance, which is very positive information for future decision making related to International brands image and Shop-in-Shop departments.

Question 10 asked the respondent how the product layouts affect the purchasing decision. There were 4 answering options, “very much”, “a lot”, “some”, “not at all”. The response was uniform; a total of 92 of 184 respondents answered “a lot”. According to the results of the survey Moda Aukia customers feel that product layouts are of great importance in their purchase decision-making process. Table 4 shows the distribution of responses to question 10 in more detail.

**Table 4.** Bar chart on responses to question, ”How much does product lay-outs affect your purchase decision?”

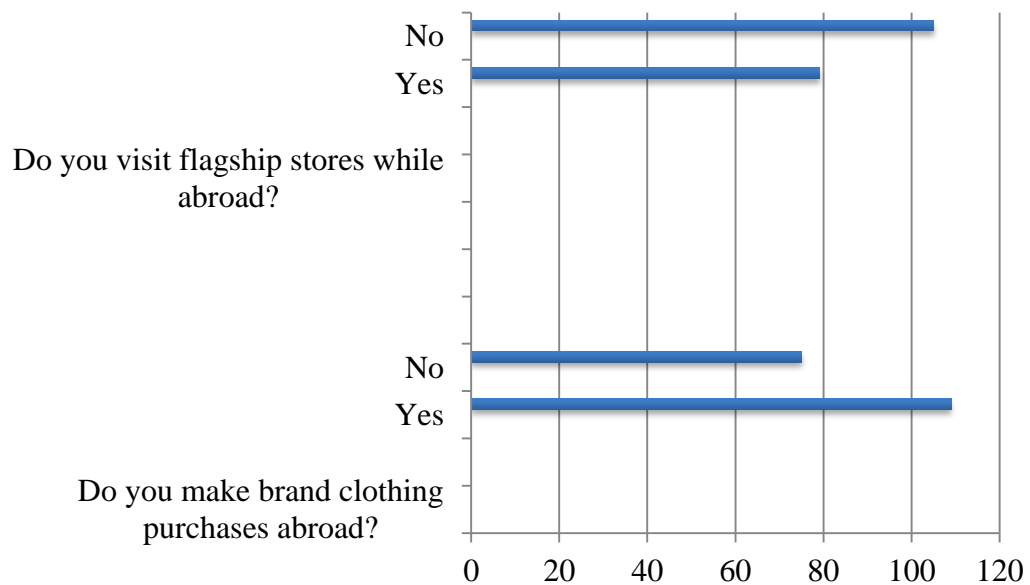


#### 4.4 Flagship store questions

The next question segment considered the questions concerning Flagship stores and brand clothing shopping abroad. The Flagship store concept was explained in the questionnaire to avoid any misunderstandings. The Flagship store questions were set to find out if there is International brand clothing interest as well as a appreciation of high level in-store decoration among Moda Aukia customers.

Question 11 asked if the respondent makes any brand clothing purchases abroad. The answering options were "Yes" or "No". As a result a large part, 109 of the 184 respondents make brand-clothing purchases while abroad. Question 12 asked if the respondent visits any brand-clothing Flagship stores while abroad. Answering options were again "Yes" or "No". Even if a large part of the respondents makes brand-clothing purchases abroad a large part of them do not visit Flagship stores while abroad which was somewhat surprising when compared to the high results of the Shop-in-Shop questions. 105 respondents of 184 do not pay visits to flagship stores, while 79 of the respondents do. Table 5 shows both questions results in a easy comparable table.

**Table 5.** Compared results on buying behavior abroad



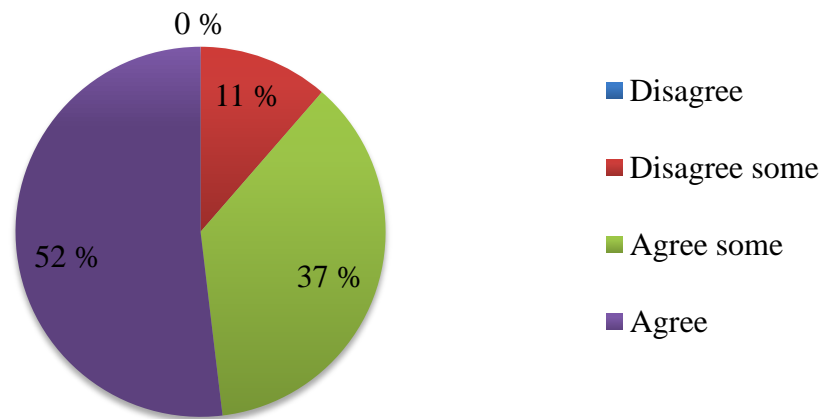
If the respondent answered “No” to question 12, the respondent was not supposed to answer question 13. Question 13 focused on the thoughts and experiences that a Flagship store brings the respondent. It had 5 statements and answering options were from 1-4 meaning, 1= disagree, 2= disagree some, 3= agree some and 4= agree. The respondent could again choose the options that would be the most suitable for respondent’s thoughts. No “not sure” answering option was again not used, since it would undermine an accurate and liable result.

First statement stated “The flagship store inspire me with its character style and decoration”. This statement gave a mean result of 3.30 which means that a major part of the few respondents felt that the flagship stores style and decoration give value to their in store experience which repeats expectantly the good results of the Shop-in-Shop questions.

The second statements stated, “I look for products that cannot be found in Finland”. The results show that most of the respondents, 39 pcs of 79 pcs, are looking for products abroad that they can’t or are hard to find in the home country. The mean answer for this particular statement was 3.34.

The third statement stated “The luxurious environment brings added value to the shopping experience”. 52 % of the respondents answered 4=“Agree”, so they thought that the luxuriousness in the store setup is a key-part of the shopping experience. No one of the respondents disagreed and only 11% answered 2=“Disagree some” on this statement. Figure 16 shows more detailed results.

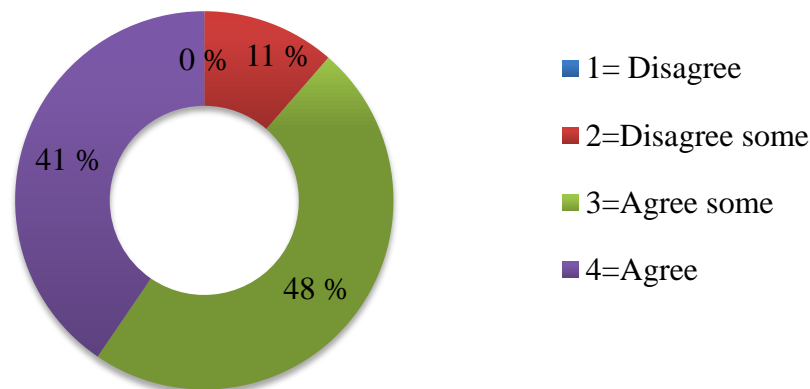
**"The luxurious environment brings added value to the shopping experience"**



**Figure 16.** Pie chart on statement "The luxurious environment brings added value to the shopping experience"

The fourth statement of the Flagship store experience question stated, "The decoration and product lay-outs create a valuable environment for the products". The opinions of the respondents were divided, 48% answered 3="Agreed some" to the statement while 41% fully agreed with the statement. There were 11% of respondents who disagreed some but no one fully disagreed. According to the results it can be said that customers generally feel that the decoration and layouts in the store, creates a valuable experience feature for them. Figure 17 shows the results in more detail.

**"The decoration and product lay-outs create a valuable environment for the products"**



**Figure 17.** Results, statement “The decoration and product lay-outs create a valuable environment for the products”.

The fifth statement stated, “I wish more of the same atmosphere to Moda Aukia stores”. No one of the respondents disagreed with this statement while most of the respondents, 43 pcs of 79 pcs, still wishes a higher International atmosphere in to the Moda Aukia stores. This result is very useful information for future planning in store design and Shop-in-Shops, the results show and highly recommend paying attention to customers shopping experience in the store.

The last question, question 14, was an open question, which the respondent could fill in if there was a specific brand that he/she purchases from abroad but cannot find from Moda Aukia’s brand supply but wishes to find. This was a good follow up question for suggestions to Moda Aukias leadership department and buyers when they go through the current product range and plan for new brands to range. A few of these brands on the list are available at some Moda Aukia stores, but not

in all. Table 6 gives an overview of the brands the respondents mentioned in this open question.

**Table 6.** Brands respondents purchase abroad

Brand	Frequency
Ted Baker	1
Ugg, Converse	5
Uniqlo	2
Samsøe&Samsøe	1
Victorias secret	1
Hollister	2
Abercrombie&Fitch	2
Zara	2
Polo Ralph Lauren	5
Michael Kors	5
Filippa K	1
Marc by Marc Jacobs	4
Massimo Dutti	2
Lacoste	1
Parajumpers	2
Odd Molly	4
By Malene Birger	4

The brands are overall very similar in style, price and quality as the ones Moda Aukia already have in their product range, so the customers are having the same buying habits also when abroad. Note that some of these brands are available in some of the Moda Aukia stores.



## 5 CONCLUSION AND SUGGESTIONS

Defining the research problem was the most critical step in the research process. Unless the problem is accurately defined, the information collected will be of limited or no use. (Easey, 2009, 100) I used a great amount of time for the preliminary planning of this thesis. The questionnaire took the longest time to plan and I wanted to do it precisely since it is a very important step influencing the outcome of the survey and the quality of the information collected.

The purpose of this thesis was to find out Moda Aukia Vaasa, Seinäjoki and Kokkola customers thoughts on the Shop-in-Shop concept, buying habits and in-store experience. The research was successful and we got a good general understanding on the customers' thoughts with a high result of 184 individual responses in the survey. Moda Aukia customers are today generally pleased with the current situation in their local Moda Aukia stores. They get inspired of the product layouts and store decoration, but they feel that there could be an improvement in the atmosphere of the stores.

Since international trends and shopping on the Internet is not slowing down, retail stores need to be on their top with focusing on customers in store experience, that is their advantage in the battle. The product range needs to be altered and react quickly to trends that customers are able to find the desired products or brands in their local store, not needing to find them from the Internet or even hunt for them abroad. I believe that the low result of respondents making brand-clothing purchases abroad is a somewhat a false picture of the truth. Probably because people are shopping online in International web shops, it was a miss to not include "shopping online" as a response option in the survey. According to respondents making purchases in flagship stores abroad they wish more of the same International atmosphere to their local Moda Aukia stores. You could link the result to the Shop-in-Shop questions 6th statement "Shop-in-Shops give the store an International look" where the major part of the respondents agreed with the statement.

Today customers require and expect a high standard store appearance and decoration as well as a broad International brand and product range in their local stores. This is something that Moda Aukia needs to strive for in their marketing processes and future decision making processes related to brand range and store appearance. The atmosphere is a key factor in shopping satisfaction, comfort and experience. Some development ideas of adding a higher quality atmosphere in the Moda Aukia stores would be; Paying attention to a uniform look in all of the stores, a clear difference in product lay-outs and appearance between “new arrivals” and the outlet sections they should also be far apart, pay attention to lighting in the fitting rooms and also in the Shop-in-Shops enough light should be focused on the shelves and tables, store music needs to be suitable for the character of the store and the different customer groups, a “husband park” would be a valuable add to the shopping comfort since currently there is no or very limited seating for “shopping company” while others are looking around in the store.

The results of the survey tells that Kari Aukia Oy should continue with the acquisition of new Shop-in-Shops and focus on the store appearance. The respondents favor good order in the store and feel that product layouts play a major part in the purchase decision process. According to the compatibility of theory and results customers are seeking for special shopping experiences and inspiring environments. The respondents’ also felt that the Shop-in-Shops tells a character story and the customers felt that they can easily relate to them, finding suitable products to suit their lifestyle.

Moda Aukia is seen among the respondents as a quality store with trendy, but high-quality brands with high-quality products. They should value this recognition and continue to work for it to keep it like that. An addition to the suggestions is, due to the low level of customers buying Moda card offers, to look over the Moda card offers and consider what improvements could be made in this matter. Are the Moda card offers varied enough? Are there options for all customer groups and are the deals actually good for the customers?

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## QUESTIONNAIRE IN FINNISH

## SHOP-IN-SHOP TUTKIMUSKYSELY

Olen Vaasan Ammattikorkeakoulun opiskelija ja opinnäytetyössäni tutkin Moda Aukian asiakkaiden ajatuksia Shop-in-Shop konseptiin liittyen. Kyselyn vastaukset käsitellään luottamuksellisesti. **Kiitos vastauksestasi!**

Shop-In-Shop konseptilla tarkoitetaan vaatemerkin omaa erillistä myymäläosastoa myymälän sisällä. Osastoon kuuluu yleensä merkin omat kalusteet, henkarit, mallinuket, esillepano ohjeistukset, rekvisiitta, sekä markkinointimateriaalit jne.

**1. Sukupuoli**Nainen  Mies **2. Lähimyymälä** Vaasa  Kokkola  Seinäjoki**3. Ikä** Alle 20  21-30  31-40  41-50  Yli 50**4. Olen kanta-asiakas** (Minulla on Moda tai Jim&Jill kanta-asiakaskortti) Kyllä  Ei **5. Kuinka usein asioit Moda Aukiassa?** Viikoittain  Pari kertaa kuukaudessa  Kuukausittain  Joitain kertoja vuodessa tai harvemmin**6. Ostotottumukset**

(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)

	1	2	3	4
Ostan tunnettuja merkkejä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ostan usein uutuustuotteita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ostan usein samaa merkkiä, jonka tuotteet olen todennut hyviksi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kokeilen mielelläni uusia trendejä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ostan usein Moda-kortti tarjoustuotteita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. Mitä merkkiä suosit tehdessä ostoksia Moda Aukiolla? Voit valita useamman vaihtoehdon.**

Gant  Minimum  J.Lindeberg  Vero Moda  
 Tiger of Sweden  Park Lane  Gerry Weber  Vila  
 Tommy Hilfiger  Garcia  S.T.I  Michael Kors  
 Peak Performance  Jack&Jones  Esprit  Guess  
 Björn Borg  Selected Homme  Jokin muu, mikä? \_\_\_\_\_

**8. Mitä mieltä olet Moda Aukian osastoista sekä tuoteasettelusta?**

(1= täysin eri mieltä, 2= jokseenkin eri mieltä, 3= jokseenkin samaa mieltä, 4= täysin samaa mieltä)

	1	2	3	4
Tuotteet ovat selkeästi esillä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Osastot ovat houkuttelevat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saan inspiraatiota tuoteasetteluista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Löydän etsimäni helposti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Osastoja uudistetaan säännöllisesti kiinnostuksen säilyttämiseksi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**9. Mitä mieltä olet yleisesti Shop-in-Shop konseptista?**

(1= täysin eri mieltä, 2= joksinkin eri mieltä, 3= joksinkin samaa mieltä, 4= täysin samaa mieltä)

	1	2	3	4
Shop-in-Shop kertoo merkin tyylistä ja minun on helppo samaistua siihen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Löydän asukokonaisuuksia helposti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merkkien omat osastot selkeyttävät liikkeen tuotevalikoiman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Osaston esteettisyys inspiroi ostamaan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Esteettisyys tuo lisä-arvoa ostokokemukselle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shop-in-Shopit tuo kansainvälistä ilmettä myymälään	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. Kuinka paljon tuoteasettelu vaikuttaa ostopäätökseesi?**

Erittäin paljon    Paljon    En osaa sanoa    Vähän    Ei yhtään

**Lippulaivamyymälä** (Kutsutaan myös nimillä Flagship store ja Concept store) on merkin tärkein ja suurin liike. Lippulaivaliikkeet löytyvät näkyvästi tunnetuilta ostosalueilta ja ovat eksklusiivisempia liikkeitä kuin normaalit myyntipisteet vähittäiskaupoissa sekä merkin pienemmät liikkeet ostoskeskuksissa.

Tarjonta, somistus, palvelu, sekä tuoteasettelu ovat yleensä myös korkeatasoisempia kuin muissa merkin myyntipisteissä. Lippulaivaliike on innostava paikka ja sillä on tarkoitus tuoda lisä-arvo asiakkaan ostokokemukselle.

**11. Teetkö merkkivaate ostoksia ulkomailla?**  Kyllä  En

**12. Asioitko vaatemerkkien Lippulaivamyymälöissä ulkomailla ollessasi?**  Kyllä  En

Jos vastasit En, voit hypätä seuraavien kysymysten yli.

**13. Lippulaivamyymälät**

(1= täysin eri mieltä, 2= joksinkin eri mieltä, 3= joksinkin samaa mieltä 4= täysin samaa mieltä)

	1	2	3	4
Inspiroivat minua tyyllillään sekä somistuksillaan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Etsin tuotteita joita ei löydy Suomesta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liikkeen ylellinen ympäristö tuo lisä-arvoa ostokokemukselle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somistus sekä tuoteasettelu luo tuotteille arvokkaan ympäristön	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toivoisin lisää samanlaista tunnelmaa Moda Aukia liikkeisiin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Ostatko ulkomailta jotain tiettyä merkkiä mitä ei löydy Moda Aukian valikoimasta?**  
Jos niin, mitä? \_\_\_\_\_

**Vastanneiden kesken arvomme 50 euron lahjakortin Moda Aukiaan!**

Jätä yhteystietosi jos haluat olla mukana arvonnassa!

Voittajalle ilmoitetaan henkilökohtaisesti.

Nimi: \_\_\_\_\_

Osoite: \_\_\_\_\_

Puhelinnumero: \_\_\_\_\_

Sähköpostiosoite: \_\_\_\_\_

## QUESTIONNAIRE IN SWEDISH

## SHOP-IN-SHOP UNDERSÖKNINGSENKÄT

Jag studerar i Vasa Yrkehögskola och i mitt lärdomsprov undersöker jag Moda Aukia kunders upplevelser och tankar kring Shop-in-Shop konceptet. Alla svar behandlas konfidentiellt! **Tack för ditt svar!**

Shop-in-Shop konceptet hänvisar till klädmärkets egna skilda avdelning i butiken. Avdelningen består av märkets egna möbler, galgar, skyltdockor, riktlinjer, rekvisita samt marknadsföringsmaterial o.s.v.

**1. Kön**Kvinna  Man **2. Närliggande butik** Vasa  Kokkola  Seinäjoki**3. Ålder** Under 20  21-30  31-40  41-50  Över 50**4. Jag är stamkund** (Jag har Moda eller Jim&Jill kort) Ja  Nej **5. Hur ofta besöker du Moda Aukia?** Varje vecka  Några gånger i månaden  Varje månad  Några gånger per år eller mer sällan**6. Köpvanor**

(1= Helt av annan åsikt, 2= delvis av annan åsikt 3= delvis av samma åsikt, 4= helt av samma åsikt)

	1	2	3	4
Jag köper kända varumärken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag köper ofta säsongens nyheter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag föredrar att köpa märken som jag har varit nöjd med	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag provar gärna på nya trender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag köper ofta Moda-korts erbjudanden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. När du handlar, föredrar du något visst märke? Du kan välja flera alternativ.**

Gant  Minimum  J.Lindeberg  Vero Moda  
 Tiger of Sweden  Park Lane  Gerry Weber  Vila  
 Tommy Hilfiger  Garcia  S.T.I  Michael Kors  
 Peak Performance  Jack&Jones  Esprit  Guess  
 Björn Borg  Selected Homme Något annat, vilket? \_\_\_\_\_

**8. Hur anser du Moda Aukias avdelningar och produktplacering?**

(1= Helt av annan åsikt, 2= delvis av annan åsikt 3= delvis av samma åsikt, 4= helt av samma åsikt)

	1	2	3	4
Produkterna är snyggt upplagda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avdelningarna är lockande	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Produktplaceringarna ger mig inspiration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag hittar lätt vad jag letar efter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avdelningarna förnyas regelbundet för att bibehålla intresse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**9. Vad tycker du generellt om Shop-in-Shop konceptet?**

(1= Helt av annan åsikt, 2= delvis av annan åsikt 3= delvis av samma åsikt, 4= helt av samma åsikt)

	1	2	3	4
Shop-in-Shopen visar märkets stil och det är lätt för mig att relatera till det	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag hittar lätt hela outfits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Märkens egna avdelningar förtydligar utbudet i butiken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avdelningens estetik inspirerar mig att köpa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Estetik ger mervärde till köp upplevelsen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shop-in-Shopen ger en internationell känsla till butiken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. Hur påverkar produktplaceringen ditt köpbeslut?**

Väldigt mycket    Mycket    Kan inte säga    Lite    Inget alls

En **Flagship butik** (även kallad Concept store) är en butik i en kedja, ofta den viktigaste och största butiken med det bästa läget i välkända shoppingområden. Den är mer exklusiv än mindre butiker i köpcentrum och shop-in-shop avdelningarna.

Sortiment, inredning, skyltning, produktplacering och betjäning har ofta högre standard än i andra varumärkets butiker. Idén är att en Flagship butik skall visa upp hela konceptet, som det ska se ut när allt är perfekt. Det skall vara en inspirerande plats och ge mervärde till kundens köp upplevelse.

**11. Handlar du märkeskläder utomlands?**  Ja  Nej

**12. Brukar du besöka Flagship butiker när du är utomlands?**  Ja  Nej

Om du svarade Nej, kan du hoppa över följande frågor.

**13. Flagship butiken**

(1= Helt av annan åsikt, 2= delvis av annan åsikt 3= delvis av samma åsikt, 4= helt av samma åsikt)

	1	2	3	4
Inspirerar mig med sin unika stil och skyltningar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag söker efter produkter som inte finns i Finland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Butikens lyxiga atmosfär ger mervärde till köp upplevelsen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skytningen och produktplaceringen skapar en värdefull miljö för produkterna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag önskar mer av samma atmosfär till Moda Aukia butikerna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Brukar du köpa något visst märke från utlandet som du inte hittar vid Moda Aukia?**

Om ja, vad? \_\_\_\_\_

**Vi lottar ut ett presentkort värd 50 euro till Moda Aukia!**

Lämna dina kontaktuppgifter ifall du vill vara med i utlottningen! Vi kontaktar vinnaren personligen.

Namn: \_\_\_\_\_

Adress: \_\_\_\_\_

Telefonnummer: \_\_\_\_\_

E-post: \_\_\_\_\_

## QUESTIONNAIRE IN ENGLISH

## SHOP-IN-SHOP QUESTIONNAIRE

I am a student at Vaasa University of Applied Sciences and for my thesis project I am researching Moda Aukia customers thoughts on the Shop-in-shop concept. The questionnaire responses will be treated confidentially. Thank you for your response!

The Shop-in-Shop concept refers to a clothing brands own department inside a store. This section has usually its own designed furniture, hangers, and mannequins, display guidelines, props, as well as marketing materials etc.

**1. Gender**Female  Male **2. Nearest store** Vaasa  Kokkola  Seinäjoki**3. Age** Under 20  21-30  31-40  41-50  Over 50**4. I am a loyal customer** (I have either Moda or Jim&Jill customer card) Yes  No **5. How often do you visit Moda Aukia?** Weekly  A couple times a month  Every month  A couple times a year or more seldom**6. Buying habits**

(1= disagree, 2= disagree some, 3= agree some, 4= agree)

	1	2	3	4
I buy well-known brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I buy often products from the "news" section	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually prefer the same brand, that I've found good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy to try new trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy Moda-card offers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. What brand do you prefer when making purchases at Moda Aukia? You can choose several options.**

Gant  Minimum  J.Lindeberg  Vero Moda  
 Tiger of Sweden  Park Lane  Gerry Weber  Vila  
 Tommy Hilfiger  Garcia  S.T.I  Michael Kors  
 Peak Performance  Jack&Jones  Esprit  Guess  
 Björn Borg  Selected Homme Other, what? \_\_\_\_\_

**8. What do you think about Moda Aukias departments and product layouts ?**

(1=disagree, 2= disagree some, 3= agree some, 4= agree)

	1	2	3	4
The products are clearly displayed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The departments are attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I get inspired from product layouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can find what I'm looking for easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The departments are renewed regularly to maintain the interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**9. What do you generally think about the Shop-in-Shop concept?**

(1= disagree, 2= disagree some, 3= agree some, 4= agree)

	1	2	3	4
The Shop-in-Shop tells the character style of the brand and it is easy for me to relate to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find whole outfits easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brands own departments clarifies the store product range	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The aesthetics of the departments inspires to make a purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aesthetics bring added value to the shopping experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Shop-in-Shops give the store an international look	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. How much does the product layouts affect your purchase decision?**

Very much     A lot     Can't say     Some     Not at all

**The flagship store** (Also referred to as a Concept store) is the biggest and most important store of the brand. Flagship stores can be found in well-known shopping areas and are more exclusive than the normal retail stores in shopping malls and Shop-in-Shops in department stores.

The supply, decoration, service, and product placement is also of a higher quality compared to the brands other stores. The flagship store is an inspiring place, its intention is to show the brand concept at its best and add value to the customer's purchasing experience.

**11. Do you make brand-clothing purchases abroad?**  Yes  No

**12. Do you visit clothing brand Flagship stores while abroad?**  Yes  No

If you answered No, you can skip the following questions.

**13. Flagship stores**

(1= disagree, 2= disagree some, 3= agree some 4= agree)

	1	2	3	4
The store inspire me with its character style and decoration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look for products that cannot be find in Finland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The luxurious environment bring added value to the shopping experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The decorations and product layouts creates a valuable environment for the products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wish more of the same atmosphere to the Moda Aukia stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Do you purchase a specific brand from abroad that you cannot find from Moda Aukia product range ?** If yes, what? \_\_\_\_\_

**We are having a lottery on a 50 euros Moda Aukia gift card!**

Leave your contact information if you want to take part in the draw!

Name, address, telephone number and e-mail. The winner will be notified personally.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_