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A STUDY OF ELEMENTS OF ONLINE VISUAL MERCHANDISING (OVME) FOR WEBSITES OF INDIAN APPAREL RETAILERS

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Abstract

Purpose- This paper is the result of a scientific research which is concerned to the new and emerging field of Online Visual Merchandising. For the ease of study, the focus of this research was concentrated on Fashion and Apparel online stores. The aim of this research is to identify, create taxonomy and then measure the elements and sub-elements of Online Visual Merchandising. It is one of the first few researches in its line which is focused on Fashion and Apparel online stores operating in India.

Design / Methodology/ Approach – A comprehensive list of OVME was compiled using secondary data and result of previous researches. This list was then updated and modified as per current geographical and social requirement. A total of 4 websites were Content Analysed.

Findings- Taxonomy of OVM elements has been created which can be used by researchers for further study on their impact on sales or customer perception or Brand identity. The adopted inductive approach in this research resulted into 152 sub elements out of 28 Elements. These elements formed 7 categories and finally these 7 categories were clubbed into 2 major groups. All these OVM elements were analysed and their frequency of usage was measured and summarized.

Research limitations- Since this study was descriptive in nature, the possible impact of OVM elements on Consumer Buying Behaviour cannot be studied, which can be addressed in future researches. Only 4 websites of major apparel retailers were content analysed, which also limits purview of this research.

Practical implication- Using the taxonomy developed in this research about OVM elements, online fashion and apparel retailers will get an understanding of and insight into current usage pattern of OVME. Also fashion retailers can use and emphasize on these OVM elements to create the desired effect on customer attention and ultimately on sales. Offline retailers may use this research for their online interventions.

Originality / Value- A comprehensive list of OVM Elements have been provided through this paper through fashion and apparel online stores. Impact of these elements and sub elements have not been identified and will be done in next part of this project. These identified 152 sub elements might influence customers' shopping behaviour which can be studied further.

Keywords: Merchandising, Online Retail Stores, Online Visual Merchandising, OVM, Apparel web store, Content analysis, Taxonomy

Paper Type: Research Paper

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1: INTRODUCTION

India is the seventh largest country in the world and home to 1.3 billion people. Internet users in India are increasing every day. In the year 2016, 29.5% of Indian population was Internet users (World Bank, 2019), which increased to 40% by the end of 2018 (The Economic Times, 2019). There are currently 273.6 million e-Commerce users in India; with rapid growth projected this figure will reach to 329.1 million by 2020 with just 36% of the total population expected by then. (Statista, 2019). India is the fastest growing market for E-commerce sector with highest growth rate of 51% in the world. As far as Government policy support is concern, it is worth to mention that Indian government has allowed 100% FDI in B2B E-commerce (IBEF, 2019). The average user spends 119 USD online, which will drop to 92 USD by 2020 (Eshopworld, 2019). According to Barberet. al., (2011) online shopping pattern varies by country.

According to Upadhyay *et. al.* (2023), Company websites are ubiquitous. Which means they are present everywhere at once, since they can be accessed from any part of world and by many at the same time. Purpose of company websites could be different. Some websites are just informational and provides information about the organisation, its functions, targets and achievements. Whereas others could be commercial and are made with an intention to sell merchandise / services online. Visitors to such commercial websites may browse and purchase merchandise / services from any part of the world. E-commerce has emerged as a better platform for both retailers and shoppers. On the one hand it offers better deals, information and convenience to online shoppers and on the other hand it online retailer saves capital which he otherwise would have invested in physical infrastructure. It is also easier for online retailers to handle customer demands all at one time. And since no sales representatives are required, it saves on running cost too.

However, online shops have brought some risks too for retailers- risk of losing customers too early. While shopping / browsing online, it is much easier for an online shopper to switch to another e-retailer's website / e-store, which makes it critical for e-retailers to attract and hold shoppers attention. Moreover, online shoppers can compare deals and offers while browsing which is much easier than doing it in physical stores. Internet empowers online shoppers to browse websites from any part of the world and also they can compare sales deals of same product across various websites. This liberty available with online shoppers results in retailers to struggle for shoppers' attention, which makes Visual Merchandising an important tool to attract customers in online context too (Ha, Kwon and Lennon, 2007).

1.1 RESEARCH GAP:

Although it is a proven fact now that Visual Merchandising for a retail store is a science and can impact customer behaviour (Upadhyay *et. al.* 2017), on the similar lines it can be derived that Online Visual Merchandising may also influence shoppers' behaviour. Today, we have a number of researches and published material in the field of Visual Merchandising and its elements for an offline environment, however not much researchers have contributed in the field of Online Visual Merchandising. In spite of having known the growth prospects of E-commerce industry, there is no book and only a few researches in the field of OVM. Study of VME for traditional apparel stores has been done extensively, but the Online Visual Merchandising Element (OVME) is not investigated in a comprehensive manner.

1.2: RESEARCH OBJECTIVES:

Previous researches show that website attributes can affect shoppers' behaviour. Also with the development of retail industry, retailers have also developed their websites to cater more customers than their competitors. This makes the researchers in this field to update the taxonomy developed earlier and re-study OVME in current situation.

Thus the objectives of this research are:

- (a) **To investigate Online Visual Merchandising Elements (OVME):** This stage of project starts from the point where Katrandjiew and Velinov (2014) have left it after developing the model given by Ha *et. al.* (2007). Outcomes of previous researches were verified and new OVME were discovered.
- (b) **To measure frequency of usage of OVME by apparel retail websites:** Usage of OVME by major apparel retailers of India was checked using content analysis. The chosen apparel retailers were Shoppers stop, Lifestyle, FBB and Reliance Trends. Hence their online counterparts were:

- I. www.shoppersstop.com
- II. <https://trends.ajio.com>
- III. www.lifestylestores.com
- IV. www.fbbonline.in

2: LITERATURE REVIEW

Visual Merchandising Elements are often termed as Environment characteristics. Lohse and Spiller (1998) suggested only two types of online store attributes: information /content and website design. Mathwick et al. (2001) and Kim and Steol (2004) limited website atmosphere with elements like website's display attractiveness, aesthetic appeal, and general looks. Eroglu et al., (2001) and Eroglu et al., (2003) grouped all the online atmospheric elements into two major groups: High Task Relevant cues (HTRE) such as price or pictures of merchandise and Low Task Relevant cues (LTRE) such as information or graphs not related to shopping goals such as background and fonts. Katrandjiev and Velinov (2014) accepted this categorisation and followed it in their research.

The same classification theory developed by Eroglu is accepted for this project too, with further study and developments. We have also analysed the study of Upadhyay et. al. (2018), where online visual merchandising practices, of government and private Indian online retailers were studied using content analysis. The same scope of research was applied to this project for content analysing four major Indian apparel retailer's websites.

Jin and Park (2006) gave six aspects of online store attributes - website design, order fulfilment, communication, merchandise, security/privacy, and promotion. Koo (2006) used seven characteristics of online store atmospheric cues: design and visual appeal, well-structured hyperlinks, information quality, product assortment, security, and fast delivery, exchange and return services. Ha et al. (2007) did content analysis on 100 apparel websites of Korea and USA, and proposed three categories for visual merchandising elements for apparel websites:

1. Online path finding assistance: Sitemap, Search engine, Merchandise categorization;
2. Environment: Atmospheric features, sale/promotion Signage, Colour;
3. Manner of product presentation: types of product view, product view presentation methods, detailed views, swatch, colour presentation, product display method, mix and match.

Park et al., (2009) compared store attributes of online apparel retailers of two countries- Korea and China. Researchers tried to find out the most prominent attributes that attract the online customers. 40 websites selected on the basis of sales and 5 retailers were also selected per each 40 websites.

Hristo and Ivo (2014) suggested only two major groups of OVM elements:

- (1) Atmospheric features
- (2) Website registration: background colour, audio and intro and font.

Katrandjiev H. and Velinov I. (2014), applied content analysis on randomly selected websites and by the help of content analysis they reveals the following structure of OVM which have two broad group High Task Relevant Environment (HTRE) and Low Task Relevant Environment (LTRE) further both in total have five categories under LTRE there are two (atmospheric feature and registration) and HTRE includes three (web navigation, web graphics and product demonstration). If we go further we can see there are thirteen elements within category - background color, text color, atmospheric features, and registration requirement within LTRE; site map, search engine, website geometry, presentation format, product view dimensionality, apparel color, product display method, and mix/match option within HTRE. After this 55 sub- elements were identified 17 sub elements within LTRE group and 38 sub elements within HTRE group.

2.1: LTRE ELEMENTS

2.1.1: ATMOSPHERICS / WEBPAGE DESIGN:

Several researchers suggested that atmospherics is an important criterion of successful websites (Allen, 2000; Khakimdjanova & Park, 2005; Park & Stoel, 2002). It refers to sale / promotion signage (Ha et. Al, 2007), legible fonts, font color, pictures, background colour, hyperlinks, intro and background music (Katrandjiev and Velinov, 2014). During the first decade of Internet era, some researchers noticed that in spite of the fact that physical environment (such as buildings, desks, shelves, windows, etc.) is absent in e-retailing, the online environment plays the role of an atmospheric environment (Shih, 1998). Other researchers have also confirmed that pleasant online environment (atmospheric) positively affects attention and consumer reactions (Dailey, 2004). A relatively detailed description of atmospheric features in apparel online stores has been presented by Ha et al. (2007). The authors call it environment and according to their suggestions it includes atmospheric features, sale/promotion signage, and colour. Lately some researchers have laid the emphasis on congruence between online atmospherics and consumer preferences (Hunter and Mukerji, 2011). A large colourful image of the product with price right next to it and also music on the opening page will attract shoppers' attention (Harris, 1998). Another research by Rice (1997) was based on website design factors which can make customers to keep returning to that website. These factors were website layout, uniqueness, ease of finding information, excitement, visual attractiveness, ease of navigation and the speed of the website.

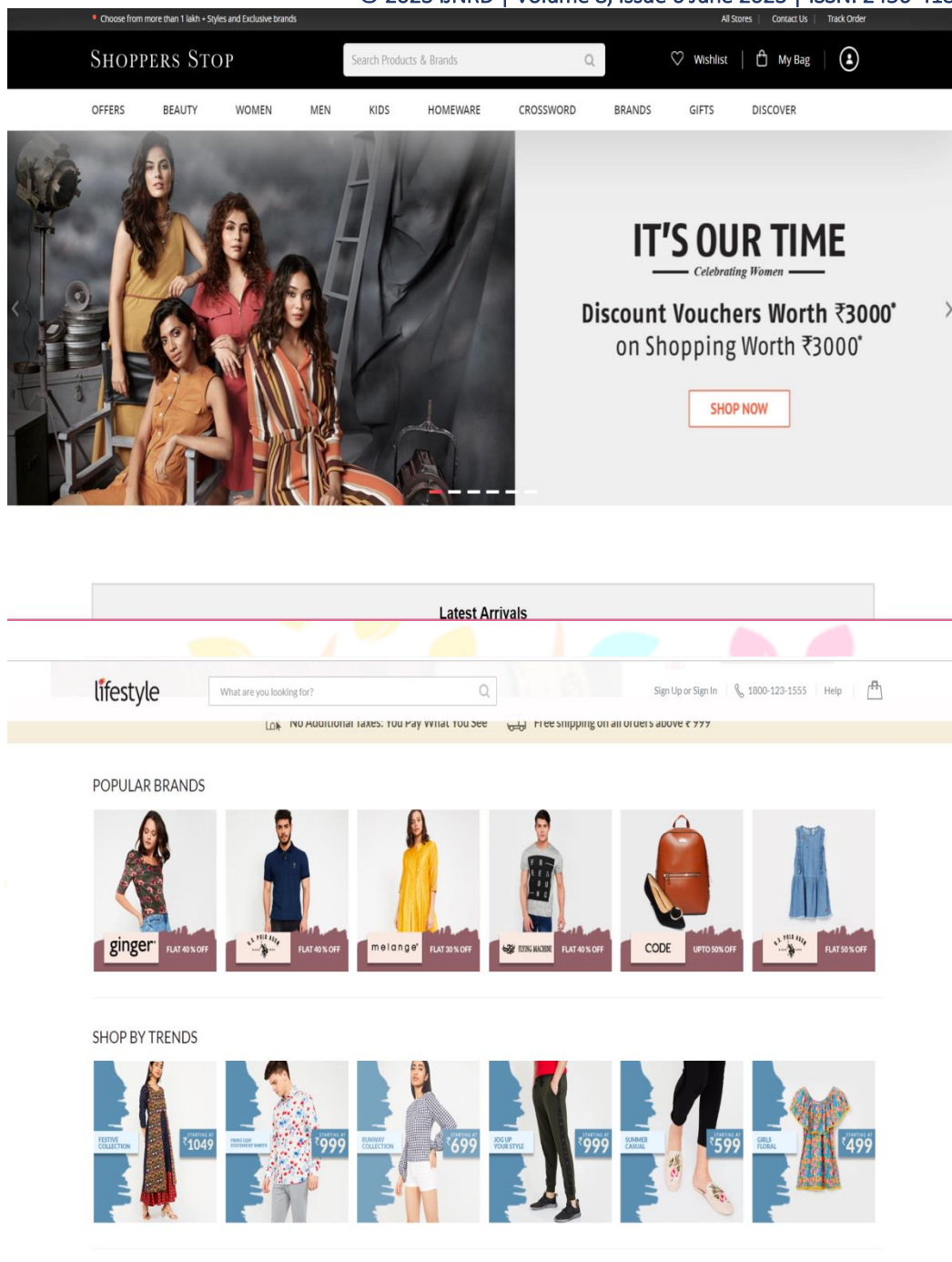


Figure no. 2.1 & 2.2: Showing Web atmospherics of website of Shoppers Stop and Lifestyle. (Pictures by Author)

2.1.2: WEBSITE REGISTRATION, DATA PRIVACY AND RISK

Most online retailers make their customers to register with them before processing the order. Those who do not compel on registration will anyway ask for personal information for order booking and delivery. This personal information is usually in the form of name, address, contact number, age, sex, occupation, delivery address, date & year of birth, marital status, shopping history, search history, bank account details, credit / debit card details and password. Hence all the prior researches in this area of website registration were focused on security concerns and privacy of customers (Zhou, L. et al., 2007). Tsai et al. (2011) in their research found that more than two third of the online shoppers hesitate in buying online because of requirement of personal data. Many a times customer do not want his/her shopping list / ordered item to made open for others, which leads to privacy concern. Kim and Lennon (2000) found that product information is negatively related to perceived risk and positively related to purchase intention. Tedeschi (2002) found that a majority of online shoppers were ready to share their personal data and allow tracking of their online shopping behaviour, in order to win some prize money / additional discount.

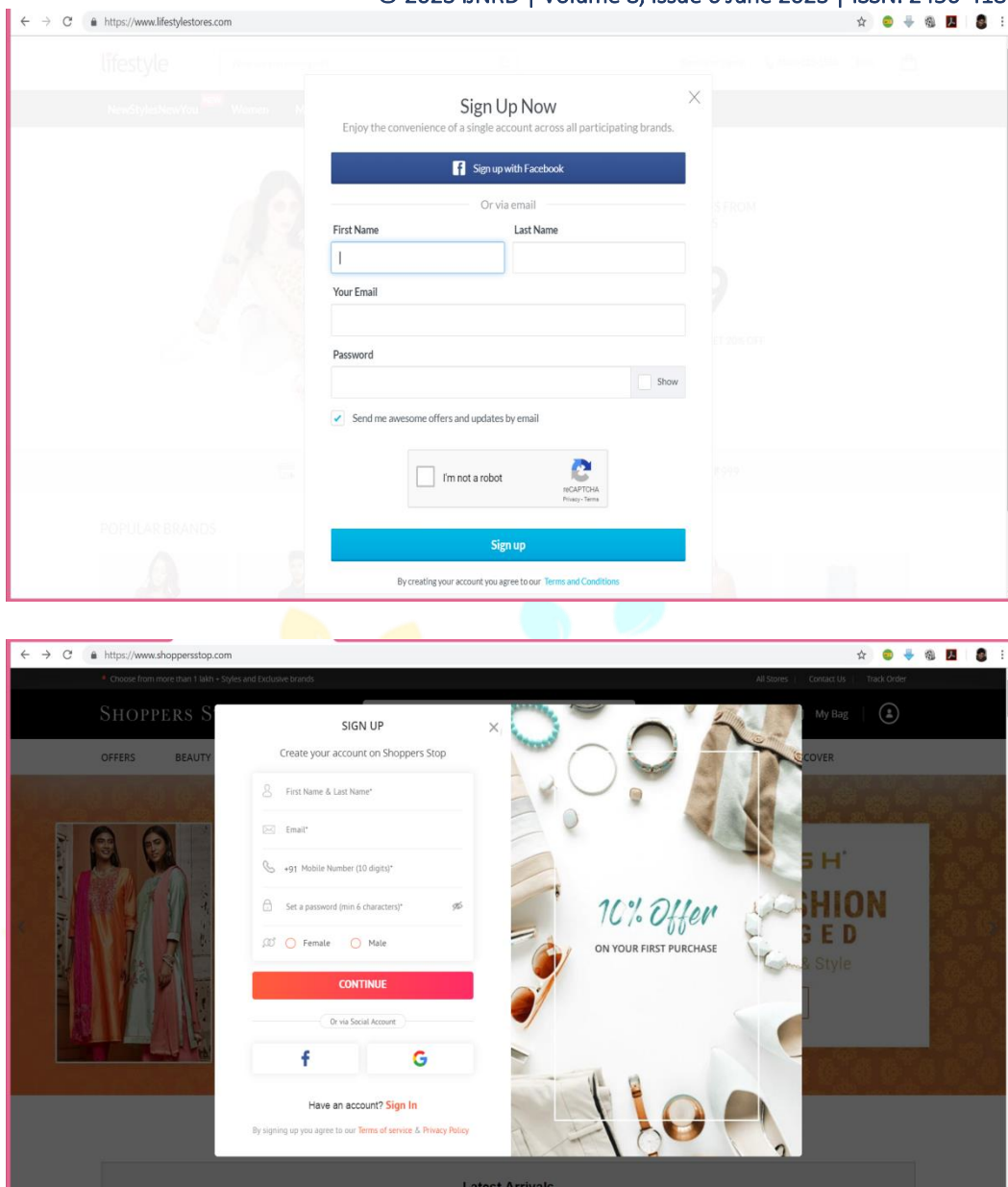


Figure no.2.3 & 2.4: Showing Website Registration / Sing up page of Lifestyle and Shoppers Stop. (Pictures by Author)

2.1.3: INTERACTIVITY / SERVICES:

Lim and Dubinsky (2004) define interactivity as a direct two way communication on E-Commerce portal. Most common aspects of Interactivity could be customer support like support tools, software downloads, order confirmation, feedback and search like keyword search, search history, order history, recommended product list, customer reviews, personalised messages, FAQs and creating & saving shopping list. Service includes shipping cost indication, international shipping information, and delivery term indication; return policy indication and selling agency information. To be a successful online apparel retailer, services become more important under the online shopping environment. Indication of reliable and timely service information has a tendency to decrease perceptions of risk. Online shoppers make their orders at their office or home anticipating quicker, timelier, and safer delivery on a convenient time of choice. Return and exchange services are important if customers change their mind after delivery, or a delivered product is damaged (Koo, 2006).

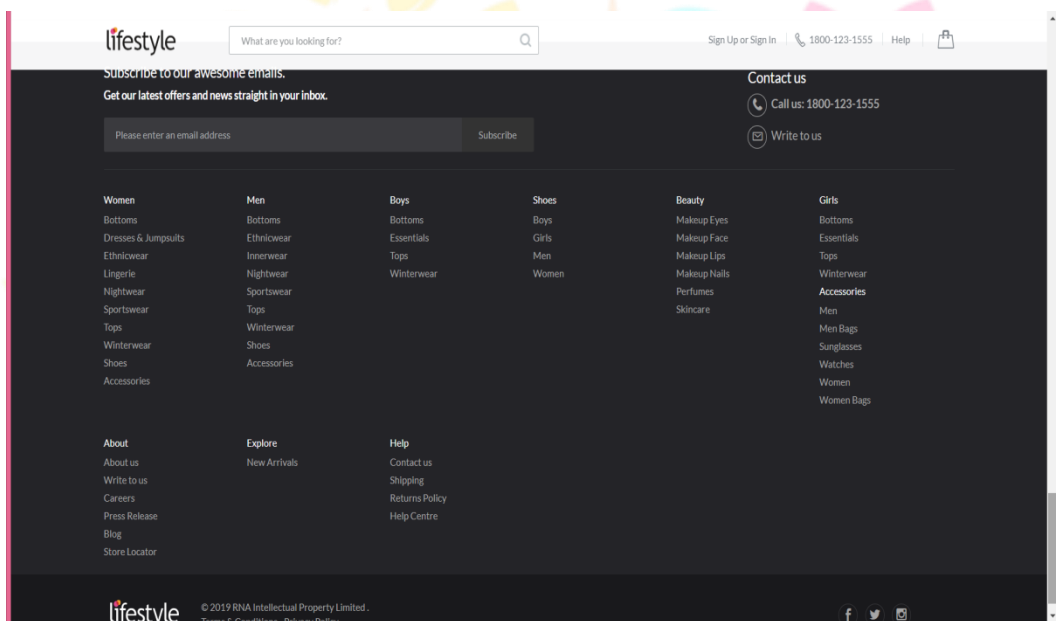
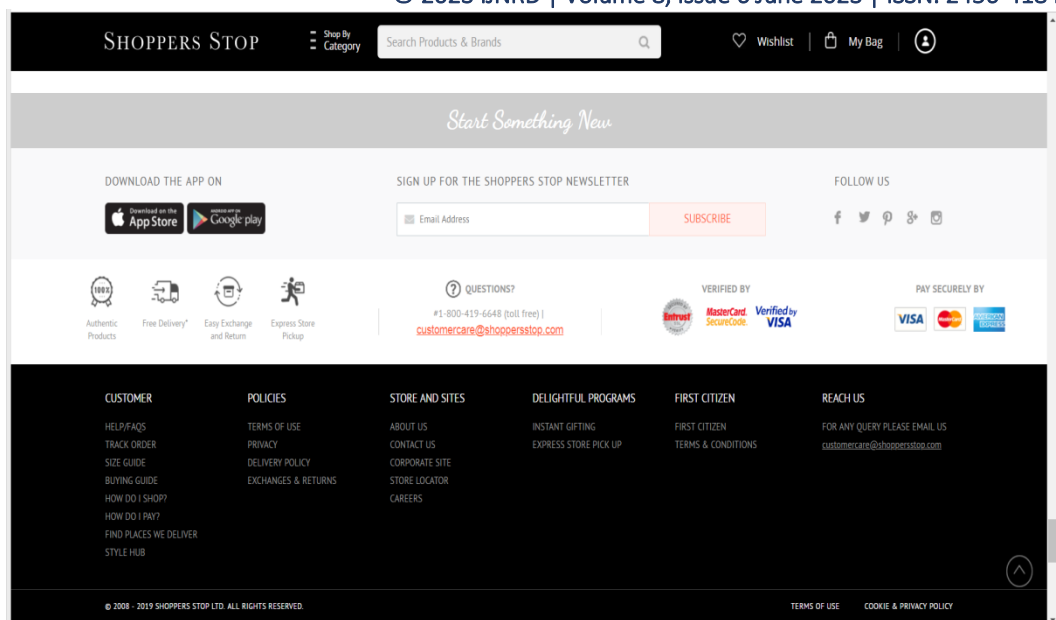


Figure no. 2.5 & 2.6: Showing Interactivity tools available at websites of Shoppers Stop and Lifestyle.
(Pictures by Author)

2.1.4: WEB ADVERTISING:

Website advertising tools such as banner ads and texts, offers and promotional messages (e.g. free shipping, discounts and coupons) attract customers and enhance website's competitiveness (Park & Lennon, 2009). A successful e-retailer would not only run promotional messages for new and popular product but also display sale/discount information, because online bargain hunters will always look for such lucrative discounts and special promotional offers like incentives and free gifts (Lepkowska-White, 2004; Park, Kim, Funches, & Foxx, 2012). Advertisement can encourage online customers to browse for more time and the inner states such as pleasure and arousal leads to impulse buying (Gardner & Rook, 1988). Price discount offers and special promotional schemes of the website, results in impulse sale (Park et al., 2012). Customers would have more positive perceptions of product values with the price promotion advertisement (Park & Lennon, 2009). Ha and Lennon (2010) suggested that low task relevant cues can directly increase consumers' approach behaviour. In addition, Manganari, Siomkos, Rigopoulou and Vrechopoulos (2011) provided a conceptual framework based on the Virtual Component Presentation Framework (VCPF) proposed by Vrechopoulos, O'Keefe, Doukidis and Siomkos (2004).

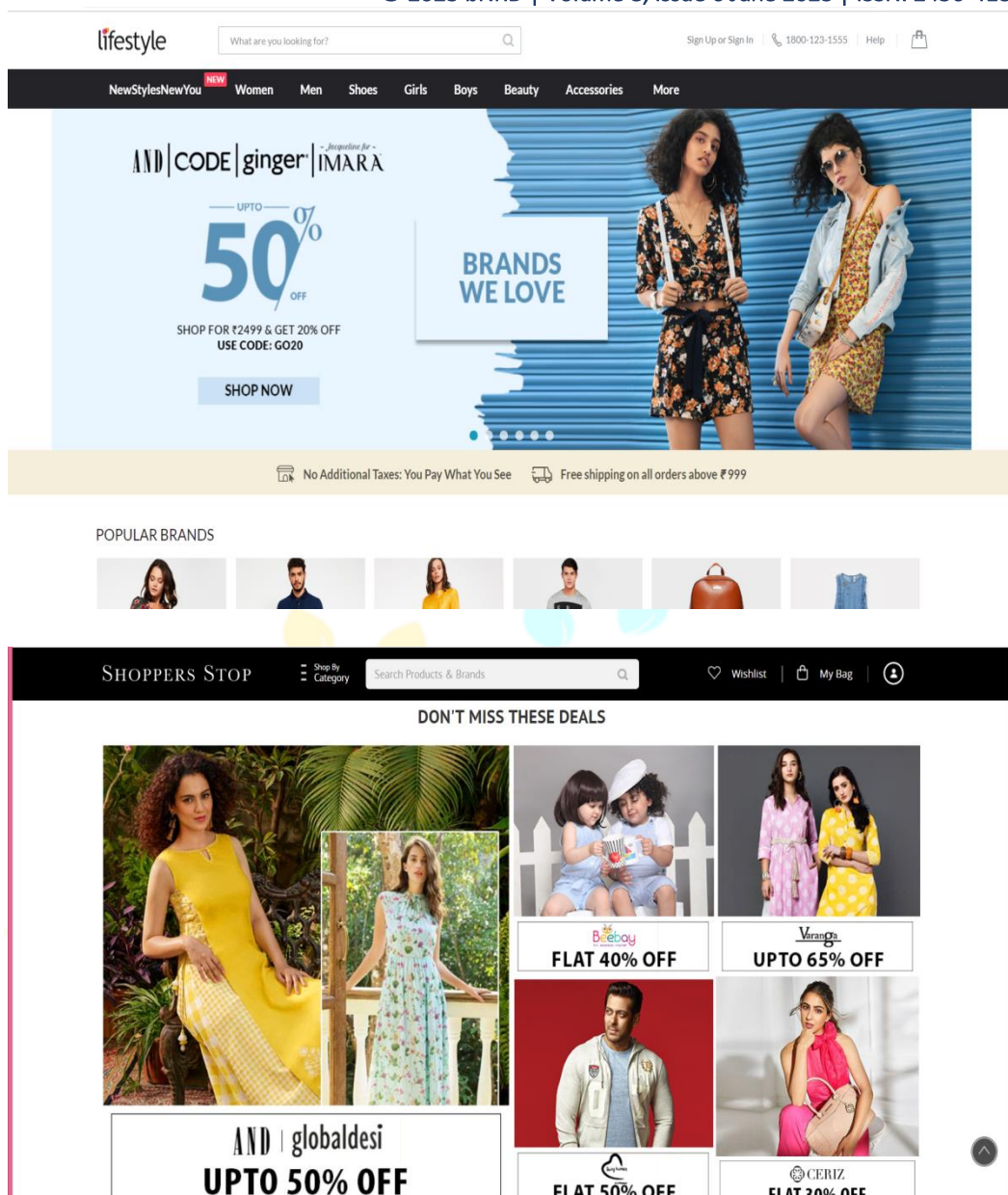


Figure No. 2.7 & 2.8 : Showing Promotional and Discount Banners / Offers at websites of Lifestyle and Shoppers Stop.(Pictures by Author)

2.2: HTRE ELEMENTS

2.2.1: NAVIGATION AND CONVENIENCE

It refers to browsing through the product catalogue and hierarchy and searching in different ways. Gomory et al. (1999) and Lee et al. (2001), viewed navigation in a broader sense and defined navigation not only within website but also in entire internet environment which leads to locating a website and loading it. It may include search tools and site map (Eroglu et al., 2001). Siddiqui et al. (2003), found navigation as an important factor stimulating online shopping. Seock and Norton (2007) and Jang and Burns (2004) found through their studies that product information, navigation and customer service are the three most important OVM elements. Koivumaki (2001) found that ease of navigation have a positive impact on customer satisfaction. Ernst and Young (1998) reported that Internet shopping is more convenient, fun and economical and it also has more choices than shopping through other distribution channels. Dennis *et al.* (2009) found that convenience is one of the most attractive and significant OVM elements, which reduces search cost and increases online shopping efficiency. It is the convenience of time and space, which leads to the increase in online shopping (Kim and Forsythe, 2009). Lohse and Spiller (1998) identified few convenience attributes, which are hyperlinks on the E-commerce portal, payment options, click buttons or pictures to surf the product catalogue, Product listing and Price information. It may also include information about shopping process, payment and delivery options available, packaging and delivery cost, stock availability, product guarantee and return policy, online booking and contact details. Park and Stoel (2002) and Jang and Burns (2004) found that female college students have their favourite apparel online stores and the factors responsible for this are: Product information, Navigation, and Customer service.

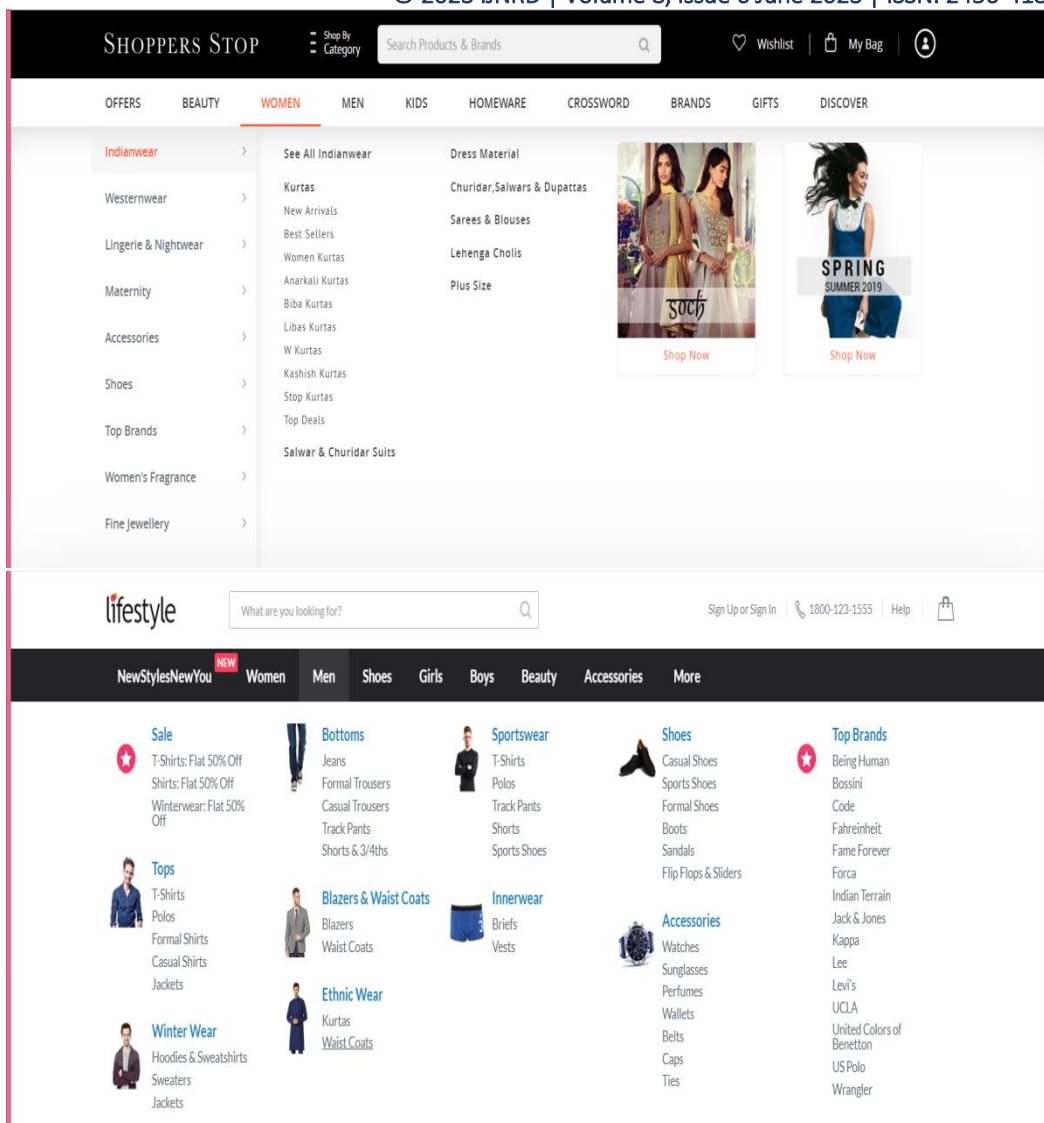
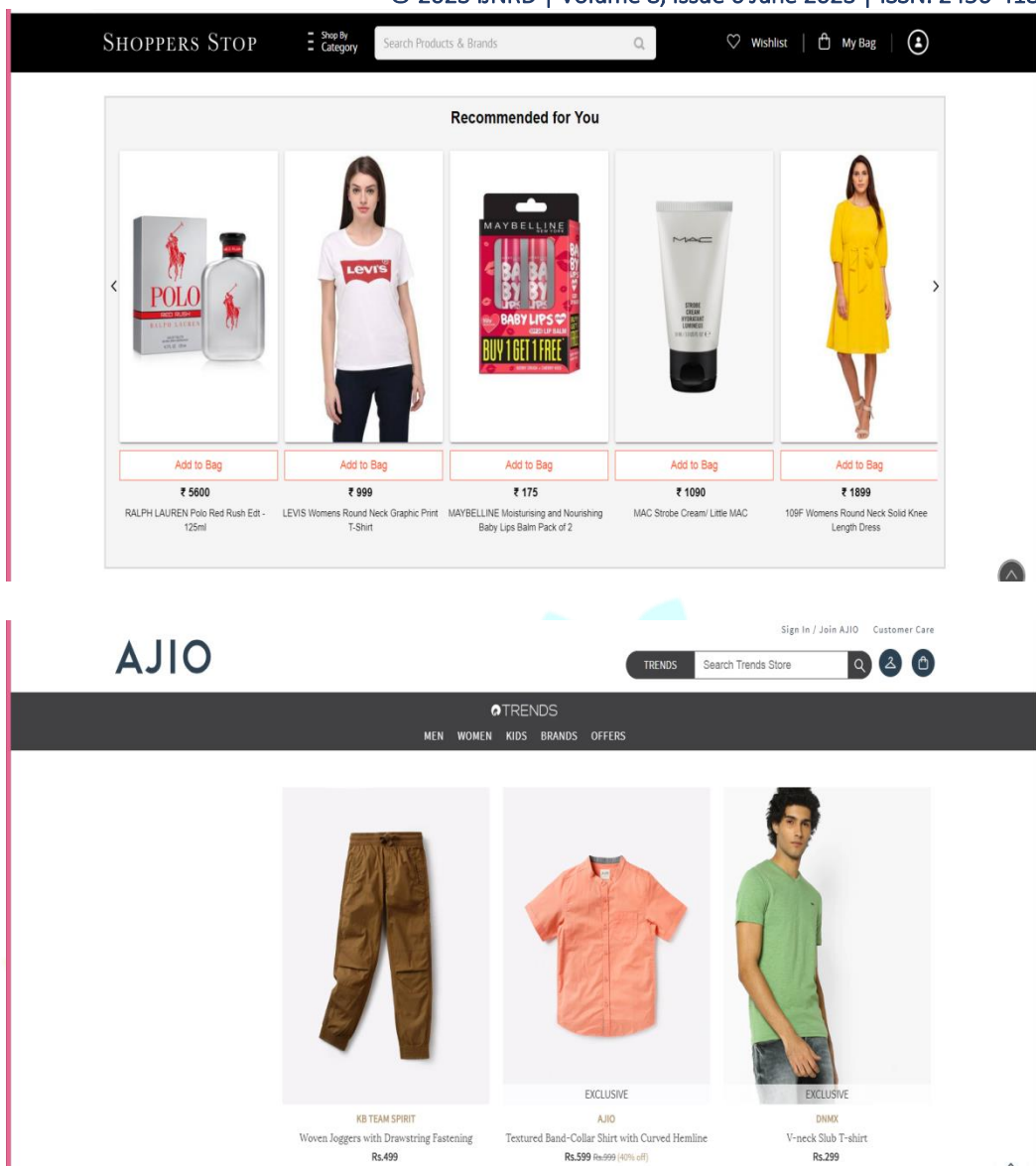


Figure no. 2.9 & 2.10: Showing Product Catalogue and Hierarchy available at websites of Shoppers Stop and Lifestyle Stores. (Pictures by Author)

2.2.2: WEB GRAPHICS / AESTHETICS:

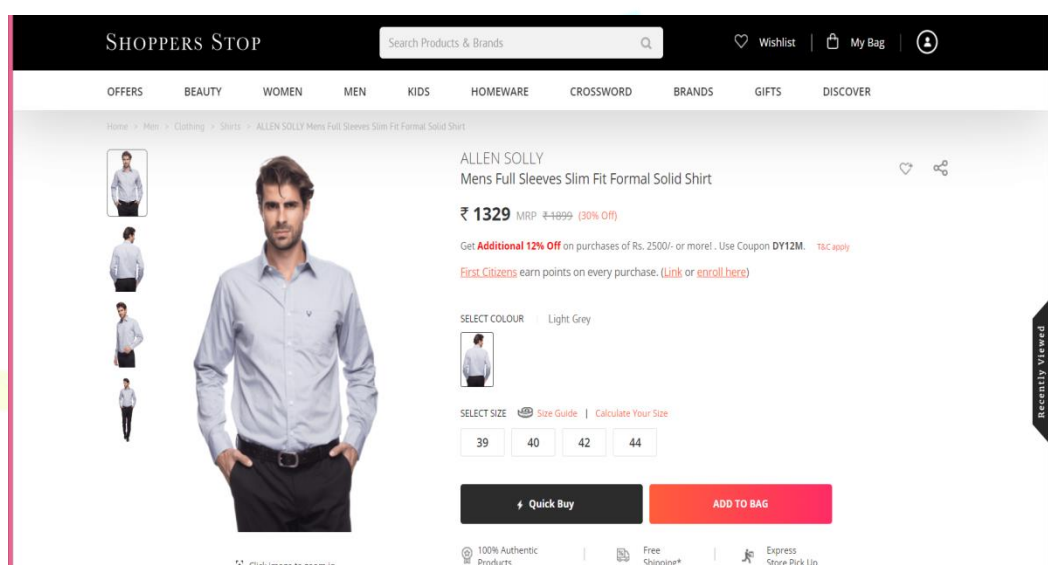
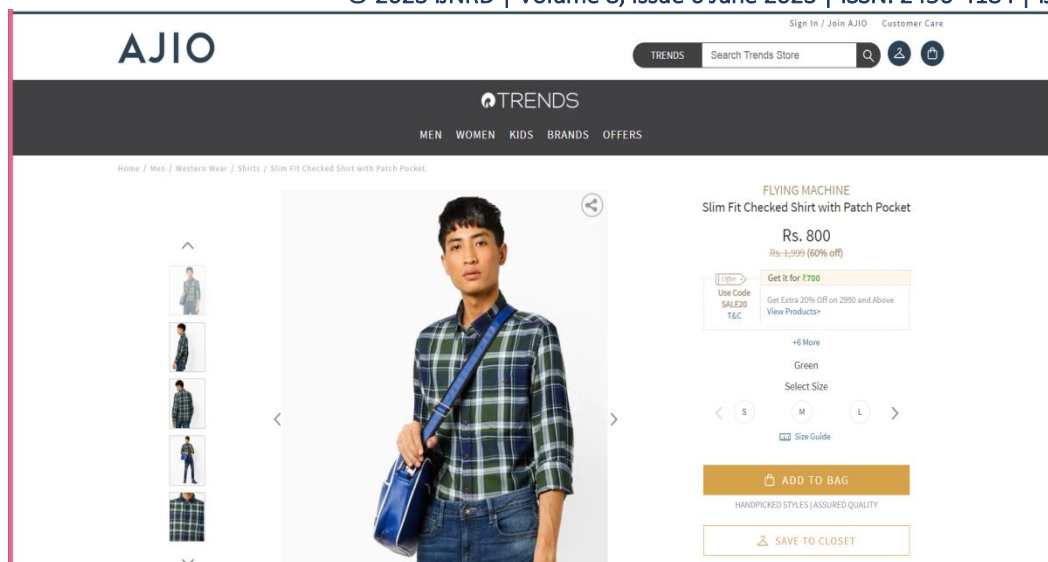
Aesthetics of web design refers to —organized and systematic layout of merchandise, legible font type and font size, and a clear text/background color combination (Wang, Minor, & Wei, 2011). Hill & Scharff (1997) found that different font types and font color combinations can affect the readability of websites. Higher the visual aesthetics more would be the credibility of an e-retailing website (Robins & Holmes, 2008; Wang et al., 2011). A website's visual appeal and layout are often referred as web graphics. Katrandjive and Velinov (2014) argued that graphics add value to a website by offering pleasant environment and by orienting customers. They also suggested two sub elements to it – website geometry and presentation format. Geometry means orientation / placement of click buttons, which could be horizontal, vertical or mixed. Presentation format includes click on banner, pop-up banner and dynamic/static banner. Rowley (2002), suggested that graphics as a tool to make websites more interesting. Nilsen (2001) stated that website layout makes it easier and faster for customer to surf the website and process the information. Potts (2007) proved that aesthetics of a website may impact the customer purchase intention. A tree structured online store layout is easy to use and goal oriented and hence can stimulate positive response from customers (Griffith, 2005).



Picture no. 2.11 & 2.12 : Showing Web graphics like pictures, Fonts, Alignment, Font Color and Size etc for websites of Shoppers Stop and Reliance Trends. (Pictures by Author)

2.2.3: PRODUCT PRESENTATION/DEMONSTRATION

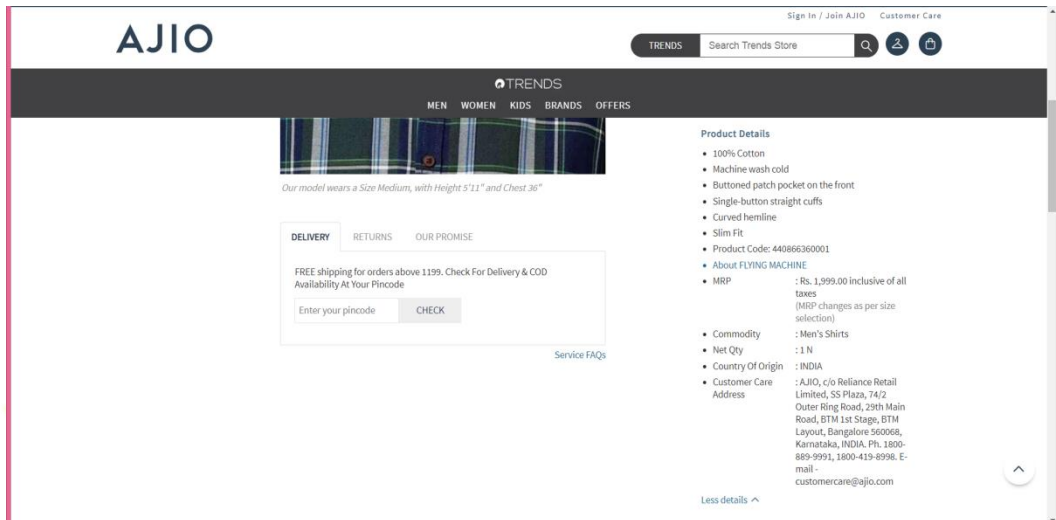
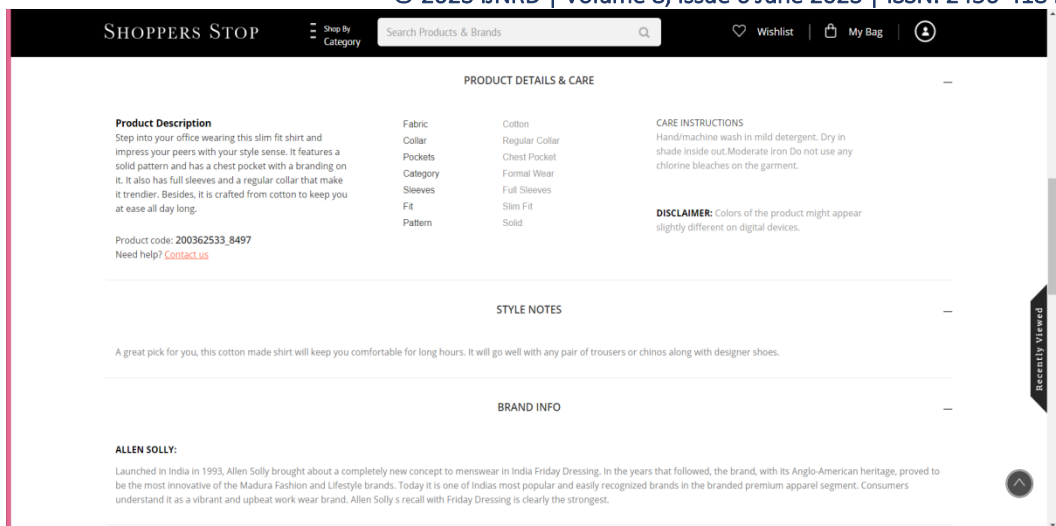
The inability to try garments before purchase while shopping online is a major concern for customers (Kim & Lennon, 2000; Kwon, Paek & Arzeni, 1991; Park, Lennon, & Stael, 2005). Majority of Internet users believe that they cannot buy clothes before trying them, which make it one of the biggest issues with online shopping (Reda, 2002). Viewing apparel products in a variety of combinations can help consumers imagine those garments on them (Allen, 1999). Both static and kinetic images make a website page look more interesting (Rowley, 2002). Apparel product presentation can be enhanced with 3D display. Then and Delong (1999), suggested that a three dimensional product display can minimize the uncertainties of online shopping. Kumar A. & Yinliang T. (2012) explained the importance of Product-videos in e-Commerce. According to the paper, product video is a virtual product experience that is closer to physical shopping, and thus helps customers make more informed choices. On the other hand, product-videos can be used to bundle a focal product with its coordinating products and accessories to make the overall look more desirable. Gilliam C. (2015) explained how can you perfect your online visual merchandising by investing in high-resolution and capitating photos because clear and professional taken photos are an asset to the brand, hire models to wear items this will give your customer realistic view of the product, shooting videos to promote your product one of the expensive visual content but worth, make your home page striking beautiful as home page is your store front and layout of your store front is crucial.



Picture no. 2.13 & 2.14 : showing Product demonstration style of websites of Reliance trends and Shoppers Stop.(Pictures by Author)

2.2.4: PRODUCT INFORMATION

A study in US revealed that online selling websites with rich information content can have higher shopping activity. Product information in an online shopping environment includes textiles image, fiber content composition indication, laundering instruction, price indication, color options, offer detail indication, and product stock indication. It may also include information about the product on sale like Breadth and Depth of the merchandise, Brands available, product description, option to enlarge image or viewing it from different angles or video [Degeratu *et. al.* (2000)]. Goldsmith *et al.* (2001) found that the ability of a customer to compare, contrast and choose between the alternatives available on an online store, influence the buying behaviour. Lam & Mukherjee (2005), in their recent study found positive relationship between merchandise coordination and purchase intention. Szymanski and Hise (2000) found that site design and merchandising (including product assortment and product information) are the determinants of customer satisfaction in Internet shopping.



Picture no. 2.15& 2.16: showing amount and style of product information provided by Shoppers Stop and Reliance Trends on their websites.(Pictures by Author)

2.2.5: DEVELOPMENT OF LIST OF OVME

On the basis of the secondary sources and extensive review of the eminent researches, the below mentioned table 1 depicts elements of OVM into two major categories i.e. LTRE and HTRE.

With the help of this table, the researcher tried to develop a list of OVM Elements on the basis of its importance in order to complete a purchase process. This table 1 also depicts the list of OVM Elements with the Authors' / Researchers' name, who has given the recognition to that element in their respective researches.

The major bifurcation of OVM elements into two categories – LTRE and HTRE is further sub categorised into subsequent elements, which are a combination of various sub elements, mentioned along with the element name.

Table 1. Developed and suggested Model of OVM Elements

CATAGORIES	ELEMENTS	AUTHORS / RESEARCHERS
LTRE	REGISTRATION	Kollock (1999); Lee and Yoo (1999); Jarvenpaa (2000); Chircu 2000; Friedman (2001); Bhattachajee (2002); Tedeschi (2002); Ba et al. (2003); Zhout et al. (2007); Tsai et al. (2011); Koo (2006); Kim and Lennon (2000);
	ATMOSPHERICS – Background color, Intro page, Signage, background music, font size and color.	Menon and Kahn (2002); Mehrabian and Russell (1974); Harris (1998); Donovan and Rossiter (1982); Bitner (1992); Erogluet al. (2003); Lewison (1994); Sherman et al. (1997); Eroglu et al. (2001); Kim et al. (2009); Verchopoulos et al., (2004); Ha et al. (2007); Tsao and Chang (2010); Hunter and Mukerji (2011).
	INTERACTIVITY – help desk, feedback, complaint, return / exchange policy,	Lim and Dubinsky (2004); Jin and Park (2006); Fiore and Jin (2003); Fiore et al. (2005);

HTRE	customer reviews.	
	WEB ADVERTISING	Park & Lennon (2009); Lepkowska-White (2004); Park, Kim, Funches, & Foxx (2012); Gardner & Rook (1988); Park et al. (2012); Park & Lennon (2009); Ha and Lennon (2010)
	WEB NAVIGATION & CONVENIENCE – site map, search engine.	Gomory et al. (1999); Swaminathan et al. (1999); Dennis <i>et al.</i> (2009); Lee et al. (2001); Eroglu et al. (2001); Koivumaki (2001); Kim and Lim (2001); Kim and Forsythe (2009); Lohse and Spiller (1998); Park and Stoel (2002); Manganariet al. (2011); Wu et al. (2014); Eroglu et al. (2003); Siddiqui et al. (2003); Ernst and Young (1998); Jang and Burns (2004); Seock and Norton (2007);
	WEB GRAPHICS – website orientation and banner formats.	Berman and Evans (1995); Donnellan (1996); Levy and Weitz (1996); Bruce and Cooper (1997); Kim and Lennon (2010); Buchanan et al. (1999); Koelemeijer and Oppewal (1999); Nilsen (2001); Davies and Ward (2002); Potts, K. (2007); Lohse and Spiller (1998);
HTRE	PRODUCT DEMONSTRATION – product views, image enlargement, color& size options, display method, coordinates suggestion.	Park et al. (2005); Delone and McLean (1992); Wang and Strong (1996); Ha et al. (2007); Park et al. (2005); Peterson et al. (1997); Fiore and Jin (2003); Bakos, (1997); Lohse and Spiller, (1998); Gomory et al. (1999); Schmit, (1999a); Fiore et al. (2005); Allen (1999); Then and Delong (1999); Lam & Mukherjee (2005); Palmer (2000); Allen (2000); Park and Stoel (2002); Reda (2002); Wu et al. (2013); Park and Kim (2003); Eroglu et al. (2003); Jang and Burns (2004); Halepete and Park (2006); McCormick and Livett (2012);Rowley (2002); Then and Delong (1999); Allen (1999);
	PRODUCT INFORMATION – manufacturing specifications, laundry / ironing specifications, merchandising	Degeratuet <i>al.</i> (2000); Goldsmith <i>et al.</i> (2001); Lee et al. (2000); Lohse and Spiller (1998); Szymanski and Hise (2000); Szymanski and Hise (2000)

3: RESEARCH METHOD

Four leading MBOs of India were selected which are Fashion at Big Bazar (FBB), Lifestyle, Shoppers stop and Reliance Trends. All these four retailers are department stores dealing into multiple brands, offering both apparels and accessories and have presence pan India through their multiple outlets in various cities and E-commerce websites. The Store size and offered brands and merchandise quantity being similar in all the stores of these brands make them perfect competitors, targeting the same customer group. Hence Online Visual Merchandising of these stores' websites is comparable.

The research method used for this project is Content Analysis. We verified the coding structure used by earlier researchers and reorganised this structure to match the current needs of Indian shopper.

4: CONTENT ANALYSIS OF OVME

4.1: ANALYSIS OF LTRE

Content Analysis of LTRE is shown in the table no. 2 below. Here for every element or sub-element, presence is marked as '1' and absence is marked as '0'. From Table 2 below, it was noted that Registration was not found to be compulsory to browse the website, however for confirming the order, user registration would be required to collect shipping address, search and order history. Font color was black for all the four websites with occasional use of Red and yellow. All the four websites had intro page but avoided the use of intro music and intro video, to reduce website loading time. Website main color and background color was white for all. Except International shipping and customization, all other services were provided by websites. Except chat box and personalised messages, all other interaction tools were present. Banner was present and flash sale was absent in all the websites.

Table 2: Content Analysis of LTRE on 4 websites:

Groups	Categories	Elements	Sub-element	Shoppers stop	Lifestyle	FBB	Reliance Trends	Total Count
LTRE	Registration	Customer Registration	Required	0	0	0	0	0
	Atmospherics	Font color	White	0	0	0	0	0
			Black	1	1	1	1	4

			Red	1	1	0	0	2
			Blue	0	0	0	0	0
			Yellow	1	0	0	0	1
			Other	0	0	0	0	0
		Atmospheric feature	Intro-Page	1	1	1	1	4
			Intro Music	0	0	0	0	0
			Music during browsing	0	0	0	0	0
			Intro-Video	0	0	0	0	0
		Website main color	orange	0	0	0	0	0
			Purple	0	0	0	0	0
			White	1	1	1	1	4
			Black	0	0	0	0	0
			Blue	0	0	0	0	0
			yellow	0	0	0	0	0
			grey	0	0	0	0	0
			Red	0	0	0	0	0
	Pre / Post sales assistance	Services	Discount Information	1	1	1	1	4
			Shipping cost indication	1	0	1	1	3
			International shipping information	0	0	0	0	0
			Delivery term indication	1	0	1	1	3
			Expected Delivery date indication	1	1	1	1	4
			Return Policy Indication	1	1	1	1	4
			Customization service	0	0	0	0	0
		Interaction tool	Chat box	0	0	0	0	0
			Email	1	1	1	0	3
			company contact detail available	1	1	1	0	3
			FAQs	1	1	1	1	4
			Feedback	0	1	1	1	3
			Personalised messages	0	0	0	0	0
			Social Media links	1	1	1	1	4
	Web Advertising	Banner	Available / NA	1	1	1	1	4
		Pop-up messages	Available / NA	0	0	1	0	1
		Flash Sale	Available / NA	0	0	0	0	0

4.2: ANALYSIS OF HTRE

Content Analysis of HTRE is shown in the table no. 3 below. Here for every element or sub-element, presence is marked as '1' and absence is marked as '0'. From the table 2 below, it was found that Site map was provided by all websites. Search bar was provided on page top. All search filters were provided for first and second order criteria. Website geometry was horizontal which could be scrolled down to view more items. Banner was dynamic and clickable. Color surrounding the product was White for all. Except Reliance trends Ajio, all provided 4-5 pictures per item whereas ajio provided up to 10

pictures per item. Image position was left above for all and product was displayed on models. Presentation technique was 2-D with all views. Color swatch was provided by all. Suggestion was provided by all except Shoppers stop. Almost all the product information was provided.

Table 3: Content Analysis of HTRE on 4 websites:

Groups	Categories	Elements	Sub-elements	Shoppers stop	Lifestyle	FBB	Reliance Trends	Total Count
HTRE	Web Navigation	Site map	Available	1	1	1	1	4
			NA	0	0	0	0	0
		Search Bar	Left above	0	1	0	0	1
			Center above	1	0	0	0	1
			Right above	0	0	1	1	2
			Left below	0	0	0	0	0
			Center below	0	0	0	0	0
			Right below	0	0	0	0	0
			Center above and below	0	0	0	0	0
		Search / Filter First Order criteria	NA	0	0	0	0	0
			By Brand	1	1	1	1	4
			By item	1	1	1	1	4
			by target	1	1	1	1	4
			By style / look	1	1	1	1	4
			by price	1	1	1	1	4
			Offer	1	1	1	1	4
			by size	1	1	1	1	4
		Search / Filter Second order criteria	NA	0	0	0	0	0
			By Brand	1	1	1	1	4
			By item	0	1	1	1	3
			by target	0	1	1	1	3
			By style / look	1	1	1	1	4
			by price	1	1	1	1	4
			Offer		1	1	1	3
			by size	1	1	1	1	4
	Web Graphics	Website Geometry / Presentation Styles	Horizontal	1	1	1	1	4
			Horizontal plane	0	0	0	0	0
			Vertical	0	0	0	0	0
			Vertical Plane	0	0	0	0	0
			Scroll down	1	1	1	1	4
			Pop-up Banner	0	0	0	0	0
			Click-on banner	1	1	1	1	4
			Multiple click on banner	0	0	0	0	0
			Automatically moving banner	1	1	1	1	4
			Static / non clickable banner	0	0	0	0	0
			Other	0	0	0	0	0
	Manner of	Color Surroundin	Red	0	0	0	0	0
			White	1	1	1	1	4

	Product information and presentation	g Product	Black	0	0	0	0	0
			Blue	0	0	0	0	0
			Other	0	0	0	0	0
		Number of Product Images	1 to 2	0	0	0	0	0
			3 to 5	1	1	1	0	3
			6 to 8	0	0	0	0	0
			More than 8	0	0	0	1	1
		Image position	Left above	1	1	1	1	4
			Center above	0	0	0	0	0
			Right above	0	0	0	0	0
		Product is displayed in different	Body shapes	0	0	0	0	0
			Sizes	0	0	0	0	0
			Mannequin / model postures	1	1	1	1	4
		Type of Product views	Other	0	0	0	1	1
			Front View	1	1	1	1	4
			Back View	1	1	1	1	4
			Side View	1	1	1	1	4
		Presentation Technique	2-D F-B on same page	0	0	0	0	0
			2-D click on front	1	1	1	1	4
			2-D automatic changing the front and rear	0	0	0	1	1
			2-D subsequent display on the front and rear	0	0	0	0	0
			3-D click on rotation	0	0	0	0	0
			3-D automatic rotation	0	0	0	0	0
			2-D larger view	1	1	1	1	4
			3-D larger view	0	0	0	0	0
			zooming partitioning	0	1	1	0	2
		Presentation format	2-D view	1	1	1	1	4
			3-D view rotation manual	0	0	0	0	0
			3-D view automatic rotation	0	0	0	0	0
		Swatch	multiple zoom-ins	0	0	0	0	0
			Fabric swatch	0	0	1	0	1
			Color swatch	1	1	1	1	4
		Color presentation	change by color swatch click	1	1	1	1	4
			change by scroll down option	0	0	0	0	0
			change by swatch	0	0	1	1	2
			automatic color change	0	0	0	0	0

			color as separate items	0	1	0	0	1
			products with all colors in same image	0	0	0	0	0
		Product Display method	hanger	0	0	0	0	0
			mannequin whole view	0	0	0	0	0
			folding	0	0	0	0	0
			flat surface	0	0	0	0	0
			mannequin-cut	0	0	0	0	0
			Human Model	1	1	1	1	4
			Model-catalogue style		0	0	1	1
			3-D mapping	0	0	0	0	0
			Cyber model	0	0	0	0	0
		Mix and Match	Suggestion for each item	0	1	1	1	3
			Interactive mix and match	0	0	0	0	0
			suggestion by look / occasion	0	1	1	1	3
			Related Website link	0	0	0	0	0
			Related Category Link	0	0	0	1	1
		Product information	Laundering instruction	0	1	1	1	3
			Fiber Content indication	0	1	1	1	3
			Sewing and quality indication	0	1	1	1	3
			Product description	1	1	1	1	4
			Stock availability indication	1	1	1	1	4
			Detailed size indication	1	1	1	1	4
			Manufacturer detail	0	0	0	0	0
			Country of Origin of product	0	0	0	0	0
			Seller information	0	0	0	0	0
			Price information	1	1	1	1	4
			Size information	1	1	1	1	4
			Style information	1	1	1	1	4
			Waist (low / high)	0	0	1	0	1
		Stiching details	Pocket details	0	0	1	1	2
			belts	0	0	0	0	0

		loops	0	0	0	0	0
		Inseam length	0	1	0	0	1
		zippers	0	0	0	0	0
		Buttons	0	0	0	1	1
		Hem length	0	1	0	0	1

5: DISCUSSION AND CONCLUSION

All the objectives of this research are met. By addressing object 1, earlier researches were analysed and new OVM elements were discovered. These new elements were incorporated in the old model and a new taxonomy was developed at Table no. 1 which addressed objective no. 2. Objective no. 3 was addressed by content analysis four websites of leading apparel retailers in India based on the newly developed taxonomy.

Outcomes of this research provide useful and practical information. Table 1 provides a comprehensive model of OVME derived from past researches. Table 2 and Table 3, provides taxonomy of OVME along with content analysis of 4 websites of leading apparel stores of India, which could be used for future researches.

6: LIMITATIONS

The sampling process limits the generalization of results of content analysis. Since this study was descriptive in nature, the possible impact of OVM elements on Consumer Buying Behaviour cannot be studied, which can be addressed in future researches. Only 4 websites of major apparel retailers were content analysed, which also limits purview of this research.

7: FUTURE RESEARCH SCOPE

Using the taxonomy developed in this research about OVM elements, online fashion and apparel retailers will get an understanding of and insight into current usage pattern of OVME. Also fashion retailers can use and emphasize on these OVM elements to create the desired effect on customer attention and ultimately on sales. Offline retailers may use this research for their online interventions.

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